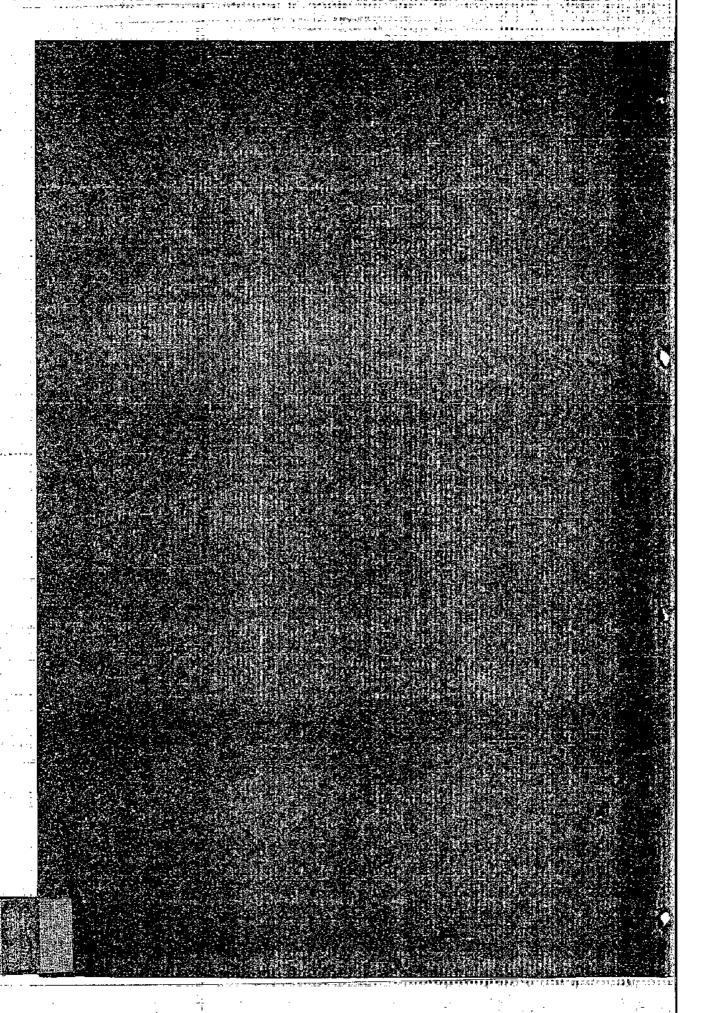
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COLUMBIA BROADCASTING SYSTEM YOUR HIT PARADE - NO. 347 SATURDAY, JANUARY 3, 1942 9:00 to 9:45 P.M.

As Broadcast Mr. Boggians

REPEAT BROADCAST SUNDAY 1/4/42 12:00-12:45 A.M.

CUE:

(GOLUMBIA BROADCASTING SYSTEM)

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.

(HAPPY DAYS.)

BARUCH:

1)

Lucky Strike presents Your Hit Parade the ten top
tunes of the week ... your All-American tune favorites
as determined by the Lucky Strike survey - which
tallies and carefully checks the songs most requested
of band leaders ... best sellers in sheet music and
phonograph records ... the songs most played on the
air and in the automatic coin machines. Yes, here
the big ten tunes ... the accurate, authentic
record of America's taste in popular music ... and
here is your singing star, Barry Wood, with the song
that rates sixth place this week ...
"This Love of Mine."

ATX01 0013890

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WOOD:

11

Just started Your Hit Parade rolling with the number six song -- "This Love of Mine."

.....Joan Edwards, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra are rarinto bring you the big review of the nine remaining champions of the week. And in addition, Lucky Strike has something new up its sleeve! This we're going to inaugurate a brand new feature especially for the boys in the Armed Services - and/on hand to help us an outstanding guest star - the one and only Kate Smith. But first Your Hit Parade swings along with our own Joan Edwards in the new song arrival to the big ten tunes of the week... in ninth place benight -- "This is No Laughing Matter."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TONIGHT WE LOVE" HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

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Number Four! The Hit Paraders line up to sing your favorite lyric of the fourth ranking melody in the country ... "Tonight We Love".

(MUSIC SWELLS AND FINISHES)

segue to

BARUCH:

For years, ladies and gentlemen, Your Hit Parade at this breathing place in the big march of tunes has offered the first of three Lucky Strike Extras. But beginning tonight will turn over these spots to the boys in the Armed Services of the United States -- In place of Extras we will present their choice of their favorite star, musical personality or band. We're asking the boys in Army, Navy and Marine Corps to drop us a card or letter telling us whom they would like to hear most in these spots on Your Hit Parade.

WOOD:

Right, Andre, and tonight we have as first guest star -- one of the top entertainment personalities .. one of the best known - best loved biggest-hearted big timers on the air ... the one and only Kate Smith!

(KATE SMITH THEME)

(KATE SMITH SPOT)

(B)

(APPLAUSE)

SMITH: THANKS BARRY WOOD ... TH

THANKS BARRY WOOD ... THANKS EVERYBODY ... IT GOES WITHOUT
SAYING THAT I'M HAPPY AND HONORED TO HAVE THIS OPPORTUNITY
TO COME ON YOUR HIT PARADE AND INAUGURATE THE NEW LUCKY
SERIES OF SALUTES TO OUR BOYS IN SERVICE. I HOPE YOU BOYS
IN THE ARMED SERVICES WILL WRITE TO YOUR HIT PARADE AS
FAST AS YOU CAN ... TELL LUCKY STRIKE THE FAVORITE MUSICAL
PERSONALITIES YOU WANT TO HEAR AND IF IT HUMANLY POSSIBLE
LUCKY WILL GET THEM FOR YOU -- AND, AS FOR ME - IF SINGING
FOR YOU IS EVERIFIED CHEST YOU -- WARE BACK, BROTHER AND GIVE

Wood:

 ∇'

All right, Kate ... here's your first song ... and a song that set one of the all-time records on Your Hit Parade -- a song you introduced on your own swell program, the Kate Smith Hour, and I know all our listeners would like to hear-"The Woodpecker Song"

(applanie)

Smith: Fine, Barry ... Let's go ... And fellows this one is for the army ... We'll get to the Navy and Marines a little later in the show. ... But lets roll that one to you army boys in the Infantry, the cavalry, the Armored service, the Artillery and the Air force, yes to each and every one in each and every corps, we send the "Woodpecker Song"

COMMERCIAL 1

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COMPTENDED TO

LUCKY STRIKE YOUR HIT PARADE COMMERCIAL #1 - January 3, 1942

Wood: Thanks a lot Fote Smith -

(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 & LO 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, bettertasting 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_ 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 ___

MAN OF

_percent more.

oms

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 MURITURS 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 of ours has its practical side for you.

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RUYSDAEL: Well, ladies and gentlemen, it certainly shows you that
you'll find milder, better-tasting tobacco in Luckies.

For 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 for
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. Next time ask
for Luckies and see for yourself that better tobacco makes
a better cigarette.

eds

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(FADE FOR ANNOUNCE ! EUT)

WOOD: Number Five! The song of the keeper of the sheep is doing fine this week ... For our records show it rates fifth in the land ... "Shepherd's Serenade".

(MUSIC SWELLS AND FINISHES)

segue to

("EVERYTHING I LOVE" EDWARDS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

Number Seven: Cole Porter's new ballad hit takes a step in the right direction and moves up to take the Lucky Seven spot, Joan Edwards sings ... "Everything I Love".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

WOOD: Number Eight! Yours truly and the Hit Paraders put voices together and sound off with your eighth ranking song of the week ... "I Don't Want To Set The World On Fire."

(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...

(NAVY SPOT)

(A)

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WOOD: Your Hit Parade swings along as a swell - a brand new song makes its shake down cruise with the big boys of the line...introduced recently by Kate Smith, it breaks out its bunting tonight and rates and gets Kate's 21-gun salute....all right, Kate......

SMITH: THANKS BARRY....IT'S A GRAND SONG AND COMES TO YOUR HIT PARADE TONIGHT AS NUMBER TEN...AND, THIS TENSTRIPER IS HEREBY LAUNCHED FOR OUR BOYS IN THE FRONT LINE OF DEFENSE......

(AMCHORS AWEIGH IN AME SONG.....)

ACROSS THE WIDE OCEANS...IN THE AIR AND ASHORE...THIS SONG IS FOR THE MEN OF THE UNITED STATES MAYY!

(AFPLAUSE)

HELLO, HAWY...THE BEST OF EVERYTHING...TO TACH AND

EVERY ONE OF YOU...HERE'S THAT HIT PARADE SONG

TAGGED, FOR YOU...THE TELTH RANKING SONG OF THE WEEK...

"ROSE CIDAY".

COMMERCIAL #2

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #2 - January 3, 1942 (Rev.)

Repeat only > That was awell, Kate Smith

WOOD: Now Basil Ruysdael points out some of the advantages

of being "Johnny-on-the-spot."

RUYSDAEL: Well, ladies and gentlemen, as a general rule, if you're Johnny-on-the-spot, you really know what's what. And that's outstandingly true about this matter of tobacco. The independent tobacco experts - auctioneers, buyers and warehousemen - are right there on the spot at auctions all over the South. They see just who buys what tobacco - and the prices paid. So the fact that they choose Luckies by an overwhelming majority surely means a lot. Let me give you an example of what these experts see at market after market. At auctions in Dillon, South Carolina, this season, The American Tobacco Company paid 36 percent more than the average market price published by the United States Department of Agriculture. And at Whiteville, North Carolina, we paid 43 percent more to get the milder, bettertasting tobacco, So it goes at market after market and the best tobacco we buy foes into Luckies. Yes, Lucky Strike means fine tobacco - and you can see the importance of this, because in a cigarette, it's the tobacco that counts. That's why with independent experts --with men who know totacco best, it's Luckies 2 to 1. Make your next package Luckies and see if you don!t agree with the experts.

ALTERNATE MARKETS: Live Oak, Florida, 41% - Tifton, Georgia, 52%.

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the three leading songs in the

nation ... with Barry Wood reading the survey honor

roll.

WOOD: Right, Andre here's the number three tune ...

it's the lively jingle that's been a consistent winner

the last few weeks, and tonight it start the New

Year right by taking third place in all-America's favor.

Joan Edwards sings ... "Elmer's Tune".

("ELMER'S TUNE" EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

(FANFARE NUMBER TWO)

WOOD: The Number Two Song ... Your runner-up song of the week is getting home after three appearances in the big time. This week it climbed up a peg, and tenight receives the official stamp of second ranking song in the forty-eight states ... The Hit Paraders sing ...
"There'll Be Blue Birds Over The White Cliffs of Dover".

("THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER"

HIT PARADERS AND ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

(FANFARE NUMBER ONE)

WOOD: Number One! The choo-choo tune from Sonja Henie's picture "Sun Valley Serenade" came up again this week to take the top position on the Parade. The Hit Paraders and I sing the number one song of them all ... "Chattanooga Choo Choo".

("CHATTANOOGA CHOO CHOO WOOD, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

(MARINE SPOT)

WOOD:

The ten ranking tunes are in, and to top 'em off here's Kate Smith with a song for the boys in the third branch of the Armed Services.

(SNEAK MARINE HYMN)

SMITH: THANKS, BARRY - LISTEN - HEAR THAT, FOLKS? ... THAT'S THE MARINE HYMN

"IN THE SHOW OF FAR-OFF MORTHURN LANDS
IN THE SUMMY TROPIC SCHES
YOU WILL ALMAYS FIND US ON THE JOB
THE UNITED STATES MARKES."

(MUSIC SOFTENS)

YES SIR - THE MARINES - OUR OWN DEVIL DOOS - WORE ON THE JOB! ... GUAN -- WAKE --- MIDWAY --- SO HERE'S A SONG FOR THEM THAT COMING FROM THE BOTTOM OF MY HEART -- YES, IT'S FOR THE MARINES -- AND IT'S ALSO FOR EVERYXXXXXX LOYAL AMERICAN TODAY -- MAN, WOMAN, OR CHILD

("GUD BLESS AMERICA" SMITH AND ORCHESTRA)

me

WOOD:

Thanks a lot Kate Smith for coming here tonight and singing those swell songs for the boys in the Service. Now all you Soldiers, Sailors, and Marines - don't forget to write us what star, musical personality, or dance band you'd like to hear most, and beginning next week we will present them to you if we possibly can. The address is Your Hit Parade, 480 Lexington Avenue - 4-8-0 Lexington Avenue, New York City. Just drop us a line then give us a listen. And 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)

me

BARUCH:

Kate Smith appeared on Your Hit Parade through the courtesy of the General Foods Corporation. 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

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COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - #348
SATURDAY, JANUARY 10, 1942
9:00 - 9:45 P.M.

As Broadcast

REPEAT BROADCAST SUNDAY 1/11/42 12:00-12:45 A.H.

CUE:

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(COLUMBIA BROADCASTING SYSTEM)

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, bettertasting 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 ten top ranking songs in America this week - determined by Your Hit Parade survey - a carefully tabulated seven-day check on the best sellers in sheet music and phonograph records...the senge most requested of the band leaders...and the songs most played over the air and in the automatic coin machines...yes, Your Hit Parade Survey gives us the accurate, authentic record of America's taste in popular music. Now, here's your singing master of ceremonies, Barry Wood, with the song that a Number FOUR....."SHEPHERD'S SERENADE."

(APPLAUSE)

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WOOD:

Hello, everybody this is Barry Wood ... Your Hit Parade opened to the tune of your fourth ranking song... "Shepherd Serenade." On the roster tonight are Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra...and we're all set to unroll the list of musical champions of the week. Besides that, we'll be holding forth with our new feature spots for the boys in the armed services. That means that later in the show you'll be hearing a star selected by the men in the Armed Forces to be on Your Hit Parade tonight And the lady who is their choice this week is none other than the Beautiful, Glamerous Hollywood Star - Dorothy Lamour. We'll be hearing from in a few minutes...but right now, it's time for another Hit Parade tune. Joan Edwards and I take a duet on the newcomer that's in EIGHTH place in the nation. "MOW ABOUT YOU"

ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECUE TO

Ladies and gentlemen, each week at this time - in place of our Lucky Strike Extras - we are going to bring you a guest star chosen by boys in the armed forces of the United States. Since last Saturday, letters and cards have been pouring in from all over the country...and tonight, at the special request of you men in Service, we are bringing to Your Hit Parade the lovely Paramount Picture Star - Dorothy Lamour.

(LAMOUR THEML..... "MOON OVER MANAKOORA")

(BLEND WITH APPLAUSE)

LAMOUR: Thanks, Barry Wood ...it's swell to have this chance to greet the boys in our armed forces.

WOOD: It's swell having you, Down, and I might tell the boys right now that we are lucky in having you here in New York.

Dorothy Lamour has been commissioned by the Treasury

Department to carry on a special Defense Bond campaign here in the East - it's her own plan and she as spending her vacation carrying it out. And I know the last lots of Bonds Down

LAMOUR: I hope so, Berrybleause the buyon the armed forces at home + overseas have set us a real perce.

(APPLAUSE) Welve gut to beyong with them

MUSIC: (MARINE HYMN HITS AND FADES)

(CONTINUES UNDER)

WOOD: Now Your Hit Parade sweeps into position for Dorothy's first salute to the men of the armed services.

LAMOUR: My first song goes to those tough fighting men...our sea soldier herues...men of the United States Marine Corps... here it comes, Marines, and it comes from the bottom of my heart...."Moonlight and Shadows."

("MOONLIGHT AND SHADOWS".....LAMOUR & ORCHESTRA)

(APPLAUSE)

WOOD: Thank you, Dorothy Lamour, for your swell song for the U.S. Marines. We'll be bringing the Hit Parade your way soon again for a song for the Army and the Navy.

(PLAY OFF)

(COMMERCIAL #1)

(CHANT - CROWD MOISE - EMDING BETWEEN 36 & 40 INCLUSIVE -- "SOLD AMERICAN")

WHSMAN: At 281 (CHANT)

HUSING: Good evening, ladies and gentlemen. This is Ted Husing reenacting a tobacco auction at Madison, North Carolina.

We're in a huge tobacco warehouse - the center of an excited crowd. Farmershave driven from many miles around to sell their tobacco at this auction. The leaf, piled in baskets, stretches in long rows from one end of the building to the other. And each basket is sold individually - sold to the highest bidder. Listen ... (CHALT UP - SOLD TO EVAIS)

IAISHAM: Mild tobacco, boys ... at 31!

HUSING: 31 dollars a hundred pounds is the warehouseman's opening bid on this next basket. Now an export company bids 32 - 52 dollars. And right away Lucky Strike makes it 53.

35 - 35 chants the auctioneer - there are over a dozen buyers and they all seem to want this leaf. 34 dollars from a leaf company - another digarette company bids 35 - and Lucky Strike 56 - 36 - That export company shoots in 57 but right away Lucky Strike raises it to 38 and - yes - yes - here's another basket of fine mild tobacco headed for Luckies! Listen:

(SOLD AMERICAN)

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RUYSDAEL:

Ladies and gentlemen, what happens at the tobacco auctions is worth remembering when you step up to the cigarette counter. For make no mistake - in a cigarette it's the tobacco that counts - and the makers of Luckies consistently pay the price to get the milder, better-tasting leaf. For example, at auctions in Madison, North Carolina this season, The American Tobacco Company paid 43 percent more for the tobacco it bought there 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. So it goes at market after market. The result is ... Lucky Strike means fine tobacco. Isn't that worth remembering ... and worth acting on, next time you buy digarettes? Ask for Luckies and prove to yourself that better tobacco makes a better cigarette.

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- 7 -

(FADE FOR ANHOUNCEMENT)

WOOD:

Number SEVEH! Here's Joan Edwards to sing the ballad favorite that occupies the Lucky Seven position on the Parade.... "THIS LOVE OF MINE."

(HUSIC SHELLS AND FINISHES)

segue to

eda

(FADE FOR ANHOUNCELEMT)

100D:

Number TEN! A big Hit Parade welcome goes out to the tune that's making the grade for the first time tonight. I'd like to sing the song that rates tenth place... "THE SHRIME OF ST. CECILIA."

(MUSIC SUELLS AND FINISHES)

segue to

(ARMY SPOT) (LAHOUR)

(B)

(ARMY SONG)

WOOD:

Attention, you men of the Army. Here's your star of the week ... Dorothy Lamour ... with a song salute especially for you.

LAMOUR:

Yes, Barry ... and I certainly have a weak spot in my heart for army -

Wood:

I understand they want you the ffin Up Girl" because so many of the boys have your picture pinned up in their

LAHOUR

Laman tents and barracks Is that right, Dorothy? sho do you pracide ver? well I tow Withoursethy but I sent out over fourteen thousand pictures to the boys in Pour ton days. (:DUSIC OUT)

.000:

Okay, "Pin Up Girl," it's time to pick up the Number FIVE song of Your Hit Parade this week and send it to

i komo:

And I do it with all the admiration and best wishes in the world ... All of you in every branch, from the flighting Engineers to the Medical Corps -- from the Quartermasters to the Coast Artillery - anywhere you be ... this song is for you ... "TONIGHT THE LOVE"

("TONIGHT OF LOVE"

. LAMOUR AND CRCHESTRA)

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applance

 $(^{0}MDMAIRM$

(FADE FOR ANNOUNCEMENT)

.00D:

Mumber SIX! After a two week furlough, this tune returns to the Parade to take sixth place in the survey standings. The Hit Paraders sing.....

(MUSIC SUMLLS AND FINISHES)

segue to

eûs

Your Hit Parade

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE1 The song hit from the Broadway show "Let's Face It" keeps rolling along with the winners and tonight winds up in ninth place....

"EVERYTHING I LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Your Hit Parade

1/10/42

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

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

(NAVY SPOT) (LAMOUR)

(c)

(AN CHORS AWEIGH.....)

WOOD: Our star of the week salutes another branch of the armed forces of the United States..on deck, Dorothy Lamour..time for the Navy.

LAMOUR: Okay, Navy, this one's for you. For the boys that run the subs...the big ships and the planes...for all the boys that can tie a half hitch at sea or ashore. It's a song from a picture I just made with some of you called - "The Fleet's In." I send it to you... wherever you are tonight... with warm appreciation. My have general, "Time Signal"...

(TIME SIGNAL"....LAMOUR AND ORCHESTRA)

Ladies and gentlemen, in my hand is a letter I've just received postmarked Honolulu, Hawaii via filter (SMER).

COAST COAST COAST INTED), and it's from a member of the U.S.

Coast Guard on active duty in that Island. I points out that we have not yet saluted that vital branch of the service. I'd just like to say to the men of the Coast Guard in Hawaii and everwhere else that next week we'll be sending a song your way. Stand by fellows coast date ad,

(MUSIC UP TO FINISH)

(COMMERCIAL #2)

WOOD:

Now here's Basil Ruysdael to tell you about a group of that are really on their toes.

RUYSDAEL:

Well, ladies and gentlemen, they're the South's independent tobacco experts - and it's their business to be on the alert at the tobacco auctions. They must be able to spot the milder, better-tasting tobacco at a glance - for, you see, they earn their livelihood buying, selling and handling the leaf. Now you may be sure these experts don't forget what they've seen when it comes to selecting their own cigarette. That's why it means so much that the overwhelming majority of these independent tobacco buyers, auctioneers, and warehousemen smoke Luckies. And the reason's plain. At markets all over the South, these experts see Lucky Strike consistently pay the price to get the milder, better-tasting tobacco. For example, at auctions in Timmonsville, South Carolina this season, The American Tobacco Company paid 36 percent more than the average market price published by the United States Department of Agriculture. And at Hahira, Georgia we paid 47 percent more. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco - and make no mistake, in a cigarette, it's the tobacco that counts. That's why with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Make your next package Lucky Strike and see if you don't agree with the experts,

(FANFARE NUMBER THREE)

BARUCH:

Here they are....your ace musical trio of the week.....

and Barry Wood with the final rankings.

WOOD:

Right, Andre....it's number THREE coming up....This swingtime special came chuggin' on the Parade straight from the motion picture "Sun Valley Serenade." For the last few weeks it's been burning up the tracks and tonight pulls in as America's third favorite song.

The Hit Paraders and I climb on board and give out with...

"CHATTANOOGA CHOO CHOO."

("CHATTANOOGA CHOO CHOO".................WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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Your Hit Parade

1/10/42

(FANFARE NUMBER TWO)

WOOD:

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The Number TWO Song...Dick Jurgens' jingle hit bounced up a peg in national popularity and takes the contending title on the Parade. Joan Edwards sings the second place song of them all...."ELMER'S TUNE."

("ELMER'S TUNE"......EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

1/10/42

(FANFARE NUMBER ONE)

WOOD:

Number One: Last week's runner-up tune bagged a mass of votes at the polls and this week crashes through to capture the most coveted position in all music land.

The Hit Paraders sing the Number ONE song throughout the country....

"THERE'LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER."

("THERE!LL BE BLUEBURDS OVER THE WHITE CLIFFS OF DOVER"...

HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Your Hit Parade

1/10/42

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 ... make your next package Luckies - and see for yourself.

WOOD:

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

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 and another star chosen by the boys in the Armed Services. So remember, all you Soldiers, Sailors, Coast Guardsmen and Marines - be sure and write us what stars, musical personalities and dance bands you'd like to hear most and we will present them to you if we possibly can. Write Your Hit Parade, 480 Lexington Avenue - 4-8-0 Lexington Avenue, New York City. In the meantime, ladies and gentlemen, Lucky Strike reminds you to do your part by buying United States Defense Bonds and Stamps. Remember - your dimes and dollars fight for freedom and our country needs the help of all of us and And 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....)

1/10/12

(APPLAUSE)

BARUCH:

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

Carolina.

(SONG CREDITS)

(THIS IS THE COLUMBIA ... BROADCASTING SYSTEM)

THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - #349
SATURDAY, JANUARY 17, 1942
9:00 to 9:45 P.M.

Mr. Boggiano

REPEAT BROADCAST SUNDAY 1/18
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.

BARUCH:

Lucky Strike presents Your Hit Parade...America's ten top songs of the week -- determined by Your Hit Parade Surveya thorough seven day check of the songs most played over the air and in the automatic coin machines, the best sellers in sheet music and phonograph records, and the songs most requested of the band leaders...The results, carefully counted, filed, give you an accurate authentic record of America's taste in Popular music - Your Hit Parade. Now, here's your singing master of ceremonies, Barry Wood, with the song that's number EIGHT..."MADELATHE" (APPLAUSE)

("MADELAINE"VOOD	č:	ORCHESTRA)
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(MUSIC SWELLS AND FINISHES)

WOOD:

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Hello, everybody ... this is Barry Wood ... Your Hit
Parade swung into action with the eighth ranking song
of the week ... "Madelaine." Tonight, Joan Edwards,
the Hit Paraders and Mark Warnow and the Lucky Strike
Orchestra are all on hand to help unfurl your nine
remaining song champions. And instead of our Lucky
Strike Extras, we'll be bringing you the guest star of
the week chosen by the boys in the armed forces. And the
star they've requested is Metro-Goldwyn-Mayer's famous
young singing actress, one of Americans favorites
of stage, screen and radio - Judy Garland. Judy will
be joining us in a few minutes...But right now, the
Parade carries on, as the Hit Paraders sing the Lucky
SEVEN Song on the list ... "Shepherd Serenade."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

W.

-3 -

(NAVY SPOT)

(A)

("SEMFER PARATUS".....ORCHESTRA)

WOOD: '

Ladies and gentlemen - we're bringing you again - the star of the week ... Each week, our boys in the armed services vote on what outstanding musical personality or band they'd like to hear on Your Hit Parade. Since last Saturday, letters and cards have been pouring in from all over the country and tonight we're bringing them one of the loveliest of young film stars ...

Metro-Goldwyn Mayer's talented young heroine of "The Wizard of Oz" -- The Hardy Family Series and her latest hit, "Babes On Broadway" ... Judy Garland: Judy has been drafted by the voting of you boys in service, so she intermupted her honetmon in Chicago. With her husband, orchestra leader Dave Rose, to offer her life Salube to the armed services.

Judy Garland -- the Mit Farade salues your way.

(TURNOVER TO CHICAGO)

so she and her husband - orchestra leader David Rose have interrupted their honeymoon in Chicago to offer their first salute to the Armed Services.

JUDY:

Thanks, Barry Wood....I'm thrilled to have this chance to sing for the boys in uniform and I want to dedicate my first song to the men of the Coast Guard -- and to all the Navy boys on battle stations, in the air and ashore - wherever you are -- here's a song I sang in my very first picture...it's an old favorite of mine and I hope of yours, too...come on, David, let's send this one to the boys in blue----"Zing & The Strings of My Heart."

("ZING GO THE STRINGS OF MY HEART".....GARLAND & ORCHESTRA)

JUDY:

Best of luck, fellows - hope you liked my song --And now, Barry Wood, the Hit Parade is coming back to
New York.

(SWITCH)

(APPLAUSE)

WOOD:

Thank you, Judy Garland...that was swell...stand by for a song salute for the United States Marines a little later.

(REPRISE & PLAY OFF)

COMMERCIAL #1

(CHANT ESTABLISH AND FADE)

WOOD:

All right, Andre Baruch, let's get out the goldfish bowll '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) we'll pay the bearer of that card a corresponding amount in United States Defense Savings Stamps! 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 thewith
	the
	United States Defense Stamps. Now friends, that means
	that at Tobacco auctions in last
	season, The American Tobacco Company paidpercent
·	more for the tobacco it bought for its digarettes 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:

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Oh - oh - there's the bell, ending this session of Lucky Markets. There's the bell, ending this session of Lucky Markets. There's the bell, ending this session of Lucky Markets. Now Basil Ruysdael points out that all these percentage figures add up to one simple fact

RUYSDAEL:

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enjoy milder, better-tasting tobacco. For 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 for 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 ask for Luckies next time and see for yourself that better tobacco makes a better cigarette.

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

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! The spotlight shines on our own Joan Edwards, as she and the Hit Paraders take their cue for the vocal of the sixth place tune...." TONIGHT WE LOVE."

(MUSIC SWELLS AND FINISHES)

segue to

(FADE FOR ANHOUNCEMENT)

WOOD:

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Number FOUR! After a two weeks leave of absence, this ballad of the bells returns to the Parade to occupy a mighty high post in the ratings. Here's your fourth favorite song this week....

(MUSIC SWELLS AND FINISHES)

segue to

(MARINE SPOT)

(B)

("MARINE HYMN" ORCHESTRA)

WOOD: The famous Marine Hymn cues our second song salute dedicated to this famed branch of the armed services of our country. In Chicago our service star of the week ... irresistible Judy Garland -- is ready to land one of her finest songs in salute ... Judy tell it to the Marines!

(TURNOVER)

Thanks Barry ... Gee, I don't know how to say nice enough things to you Marines ... I guess I just don't have all the good big words -- but -- I can tell you -- when I sing I'll still have that funny, tight little feeling way down inside of me that I get whenever I think about you or read about you ... the song I'm singing is the FIFTH ranking song on the Hit Parade this week .. it was written by Frank Sinatra who sings with Tommy Dorsey it's called ""THIS LOVE OF MINE" - gee, Marines - I hope you'll like it.

GARLAND: Best of everything, Marines ... now Your Hit Parade continues in New York.

(TURNOVER)

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(APPLAUSE)

WOOD:

Thanks again, Judy -- while you're picking a top song for your salute to Army -- we'll roll along with Your Hit Parade ratings and rankings.

(FADE FOR ANNOUNCEMENT)

WOOD:

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Number TEN: The tuneful bit of Irish double talk comes back to the big time with votes a-plenty and success in its eye. The Hit Paraders and myself sing the song that's in tenth place on the Parade..."ROSE O'DAY

(MUSIC SWELLS AND PINISHES)

segue to

("EVERYTHING I LOVE" EDWARDS & ORCHESTRA)

(FADE FOR ANHOUNCEMENT)

WOOD: Number NINE: Joan Edwards sings the Hit Parade hit

that's holding down the ninth position in your music

favor...." EVERYTHING I LOVE."

(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....

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k.

(ARMY)

(C)

(ARMY THEME....)

WOOD: That music couldn't mean anything in the world, but the countless men in the big parade - the english corps of the United States Army! Judy Garland...the Army rates your song salute.

(TURNOVER)

GARLAND: I've got a swell song for you, Army...My husband, David Rose, has made a fine arrangement of it and I'm just standing on tip toe to sing it. It was written by Jerome Kern and I introduced it over the air on the Treasury, program two months ago. Tonight, I dedicate it to the boys in the United States Army...the boys from around where I live -- from around where you live -- from everywhere -- in every corner of our country, who left home to fight for freedom. I think the song sort of expresses the way I feel -- and I think it's such a big song that it's really for everybody in Service -- and for each and every one of us at home, too...it's called "Abe Lincoln Had Just One Country."

("ABE LINCOLN HAD JUST ONE COUNTRY"......GARLAND & ORCHESTRA)

GARLAND: Gee, Army - it was swell singing for you and that goes for the other boys, too - hope I can do it again soon --

(TURNOVER)

(APPLAUSE)

(MUSICAL PLAY-OFF)

and David Rose

WOOD:

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Thanks, Judy Garland...and you men in the armed services of the United States - write to us, won't you, and tell us the star you want to hear. Just drop a line to Your Hit Parde, 480 Lexington Avenue - 4-8-0 Lexington Avenue. New York City -- and we'll bring you whomever you want if . we possibly can.

(MUSIC UP TO FINISH)

COMMERCIAL II

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WOOD: Now Basil Ruysdael tells us that independent tobacco experts

are graduates of an old, old school.

RUYSDAEL: Yes, ladies and gentlemen, these men acquired their knowledge of tobacco in that grand old institution of practical wisdom - the school of experience. Through long years of actually buying, selling and handling tobacco they know their subject from A to Z. And being right on the spot at auctions all over the South, they see who buys what tobacco - and the prices paid. Now, when it comes to buying their own cigarette, the overwhelming preference of these independent buyers, auctioneers, and warehousemen is for Luckies. That's an important fact, ladies and gentlemen, because it shows that in the experienced judgment of these tobacco veterans, Lucky Strike means fine tobacco - and, remember, in a cigarette, it's the tobacco that counts. That's why, at market after market, we consistently pay the price to get the milder, better-tasting leaf. For example, at auctions in Monarle. h.C, , this season, The American Tobacco Company paid 37 percent more than the average market price published by the United States Department of And at John M.C., we paid_ Agriculture. more. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco - and that's why 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.

(FANFALE NUMBER THREE)

BARUCH:

Here they are...the three top songs in the nation.... with Barry Wood reporting the ranking of the winners.

WOOD:

31

Right, Andre...and here's the tune that rates third place...It's the railroad roundalay that's chalking up its eighth appearance on the Parade, and tonight comes in as America's number THREE song in the country.

The Hit Paraders and I sing...

"CHATTAHOOGA CHOO CHOO."

("CHATTANOOGA CHOO CHOO". WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

1/17/42

(FAHFARE NUMBER TWO)

WOOD: The Number $\underline{\text{TWO}}$ Song ... It's another banner for this ballad ad it winds up the week in second place all over America. The Hit Paraders sing the runner-up tune of the week "THERE LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER."

("THERE LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER" ... HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

(FANFARE NUMBER ONE)

WOOD:

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Number ONE: A wave of popularity came - caught this jingle and swept it right back to the crest on the Parade. Joan Edwards sings the Number One song in the nation
"ELHER'S TUNE".

("ELMER'S TUNE"

· · · · EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

me

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, ledies and gentlemen, that's all for now, but next baturday we'll be back with Your Hit Parade and another star chosen by the boys in the Armed Services. So, remember fellows, be sure and write us whom you want. The address is Your Hit Parade, 480 Lexington Avenue, New York City. And 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)

કું≀ r (APPLAUSE)

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

(SONG CREDITS)

(THIS IS THE COLUMBIA...BROADCASTING SYSTEM)

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COLUMBIA BROADCASTING SYSTEM
THE AMERICAN TOBACCO COLPANY
YOUR HIT PARADE - No. 350
SATURDAY, JANUARY 24, 1942
9:00 - 9:45 P.H.

CUE: (COLUMBIA BROADCASTING SYSTEM)

REBROADCAST SUNDAY 1/25/42 12:00-12:45 A M

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

RIGGS: (CHANT - ENDING BETWEEN 36 and 40 INCLUSIVE - "SOLD MERICAN")

BARUCH: Let that chant remind you that Luckies are a milder, better-tasting digarette, 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 . . .)

9)

BARUCH: Lucky Strike presents Your Hit Parade ... this week's musical record of the ten top-ranking songs in America.....

determined by Your Hit Parade Survey ... the carefully tabulated, seven-day check of best sellers in sheet music and phonograph records ... songs most requested of band four the leaders ... tunes most played over the air and in the automatic coin machines ... Yes, Your Hit Parade survey gives the accurate, authentic record of America's taste in popular music. Now, here's your singing master of ceremonies -- Barry Wood -- with the song that's number FIVE ...

"Rose O'Day."

1/24/42

WOOD:

Hello, everybody -- this is Barry Wood. The musical history of the big ten songs this week opened with the performance of the fifth ranking tune - "Rose O'Day." Now, Your Hit Parade company is ready to roll along the rankings and ratings in melodic review as Joan Edwards, the Hit Paraders -Mark Warnow and the Lucky Strike Orchestra bring you the nine remaining song hits. Tonight again - in place of Lucky Strike Extras, we'll be spotlighting the star of the week - drafted for Hit Parade appearance by the requests . of the boys in the armed forces. Tonight's star is Tommy Dorsey -- one of the truly great names in dance band business. Tommy and his gang will join the parade later from Hollywood but now we add to this chapter in song hit history a brand new song arrival starting off tonight in NINTH place. Here's Joan Edwards and -- "I Got It Bad and That Ain't Good."

("I GOT IT BAD AMD THAT AIN'T GOOD". EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FIFISHES)

(APPLAUSE)

(ARMY SPOT)

(A)

("ARMY THEME" . . .)

Your Hit Parade swings into formation to bring you again the star of the week. Each week the boys in the Armed Services of our country vote on what outstanding musical personality they'd like to hear on Your Hit Parade. Since last Saturday, Service letters and cards have come in from all over the nation and tonight we're bringing them one of the top band leaders of the country ... In Hollywood's famous Palladium Ball Room heastand; by now with his brilliant musical organization for his first salute ... to the men of the United States Army ... Tommy Dorsey ... Join the parade;

(SWITCH TO HOLLYWOOD)

eds

DORSEY: Okay Barry ... thanks Army ... the boys in the band and myself want to tell you right off we're pretty happy about being here and having this chance to kick off a little, and sand you guys in training and on duty one of our very special tunes ... You sure helped make it one of our best numbers so we'd like to send it along to you with the best of luck from all of us ... And in case any of those Axis boys are wondering if the U. S. Army is going to give them plenty of trouble -- the title of this song sure tells 'em the answer ... "Yes, Indeed". With Jo Stafford & Chath Patron

("YES INDEED" DORSEY, ORCHESTRA)

DORSEY: Thanks again, Army ... hope that was solid. Okay, Barry Wood the Hit Parade goes East.

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD: Thanks Tommy - We'll send you the Hit Parade again in a few minutes ... so cook up a good song for Navy.

(TRANSITION MUSIC FOR COMMERCIAL)

COMMERCIAL 1

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LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 - January 24, 1942

1/24/42

(CHANT - CROWD NOISE - SOLD AMERICAN BETWEEN 36 & 40 INCLUSIVE)

WHSMAN:

581

(CHANT) 9-30-31

WHSMAN:

(OVER CHANT) That's good tobacco, boys!

32-3-4-5-6-7

(CHANT - QUICK SALE - SOLD AMERICAN)

WHSMAN:

291

(CHANT)

BARUCH:

Ladies and gentlemen, you're listening to a reenactment of a tobacco auction at Reidsville, North Carolina. We're in a huge tobacco warehouse, crowded with farmers. They're following each bid - each sale - the way you'd follow some exciting sports event. For this is their own tobacco that's being auctioned off - basket by basket - to the highest bidder ...

(CHANT UP - SOLD TO MOORE)

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1/24/42

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - January 24, 1942

WHSMAN:

32!

BARUCH:

opening bid on this next basket. Now an export company bids 3 Lucky Strike 34 - 345 a leaf company 356- and 36 dollars is bid by another cigarette company 7 but Lucky Strike comes right back with 37 - 37. Now that export company makes it 38 a leaf company 39 ... Is it sold? No, Lucky Strike raises it to 40 - 40 dollars - and listen to what happens! ...

(CHANT UP - SOLD AMERICAN)

RUYSDAEL:

Ladies and gentlemen, "Sold American" at auction after auction, means more fine, mild tobacco headed for Luckies. For example at auctions there in Reidsville, North Carolina this season, The American Tobacco Company paid 38 percent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 38 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 markets all over the South. The result is ... Lucky Strike means fine tobacco. And make no mistake - in a cigarette, it's the tobacco that counts. Next time ask for Luckies and prove to yourself that better tobacco makes a better cigarette.

Q)

1/24/42

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This fore of Mine ____ Onchesting

"SHEPHERD'S SERENADE"

WOOD, CIRLS, ORSHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD

Number EIGHT and it's tagged for me. So here goes with the eighth-ranking song on your hit rarade this week ...

"Shenherd!a Serenada."

(MUSIC SWELLS-AND-FINISHES),

(APPLAUSE)

segue to

Wood-Number Four - Here's Mark Wurner and the Luckey Strike Orchester with the swell time they's crowding the top three tonight -- "This Love of Min"

degue

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("THIS IS NO LAUGHING MATTER" EDWARDS & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

WOOD:

Number <u>TEN</u> ... Returning to the Parade this week, here's the tune that rates tenth place across the country.

Joan Edwards sings ... "<u>This Is No Laughing Matter</u>".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FADE FOR ANNOUNCEMENT)

WOOD:

Number <u>FOUR</u> -- a swell tune crowding the top three this week and here is Joan Edwards for the lyrics -- Okay Joan ... "This <u>Love of Mine."</u>

(MUSIC SWELLS AND FINISHES)

(APPLANCE)

31 as

(NAVY SPOT)

(B)

("ANCHORS AWEIGH". . .)

WOOD:

Time to weigh anchor for a salute to the Navy ... our second song salute dedicated to the men in every branch of our Navy ... a-ship and ashore. Tommy Dorsey and the band are ready to break out a full-dress tune tribute ... so, Your Hit Parade heads west.

(SWITCH TO HOLLYWOOD)

DORSEY:

Hi, Navy ... this is Tommy Dorsey and his gang sending you thanks for giving us this chance to play for you ... and passing along too, special air delivery our very best for whatever you undertake. Sennie Heines: Frank Sinaba

or whatever you undertake. Sennie Heines, Frank Sinebea for the Long in Mule and the Pied Pipers have a special tune set in for you, on old or asked with fundament of John Smile TENTH -- Tanking song champ on the Hit Parado this wook

"THIS IS NO LAUGHING MATTER". DORSEY, ORCHESTRA)

DORSEY:

Best of everything, Navy ... Barry, the Hit Parade comes your way.

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD:

Thanks, Tommy Dorsey ... stand by to salute the United States Marines ... Right now it's on with Your Hit Parade and the ranking and ratings of the big ten tunes.

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VI.

('EVERYTHING I LOVE"......HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Here's the song that stands in SIXTH place this week ... the Hit Paraders with Mark Warnow and the Lucky Strike Orchestra and "Everything I Love."

(MUSIC SWELLS AND FINISHES)

Segue to

ER.

(FADE FOR ANNOUNCEMENT)

WOOD:

In the Lucky <u>SEVEN</u> Spot this week -- the ballad that returns after a seven-day absence from the Parade -- In seventh place ... "The <u>Shrine of St. Cecilia."</u>

(MUSIC SWELLS AND FINISHES)

X STATION PREAK....

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

...STATION BREAK.....

ER.

(MARINE HYMN...)

(C)

Your Hit Parade swings West again. This time our star of the week pays tribute to the men of the United States Marine Corps. Okay, Tommy Dorsey - salute the Marines!

(SWITCH TO HOLLYWOOD)

DORSEY: It's a privilege and a pleasure, Marines. We're all for you guys in my circle and if you can put a salute into song, brothers - this one should look like present arms. Here's one of our best tunes -- we thought you might go for it because it suggests in it's title those far away places where you fellows do your stuff... here it comes - then

Somebody loves me (10000 or 10000 me

· . DORSEY; ORCHESTRA)

DORSEY: So long, Marines - see you soon. And thanks again all you fellows in the Armed Services for voting us on the Hit Parade tonight - it was swell being with you. Okay Barry Wood.

(SWITCH TO NEW YORK)

(APPLAUSE)

that we swell.

WOOD: Thanks, Tommy Dorsey. And you men in all the Armed Services write those letters and cards - will you. tell us what favorite star, musical personality or band you want to hear send your requests to Your Hit Parade, 480 Lexington Avenue, New York City - 4-8-0 Lexington Avenue, and we'll present your favorite if we possibly can.

(MUSIC UP TO FINISH)

COMMERCIAL 2

WOOD:

Now Basil Ruysdael tells you what tobacco's got to have to rate an "A"at the auctions down South.

RUYSDAEL:

Well, ladies and gentlemen, the letter "A" marked on the sales ticket of a basket of tobacco means .. Sold to the American Tobacco Company. And the independent experts who follow each sale agree that that "A" means a whole lot. For at markets all over the South, they see the makers of Luckies consistently pay the price to get the finer, lighter, milder tobacco - the kind that gives you a better smoke. For example, at auctions in Clarkton, North Carolina this season, The American Tobacco Company paid 33 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 - and make no mistake - in a cigarette it's the tobacco that counts. That's why with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Aren't these facts worth remembering - and worth acting on - next time you buy cigarettes?

4:

(FANFARE NUMBER THREE)

BARUCH:

The three top songs in America this week and here is Barry Wood with the play-by-play of the big time three some.

WOOD:

Thanks Andre Baruch -- The third ranking song is first up for national honors nine weeks on Your Hit Parade, old miner comes round the mountain, huffin and puffin and shaking itself in on time ... in PD nless -- everybody out for ... "Chattanooga Choo Choo."

("CHATTANOOGA CHOO CHOO". WOOD, HIT PARADERS) (APPLAUSE)

(FANFARE NUMBER TWO)

WOOD:

Number TWO ... and most of America is still in there pitching for this one, as it stays in the money again this week ... in second place over the nation ---

("ELMER'S TUNE". . .

. EDWARDS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD:

Number ONE: ... The ballad which noses out all rivals this week to wear the diamond belt as tip top champion ... "There'll Be Bluebirds Over the White Cliffs of Dover."

("THERE'LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER" ... HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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 ... make your next package Luckies - and see for yourself.

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
and another star chosen by the boys in the Armed
Services. So remember, fellows - be sure and write us
who you want. The address: Your Hit Parade, 480
Lexington Avenue, New York City. In the meantime,
ladies and gentlemen, Lucky Strike reminds you to do
your part by buying United States Defense Bonds and
Stamps. Remember - your dimes and dollars fight for
freedom and our country needs the help of all of us.
And 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.

(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

As Broadcast 1/31/42 M. Deggiano

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - NO. 351

SATURDAY JANUARY 31, 1942

9.00 - 9.45 PM

REPEAT BROADCAST SUNDAY 2/1/42 12:00-12:45 A. M.

CUE:

(GOLUMBIA BROADCASTING SYSTEM)

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 S TRIKE TIME....)

EARUCH: Lucky Strike presents Your Hit Parade --- this week's big ten tunes as determined by Your Hit Parade survey ... the carefully tabulated, seven-day check on best sellers in sheet music and phonograph records .. songs most requested of band leaders...tunes most played over the air and on the automatic coin machines -- yes, Your Hit Parade survey gives you the signed, sealed and delivered record of America's taste in popular music. Now, here's your singing master of ceremonies -- Barry Wood -- with the song that's number NINE - "Shepherd's Serenade".

Hello everybody

WOOD:

Wood. Your Hit Parade moved along in front of the stands with "Shepherd's Serenade", showing up in NINTH place in the rankings this week. We're one down and nine to go and the line-up reads as usual -- Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike orchestra-ready and willing to bring you the rest of the song elect. Tonight, once more -- in place of the Lucky Strike Extras-we have the star of the week -- drafted for musical service by the votes of the boys in the armed forces. Tonight's star is one of radio's favorite ladies -- lovely Connie Boswell. Connie will get her singing papers later on, but right now Your Hit Parade goes into action to add to the performance record of the SIXTH ranking song this week... our own Joan Edwards and ... "This Love Of Mine."

("THIS LOVE OF MINE"JOAN EDWARDS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(MARINE HYMN)

WOOD:

Your Hit Parade presents the star of the week. Each week the boys in the armed forces of our country vote on what outstanding musical personality they'd like to hear on Your Hit Parade. Since last Saturday, letters and cards have come in from you men in Service all over the nation and tonight we bring you the girl who for many years has held a prominent place in all our affections. From early days when she was one of the famed Boswell Sisters she has been a consistent and ever popular favorite and tonight, by command of our men in the armed forces, we're very very proud to present - Connie Boswell:

(APPLAUSE)

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CONNIE: Thanks very much every body

WOOD: Connie, I want to tell you we're delighted to have you here on the Parade.

CONNIE: That goes double for me, Barry Believe me when I tell.

you I've never had a bigger kick than being voted by the boys to sing for them tonight.

That swell

WOOD: They, Connie - your first song salute goes to the United States Marines.

COMNIE: Hello, Marines, everywhere - we're pretty far apart
tonight as miles go-- but as thoughts go -- I'm right
there with you -- wherever you are ... I've been
wondering what song I could sing for you are that you'd
like most of all, and finally I came up with one I've
always had a soft spot for, so maybe you have, too -- here
it is -- "I'm Nobody's Sweetheart" -- but yours....

(I'M NOBODY'S SWEETHEART"..... BOSWELL, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

WOOD: Thank you, Connie Boswell for a swell song tribute to our United States Marines... pick one for Army and we'll call upon you later.

(TRANSITION:)

COMMERCIAL 1

(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 - INDING BETWEEN 36 & 40 INCLUSIVE - SOLD AMERICAN)

BARUCH: Folks, in a cigarette it's the tobacco that counts. better the totacco, 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 digarette. 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, _ ____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: CASHREGISTER) we'll pay the bearer of that card a corresponding amount in United States Defense Savings Stamps! All right, _ draw the first name please? Thank you - it's ____

WOOD: Number TEN . . . a new song arrival to Your Hit
Parade this week. It's the tune hit from the new
Kay Kyser picture "Playmates" and Joan Edwards sings
it for us now -- in tenth place... "Humpty Dumpty
Heart."

(MUSIC SWELLS AND FINISHES)

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(FADE FOR ANNOUNCEMENT)

W00D:

The FIFTH ranking song of the week .. this song from the Broadway show "Let's Face It" moves ahead one place since last week ... the Hit Paraders speed along the number FIVE song.. "Everything I Love."

(MUSIC SWELLS AND FINISHES)

(ARMY SONG)

MOOD: That's the hay foot - straw foot music that means arms and men and marching feet.. time for Your Hit Parade pay tribute to the United States Army .. our men who roaring in endless flights through the air.. who roll with the armored divisions ... who swing along, rank on rank wherever fighting men are needed.. Connie Boswell it's time to salute the Army!

CONFIE: Okay, Barry... Hand, Army .. I send you this song colute from the bottom of my heart .. wherever you may be - manning your posts abroad where Saturday is almost over .. abroad where it's already Sunday.. here at home where we still enjoy our own free Saturday night. The best of luck to you, Army, and I hope you like my song...

wood: Thanks again, Connie Boswell. Stand by for a song salute to the Navy and In the meantime swing along with us as we roll out Your Hit Parade.

("BLUES IN THE NIGHT" WOOD, HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number EIGHT ... another new tune joins the big time.. starting its first week on Your Hit Parade in eighth place .. it's my turn for a vocal on -- "Blues in the Night."

(MUSIC SWELLS AND FINISHES)

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM...

(SNEAK THEME TO FINISH)

.... STATION BREAK....

("CHATTANOOGA CHOO CHOO" EDWARDS, HITPARADERS)

(FADE FOR AMNOUNCEMENT)

WOCD: Yes, sir -- here it is, the big FOUR song of this

week.. hittin' the grade - goin' ninety miles an hour -
its whistle breaks into a scream (TRAIN WHISTLE BIG)

so get aboard with Joan Edwards and the Hit Paraders

for the number FOUR song ... "Chattanooga Choo Choo."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 January 31, 1942

WOOD: Did you ever wonder what it takes to make a tobacco expert - well - Basil Ruysdael says, one thing is keen observation ...

RUYSDAM: Yes, ladies and gentlemen, when independent tobacco experts look over a pile of Tobacco, they really don't miss a thing! They know just how mild it will smoke how good-tasting it will be! So it means a lot that the overwhelming preference of these independent experts buyers, auctioneers, and warehousemen is for Luckies. The explanation's easy. At markets all over the South they see us consistently pay the price to get the milder, better-tasting leaf. For example at auctions in Conway, 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. And at Live Oak, Florida we paid 41 percent more. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco and experts know - as you do, if you stop to think of it that in a eigerette it's the tobacco that counts. That's why with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Luckies and see if you don't agree with the experts.

> ALTERNATE MARKETS Petersburg, Va. Adel, Ga

30% 46%

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(FAMFARE NUMBER THREE)

BARUCH: The three top songs in America this week ... and here is

Barry Wood to help you make your record books with

notes on their standings.

WOOD: Okay, Andre Baruch - big news breaks for the number

THREE spot -- moving ahead two ratings here's the song
whose gay, free-and-easy spirit captivated America -number THREE tonight, the Hit Paraders give us ...

"Rose O'Day."

(MUSIC SWELLS AND FINISHES)

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(FANFARE NUMBER TWO)

WOOD: Number TWO: The second ranking song all over America this week goes to you, Connie Boswell, for your salute to the men of the Unites States Navy:

("ANCHORS AUEIGH".....)

(FADE)

CONNIE: Thanks Barry .. hells, Navy .. we sure are proud of you clear
guarding our shores ... convoying our ships - in there
everywhere making history by making things hot for the
enemy ... I send you this song Blue Jackets, it's one of
the U;S.A.'s big favorites/... the 2nd ranking hit of the
week"Elmer's Tune."

CONNIE: Thanks, fellows -- Marines Army, Navy, for the privilege
of having the chance to sing for you - best of luck (and I
hope we meet again soon.) -> ornion repeat -- One nemember, I'll be
called up the evenyang and even make
a continue medagain. Jod Blooder all.

wood: Thanks, Connie Boswell - for your swell songs for our boys in the Armed Services. And you men in all the armed forces write those letters and cards - will you..tell us what favorite star, musical personality or band you want to hear .. send your requests to Your Hit Parade, 480

Lexington Avenue New York City - 4-8-0 Lexington Avenue, and we'll produce your favorite if we possibly can.

ATX01 0013986

(FAMFARE NUMBER ONE)

WOOD: The Number ONE Song on Your Hit Parade this week!

Again the big song champion all over the nation - the lovely ballad - "There'll Be Blue Birds Over The White Cliffs of Dover."

("THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER")
....WOOD, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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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.

but next Saturday we'll be back with Your Hit Parade and another star chosen by the boys in the Armed Services. So remember, Tellows, be sure and write us who you want. The address is Your Hit Parade, 480 Lexington Avenue, New York City. And 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.

(LUCKY STRIKE TIME ...)

(APPLAUSE)

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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 secondsWABC .. NEW YORK

MAN OR WOMAN:	percent more.	
BARUCH:	percent more in	
	(CASHREGISTER) and Lucky Strike pays thewith	
	thecard	
	dollars in United States Defense Stamps. Now friends,	
	that means that at tobacco auctions in	
	last season, The American Tobacco	
	Company paidpercent 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:	Ob = Oh = therets the hell ending this engrish of Turth	

BARUCH: Oh - oh - there's the bell, ending this session of Lucky Markets Now Basil Ruysdael says, this game of ours is worth remembering...and worth acting on next time you buy cigarettes.

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RUYSDAEL:

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Well, ladies and gentlemen, Lucky Markets is proof that you'll enjoy milder, better-tasting tobacco in Luckies. For 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 for tobacco - and the best we buy goes into Luckies. A youse, Lucky Strike means fine tobacco and make no mistake - in a cigarette it's the tobacco that counts. Why not try Luckies for a while and see for yourself that better tobacco makes a better cigarette.

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(FADE FOR AMNOUNCEMENT)

WOOD: Number SEVEN ... here's the song which for the second consecutive week holds down the Lucky Seventh position in the Hit Parade standings... "The Shrine of St. Cecilia."

(MUSIC SWELLS AND FINISHES) segue to

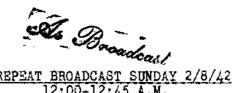
COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - No. 352

Saturday, February 7, 1942

9:00 - 9:45 P.M.



CUE:

(COLUMBIA BROADCASTING SYSTEM)

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 - America's top ten songs of the week - determined by Your Hit Parade Survey - a careful seven-day check on the best sellers in sheet music and phonograph records, the songs most requested of band leaders, and the songs most played over the air and in the automatic coin machines.....yes, Your Hit Parade Survey gives an accurate, up to the minute report on America's taste in popular music. Now, here's your singing master of ceremonies, Barry Wood, with the song that's NUMBER NINE..... "THIS LOVE OF MINE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0013994

WOOD:

Hello, everybody....this is Barry Wood....Your Hit Parade opened shop with the ballad you voted in ninth place this week..."This Love Of Mine." That leaves nine more blue ribbon tunes on the Survey honor roll, with Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra primed to bring them to you.....Tonight again, in place of our Lucky Strike Extras, you'll hear the star of the week - the requested favorite of the men in the armed services. Tonight's guest is one of the big time personalities of radio -- the singing star of the Eddie Cantor program.....Dinah Shore. We'll be by for Dinah in a few minutes, but right now, we're swinging along with Your Hit Parade. Here's the NUMBER FIVE song in the country....."EVERYTHING I LOVE".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(NAVY SPOT)

(ANCHORS AWEIGH. . . .)

WOOD:

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Your Hit Parade presents the star of the week! Each week the boys in the armed services of our country vote on what outstanding musical personality they'd like to hear on Your Hit Parade. Since last Saturday letters and cards have come in from you men in Service all over the nation and tonight we bring you this weeks favorite and...here the is....glamorous young singing star - Dinah Shore.

(APPLAUSE)

SHORE:

Thanks, Barry Wood. I'm very proud and very happy to be here.

WOOD:

Okay, Dinah - - your first song salute tonight is earmarked for the United States Navy.

SHORE:

Swell, Navy - you sure are going to town and here's a gal who's rooting for you one hundred percent ... sending you best love and best/luck from coast patrol to convoy...in the air... on the sea and below it -- in all your tasks from Britain to Batan - - salutations, Navy, and here's hoping you get a kick but of my song -- it's my arm that have best-selling record -- "YES MY DARLING DAUGHTER"

("YES MY DARLING DAUGHTER"......SHORE & ORCHESTRA)

(APPLAUSE)

W00D:

Thanks, Dinah Shore for a swell song for Navy. You're under orders to choose a song for the Marines and we'll call you in later.

(PLAYOFF)

COMMERCIAL #1

88

34

ATX01 0013996

(CHANT - CROWD NOISE - ENDING BETWEEN 36 & 40 + SOLD ALERICAN)

WHSMAN: 281

(CHANT)

BARUCH: Ladies and gentlemen, we're reenacting a tobacco auction in the important market of Dillon, South Carolina. And just listen to the way the sales are going:

(CHANT UP - SOLD TO KING)

WHSMAN: 31:

(CHANT)

BARUCH: Each basket of tobacco in this big warehouse is sold individually, you know - sold to the highest bidder:

(CHANT UP - SOLD TO X COMPANY - CROWD CONTINUES B.G.)

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BARUCH:

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Now they re about to start selling a new row. The warehouseman is examining the first basket. You can tell by the look on his face that this is fine mild leaf. Listen to him yell out the opening bid.

WHSMAN:

Good tobacco boys, 33:

(CHANT)

BARUCH:

33 - 33 dollars a hundred pounds it is. But right away a leaf company makes it 34 and Lucky Strike bids 35 - another digarette company 36 - Lucky Strike 37 - an export company 38 - 38 - 38 - but now Lucky Strike raises it to 39 - 39 dollars ... any more bids? No, it's going to Luckies at 39 ...

(SOLD AMERICAN)

RUYSDAEL:

Ladies and gentlemen, we've shown you what the independent tobacco experts see at auctions all over the South. At market after market, these experts buyers, auctioneers and warehousemen - see us consistently pay the price to get the milder, better-tasting tobacco. For example, at auctions in Dillon, South Carolina, this season, The American Tobacco Company paid 36 percent more for the tobacco it bought or its cigarattes and other tobacco products. Yes, 36 percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies, So you see, smokers, Lucky Strike means fine tobacco and make no mistake - in a cigarette it's the tobacco that counts. That's why with independent experts - with men who know tobacco best, it's Luckies 2 to 1. We suggest you try Luckies and see if you don't agree with the experts.

("ELMER'S TUNE". EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: NUMBER FOUR! Joan Edwards stands by to sing out the tune that's holding down fourth place in the rankings and ratings...." ELMER'S TUNE."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHATTANOOGA CHOO CHOO". WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

NUMBER SIX! We're chuggin' along with the Tennessee special that's coming down the track in sixth place. The Hit Paraders and I get going with....
"CHATTANOOGA CHOO CHOO."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(MARINE SPOT)

(MARINE HYMN.)

WOOD:

That's your call to arms, Dinah Shore -- the famous Marine Hymn.

SHORE:

Hi, Marines - I certainly get a thrill out of you and if I had the words I'd tell you why and wherefore in chapter and verse. But, I'm not a speakin woman so I'll just have to sing it for you...send you love, luck and blessings -- wherever you may be...at home...at sea in the air - off doing bang up things on those far frontiers and firing lines - yes....this song has your name on it, Marines, old "HONEYSUCKLE ROSE"

("HONEYSUCKLE ROSE"....... SHORE & ORCHESTRA)

(APPLAUSE)

Thank you

WOOD:

Swell, Dinah Shore -- thanks for your song for the United States Marines. In a few minutes Your Hit Parade will swing your way for a salute to Army, but right now, we move along with the rankings and ratings.

(FADE FOR ANNOUNCEMENT)

WOOD:

NUMBER SEVEN! Here's the melodic hit that you've chosen for the Lucky Seven spot on the Parade...

"THE SHRINE OF ST. CECILIA."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

ER.

("WE'RE THE COUPLE IN THE CASTLE"......EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

TOOD:

NUMBER EIGHT! Here's a survey newcomer by that master song creator, Hoagy Carmichael. Joan Edwards sings the eighth place song on the Parade -

(MUSIC AT LIBLE AND PERISHES)

(APFLAUSE)

BARUCH:

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

....STATION BREAK....

ER.

BARUCH:

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

WOOD:

The Parade moves on with another newcomer to the big ten. A tuneful story about the Lone Star State, it joins the clan tonight to occupy the <u>NUMBER TEN</u> position. The Hit Paraders and I sing...

"DEEP IN THE HEART OF TEXAS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

LUCKY STRIKE "YOUR HIT PARADE" Commercial #2-February 7, 1942

2/7/42

WOOD: Now Easil Ruysdael says, those who hesitate..may be missing out on something pretty special.

well, ladies and gentlemen, I wonder if the facts about RUYSLAEL: tobacco we've brought you on this program have led you to try Luckies? If not, we believe you may be missing out on some real smoking enjoyment. For you know, if you just stop to think of it, that in a cigarette it's the tobacco that counts. And reports from tobacco markets all over the South prove that Lucky Strike means fine tobacco. For example, at auctions this season in Petersburg, Virginia, The American Tobacco Company paid 30 percent above the average market price published by the United States Department of Agriculture at Mt. Airy, North Carolina, 42 percent more. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine totacco. That's why with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Aren't these facts worth remembering, and worth acting on ... next time you buy digenettees So, isn't it just good sense to do as the experts do? Select

a cigarette you know is made of fine tobacco - Lucky Strike.

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(ARMY SPOT)

(FANFARE THREE....)

Barry Wood with the headline standings of the champions.

WOOD: Thanks, Andre Baruch...the NUMBER THREE song on Your Hit Parade this week shows a sensational, record-making performance...in one week--on its second appearance in the big time - it jumps five ratings to get in the money tonight as the big three song...

(SNEAK ARMY MUSIC).....and it's yours, Dinah Shore, to salute the Army.

(MUSIC UP & DOWN)

SHORE: Thanks, Barry -- hello, Army - You certainly rate a winner and that's the way it should be...the best of everything to all of you goes with this winning song for a winning outfit ... "BLUES IN THE NIGHT."

("BLUES IN THE NIGHT".....SHORE & ORCHESTRA)
(APPLAUSE)

SHORE: Thanks, Army-Navy and Marines -- thanks for voting me the chance to sing for you tonight!

WOOD: Thank you, Dinah Shore, for your song salutes to our boys in the armed services. We'll be listening to you on your own program Sunday nights. And you men in all the armed forces, don't forget to write those letters and cards--tell us what favorite star, musical personality or band you want to hear..send your requests to Your Hit Parade, 480 Lexington Avenue, New York City, 4-8-0 Lexington and we'll produce your favorite if we possibly can.

(FANFARE NUMBER TWO)

1.00D:

The NUMBER TWO Song This catchy waltz climbs up and up and tonight gets the second place award of the week. It's the Hit Paraders and I and...
"ROSE O'DAY."

(MUSIC SWELLS AND FIMISHES)

(APPLAUSE)

ER.

(FANFARE NUMBER ONE)

WOOD:

NUMBER ONE! Again top honors go to the lovely ballad taking the title for the fourth time. Joan Edwards sings the Number One song in America...

"THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER."

("THERE'LL BI BLUE BIRDS OVER THE CLIFFS OF DOVER".. EDWARDS & ORCH)

(MUSIC SWELLS AND FINISHES)

(APFLAUSE)

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 ...so smoke the smoke

tobacco experts smoke - Lucky Strike.

WOOD:

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(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 and another star chosen by the boys in the Armed Services. So remember, fellows - be sure and write us who you want. The address: Your Hit Parade, 1480 Lexington Avenue, New York City. In the meantime, we can all do our part by buying United States

Defense Bonds and Stamps. Remember - your dimes and dollars fight for freedom and our country needs the help of all of us. And 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.

(LUCKY STRIKE TIME....)

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BARUCH:

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

(SONG CHEDITS, IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC ... NEW YORK

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COLUMBIA BROADCASTING SYSTEM
THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - No. 353
SATURDAY, FEBRUARY 14, 1942
9:00 - 9:45 P.M.

M Doggians

REPEAT BROADCAST SUNDAY 2/15/42

CUE: (COLUMBIA BROADCASTING SYSTEM)

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 Saturday night revue of the song champions of the week...determined by Your Hit Parade Survey -- a careful seven-day check on the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the tunes most requested of the band leaders ... yes, Your Hit Parade Survey turns in an accurate, authentic report on America's taste in popular music. Now, here's your singing master of ceremonies, Barry Wood, with the song that's number SIX ... "Elmer's Tune."

WOOD: Hello, everybody ... this is Barry Wood ... Your Hit
Parade started rolling with the sixth ranking song of the
week ... "Elmer's Tune". That makes nine more survey
winners to be presented this evening, with Joan Edwards,
the Hit Paraders, and Mark Warnow and the Lucky Strike
Orchestra ready and raring to do the homors. Tonight again,
Your Hit Parade will bring you the star of the week
selected by the men in the armed forces. And tonight the
spotlight will shine on the stars of the new Universal
picture "What's Cookin'" -- those three top-flight song
senders -- The Andrews Sisters. They'll be with us in a
few minutes, but right now the agenda calls for another Hit

("THIS IS NO LAUGHING MATTER" EDWARDS, ORCHESTRA)

Parade tune. So here's Joan Edwards to sing the Lucky

SEVEN Song on the list ... "This Is No Laughing Matter."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(ARMY SPOT)

(ARMY MARCH . . .)

WOOD: Your Hit Parade presents the star of the week! Each week the boys in the armed services of our country vote on what outstanding musical personality they'd like to hear on Your Hit Parade. Since last Saturday letters and cards have come in from you men in Service and tonight we bring you your favorite of the week -- that unique song trio -- the gifted Andrews Sisters!

WOOD: Verne your first salute is to the men of the United States Army ... the boys in all the corps --in Peeps, Jeeps and tanks ... in the bombers and pursuits -all the boys who have our own special two-fisted brand of dishing it out ... come on, Andrews Sisters -- salute the men of the Army with ... A Zoot Suit for My Sunday gal

("ZOOT SUIT" ANDREWS SISTERS, ORCHESTRA) 🚶

(APPLAUSE)

Potty, Marine, & Javerne-WOOD: in the United States Army ... Stand by for a song for the Marines and we'll call you up in just a few minutes.

(PLAY-OFF . . .)

COMMERCIAL 1

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1.

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1

2/14/42

(CROWD NOISE)

WHSMAN:

1

(CLAPS HANDS) All right, boys, we're startin' the

sale ... 31!

(CHANT)

BARUCH:

Ladies and gentlemen, we're reenacting a tobacco auction in Whiteville, North Carolina. And here's the first basket of tobacco in this big warehouse going - going -

(CHANT UP - ENDING BETWEEN 36 & 40 INCLUSIVE -

"SOID AMERICAN")

WHSMAN:

291

(CHANT)

BARUCH:

Each basket of tobacco is sold individually, you know - sold to the highest bidder ...

(CHANT UP - SOLD TO EVANS)

WHSMAN:

301 (CHANT)

BARUCH:

It's the warehouseman who calls out the opening bid then the buyers take over - bidding the price up - up -

till the cale

(CHANT UP - SOLD TO X COMPANY)

(MORE)

2/14/42

WHSMAN:

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Α.

Good tobacco boys ... 341

(CHANT)

BARUCH:

34 - 34 dollars a hundred pounds is the starting price. But you can see this is a basket of the finest - for quick as a flash, a leaf company raises it to 35 - Lucky Strike bids 36 - an export company 37 - Lucky Strike 38 - another cigarette company 39 - 39 - 39 - but now Lucky Strike ups it to 40 - 40 dollars. Any more bids? ... No, it's going to Luckies at 40 ...

(SOLD AMERICAN)

(MORE)

2/14/42

RUYSDAEL:

Ladies and gentlemen if you were present at auction after auction like the one we've just reenacted, the chances are mighty good that you'd do as the independent tobacco experts do. These experts buyers, auctioneers and warehousemen - naturally pick a cigarette they know is made of fine tobacco and their overwhelming preference is for Luckies. For they see us consistently pay the price to get the milder, better-tasting tobacco. For example, at auctions in Whiteville, North Carolina this season, The American Tobacco Company paid 43 percent more 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. So you see Lucky Strike means fine tobacco. That's why with independent exports - with men who know tobacco best, it's Luckies 2 to 1. Since it's clear that in a cigarette it's the tobacco that counts, we suggest that you smoke the smoke tobacco experts smoke - Lucky Strike.

8

("RELEMBER PEARL HARBOR" WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT: Here's a newcomer whose title speaks for itself. The Hit Paraders and I join in singing the eighth ranking song of the week ... "Remember Pearl Harbor."

(MUSIC SWELLS AND FINISHES)

segue to

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("EVERYTHING I LOVE"......EDWARDS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

3.1

Number FOUR! That Cole Porter tune takes a jump in the ratings and moves up to fourth place on the Parade. Joan Edwards sings...

"Everything I Love."

(MUSIC SWELLS AND FINISHES)

le.

(MARINE SPOT)

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(MARINE HYMN....)

WOOD:

₹ 1

The inspiring Merine Hymn brings our stars of the week to salute the men of the United States Marines...the Hit Parade swings your way, AndrewsSisters---so come on Potty, hasine and Is Verne scramble ashore with the boys who always get there first...send the Devil Dogs a song --a salute with the tune that ranks in NINTH place on Your Hit Parade this week...
"Chattanooga Choo Choo."

("CHATTANOOGA CHOO"ANDREWSSISTERS, ORCHESTRA)

(APPLAUSE)

le

1

WOOD: Thanks again, Andrews Sisters for your song "special delivery" to the men of the United States Marines.

Be on deck when the Navy calls, but now on with Your Hit Parade with the song that takes fifth place at the polls this week. "The Christ of St. Cacilia."

("THE SHRINE OF ST. CECILIA"..... WOOD AND ORCHESTRA)

(LUSIC SWELLS AND FINISHES)

Number Five this week the swell tung that shows up at the polls in fifth place is - "The Shrine of St. Cocilia"

44

("THIS LOVE OF MINE" EDWARDS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN: Joan Edwards takes a vecal turn with the tune you elected to tenth place "This Love of Mine."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

THIS IS THE COLUMBIA....BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

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35

....STATION BREAK.....

(NAVY SPOT)

(C)

(ANCHORS AWEIGH . . .)

WOOD: On deck, Andrews Sisters -- time to salute the men of our United States Navy -- all those blue jackets -- ashore and at sea -- in the air and in the subs -- send them luck and

sond them rhythm -- selute the Navy with the South American Carnival favorite you started of its may as a top North American favorite ...

(APPLAUSE)

WOOD: Thank you, Andrews Sisters for your swell songs for the men in our armed services, and, on behalf of the Army, Marines and the Navy -- thanks for being with us tonight. And you men in all the Armed Forces, write those letters and cards -- will you ... tell us what favorite star, musical personality or band you want to hear ... send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

COMMERCIAL 2

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5. *

WOOD:

Now Basil Ruysdael reminds us that in buying most things it's worthwhile to take a tip from the experts...

RUYSDAEL:

Yes, ladies and gentlemen, and this is outstandingly true of cigarettes. For at tobacco auctions all over the South. the independent experts - auctioneers, buyers and warehousemen - see just who buys what tobacco - and the prices paid. So you can be sure that a cigarette which wins their approval, is one made from the finer, milder, better-tasting tobacco. Well, sworn records show that the overwhelming preference of these independent experts is for Luckies. In fact, with men who know tobacco best, it's Luckies 2 to 1. A few typical reports from tobacco markets will show you why. For example at auctions in Martinsville, Virginia this season, the makers of Luckies paid 34 percent above the average market price for tobacco published by the United States Department of Agriculture - at Adel, Georgia, 46 percent more - and so on all over the South. result is ... Lucky Strike means fine tobacco. And, smokers, since you know that in a cigarette it's the tobacco that counts, aren't these facts worth acting on next time you buy digarettes? Choose the one the experts prefer - Lucky Strike.

(FAMFARE NUMBER THREE)

BARUCH: Here they are ... the big three songs in America ... with Barry Wood delivering the story of the survey findings.

WCCD: Okay, Andre ... and we're waltzing along with the number

THREE song ... This big-time winner rounds out another

week of song success and finishes up the third favorite

tune in the nation. The Hit Paraders sing ... "Rose O'Day."

("ROSE O'DAY" HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APFLAUSE)

eds

3.

(FANFARE NUMBER TWO)

WOOD: The Number TWO Song ... A few years back songwriter Harold Arlen gave America that classic of the blues "Stormy Weather." This year, he's done it again, and his latest indigo tune has shot right up to second place on Your Hit Parade. The Hit Paraders and I get together on the runner-up song of the week ... "Blues in the Night."

("BLUES IN THE NIGHT" WOOD, HIT PARADERS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FAMPARE NUMBER ONE)

WOOD: Number ONE! The top spot on the Parade again goes to the ballad hit that's holding the ace position for the fifth time. Joan Edwards sings the number one song in the country ... "There'll Be Blue Birds Over The White Cliffs of Dover."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

2/14/42

EARUCH: 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 ... so smoke the smoke tobacco experts smoke - Lucky Strike.

eds

2/14/42

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 and
another star chosen by the boys in the Armed Services.
So remember, fellows - be sure and write us who you want.
The address: Your Hit Parade, 480 Lexington Avenue, New
York City. In the meantime, we can all do our part by
buying United States Defense Bonds and Stamps. Remember your dimes and dollars fight for freedom and our country
needs the help of all of us. And 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.

(LUCKY STRIKE TIME . . .)

eds

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

THE AMERICAN TOBACCO COMPANY YOUR HIT PARADE No. 354 SATURDAY, FEBRUARY 21, 1942 9:00 - 9:45 P.M. EVT



REPEAT BROADCAST SUNDAY 2/22/42 12:00-12:45 A.M.

CUE:

(COLUMBIA BROADCASTING SYSTEM)

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 ... your Saturday night roll call of the ten song champions of the weak-determined by Your Hit Parade Survey ... a detailed upto-the minute-check on the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders ... Yes, Your Hit Parade Survey provides an accurate authentic record of America's taste in popular music. Now, here's your singing master of ceremonies, Barry Wood, with the song that's SEVEN ... "Elmer's Tune."

(MUSIC SWELLS AND FINISHES) (APPLAUSE) WOOD:

everybody ... this is Barry Wood ... Your niton review with the Lucky Seven Song of the week ... "Elmer's Tune." Here Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra are ready and waiting to hand out the survey honors to the nine other song winners. And again tonight, in place of Lucky Strike Extras, we will present the command performance of the star of the week the top notch musical personality chosen by the men in the Armed Forces to appear with us this evening. Tonight's guest is one of America's favorite singers of songs, the star of Fred Allen's Texaco program -- Kenny Baker. Kenny will be with us in just a few minutes, but right now we're swinging into action with Joan Edwards singing the FOURTH ranking tune on the list ... "Everything I Love."

("EVERYTHING I LOVE" EDWARDS, ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

eds

(MARINE SPOT)

(MARINE HYMN: . .)

WOOD:

Your Hit Parade presents the star of the week ... again the boys in the armed services of our country have selected the outstanding musical personality they want to hear on Your Hit Parade. Since last Saturday letters and cards have come in from you men in service and tonight we bring you your favorite of the week ... one of the big names in radio -- singing star of The Texaco Star Theatre --- Kenny Baker!

(APPLAUSE)

WOOD:

Welcome to Your Hit Parade, Kenny.

BAKER:

Thanks Barry ... and thanks all you guys in the Armed Services for this chance to sing for you.

WOOD:

Kenny, our first song salute tonight goes to the men of the United States Marine Corps.

BAKER:

Well, I'm just another among millions who think you Marines are topique - that goes for the gang aboard ship -- in the air arm -- ashore everywhere keeping the flag flying in our front lines of offense ... best of luck, Marines and I'm sending you this song -- ...
"A Gay Ranchero."

(" A GAY RANCHERO" BAKER, ORCHESTRA)

(APPLAUSE)

LUCKY STRIKE "YOUR HIT PARADE" # 5 -Commercial #1 - February 21, 1942

WOOD:

Now, friends, we're going to reenact a tobacco auction down in Chadbourn, North Carolina. Listen and you'll see how the sales go ...

(CROWD NOISE)

WHSMAN;

All right, boys, next basket 30:

(CHANT - QUICK SALE - ENDING BETWEEN 36 & 40 INCLUSIVE - "SOLD AMERICAN")

WHSMAN:

£7.

281

(CHANT)

BARUCH:

Can you follow the bidding? - 29 - 30 - 31 - Each basket of tobacco in this big warehouse is sold individually, you know - sold to the highest bidder;

(CHANT UP - SOLD TO FLEMING)

WHSMAN:

291 (CHANT)

BARUCH:

That's the warehouseman calling out the opening bid on the next basket. The buyers bid by signal and the auctioneer chants each bid as it's made --

(CHANT UP - SOLD TO X COMPANY)

eds

RUYSDAEL:

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Ladies and gentlemen, when a basket of tobacco is "Sold American" a big "A" is marked on its sales ticket. And the independent tobacco experts --auctioneers, buyers and warehousemen --agree that that "A" means a whole lot. For at markets all over the South they see the makers of Luckies consistently pay the price to get the milder, better-tasting tobacco. For example, at auctions in Chadbourn, North Carolina this season, The American Tobacco Company paid 40 percent more for the tobacco it bought for its eigerettes 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. 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. Smokers, since it's clear that in a cigarette it's the tobacco that counts, surely it's worth your while to choose the cigarette the experts prefer - Lucky Strike.

("REMEMBER PEARL HARBOR"...........WOOD, HIT PARADERS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TENt Here's the Survey hit whose title tells the story. The Hit Paraders and I sing your tenth place song...."Remember Pearl Harbor."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! The Hit Paraders assemble in choral formation and sing out the sixth ranking tune on the Parade ... "The Shrine of St. Cecilia."

(MUSIC SWELLS AND FINISHES)

segue to

("CHATTANOOGA CHOO CHOO",

. . . EDWARDS, ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

(34.

Number EIGHT! Climb on, folks ... we're Tennessee bound ... as Joan Edwards takes the vocal of your eighth favorite song ... "Chattanooga Choo Choo."

(MUSIC SWELLS AND FINISHES)

segue to

(ARMY SPOT)

(ARMY SONG. . .)

WOOD:

Your Hit Parade swings into company front with the corps of the United States Army. Kenny Baker -- time for a song salute to our boys from Batan to the Atlantic Bases -- to the men of Army.

BAKER:

And this song, fellows, is dedicated to you in every branch of the Army everywhere - to you who wear the uniform and fight our country's fight for victory -- it's one of the best songs I know and it's got your name on it right now ... "Night and Day."

("NIGHT AND DAY"....

.BAKER, ORCHESTRA)

(APPLAUSE)

WOOD:

Thanks for your song for Army, Kenny Baker -- you're commissioned to pay tribute later to the men of our Naval Forces -- but now on with Your Hit Parade!

(FADE FOR ANNOUNCEMENT)

WOOD: Number FIVE! Here's a newcomer to the Parade that's

imping on to take a high spot in the ratings.

America heard it first in the Paramount picture

... "Sweater Girl" and tonight Joan Edwards sings it

as the fifth ranking song of the week ...

"I Don't Want to Walk Without You."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(34-)

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:

: 34

The Parade moves on with the number NINE song ...

This big time tune is coming back on the survey
list after a week's vacation. The Hit Paraders
and I "git along" with the tune that rates ninth
this week ... "Deep in the Heart of Texas."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL 2

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LUCKY STRIKE "YOUR HIT PARADE"

Commercial #2 - February 21, 1942

WOOD:

Now Basil Ruysdael says, there's one example that's really worth following when you buy cigarettes.

RUYSDAEL:

Yes, it's the example set by the independent tobacco For at auctions all over the South, these experts. experts - auctioneers, buyers, and warehousemen - see who pays the price to get the milder, better-tasting tobacco. They see - and for their own smoking enjoyment they show an overwhelming preference for one cigarette: Luckies. Surely that's a tip for you - because you know, as well as anyone, that in a cigarette it's the tobacco that counts. So consider these typical reports of what the experts see at market after market. For example, at auctions in Dillon, South Carolina this season, the makers of Luckies paid 36 percent above the average market price published by the United States Department of Agriculture - at Hahira, Georgia, 47 percent more - and so on all over the South. 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. Smokers, why not let the tobacco experts be your guide to a finer cigarette - Lucky Strike.

(FANFARE NUMBER THREE)

BARUCH: Here they are -- the big three song champions of the week and Barry Wood with the play by play for the record.

And the number THREE song in America this week goes to Kenny Baker for a song tribute to the men of the United States Naval Forces. (SMEAK ANCHORS AWEIGH)

Kenny --- salute the boys with the song that rates in third place in the affections of every popular song lover in our country this week!

(MUSIC UP AND DOWN)

BAKER: Okay, Barry -- and, hi there, Navy and we are not forgetting you men in the Coast Guard -- you're all sure carryin' that ball - and we're rootin' for you from ocean to ocean and sea to sea -- keepin' those planes roaring overhead -- those subscruising and those ships going after the enemy everywhere. The best of everything, fellas, and this song's for you. There you like it this third ranking enemy on Your Hit Parade this week ... "Rose O'Day."

("ROSE O'DAY"BAKER, ORCHESTRA)

(AFPL.USE)

ER.

1.30

WOOD:

(5%.

Thank you, Kenny Baker for a swell tribute to the men in the United States Naval Forces and to all the men in the armed forces of our country. On behalf of the boys - thanks for being with us tonight. And you men in all the Armed Services, write those letters and cards -- will you ... tell us what favorite star, musical personality or bandyou want to hear ... send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

ER.

(FANFARE NUMBER TWO)

WOOD:

The Number 100 Song ... This outstanding hit holds its own in the song race and keeps its position up among the leaders. Joan Edwards sings the second ranking tune in the nation ... "There'll Be Blue Birds Over the White Cliffs of Dover."

(MUSIC SWELLS AND FINISHES)
(APPLAUSE)

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(FANFARE NUMBER ONE)

WDOD: Number ONE: Here it is ... the tune you voted into first place as your top favorite of them all.

The Hit Paraders and I sing the song of the week ...

"Blues in the Night."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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LUCKY STRIKE "YOUR HIT PARADE" Closing Commercial - February 21,1942

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.

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 and enother star chosen by the boys in the Armed Services. So remember, fellows -- be sure and write us who you want. The address: Your Hit Parade, 480 Iaxington Avenue, New York City. In the meantime, folks, we can all do our part by buying United States Defense Bonds and Stamps. Remember -- your dimes and dollars fight for freedom and our country needs the help of all of us. And 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.

(LUCKY STRIKE TIME . . .)

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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 secondsWABC ... NEW YORK.

wis

COLUMBIA BROADCASTING SYSTEM THE AMERICAN TOBACCO COMPANY

Mr. Boggiand

YOUR HIT PARADE - NO. 855

FEBRUARY 28, 1942

9:00 - 9:45 P.M.

REPEAT BROADCAST SUNDAY 3/1/42 12:00-12:45 A.M.

cus:

(COLUMBIA BROADCASTING SYSTEM)

BARUCH:

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

RIGGS:

(CHANT - ENDING BETWEEN 25 and 27 INCLUSIVE - SOLD

AMERICAN)

BARUCH:

Let that chant remind you that Luckies are a milder, better-tasting eigarette, 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 STIKE TIME)

BARUCH:

Lucky Strike presents Your Hit Parade...the big review of the ten favorite songs in the nation...determined by Your Hit Parade Survey - a careful seven day check on the best sellers in sheet music and phonograph records, the songs most played on the air and in the date automatic coin machines, and the songs most requested of the band leaders...Yes, Your Hit Parade Survey hands in an accurate, authentic report on America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's number FOUR..."ROSE O'DAY".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01-0014054

WOOD:

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Hello, everybody ... this is Barry Wood ... Your Hit Parade bowed in with the waltz ditty that's in fourth place..."Rose O'Day." The personnel tonight includes Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra.... and we'll all be on the beam with the remaining nine song champs of the week. Tonight again, in place of our Lucky Strike Extras, the Klieg lights will shine on the star of the week....the musical personality drafted by the men in the armed forces for appearance on Your Hit Parade this evening. And tonight's guest is one of the real headliners of radio, the singing star of the Bob Burns; show and of her own Friday evening program....Gipny Simms. Weill be calling for Ginny in just a few minutes, but first, let's move along with a survey winner. Joan Edwards sings the newcomer that's starting off in SEVENTH place "DAY DREAMING."

("DAY DREAMING" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

NAVY SPOT

(ANCHORS AWEIGH)

WOOD:

Your Hit Parade presents the star of the week! Each week the boys in the armed services of our country write us what outstanding musical personality they'd like to hear on Your Hit Parade. Since last Saturday letters and cards have come in from you men in Service and tonight we bring you your favorite of the week . . . Your Hit Parade goes West to pick up the lovely, talented star of stage and screen - - - Ginny Simms - - the Naval Forces of the United States are calling, Ginny - join Your Hit Parade.

(SWITCH TO HOLLYWOOD)

GINNY:

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Thank you, Barry -- hello, Sailors - I'm thrilled and happy to have this chance to salute you with a song.

Everything you've done and everything you're doing makes me proud every minute of every hour that I'm an.

Americany.....My song is dedicated to all of you - each and every one of you in our Naval and Coast Guard forces

...1t's - "This Can't Be Love."

("THIS CAN'T BE LOVE" SILMS AND ORCHESTRA)

GINNY:

**Bed-luck, Navy -- here you are, Barry Wood -- the Hit Parade is on its way back to New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD:

Thanks, Ginny Simms --- that was swell. Stand by 'till we parade West again, for a song for the United States Marines.

(PLAYOFF)

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE" -4-Commercial #1 - February 28, 1942

(CHANT - CROWD NOISE - "SOLD AMERICAN" AT 26)

WHSMAN:

21:

(CHANT)

BARUCH:

Ladies and gentlemen, we're reenacting a tebacco auction in the important market of Lake City, South Carolina.

There are over a dozen buyers here, representing cigarette, leaf, and export companies.

(CHANT UP - SOLD TO KING AT 25)

WHSMAN:

191 (CHANT)

BARUCH:

Now they're bidding on another basket of tobacco. You know, all the tobacco in this big warehouse is sold basket by basket - sold to the highest bidder.

(CHANT UP - SOLD TO X COMPANY AT 24 - CROWD NOISE BG)

(CONT'D)

BARUCH:

They're beginning a new row of tobacco now. The buyers are examining the leaf in the first basket - and their trained eyes don't miss a thing. Now they look up at the warehouseman for the opening bid - and here it is!

WHSMAN!

Good ripe tobacco, boys - 231

(CHANT)

BARUCH:

الآر)

23 - 23 dollars a hundred pounds - that starts the basket. But in a split-second the price is up to 23 - and now it's 24 - a leaf company makes it 24 - Lucky Strike 25 - an export buyer 26 - 26 - 26 - but now Lucky Strike shoots in a bid of 27 - yes 27 dollars - Any more bids? No, it's still 27 ... and it's going - going to Lucky Strike.

(SOLD AMERICAN)

RUYSDAEL:

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1.

Ladies and gentlemen, now you see what's behind that well-known phrase - "With men who know tobacco best, it's Luckies 2 to 1" ... Year after year, at auctions such as you've just heard reenacted, in markets all over the South, independent experts see us consistently pay the price to get the milder, better-tasting tobacco. For example, at auctions in Lake City, South Carolina, season of 1939, The American Tobacco Company paid 38 percent more for the tobacco it bought for its eigerettes and other tobacco products. Yes, 38 percent above the average market price published by the United States Department of Agriculture And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. So it's easy to see why the independent tobacco experts who have every cigarettes to choose from - show such an overwhelming preference for Luckies. Smokers, in choosing your own cigarette, remember as the experts do, that Lucky Strike means fine tobacco and in a 1 cigarette it's the tobacco that counts.

("REMEMBER PEARL HARBOR" WOOD, HIT PARADERS & ORCH:)

(FADE FOR ANNOUNCEMENT)

WOOD:

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Number EIGHT! The Parade rolls on with the song that's marching in eighth place this week . . "REMEMBER PEARL HARBOR."

(MUSIC SWELLS AND FINISHES)

segue to

("EVERYTHING I LOVE" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE: The Hit Paraders honor the Cole Porter tune that ranks minth on the list -- "EVERYTHING I LOVE".

(MUSIC SWELLS AND FINISHES)

segue to

MARINE SPOT

(MARINE HYMN.....)

WOOD: Our star of the week salutes the men of the United States

Marine Corps...Ginny Simms, the Hit Parade swings your

way - so, tell it to the Marines.

(SWITCH TO HOLLYWOOD)

SIMMS: All right, Barry...it's a grand feeling to have a chance to tell it to the Marines - and you boys of the Corps -- well - arter what you've done and are detag and are bound to do - in the six from ships and ashowed everywhere we meed fighting ment there's only one thing to say -- we're proud of you! The song I went to sing for you now is a swell ballad that's on the Hit Parade this week...here it is -- with best of luck -- the sixth ranking song -- "HOW ABOUT YOU."

("HOW ABOUT YOU"......SIMMS AND ORCHESTRA)

SIMIS: That was for you, Marines - the best of everything --

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD: Thanks again, Ginny Simms - you're drafted for a salute to the Army - join us on order.

ER.

(4)

WOOD: Number FIVE! Here's the ballad that takes a hike in the ratings this week and moves into the fifth position..."The Shrine of St. Cecelia."

(MUSIC SWELLS AND FINISHES)

segue to

ER.

("ELMER'S TUNE"......EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number TEN! Joan Edwards sings the vocal of the tune that rates tenth in national favor..." ELMER'S TUNE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ER.

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

This is the COLUMBIA ... BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

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

ER.

(ARMY SPOT)

(ARMY MARCH....)

WOOD:

That marching rhythm reminds us that millions of our boys are marching, too -- marching from homes and jobs all over our nation to camps - to front line duties all over the world - Ginny Simms it's time to salute the men of our United States Army-

(SWITCH TO HOLLYWOOD)

SIMMS:

I sing to the boys in every camp -- in every corp -- in every plane -- on every field -- in all the front lines of attack for Victory: my song is for you, Army -- It's a seng we all have liked so well -- "Nobody's Sweetheart " "

("NOBODY'S SWEETHEART"SIMMS AND ORCHESTRA)

SIMMS:

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Thank you again, all you men in the armed Services, for this chance to sing for you - now Your Hit Parade carries on in New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

ER,

WOOD:

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ş.

Thank you, Ginny Simms, for your swell song tributes to our boys in the armed forces. And you men in all the Armed Services write those letters and cards - will you... tell us what favorite star, musical personality or band you want to hear...send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

COMMERCIAL #2

ER.

LUCKY STRIKE "YOUR HIT PARADE" Commercial #2

7-

WOOD: Now Basil Ruysdael points out that tobacco experts would be mighty good friends to have along, when you stop up to a cigarette counter.

RUYSDAEL: Well, ladies and gentlemen, you'll surely agree that in a cigarette it's the tobacco that counts. So you can see why the independent tobacco experts down South make real cigarette experts, too. For they spend their lives buying, selling, and handling the leaf and at the auctions they see just who pays the price to get the finer, lighter, milder tobacco. So it means a lot to you that the overwhelming preference of these experts is for Luckies. Now here are some typical examples of what these experts see at market after market, year after year. At auctions in Fairment, North Carolina, season of 1939, the makers of Luckics paid 33 per cent above the average market price published by the United States Department of Agriculture - at Adel, Georgia, 42 per cent more - and so on all over the South. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Smokers, isn't it to your - advantage to do as the experts do? To choose a cigarette you know is made of fine tobacco?

(FANFARE NUMBER THREE)

BARUCH:

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

with Barry Wood reading from the survey score book.

WOOD:

Right, Andre...and it's Number THREE in the saddle...

This tune hit the big time during the week and shot from ninth all the way to third place on the Parade. The Hit Paraders gather 'round and off we go with America's third favorite song..."DEEP IN THE HEART OF TEXAS."

("DEEP IN THE HEART OF TEXAS". WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(FANFARE NUMBER TWO)

WOOD:

'n

The Number TWO song - - - That song of the blues keeps a high place in the standings and winds up a busy week in the second ranking spot. Joan Edwards and the Hit Paraders sing "BLUES IN THE NIGHT."

("BLUES IN THE NIGHT". EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE) .

WOOD: Number ONE! That smash ballad hit captured a mint of votes and tonight again takes top honors in the country.

Here's your number one song of them all. . "THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BB

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.

88

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WOOD:

(SINGS) So long for a while; that t 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 and
another star chosen by the boys in the Armed Services.
So remember, fellows -- be sure and write us who you
want. The address: Your Hit Parade, 480 Lexington
Avenue, New York City. In the meantime, ladies and
gentlemen, we can all do our part by buying United
States Defense Bonds and Stamps. Remember - your dimes
and dollars fight for freedom and our country needs the
help of all of us. And now until next week, goodnight
for Joan Edwards, Mark Warnew and the Hit Paraders...
and for Lucky Strike, this is Barry Wood saying...so
long for a while.

(LUCKY STRIKE TIME. . . .)

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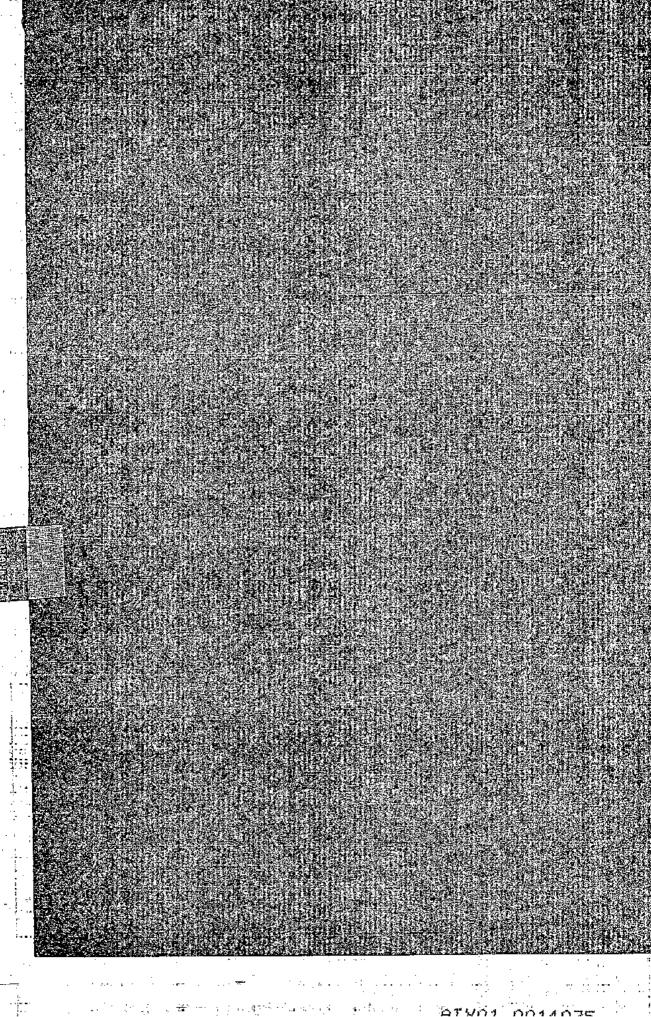
BARUCH:

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
THE AMERICAN TOBACCO COMPANY
YOUR HIT PARADE - NO. 356
SATURDAY, MARCH 7, 1942
9:00 - 9:45 P.M. E.W.T.



REPEAT BROADCAST SUNDAY 3/8/42 12:00-12:45 A.M.

CUE: .

25

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(COLUMBIA BROADCASTING SYSTEM)

BARUCH: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT - ENDING BETWEEN 25 and 27 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)

(APPLAUSE)

BARUCH: Lucky Strike presents Your Hit Parade....the big tan songs in America this week....determined by Your Hit Parade Survey - a carefully compiled check of the best sellers in sheet music and phonograph records, the songs most requested of the band leaders, and the songs most played by the air and in the automatic coin machines.....Yes, Your Hit Parade Survey is an accurate, authentic barometer of America's teste in popular music. Now, here's your singing star, Barry Wood, with the song that's number NINE"REMEMBER PEARL HARBOR."

WOOD:

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Hello, everybody ... this is Barry Wood ... Your Hit Parade got under way with the song that's in ninth place "Remember Pearl Harbor." In the ranks this evening are Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra ... and we're commissioned to bring you your nine other song champs of the week. Tonight again, instead of our Lucky Strike Extras, you'll hear the star of the week....the topflight musical personality whose Hit Parade services were asked for by the men in the armed forces. And tonight, our guest is one who has been requested for a return appearance - America's one and only songbird of the south, the star of her own Friday night program - Kate Smith. But before we call on Kate, let's get rolling with a Hit Parade newcomer. Here's Joan Edwards to sing the ballad that's starting off in the number TEN position..."SOMETIMES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

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(THERE:LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER" . . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

wood:

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Number FOUR! The Hit Paraders take a choral bow with the big time tune that's in fourth place this week....

"THERE LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER."

(MUSIC SWELLS AND FINISHES)

segue to

(ARMY SPOT) (HIT ARMY THEME HERE) (FADE)

W00D:

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Your Hit Parade presents the star of the week. Each week the boys in the armed services write and tell us what outstanding musical personality they'd like to hear on Your Hit Parade. Since last Saturday the service mail has piled in and tonight we bring you boys in uniform your tip top favorite of the week - here she is - rating another service stripe to show that this is the second time she serves a hitch to sing your songs on the Parade. (SNEAK KATE SMITH THEME) The one and only - Kate Smith.

(THEME UP AND APPLAUSE) Willy exceptedly &

THANKS BARRY WOOD ALL THERE, FELLOWS - I SURE GET A KICK OUT OF BEING BACK WITH YOU AGAIN AND THANKS FOR ASKING ME. (ARMY-THEME) MY FIRST SONG IS FOR ALL YOU BOYS IN THE UNITED STATES ARMY .. I MEAN EACH AND EVERY ONE OF YOU FIGHTING OUR FIGHT ON EVERY BATTLE LINE -- IN EVERY CORPS - BEHIND EVERY GUN. I SING FOR YOU MEN OF ARMY AND I'M SURE MY SONG IS ONE OF YOUR FAVORITES - ... GOT.

("I GOT RHYTHM" SMITH & ORCHESTRA)

(APPLAUSE)

WOOD: Thanks, Kate Smith - that was swell - Your Hit Parade will come your way soon again for a song for the men of our Naval Forces.

(PLAYOFF)

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE" COMMERCIAL #1 - March 7, 1942

WOOD:

Now, friends, we're going to reenact a tobacco auction down in Chadbourn, North Carolina. Sales in this big tobacco warehouse are just ready to begin ... Listen!

(CROWD NOISE)

WHSHAN:

7-1

All right, boys, (CLAPS HANDS) ... 211

(CHANT QUICK SALE - "SOLD AMERICAN" AT 25)

WHSHAN:

(CLAPS HANDS) 181

(CHANT)

BARUCH:

No time lost here! The instant one basket of the leaf is sold, the warehouseman opens the bidding on the next basket. The price is up to 22 - 22 - 22.1/2 - 23 - and it's sold to the highest bidder!

(CHANT UP - SOLD TO TALLEY AT 23)

ER.

COMMERCIAL #1 (Con't)

WHSMAN:

Here's right good tobacco (CLAPS HANDS) 221

(CHANT)

BARUCH:

That's the warehouseman calling out the opening bid on the next basket of tobacco ... 22 - 22 dollars a hundred pounds. But the bids come fast. It's up to 23 already - 23 - and now a leaf company raises it a half dollar to 23½ - Lucky Strike makes it 24 - another cigarette company 2½ - an export company 25 - but Lucky Strike raises it to 26! The auctioneer chants 26 - 26 - looking around at all the buyers. But there are no more bids. So it's going to Lucky Strike at 26!

(SOLD AMERICAN)

(MORE)

ER.

Commercial #1 (CON'T)

RUYSDAEL:

Ladies and gentlemen, when a basket of tobacco is "Sold American" a big "A" is marked on its sales ticket. And the independent tobacco experts auctioneers, buyers and warehousemen - agree that that "A" means ... fine tobacco. For at markets all over the South, year after year, they see the makers of Luckies consistently pay the price to get the milder, better-tasting leaf. For example, at auctions in Chadbourn, North Carolina, season of 1939, The American Tobacco Company paid lu percent more for the tobacco it bought for its eigerettes and other tobacco products. Yes, 44 per cent above the average market price published by the United States Department of Agriculture ... And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckie s you buy today. No wonder that with independent experts - with men who know tobacco best, it's luckies 2 to 1. You know, as well as they do, that in a cigarette it's the tobacco that counts. So, why not smoke the smoke tobacco experts smoke?

ER.

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("HOW ABOUT YOU" WOOD, EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD #

Number SIX! That ballad hit from "Babes on Broadway" keeps swinging along in the survey circles and takes sixth place on the Parade. Joan Edwards and I get together for a duet on the sixth ranking song ...
"HOW ABOUT YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

cs

THE SHRINE OF ST. CECELIAT HIT PARADERS AND ORCH)

(FADE FOR ANNOUNCEMENT)

Number SEVEN! Here's the tune you voted into the

Lucky Seven spot on the Parade . "THE SHRINE OF ST.

CECELIA."

(MUSIC SWELLS AND FINISHES)

segue to

C8

.EDWARDS & ORCHESTRA) ("EVERYTHING I LOVE"

(FADE FOR ANNOUNCEMENT)

Number EIGHT1 The Broadway show "Let's Face It" gave WOOD: . America this song and tonight it shows up in eighth place in the ratings ... Joan Edwards sings ...

"EVERYTHING I LOVE".

(MUSIC SWELLS AND FINISHES)

segue to

CS

7.1

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(B) NAVY SPOT

(ANCHORS AWEIGH....)

WOOD:

Your Hit Parade swings to our star of the week...
here you are, Kate Smith - time for a song
for the men of our Naval Forces.

SMITH:

3.1

ALRIGHT, BARRY -- I'VE GOT A SONG ALL SET FOR
YOU BOYS IN OUR NAVAL FORCES - IN OUR COAST
GUARD -- ON OUR FIGHTING SHIPS ACROSS THE '
WATER OCEANS AND THE SEAS -- BELOW THE WATERS -IN THE SKIES -- FOR ALL YOU MEN WHO WEAR THE
BLUE OF THE GREATEST NAVY IN THE WORLD.
THERE'S MORE TO SAY THAN SINGING A SONG FOR
YOU -- THERE'S THIS TO SAY -- THAT WE'RE

PROUD OF YOU - WE'RE WITH YOU ALL THE WAY.

AND THE SONG -- I HOPE YOU LIKE IT --

IS THAT GRAND MELODY -- "IT WAS SO BEAUTIFUL".

("IT WAS SO BEAUTIFUL"..... SMITH & ORCHESTRA)

(APPLAUSE)

WOOD:

Thanks, Kate Smith --stand by to salute the men of the United States Marines.

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BARLICH:

J.)

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

STATION BREAK ..

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(ROSE O'DAY"..... WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

71

The Hit Parade moves on --- in waltz time --with the catchy bit of gaelic double-talk that's holding down the middle berth in the rankings. The Hit.

Paraders and I sing your number FIVE tune.....

Rose O' Day

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

LUCKY STRIKE "YOUR HIT PARADE" Commercial #2 - March 7, 1942

WOOD:

71

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Now Basil Ruysdael says, you can bet there's something better about a cigarette the experts prefer.

RUYSDAEL:

Well, ladies and gentlemen, it stands to reason that the overwhelming preference of independent tobacco experts for Luckies means that Luckies are a cigarette made of finer, milder, better-tasting tobacco. For these experts are present at markets all over the South to buy, sell, and handle the leaf. They see just who buys what tobacco - and the prices paid -so they know that at market after market, year after year, the makers of Luckies consistently pay the price to get the better-quality tobacco. For example, at auctions in Pamplico, South Carolina, season of 1939, we paid 34 per cent above the everage market price published by the United States Department of Agriculture - at Blackshear, Georgia, 48 per cent more - and so on all over the South. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that, with independent experts - with men who know tobacco best, it's Luckies 2 to 1. So smoke the smoke tobacco experts smoke. Ladies and gentlemen, these men know Lucky Strike means fine tobacco and in a cigarette it's the tobacco that counts.

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3/7/42

(FANFARE NUMBER THREE)

BARUCH:

Here we go with the three top songs in the nation.... Barry Wood calls the final turn of the survey.

WOOD:

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Right, Andre...and the number THREE song is a real longshot.

Off the Parade for one week, this tune comes back tonight way up on the list and right at the pay-off window. Joan Edwards sings the third ranking song in the country....
"I DON'T WANT TO WALK WITHOUT YOU"

(I DON'T WANT TO WALK WITHOUT YOU"..... EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD:

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The Number TWO Song That catchy cactus cantata is still tearing along full speed ahead and moves right into the number two spot on the list. The Hit Paraders and I give out with your runner-up tune....

"DEEP IN THE HEART OF TEXAS."

("DEEP IN THE HEART OF TEXAS"..... WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(C) MARINE SPOT

(FANFARE ONE)

WOOD:

The Number ONE song of the week... "BLUES IN THE NIGHT"..... the top flight favorite everywhere in America and a song for you, Kate Smith, to sing for the men of the United States Marines.

(MARINE SONG....)

SMITH:

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THIS ONE'S FOR YOU FELLOWS -

--- FOR THE MARINES WHO LAND AND TAKE THAT LAND....

--- THE MARINES WHO FLY -- THE MARINES ABOARD
SHIP --THE FRONT LINE MEN OF OUR DEFENSE -THE MEN WHO MAKE AND KEEP GREAT TRADITION -MY SONG NOW IS FOR YOU -- GOOD LUCK TO YOU ALL
AND GOD BLESS YOU --

("BLUES IN THE NIGHT"..... SMITH & ORCHESTRA)

WOOD:

Thank you, Kate Smith -for being with us tonight and thanks from our boys in the armed services for your swell songs. And you men in all the armed forces write those letters and cards will you... tell us what favorite star, musical personality or band you want to hear...send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

(C) MARINE SPOT

(FANFARE ONE)

WOOD:

The Number ONE song of the week... "BLUES IN THE NIGHT"..... the top flight favorite everywhere in America and a song for you, Kate Smith, to sing for the men of the United States Marines.

(MARINE SONG....)

SMITH:

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THIS ONE'S FOR YOU FELLOWS -

--- FOR THE MARINES WHO LAND AND TAKE THAT LAND....
--- THE MARINES WHO FLY -- THE MARINES ABOARD
SHIP --THE FRONT LINE MEN OF OUR DEFENSE -THE MEN WHO MAKE AND KEEP GREAT TRADITION -MY SONG NOW IS FOR YOU -- GOOD LUCK TO YOU ALL

AND GOD BLESS YOU --

("BLUES IN THE NIGHT"..... SMITH & ORCHESTRA)

WOOD:

Thank you, Kate Smith -for being with us tonight and thanks from our boys in the armed services for your swell songs. And you men in all the armed forces write those letters and cards will you.... tell us what favorite star, musical personality or band you want to hear...send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

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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 I. Yes, Lucky Strike means fine tobacco. So smoke the smoke tobacco experts smoke.

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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 -

and another star chosen by the boys in the Armed Services.

So remember, fellows - be sure and write us who you want.

The address: Your Hit Parade, 480 Lexington Avenue,

but next Saturday we'll be back with Your Hit Parade

New York City. In the meantime, ladies and gentlemen,

we can all do our part by buying United States Defense

Bonds and Stamps. Remember - your dimes and dollars

fight for freedom and our country needs the help of all

of us. And 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.

(LUCKY STRIKE TIME)

BARUCH:

2.5

Kate Smith appeared on your Hit Parade through the courtest of the General Foods Corporation.

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

ATX01,0014096

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - No. 357

SATURDAY, MARCH 14, 1942

9:00 - 9:45 P.M.

As Broadcast

REPEAT BROADCAST SUNDAY 3/15 12:00-12:45 A.M.

CUE:

(COLUMBIA BROADC STING SYSTEM)

BARUCH:

Smoke the smoke tobacco experts smoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 INCLUSIVE - SOLD AMERICAN)

BARUCH:

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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 top ten songs in the nation this week . . . determined by Your Hit Parade Survey - a careful seven day check of the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders... Yes, Your Hit Parade Survey gives an accurate, authentic, up to the minute report on America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's number SIX.... "ROSE O'DAY"

("ROSE O'DAY WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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WOOD:

Hello, everybody this is Barry Wood....Your Hit
Parade swung into line with the tune that ranks sixth in
the country...."Rose O'Day". On call tonight are Joan
Edwards, the Hit Paraders, and Mark Warnow and the Lucky
Strike Orchestra...and we're all here to honor the nine
other song champs on the list. Also tonight, you'll hear
from the star of the week - the musical headliner who
appears on the Parade by special request of the fighting
men in our armed forces. This week our guest is one of
America's favorites, the singing star of the Bob Hope
Pepsodent program...Frances Langford. We'll be calling
on Francis in a few minutes, but right now, it's time for
another Hit Parade winner. Joan Edwards steps up to
deliver the vocal of the fourth ranking tune..."THERE'LL
BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVIR."

("THERE'LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER" . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

eds

("MOONLIGHT COCKTAIL" HIT PARADERS & ORCHISTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

1

Number NINE! Here's a newcomer that's getting its first survey stripe to the Hit Paraders launch the ballad that's starting off in ninth place. Moonlight Cocktail.

(MUSIC SWELLS AND FINISHES)

segue to

eds

(MARINE SONG)

WOOD:

: 1

Your Hit Parade presents the star of the week! Each week the boys in the fighting forces of our country write in and tell us what outstanding musical personality they would like to hear on Your Hit Parade. Since last Saturday, the letters and cards have kept the Hit Parade mail room on double duty, and tonight, we bring you men in service your favorite of the week ... Your Hit Parade goes west to Hollywood to pick up the lovely star of stage, screen and radio ... Frances Langford. Frances, what have you got to say to the United States Marines.

(SWITCH TO HOLLYWOOD)

IANGFORD: Well, Marines, I just want to say that you Leatherneck heroes have earned a place in our hearts that will always be yours. You took the tough punches and you're dishing them back double. You've got the kind of spirit that's going to win this war and - I send you my song -- "South American Way."

("THE SOUTH AMERICAN WAY" LANGFORD & ORCHESTRA)

LANGFORD: Keep hitting 'em, Marines ... here you are, Barry Wood the Hit Parade returns to New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD: Thanks, Frances Langford - that was really swell. We'll be calling on you again for a song for the United States Army.

(PLAYOFF)

COMMERCIAL #1

eds

AS BROADCAST

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - No. 358

SATURDAY, MARCH 21, 1942

9:00 - 9:45 PM

CUE:

(COLUMBIA BROADCASTING SYSTEM)

BARUCH:

Smoke the smoke tobacco experts smoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 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.

BARUCH: Lucky Strike presents Your Hit Parade...the ten top
ranking songs in America - determined by Your Hit Parade
Survey...a thorough check of the best sellers in sheet
music and phonograph records, requests made to bend
leaders, the songs most played on the air and in the
automatic coin machines... Yes, Your Hit Parade compiles
an accurate, authentic record of America's taste in popular
music. Now, here's your singing star, Barry Wood, with the
song that's number <u>FIVE..., "HOW ABOUT YOU."</u>

(APPLAUSE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

edy.

ATHOT COLLATOR

LUCKY STRIKE "YOUR HIT PARADE" Commercial #1 - March 14, 1942

(BEGIN CHANT - CROWD NOISE)

BARUCH:

Here we are right in the middle of a tobacco sale, ladies and gentlemen! The bid's 25 - 25 dollars - and now it's 26 - 26 bid by Lucky Strike and it's going - going -

(CHANT UP - SOLD AMERICAN)

WHSMAN:

18:

(CHANT)

BARUCH:

This is an auction at Clarkton, North Carolina that we're reenacting for you. And these are some of the most exciting moments for the big crowd of tobacco farmers in this warehouse.

(CHANT UP - SOLD TO X COMPANY)

WHSHAN:

201

(CHANT)

BARUCH:

The warehouseman sets the opening price on each basket - All the tobacco in this warehouse is sold basket by basket, you know - sold to the highest bidder!

(CHANT UP - SOLD TO VALENTINE)

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21

. (MORE)

WHSMAN:

221

(CHANT)

BARUCH:

22 - 22 dollars a hundred pounds was the warehouseman's opening bid on this basket. But already the price is up a half-dollar to $22\frac{1}{2}$ - and here's 23 bid by Lucky Strike - now an export company makes it $23\frac{1}{2}$ and Lucky Strike 24 - 24 - say, the buyers have decided they all want this basket! A leaf buyer just bid $24\frac{1}{2}$ - and Lucky Strike 25 - 25 - another cigarette company 26 - but now Lucky Strike raises it to 27 - yes, 27 dollars ... Any more bids? No - so here's some more fine mild tobacco for Luckies!

(SOLD AMERICAN)

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RUYSDAEL: Ladies and gentlemen, what you've just heard is only a sample of what independent tobacco experts see, day after day, year after year at the auctions. Yes, at markets all over the South, these independent buyers, auctioneers, and warehousemen see Lucky Strike consistently pay the price to get the finer, milder, better-tasting tobacco. example, in Clarkton, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 32 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 percent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Lucky Strikes you buy today. No wonder that with independent experts with men who know tobacco best - it's Luckies 2 to 1. Smokers, you know as well as the experts that in a cigarette it's the tobacco that counts. And the experts own overwhelming preference for Luckies makes this fact clear; Lucky Strike means fine tobacco! So smoke the smoke tobacco experts smoke.

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("MISS YOU" EDWARDS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

1

Number EIGHT: Your Hit Parade swings on with Joan Edwards introducing the ballad that's bowing in as the eighth ranking song on the list .. "MISS YOU."

(MUSIC SWELLS AND FINISHES)

Segue to

88

32

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("MISS YOU" EDWARDS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

woop:

11

Number EIGHT! Your Hit Parade swings on with Joan Edwards introducing the ballad that's bowing in as the eighth ranking song on the list .. "MISS YOU."

(MUSIC SWELLS AND FINISHES)

Segue to

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("HOW DO I KNOW IT'S REAL" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

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Number TEN! Here's the tune that's holding down tenth place in the survey rankings and ratings -- I'd like to sing "HOW DO I KNOW IT'S REAL"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

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ARMY SPOT

(ARMY MARCH)

WOOD:

17

That stirring march means we're heading west again for a song salute from Frances Langford to the men of our great

(SWITCH TO HOLLYWOOD)

United States Army.

LANGFORD: Hello, Army, here's one for you.... to all of you soldiers from Iceland to the Far East, from Alaska to Panama. This is for all you fellows who are out to carry the fight to the enemy and beat the Axis. I know that's what you'll do - and I hope you like my song -

("BETWEEN THE DEVIL AND THE DEEP BLUE SEA" . . LANGFORD & ORCHESTRA)

IANGFORD: That was for you, Army ... and now, Barry, Your Hit Parade comes your way to New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD: Thanks, Frances Langford ... and be on deck for a song for our Naval Forces.

(THEME UP AND FADE)

BARUCH:

On with Your Hit Parade ... and here's your singing

star - Barry Wood.

DK andre its

coming up, so

WOOD:

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The Parada policy of the Lucky Seven song. The

Hit Paraders line up to sing the song that rates

seventh in the country THE SHRINE OF ST. CECELIA."

(MUSIC SWELLS AND FINISHES)

Segue to

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(FADE FOR ANNOUNCEIENT)

WOOD:

Number FIVE! The middle spot on the Parade goes to the hit tune from the picture "Babes on Broadway."

Joan Edwards and I get together on the fifth ranking song ... "HOW ABOUT YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

ER.

WOOD: Now Basil Ruysdael points out a good common-sense reason why

it's to your advantage to smoke the smoke tobacco experts smoke

RUYSDAEL: Well, ladies and gentlemen, I guess you all know that, in a cigarette, it's the tobacco that counts. So you can see why the independent tobacco experts are your best guides to greater smoking enjoyment. After all, it's the tobacco experts! "bread and butter" to know tobacco quality. At auctions all over the South these experts are present to buy, sell and handle the leaf. So they see just who buys what tobacco - and the prices paid. Now sworn records show that the overwhelming preference of these independent experts their "Stamp of Approval." as it were - goes: to Luckies. And the reason's clear .. At market after market, year after year, they see the makers of Luckies consistently pay the price to get the milder, better-tasting tobacco ... For example, in Louisburg, North Carolina, at auctions of the 1939 crop. we paid 31 per cent more than the average market price published by the United States Department of Agriculture at Loris. South Carolina, lu per cent more - and so on. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that Luckies have won the independent tobacco experts' "Stamp of approval" - in fact, with men who know tobacco best, it's Luckies 2 to 1. Ladies and gentlemen, isn't it to your own advantage to choose a cigarette you know is made of fine tobacco? ... to smoke the smoke tobacco experts smoke?

NAVY SPOT

(FANFARE NUMBER THREE)

BARUCH: Here they are ... the tip top tune trio of the week ... and the number three army is the C. S. Vand Force.

Barry wood with the story of the survey Hardists.

WOOD: The Number THREE DONE Notice IN that Hollywood was where where the fighting new who were the States of the fighting new who were the States of the formers. Stand by, Frances, There is heading with the song that placed third at the musical polls all over America, this week.

(SWITCH TO HOLLYWOOD)

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LANGFORD: Hello, there, Navy ... and that means all you men in the Coast Guard too. To the guys who are hunting the subs, to you sailors who are out there looking for Jap cruisers or German battleships. I'm banking on you to give 'em trouble and shoot to win, Navy. And now here's my song and it comes from me to you ... "I DOWN WALK

("I DON'T WANT TO WALK 'ITHOUT YOU".....LENGFORD & ORCHESTRA)

LANGFORD: Here's wishing you men in our Naval Forces the best of luck. And thanks a million to you men in all the Armed Services who are fighting to Victory. Thanks for asking me to be on Your Hit Parade tonight. It was really a great thrill to sing for you. Now, back to Barry Wood in New York.

(BWITCH TO NEW YORK)

(AFFLAUSE)

ER.

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WOOD:

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Thanks to you, Frances Langford, for a fine tribute to the men in our country's armed forces. And all you fellows in uniform, write those letters and cards, will you ... tell us what favorite star, musical personality, or band you want to hear ... send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

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(FANFARE NUMBER TWO)

WOOD:

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The Number TWO song That indigo tune is still rockin' with the leaders and holds a mighty important post on the Parade.

The Hit Paraders and I sing the second place song in the nation....

"BLUES IN THE NIGHT."

("BLUES IN THE NIGHT"

.......WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD:

Number ONE! That sagebrush sonata climbs right into top position to take the title of America's favorite arms of them all.

Joan Edwards sings the first ranking song...

("DEEP IN THE HEART OF TEXAS"..... EDWARDS, HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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, so smoke the smoke tobacco experts smoke.

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 and another star chosen by the boys in the Armed Services. So remember, fellows - be sure and write us who you want. The address is Your Hit Parade, 480 Lexington Avenue, New York City. In the meantime, folks, remember that we all have an important job to do in our war effort. We can do it by buying United States Defense Bonds and Stamps, It's the way every one of us can contribute to victory for this great nation of ours. And 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.

(LUCKY STRIKE TIME. . ..)

BARUCH:

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

(SONG CREDITS IF ANY)

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

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M. Broggiano AS BROADCAST

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - No. 358

SATURDAY, MARCH 21, 1942

9:00 - 9:45 PM

CUE:

(COLUMBIA BROADCASTING SYSTEM)

BARUCH:

Smoke the amoke tobacco experts amoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 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.

BARUCH: Lucky Strike presents Your Hit Parade...the ten top
ranking songs in America - determined by Your Hit Parade
Survey...a thorough check of the best sellers in sheet
music and phonograph records, requests made to band
leaders, the songs most played on the air and in the
automatic coin machines... Yes, Your Hit Parade compiles
an accurate, authentic record of America's taste in popular
music. Now, here's your singing star, Barry Wood, with the
song that's number FIVE..., "HOW ABOUT YOU."

(APPLAUSE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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WOOD:

Hello, everybody....this is Barry Wood....Your Hit Parade came 'round the corner to the tune of "How About You," the fifth ranking song of the week. Present and accounted for tenight are Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra...And the order of the day is to bring you the nine other song champs of the survey. Also tonight, you'll hear the command performance of the star of the week....the musical headliner drafted for Hit Parade duty by the men in the fighting forces of our country. This week's choice of the boys in service is the singing star of stage, screen and radio...one of America's top favorites of them all.....Martha Raye.

Martha will be joining us in just a few minutes, but first, the Parade swings on with a song winner. Here's Joan Edwards to sing the number TEN tune.... "MISS YOU."

("MISS YOU" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Hit Paraders sound with the ballad that occupies eighth place on the list....

"THE SHRINE OF ST. CECELIA."

(MUSIC SWELLS AND FINISHES)

Segue to

Hit Parade

NAVY SPOT

(NAVY SONG.....)

WOOD: Your Hit Parade presents the star of the week. Each week the boys in our fighting forces write in and tell us what musical personality they weak! like to hear on Your Hit Parade. Since last Saturday, cards and letters have come avalanching in, and tonight we bring you men in Service your favorite of the week. And here she is.... the irrepressible, incomparable ... Martha Raye.

(APPLAUSE)

Thanks, Barry ... and hello, all you guys in uniform ..

Thanks for voting me this swell chance to sing for you. On board first is a song for you sailors of our hard-hitting United States Naval and Coast Guard forces. That means all you men, at battle stations and in the air, who are scouring the oceans by day and by night for ships with the axis stamp on them. We know you're out to fight 'em and out to sink 'em... and that's why my song for you has a special meaning ... "THERE'S A GREAT DAY COMING MANANA."

("THERE'S A GREAT DAY COMING MANANA" . . . RAYE, HIT PARADERS & ORCH)

(APPLAUSE)

WOOD: Thanks, Martha Raye for a great song tribute to the Navy.

Be ready for sho to the Marines, the Parade will be back to you in a few moments.

(PLAY OFF)

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COMMERCIAL #1

Now, friends, we're going to take you with us as we WODD: reenact a tobacco auction and show you why it's worthwhile to smoke the smoke tobacco experts smoke ...

(CROWD NOISE - CHANT)

24/2 25 25 -21 -21 dollars bid but this is fine mild tobacco -Lucky Strike wants it - so 26 Lucky Strike bids - 26 - and, yes; it's going - going -

(CHANT UP - SOLD AMERICAN)

WHSMAN: 191

(CHANT)

Ladies and gentlemen, this is the high point of the BARUCH: auction we're reenacting for you. The finest tobacco in this big warehouse at Conway, South Carolina is up for sale now - so the excitement's intense!

(CHANT UP - SOLD TO TILLEY AT 23)

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 (Cont'd) - March 21, 1942

WHSMAN: 20 (CHANT)

BARUCH: The excitement seems to grow with each sale, as the tobacco's sold basket by basket - sold to the highest bidder.

(CHANT UP - SOLD TO X COMPANY AT 24)

WHSMAN: Good tobacco, men! - 23 (CHANT)

BARUCH: 23 - 23 dollars a hundred pounds! That's the starting price on this next basket, called out by the warehouseman. But already it's gone up a half dollar to 23½ and now Lucky Strike makes it 24 - 24 - a leaf company bids 24½ - another cigarette company 25 - an export company 26 - but now Lucky Strike raises the price to 27 - 27 dollars. Any more bids? No - no - here's some more fine mild tobacco for Luckies ...

(CHANT UP - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, with this reenactment of a tobacco auction, we've shown you why independent tobacco experts - auctioneers, buyers and warehousemen prefer Luckies by an overwhelming majority. experts are present at auction after auction, year after year. And they see the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder tobacco. For example, in Conway, South Carolina, at auctions of the 1939 erop, The American Tobacco Company paid 35 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 35 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Lucky Strikes you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Ladies and gentlemen, smoke the smoke tobacce # experts smoke. Remember, in the experts' seasoned judgment, Lucky Strike means fine tobacco.

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(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! Here's the jabberwhacky tune that America chose to fill the sixth ranking position this week.

The Hit Paraders and I sing... "ROSE O'DAY."

(MUSIC SWELLS AND FINISHES)

Segue to

("MOONLIGHT COCKTAIL"......HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

W00D:

44.

Number <u>SEVEN1</u>. The Hit Paraders line up to sing the tune that rates Lucky Seven on the Farade....

"MOONLIGHT COCKTAIL".

(MUSIC SWELLS AND FINISHES)

segue to

ER.

("SOMEBODY ELSE IS TAKING MY PLACE".....EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Here's a newcomer to the Parade that
Maestro Russ Morgan had a hand in writing. It's
starting off in ninth place and Joan Edwards sings it
..."SOMEBODY ELSE IS TAKING MY PLACE".

(MUSIC SWELLS AND FINISHES)

segue to

ER.

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("THERE'LL BE BLUEBIRDS OVER THE VHITE CLIFFS OF DOVER".. WOOD & ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! It's yours truly and the ballad hit that's still flying high in the fourth ranking spot...

"THERE'LL BE BLUEBIRDS OVER THE THITE CLIFFS OF DOVER".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

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

ER.

:43

Hit Parade

MARINE SPOT

(LUCKY STRIKE TIME.....)

segue to

(MARINE SONG.....)

WOOD:

Your Hit Parade goes into service formation with a song from Martha Raye to and but branch of our armed forces - the United States Marines.

RAYE:

Hi Marines you leathernecks are sure made of fighting stuff and we know you're really dishing it out ... in a way that's going to spell victory for Uncle Sam. Go and get 'em, Marines ... and here's a song with your name on it ... "YES, INDEED."

("YES, INDEED"RAYE & ORCHESTRA)

(MUSIC STELLS AND FINISHES)

(APILLUSE)

with us ... you're on again in a little while with a song tribute to the Army.

(FLAY OFF....)

COMMERCIAL #2

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LUCKY STRIKE "YOUR HIT PARADE" Commercial #2 - March 21, 1942

WOOD: Now Basil Ruysdael says that, besides the government stamp on every package of Luckies, there's another sort of stamp that means a whole lot - even though you can't see it!

RUYSDAEL: Ladies and gentlemen, it's the "Stamp of Approval" of independent tobacco experts. At auctions all over the South, these experts see just who buys what tobacco - and the prices paid. And they show their approval of the tobaccos "Sold American" by their own overwhelming preference for Luckies. In fact, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined. You see, these experts know that Lucky Strike means fine tobacco, because at market after market, year after year, they see us consistently pay the price to get the milder, bettertasting leaf. For example, in New Tazewell, Tennessee, at auctions of the 1939 crop, we paid 27 per cent above the average market price published by the United States Department of Agriculture - at Tifton, Georgia, 39 per cent more - and so on. And that crop, properly aged, mellowed and blended with other fine crops, is in the Lucky Strikes you buy today. No wonder that with independent experts with men who know tobacco best, it's Luckies 2 to 1. Isn't this stamp of the tobacco experts: approval definitely worth acting on?

(FANFARE NUMBER THREE)

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BARUCH: Here they are...the three highest rating songs in the country this week...and here's Barry bood to cover the survey story.

Right, Andre...and we're getting under way with the number THREE song. This ballad first saw the light in the motion picture "Sweater Girl", and tonight rings the bell as your third ranking favorite. Joan Edwards sings..." I DON'T WANT TO WALK "ITHOUT YOU."

("I DON'T WANT TO WALK WITHOUT YOU"......EDWARDS & ORCHISTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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ER.

(FANFAR: NUMBER TWO)

WOOD: The Number TWO song...That song of the blues keeps up among the leaders and again knocks off an honor position in the rankings. The Hit Paraders and I sing the second place song in the nation..."BLUES IN THE NICHT".

(MUSIC SWELLS AND FINISHES)

(AFPLAUSE)

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Hit Farade

ARMY SPOT

(FANFARE NUMBER ONE)

BARUCH: The Number ONE song on Your Hit Parade.

(ARMY SONG....)

Tonight, the top tune of the week goes to our United States

Army. Martha Raye, sing a song to our fighting soldiers.

RAYE: You bet, Barry. Here it is ... to all you hundreds of thousands of men who are in the ranks and set to drive home total defeat from Berlin to Tokyo. We all know you'll do the job right and we're rooting for you. The Number One song is dedicated to you...

"DEEF IN THE HEART OF TEXAS."

("DEEP IN THE HEART OF TEXAS"......RAYE & ORCHESTRA)

(APPLRUSE)

Thank you, Martha Raye, for a great song salute to the man in the Army and to the men in all the fighting forces of our country. And you men in the Armed Services, write us those latters and cards - will you ... tell us what favorite star, musical personality or band you want to hear ... send your requests to Your Hit Farade, 480

Lexington avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

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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, so smoke the smoke tobacco experts smoke.

ER.

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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:

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That's right, ladies and gentlemen, that's all for now...
but next Saturday we'll be back with Your Hit Parade
and another star chosen by the boys in the Armed
Services. The address is 480 Lexington avenue,
New York City....In the meantime, folks, let's all pitch
in and buy United States Bonds and Stamps to the limit
of our ability. If we buy as many as we can, we'll be
doing our part to speed victory for our great country.
And now, until next week, goodnight for Joan Edwards,
hark harnow and the Hit Paraders...and for Lucky Strike,
this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME.....)

BARUCH:

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

(SONG CREDITS IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM -fade theme 20 seconds -WABC ... NEW YORK

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As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - No. 359

SATURDAY, MARCH 28, 1942

9:00 - 9:45 P.M.

REPEAT BROADCAST SUNDAY 3/29/42 12:00-12:45 A.M.

CUE:

(COLUMBIA BROADCASTING SYSTEM)

BARUCH:

Smoke the smoke tobacco experts smoke.

RIGGS:

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(CHANT ENDING BETWEEN 25 and 27 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 top songs of the week - determined by Your Hit Parade Survey...a careful seven day check on the best sellers in sheet music and phonograph records, the tunes most requested of the band leaders, and the songs most played on the air and in the automatic coin machines ... Yes, Your Hit Parade Survey hands in an accurate, authentic report of America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's Number TEN.... "SOMETIMES".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

edy

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WOOD:

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Heile, everybody...this is Barry Wood...Your Hit
Parade hung out the welcome sign with the tune that's
coming back in tenth place..."Sometimes." That leaves
nine more tunes to answer the survey roll call ...with
Joan Edwards, the Hit Paraders and Mark Warnow and the
Lucky Strike Orchestra all set to bring them to you.
Tonight again, our spotlight will shine on the star of
the week...the musical personality whose appearance on
Your Hit Parade was requested by the boys in our fighting
forces. And tonight, our guest is one of America's top
favorites of them all...the star of his own Kraft Music
Hall program - Bing Crosby. But before we call on Bing,
Your Hit Parade rolls out another big song of the week.

Haris Joan Edwards states to sing the fifth ranking tune on the list.... "Miss You".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

ARMY SPOT

(ARMY SONG)

WOOD: Your Hit Parade presents the star of the week! Each week the men in the fighting forces of our country write in and tell us what musical headliner they would like to hear on Your Hit Parade. Since last Saturday, letters and cards have poured into our mail room from all over, and tonight we bring you men in Uniform your choice of the week...that top-flight favorite of motion pictures and radio - Bing Cresby. Bing is standing by in Hollywood ready with a salute to the boys in our United States Army. So here we come, Bing, Your Hit Parade get west!

(SWITCH TO HOLLYWOOD)

BOTITO

CROSBY:

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Okay, Barry...And thanks, all you fellows in the service menter for putting in a request for me. I've got a few tunes lined up for delivery tonight and the first goes out to you men of the Army...and, as I guess most everybody knows, I've got a specially warm spot for you boys out there in the fox holes of Bataan. Of course, every American has eighteen carat confidence in all you soldiers on all the fer flung battle fronts. We know you're on your way to Victory. Here's a musical memo to you, fellows. I'm sending "How About You" to the Army.

CROSBY: That's it, Army. Keep slapping 'em around. Now Your Hit Parade heads east to Barry Wood in New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD: Thank you, Bing Crosby....that was great. We'll be calling on you again for a song for the United States Naval forces.

(PLAYOFF)

140

COMMERCIAL #1

edy

LUCKY STRIKE "YOUR HIT PARADE" -4-Commercial #1 - March 28, 1942

(CHANT - CROWD NOISE - SOLD AMERICAN)

WHSMAN: 211

(CHANT)

BARUCH: Ladies and gentlemen, you were just in time to hear another basket of fine mild tobacco "Sold American".

These are some of the most exciting moments of the auction we're reenacting, when the finer, milder leaf comes up for sale. The scene: a big tobacco werehouse in Fairmont, North Carolina.

(CHANT UP - SOLD TO WALKER AT 25)

WHSMAN: 18:

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(CHANT)

BARUCH: That last basket of leaf went to an independent buyer.

the cigarette, leaf and export companies also have their

own buyers here - and they bid in open competition.

Highest bidder gets the basket!

(CHANT UP - SOLD TO X)

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #1 - Cont'd - March 28, 1942

VHSMAN: Good tobacco - boys - 22; (CHANT)

BARUCH: Say, on this basket we'll see some real action - for here's the kind of tobacco they all want! The warehouseman's opening bid of 22 -- 22 dollars a hundred pounds has already climbed to 23½ bid by

Lucky Strike - and now a leaf buyer bids 24 - an export company 24½ - another cigarette company 25
25 but Lucky Strike makes it 26. The auctioneer chants 26 - 26 - waiting for any more bids - but - no - it's going, going --

(CHANT UP - SOLD AMERICAN)

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LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 - Cont'd - 3/28/42

That's pretty fast-paced, isn't it ... but let's pause RUYSDAEL: just for a few seconds to see what this auction scene really means to you as a smoker. It shows you how the tobacco for all eigerettes is sold in open competition. It shows you how the makers of Luckies pay the price to get the finer, lighter, milder leaf. In fact, it shows you what goes on at market after market, year after year. For example, in Fairmont, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 33 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 33 percent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Lucky Strikes you buy today. No wonder that the independent experts - auctioneers, buyers and warehousemen - who follow each sale, show an overwhelming preference for Luckies. In fact, with men who know tobacco best, it's Luckies 2 to 1. Isn't this tobacco experts! "Stemp of Approval" worth your acting on? Remember, these experts know that Lucky Strike means fine tobacco and in a cigarette it's the tobacco that counts.

("TANGERINE". EDWARDS, HIT PARADERS & ORCH)

(FADE FOR ANNOUNC MENT)

OOD: HUMBER NINE: A new tune comes to the Parade by way of the latest Dorothy Lamour picture "The Fleet's In".

Joan Edwards and the Hit Paraders give a send off to the ninth ranking song .. "TANGERINE."

(MUSIC SWELLS AND FINISHES)

Segue to

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(THERE'LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER...WOOD & ORCH)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SEVEN: The Lucky position this week goes to one of the reigning ballad hits of the season. It's yours truly on the vocal of the tune that places seventh on the Parade... "THERE'S BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER."

(MUSIC SWELLS AND FINISHES)

Segue to

("MOONLIGHT COCKTAIL". HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT! The Hit Paraders sing the ditty that

holds down eighth place in the rankings ... "MOONLIGHT

COCKTAIL."

(MUSIC SWELLS AND FINISHES)

segue to

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NAVY SPOT

(NAVY SONG - UP & FADE)

WOOD: It's time for another appearance of our star of the week - Bing Crosby. Your Hit Parade points west for a song tribute to the boys in our great United States Naval Forces.

(SWITCH TO HOLLYWOOD)

Guards .. on all the ocean, from the warm clime of the China Seas to the icebergs of the Artic. You've been besting extra time on those Jap and German ships and we're all mighty proud of you. Keep sinking them, Navy, and good luck to all of you, Wow, here's a tune with a sailor stamp on it. It's fourth on Your Hit Parade this week and called . "BLUES IN THE NIGHT".

("BLUES IN THE NIGHT" CROSBY)

CROSBY: That was for you, Navy .. and now Barry, Your Hit Parade comes to you in New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

YOOD: Thanks, Bing Crosby, for a fine rendition of the Number

FOUR tune on the Parade. Get set for a song for the

Merines.

(PLAYOFF)

("SOMEBODY ELSE IS TAKING MY PLACE" . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number SIX! Joan Edwards takes a bow with the ballad that moves into sixth place this week... "SOMEBODY ELSE IS TAKING MY PLACE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

88

WOOD:

Your Hit Parade carries on...and now we switch you to Hollywood for a special message from Bing Crosby.

(SWITCH TO HOLLYWOOD)

CROSEY: Thanks, Barry....You know, Friends, there's a lot of hard fighting going on day and night in the Philippines, and the credit and glory for the heroic struggle of our troops belongs not only to the lads from the forty-eight states, but also to their pals - to those intrepid native Philippine warriors. They've all done a great job, and since the boys on Corregidor and Bataan have kind of adopted me as their mascot, I d like to pay tribute to them with one of the great Philippine folk songs. Of course, if I sang it in my fown Yankee accent, it would be a touch on the bizarre side, so instead, we'll turn to Mark Warnow and the Lucky Strike Orchestra in New York.

COMMERCIAL #2

Philippine song..."Lulay."

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WOOD:

Now Basil Ruysdael wants you to hear from an expert who may have sold some of the tobacco in that cigarette you're smoking right now.

RUYSDAEL: Yes. - no matter what brand you smoke - some of the tobacco in it may have been sold by Auctioneer Luke Purdom of Springfield, Kentucky, who has sold over two hundred million pounds of tobacco. At the auctions down South he sells to all buyers impartially and recently Mr. Purdom summed up his many years' experience this way:

MAN: The Price doesn't stop those Lucky Strike tobacco buyers when the leaf's of fine quality. At auctions in Kentucky and the Carolinas I've seen 'em get the finer tobacco time after, time. That's why I've smoked Luckies for 18 years.

(More)

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

88

Commercial #2 (Continued)

You see, independent experts like Mr. Purdom - auctioneers, RUYSDAEL: buyers and warehousemen - know that Lucky Strike means fine tobacco, because at market after market, year after year, they watch us consistently pay the price to get the finer, lighter, milder leaf. For example in Tabor City, North Carolina, at auctions of the 1939 crop, the makers of Luckies paid 30 per cent more than the average market price published by the United States Department of Agriculture - at Hahira, Georgia, 41 per cent more - and so on all over the South. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Now you know as well as the experts that in a cigarette it's the tobacco that counts. So isn't it clearly to your own advantage to smoke the smoke tobacco experts smoke?

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MARINE SPOT

(FANFARE NUMBER THREE)

The Three top tunes of the week ... and here's Barry Wood. BARUCH:

(ORCH.... MARINE MUSIC)

The Number THREE song takes us out Hollywood way where WOOD: Bing Crosby sings it as his song dedication to the United States Marines. Your Hit Parade goes back across a continent.

(SWITCH TO HOLLYWOOD)

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CROSBY: Well, Marines....You're part in our fight for victory doesn't belong in words...but in the emotion you've aroused in us all. You're after those exis boys. You're out to make them remember Pearl Harbor. So keep it up, leathernecks. Put dynamite in every blow. You've got 130 million Americans backing you up. To you goes the third ranking song on Your Hit Parade this week "ROSE O'DAY."

("ROSE O'DAY" . · · · · CROSBY & ORCHESTRA)

CROSBY: That's the story, fellows.... And thanks to all you men in all the services for giving me this swell opportunity to sing for you. Now, back to Barry Wood in New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

#00D: Thank you, Bing Crosby, for a fine tribute to the men in our country's armed forces. And all you fellows in Uniform. write those letters and cards, will you....tell us what favorite star, musical personality or band you want to hear send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City and we'll produce your favorite if we possibly can.

(FANFARE NUMBER TWO)

The Number TWO song .. it's a hike in the ratings for this ballad as it climbs closer and closer to the top. Joan Edwards sings the second place song of the week. "I DON'T WANT TO WALK WITHOUT YOU."

("I DON'T WANT TO WALK WITHOUT YOU" . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD: Number ONE: For the third consecutive week the honor position on the Parade goes to that ranch-gate roundalay of the Lone Star State. The Hit Paraders and I give out with the first ranking song in America ...

"DEEP IN THE HEART OF TEXAS".

("DEEP IN THE HEART OF TEXAS". . . . WOOD, HIT PARADERS & ORCH.

(MUSIC SWELLS AND FINISHES)
(APPLAUSE)

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3/28/42

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, so smoke the smoke tobacco experts smoke.

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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
and another star chosen by the boys in the Armed
Services. The address is 480 Lexington Avenue, New York
City ... In the meantime, folks, keep buying those
United States Saving Bonds and Stamps. The money you
spend on bonds and stamps, the government spends on
the weapons our men in Service need for victory. So
let's all do our share. Buy Bonds and Stamps over and
over again. And 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.

(LUCKY STRIKE TIME)

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3/28/42

BARUCH: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina. and MW 7. E. Boone of (SONG CREDITS IF ANY)

Lef., Kentucky

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

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0914100 TOXIH

As Broadcast M. Boggiano 4/4/42

THE AMERICAN TOBACCO COMPANY YOUR HIT PARADE - No. 360 SATURDAY, APRIL 4, 1942

REPEAT BROADCAST SUNDAY 4/5/42 12:00-12:45 A.M.

9:00 - 9:45 P.M. EWT

CUE:

(COLUMBIA BROADCASTING SYSTEM)

BARUCH:

Smoke the smoke tobacco experts smoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 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 top ranking songs of the week - determined by Your Hit Parade Survey - a thorough check of the best sellers in sheet music and phonograph records, the songs most played on. the air and in the automatic coin machines, and the songs most requested of the band leaders...Yes, Your Hit Parade Survey is an accurate, authentic poll of America's favorites in popular music. Now, here's your singing star, Barry Wood, with the song that's Number NINE!

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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ATX01 0014161

WOOD:

Parade went marching on review to the tune of "Tangerine," the ninth ranking song of the week. On hand tonight are Joan Edwards, the Hit Paraders, and Mark Warnow's Lucky Strike Orchestra....and we're all set with the nine other musical champions. We also bring you the star of the week...the big time favorite called into Hit Parade service by the requests of the boys in our fighting forces. And tonight, the curtain will go up on one of America's outstanding groups of entertainers, the genial forces of the College of Musical Knowledge Kay Kyser and his orchestra. Kay and his band will be teaming up with us in a few minutes, but first, let's roll out another Hit Parade tune. Joan Edwards sing of the newcomer that's starting off in tenth place... "I REMEMBER YOU."

("I REMEMBER YOU".......EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

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("THERE*LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER"..HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number <u>SEVEN</u>: The Hit Paraders lend vocal harmony to the ballad that fills the Lucky Seven position....
"THERE'LL BE BLUE BIRDS OVER THE WHITE CLIFFS OF DOVER."

(MUSIC SWELLS AND FINISHES)

segue to

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MARINE SPOT

(MARINE SONG.....)

WOOD:

Your Hit Parade presents the star of the week! Each week the boys in the fighting forces of our country write in and tell us what musical headliner they and like to hear on Your Hit Parade. Since last Saturday, letters and cards have piled into the mail room and tonight we bring you men in service your requested favorites....these top notch and of stage, screen and radio - Kay Kyser and his orchestra. Kay and the boys are playing tonight at the Trenton Arena in New Jersey, and right now, they're standing ready to salute the men of our United States.

Marines. So here we come, Kay, the Hit Parade is all yours!

(SWITCH TO TRENTON)

(APPLAUSE)

*KYSER:

Thanks, Barry Wood....and evenin' Service boys how y'all. The old Professor and his whole gang are mighty proud and grateful to have this chance to play for you. And the first tune we're sending out goes to the gallant men of the United States Marines. You leatherneck heroes have shown your colors, and we all know you've got the stuff to drive home victory, for UncleSam. So best of luck, fellows, and here's a tune for you, with Sassy Sully Mason to sing the vocal.

(APPLAUSE)

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ATKO1 0014164

(APPLAUSE)

KYSER:

There you are, Marines....and I sure hope you liked it.

Now, it's back to Your Hit Parade in New York. Okay,

Barry Wood.

(SWITCH TO NEW YORK)

S(RET DRUGE)

WOOD:

Thanks, Kay Kyser....that was swell. We'll be 'round your way a little later for a song for the United States Naval Forces.

(PLAY OFF)

COMMERCIAL #1

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LUCKY STRIKE "YOUR HIT PARADE" Commercial #1 - April 4, 1942

(FADE IN CROWD NOISE)

WHSMAN:

Good tobacco boys! 231

(CHANT - ONE QUICK SALE - SOLD AMERICAN AT 26)

WHSMAN:

181 (CHANT)

BARUCH:

Ladies and gentlemen, you just heard a basket of fine, mild tobacco "Sold American" for Luckies - and now another basket's up for sale in this auction we're reenacting in Whiteville, North Carolina.

(CHANT UP - SOLD TO X COMPANY AT 23)

WHSMAN:

44

(CHANT) 191

BARUCH:

There's planty of competition here in this big tobacco warehouse - and each basket is sold individually, you know - sold to the highest bidder! (CHANT UP - SOLD TO VALENTINE)

WHSMAN:

Mild leaf, boys - 221 (CHANT)

BARUCH:

22 - 22 dollars a hundred pounds is the warehouseman's opening big on this basket. But a leaf company bids 222 - Lucky Strike 23 - another cigarette company 232 an export company 24 - say, they're shooting in these bids! 242 that leaf company bids - now Lucky Strike 25 that other cigarette company 26 - but Lucky Strike makes it 27 - 27 dollars. The auctioneer chants 27 - 27 looking at all the buyers - but there are no more bids and it's....

(CHANT UP - SOLD AMERICAN)

(MORE)

LUCKY STRIKE "YOUR HIT PARADE" Commercial #1 - 4/4/42 (CONT'D)

RUYSDAEL:

When a basket of cigarette tobacco is "Sold American" like that, a big "A" is marked on its sales ticket, meaning "Sold to the American Tobacco Company." And the independent experts who follow each sale, agree that that "A" stands for ... fine tobacco. Now the scene we just reenacted is typical. At markets all over the South, year after year, these auctioneers, buyers and warehousemen see the makers of Luckies consistently pay the price to get the milder, better-tasting leaf. For example, at Whiteville, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 36 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 36 per cent above the average market price published by the United States Department of Agriculture ... And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. In short, Lucky Strike means fine tobacco. So you can see why with independent experts -- with men who know tobacco best, it's Luckies! 2 to 1. Now, I'm sure you know, as well as anyone, that in a cigarette it's the tobacco that counts ... So isn't it to your advantage to smoke the smoke tobacco experts smoke?

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(FADE FOR ANNOUNCEMENT)

WOOD:

Number FIVE! The middle spot on the Parade goes to one of America's great songs of the blues. The Hit Paraders and I get together on the fifth ranking tune....
"BLUES IN THE NIGHT."

(MUSIC SWELLS AND FINISHES)

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("MOONLIGHT COCKTAIL". HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX: Here's the ditty that America voted in sixth place this week...."MOONLIGHT COCKTAIL."

(MUSIC SWELLS AND FINISHES)

Segue to

("I'M SHOOTIN' HIGH".......EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

The Parade swings on with a Lucky Strike Extra...in 1936 this tune came up from the ranks and rang the survey bell nine times...That places it on the blue ribbon list, and tonight Joan Edwards is bringing it back for a return engagement. Here we go with "I*M SHOOTIN" HIGH."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("SHE'LL ALWAYS REMEMBER". WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number EIGHT! Another newcomer joins the line up to start it's Hit Parade career. I'd like to sing the eighth ranking tune... "SHE'LL ALWAYS REMEMBER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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BARUCH:

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

(SNEAK THEME TO FINISH)

..STATION BREAK....

NAVY SPOT

(LUCKY STRIKE TIME. . . .)

SEGUE TO

("ANCHORS AWEIGH")

WOOD: Your Hit Parade goes into battle formation with a song salute to the United States Naval Forces. Kay Kyser, on deck . Your Hit Parade comes to you.

(SVIITCH TO TRENTON)

We're really the seven seas for three axis ships.

Here's a song for each and every one of you. Trudy,

Julie, Harry, Jack and Max join the boys in the band to

dedicate to all you sailors the Number FOUR song on

Your Hit Parade.."MISS YOU".

(APPLAUSE)

KYSER: That was for you, Navy ... Godspeed to you all..and now Your Hit Parade travels to New York.

(SWITCH TO NEW YORK)

WOOD: Thanks, Kay Kyser, for a fine song to the Naval forces.

You'll be on again later for a song tribute to the Army.

(PLAY OFF)

COMMERCIAL #2

ATX01 0014173

LUCKY STRIKE "YOUR HIT PARADE" Commercial #2 - April 4, 1942

WOOD: Now, Basil Ruysdael says the opinions of men like

Mr. George Webster of Durham, North Carolina .. are
important to all smokers.

RUYS: That's right - You see, Mr. Webster operates a number of tobacco warehouses and some of the tobacco in that cigarette you're smoking right now - whatever its brand name - may very likely have been sold at auction in one of his warehouses. So you'll be interested in something Mr. Webster said recently:

MAN: In the warehouses I operate there's always plenty of competition for the milder, better-tasting tobacco - but I've noticed those Lucky Strike buyers are always ready to pay the price to get this finer leaf. That's why I've smoked Luckies myself ever since 1917.

(MORE)

LUCKY STRIKE "YOUR HIT PARADE" Commercial #2 (CONT'D)

Yes, independent experts like Mr. Webster know that RUYS: Lucky Strike means fine tobacco because at market after market, year after year, they see us consistently pay the price to get the finer leaf. For example in Pamplico, South Carolina, at auctions of the 1939 crop, the makers of Luckies paid 34 per cent more than the average market price published by the United States Department of Agriculture - at Moultrie, Georgia, 47 per cent more - and so on all over the South. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder that Luckies have won the overwhelming preference - the "Stamp of Approval" - of independent tobacco experts - In fact with these experts auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. That's worth remembering, isn't it - and worth acting on? So smoke the smoke tobacco experts smoke.

(FANFARE NUMBER THREE)

BARUCH: Here they are .. the three leading songs in the nation .. with Barry Wood and the Survey play-by-play.

wood: Okay, Andre .. we're leading off with the number THREE song .. This ballad took a big jump in the ratings this week and winds up tonight in an honor position on the Parade. Joan Edwards sings the third ranking song of them all .. "SOMEBODY ELSE IS TAKING MY PLACE"

("SOMEBODY ELSE IS TAKING MY PLACE" EDWARDS & ORCH)

(MUSIC SWELLS AND FINISHES)

(APPIAUSE)

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(FANFARE NUMBER TWO)

WOOD: The number TWO song .. that ballad hit from the picture "Sweater Girl" keeps up in the money and takes second place in the national standings. It's yours truly on the vocal of .. "I DON'T WANT TO WALK WITHOUT YOU".

("I DON'T WANT TO MALK WITHOUT YOU". . . WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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BARUCH: The Number ONE Song on Your Hit Parade.

(ARMY SONG. . .)

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WOOD: The top tune of the week takes us back to Kay Kyser and his orchestra for a salute to our Great United States Army.

(SWITCH TO TRENTON)

KYSER: Folks, this Monday has been proclaimed by President
Roosevelt as Army Day .. a day set aside when all of us
together will pay tribute to our boys in this all-out
fight for freedom. So tonight, we send the Number One
song to all you soldiers wherever you may be at home
or abroad. This goes to you, Army ..

("DEEP IN THE HEART OF TEXAS" KYSER & ORCHESTRA)

(APPLAUSE)

KYS'R: Well, that's it fellows .. and thanks again to all you men in all the services for giving us this opportunity to play for you. And now before returning you to New York, this is Kay Kyser, thinkin' of you and sayin' - so long, ever' body.

(SWITCH TO NEW YORK)

(ADDITION)

WOOD: Thank you, Kay Kyser, for a fine tribute to the men in our country's fighting forces. And all you fellows in uniform, write those letters and cards, will you . . . tell us what favorite star, musical personality or band you want to hear . . send your requests to Your Hit Parade, 480 Lexington Avenue, 4-3-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

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, so smoke the smoke tobacco experts smoke.

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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 and
another star chosen by the boys in the Armed Services.

The address is 480 Lexington Avenue, New York City.....

In the meantime, don't forget our country needs the help
of each and every one of us in winning this war. And we
can each do our part by purchasing United States Savings
Bonds and Stamps. And now, until next week, goodnight
for Joan Edwards the Hit Paraders, Mark Warnow and

(LUCKY STRIKE TIME.....)

saying so long for a while.

arc

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

M. Boggania As Broadcast

COLUMBIA BROADC STING SYSTEM

THE MERIC'N TOBACCO COMPANY

YOUR HIT PARADE - No. 361

SITURDAY, APRIL 11, 1942

9:00 to 9:45 P.M.

REBROADCAST SUNDAY APRIL 12, 1942 12:00-12:45 A.M.

CUE:

(COLUMBIA BROADCASTING SYSTEM) 30 seconds)

BARUCH:

Smoke the smoke tobacco experts smoke.

BOOME:

(CHANT ENDING BETWEEN 25 and 27 INCLUSIVE - SOLD MERICAN)

BARUCH:

Let that chant remind you that Lucky Strike means fine tobacco. At market efter market we pay the price to get the milder, better-testing leaf. That's why with men who know tobacco best, it's Luckies two to one.

(LUCKY STRIKE TIME . . .)

Lucky Strike presents Your Hit Parade....the ten song BARUCH: champions in the nation this week - determined by Your Hit Parade Survey....a thorough check on the top sellers in sheet music and phonograph records, the songs most requested of the band leaders, and the songs most played on the eir and in the automatic coin machines. Yes, Your Hit Parede Survey provides you with an accurate, authentic report on 'merica's taste in popular music ... Now, here's your singing ster, Barry Wood, with the song that's Number SEVEN...."HOW ABOUT YOU."

('PPLAUSE)

. . . . WOOD & ORCHESTRA) ("HOW MEOUT YOUR"

(MUSIC SWELLS AND FINISHES)

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(APPLAUSE)

ATX01 0014182

MOOD:

Hello, everybody....this is Barry Wood....Your Hit
Parade went into formation with the Lucky Seven Song this
week..."How About You." The marching order tonight calls
for nine more Survey song winners and a Lucky Strike
Extra...And bringing them to you will be Joan Edwards,
the Hit Paraders, and Mark Warnow's Lucky Strike
Orchestra. But, that isn't all. For tonight again, the
drums will roll out a welcome to the star of the week....
the musical headliner drafted for Hit Parade duty by
the men in our fighting forces. Our guest this evening
is one of America's top favorita singers of songs Connee Boswell. Connes will be joining us in just a

the big songs of the week. Here's Joan Edwards with the belled that moved we fourth place... "MISS YOU."

("HISS YOU" EDWARDS & ORCHESTRA)

(MUSIC SIMLLS AND FINISHES)

(APPLAUSE)

segue to

("MOONLIGHT COCKTAIL" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number FIVE: The Hit Paraders give harmonic treatment to the song that rates fifth on the Parade...

"MOONLIGHT COCKTAIL".

(MUSIC SWELLS AND FINISHES)

segue to

(ARMY SONG)

Wood: Your Hit Parade presents the star of the week! Each week the men in the fighting forces of our country write in and tell us what musical personality they would like to hear on Your Hit Parade. Since last Saturday, letters and cards have poured into the mail room, and tonight we bring you men in uniform your favorite of the week...one of the outstanding singing stars of the airlanes . . . who's back with us tonight for a return engagement at your request - Connee Boswell.

(APPLAUSE)

BOSMELL: Thanks, Barry....and hello, there, fellows. It sure is a thrill to be asked back to sing for you. The first tune on my list goes to you fighting soliders of our great United States Army....yes sir, to everyone of you on duty here and abroad. Here's my song for you, Army It's that all-time favorite...."I Can't Give You Anything But Love."

("I CAN'T GIVE YOU ANYTHING BUT LOVE" BOSWELL)

(APPLAUSE)

WOOD: Thanks, Connee Boswell for a fine song salute to the *rmy. We'll be looking to you a little later for one for the United States Marines.

(PLAY OFF)

COMMERCIAL #1

WOOD:

And now ... here's a sixty-second sample of what independent tobacco experts see at the auctions down South, year after year.

(SNEAK IN CROWD NOISE)

WHSMAN:

211 (CHANT)

BARUCH:

Ladies and gentlemen, it's 21 - 21 dollars that starts the sale on this basket of tobacco at the auction we're reenacting in Ahoskie, North Carolina.

(CHANT UP - SOLD TO EVANS)

WHSMAN:

19! (CH'NT)

BARUCH:

*nother basket ... and hundreds more to go. Yes, this big warehouse is filled from well to wall with baskets of the fragrant leaf - and every basket, you know, is sold individually - sold to the highest bidder.

(CH*NT UP - SOLD TO X COLPANY)

HSMAN:

Good tobacco, boys - 221 (CHANT)

PARUCH:

That was the warehousemen calling the opening bid - 22 - 22 dollars a hundred pounds. But here's an export buyer with 22 Lucky Strike bids 23 - a leaf company 23 another cigarette company 24 - just listen to those bids - 24 it is now, bid by that export buyer Lucky Strike bids 25 that other cigarette company 26 but Lucky Strike makes it 27 - and it's 27 - 27 dollars - Any more bids? Still 27 - and the basket going, going ...

(SOLD *MERICAN)

RUYSDAEL: Yes, you've just heard a sample of what the independent tobacco experts see at markets all over the South, year after year. These auctioneers, buyers, and warehousemen who watch thousands and thousands of sales - see the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder tobacco. For example, in Ahoskie, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 32 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 per cent above the everage market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco ... and you know, I'm sure, that in a cigarette it's the tobacco that counts. So isn't it to your own advantage to smoke the smoke tobacco experts smoke?

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("/LWAYS IN MY HEART" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

Number EIGHT: The doors open up to a newcomer that's entering the big time for its premiere tonight. I'd like to introduce the tune that's coming on in eighth

place ... "ALWAYS IN MY HEART".

(MUSIC SWELL AND FINISHES)

segue to

("I REMEMBER YOU" EDWARDS & ORGHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE! Joen Edwards takes the vocal on the ballad from the motion picture "The Fleet's In." Here's the ninth ranking tune..."I REMEMBER YOU".

(MUSIC SWELLS AND FINISHES)

segue to

("BLOW GABRIEL BLOW" WOGD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

It's time for a Lucky Strike Extra...here's a great tune from Cole Porter's hit show "Anything Goes."

The Hit Paraders and I get rolling with... "Blow Gabriel Blow."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("THERE LL BE BLUEBIRDS OVER THE WHITE CLIFFS OF DOVER" . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN: The Hit Paraders sound off with the song that's in tenth place this week.... "There'll Be Bluebirds Over the White Cliffs of Dover."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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BARUCH:

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

(SNEAK THEME TO FINISH)

....STATION BREAK....

MARINE SPOT

(LUCKY STRIKE TIME)

segue to

(MARINE SONG)

WOOD: Your Hit Parade moves on with a song tribute by Connee Boswell to the boys of the United States Marines.

Connee - - -

BOSWELL: Hi, there Marines....you know, you leathernecks have got the reputation of dishing it out and that's just what you're doing. So best of luck, Marines, wherever your duty takes you. The Number SIX tune on Your Hit Parade is marked for you. **BLUES IN THE NIGHT."

("BLUES IN THE NIGHT BOSWELL)
(APPLAUSE)

WOOD: Thanks, Connee Boswell, for a swell rendition of the number six tune on the Parade. We'll be calling you back later for a song for the United States Naval Forces.

(PLAY OFF)

COMMERCIAL #2

ab

COMMERCIAL #2

WOOD:

Friends, here's Basil Ruysdael who's brought with him a sort of miniature cigarette counter.

RUYSDAEL:

Well, I have here packages of every one of the different brands of cigarettes you see at an average cigarette counter. Now I want to point out a distinction - a distinction that means a lot to you as a smoker. Out of all these different cigarettes, there's one - Lucky Strike - that has gained the overwhelming preference of independent tobacco experts - auctioneers, buyers, and warehousemen. fact, with men who know tobacco best, it's Luckies 2 to 1. Now surely, this tobacco experts' "Stamp of Approval" on Luckies is your best guide to greater smoking enjoyment. For remember, tobacco experts see just who buys what tobacco -- At markets all over the South, year after year, they see the makers of Luckies consistently pay the price to get the finer, lighter, milder leaf. For example, in Greeneville, Tennessee, at auctions of the 1939 crop, we paid 26 per cent more than the average market price published by the United States Department of Agriculture - at Kingstree, South Carolina, 38 per cent more - and so on all over the South. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Yes, Lucky Strike means fine tobacco so it's no wonder that the independent tobacco experts! "Stamp of Approval" goes to Luckies. Now you know that in a cigarette it's the tobacco that counts - so don't the facts add up to just this: smoke the smoke tobacco experts smoke. ATX01 0014194

(FANFARE NUMBER THREE)

BARUCH:

Here we go with the top three songs of the week...

Barry Wood reads the survey score card.

WOOD:

You get, Andre Baruch...and we're shoving off with the Number THREE song. This tune shot up among the leaders last week, and tonight finds it still ranking high on the list. Joan Edwards sings the song that rates third in all-America..."SOMEBODY ELSE IS TAKING MY PLACE."

("SOMEBODY ELSE IS TAKING MY PLACE" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ab

(FANFARE NUMBER TWO)

WOOD:

The Number TWO song....The survey records show this ballad pulled in a pile of votes during the week and get's the second place award on the Parade. I'd like to sing "I DON'T WANT TO WALK WITHOUT YOU".

("I DON'T WANT TO WALK WITHOUT YOU" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

NAVY SPOT

(FANFARE NUMBER ONE)

PARUCH: The Number ONE Song on Your Hit Parade.

(NAVY SONG)

WOOD: The top tune of the week is dedicated to the men in the United States Naval Forces. Connee Boswell, sends

out this song to the sailors.

BOSWELL: It's on deck, Barry...and it's for all you Navy men and Coast Guards...meeting our enemies in the air, on the sea and under the sea. Here's a song to you, Navy, the number one tune on Your Hit Parade..." DEEP IN THE HEART OF TEXAS."

(MDEEP IN THE HEART OF TEXAS" BOSWELL & HIT PARADERS) ...

(APPLAUSE)

WOOD:

Thank you, Connee Boswell for your wonderful song salutes to the boys in the Armed Forces. And you men in service, write us those letters and cards - will you...tell us what favorite star, musical personality or band you want to hear...send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

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, so smoke the smoke tobacco experts smoke.

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 and another star chosen by the boys in the
Armed Services. The address is 480 Lexington Avenue,
New York City....In the meantime, folks, there's one
thing that we all can do to contribute to victory
for our country. Buy war Bonds and Stamps. Let's all
buy them regularly and do our share in defeating the
axis. And now, until next week, goodnight for Joan
Edwards, the Hit Paraders, Lyn Murray and Mark
Warnow's Orchestra....and for Lucky Strike this is
Barry Wood saying....so long for a while.

("LUCKY STRIKE TIME")

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.

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO

4/18/42

YOUR HIT PARADE - #362 SATURDAY, APRIL 18, 1942

REPEAT BROADCAST SUNDAY 4/19/42 12:00-12:45 A.M.

9:00 - 9:45 PM - EWT

CUE: (COLUMBIA BROADCASTING SYSTEM)

BARUCH: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 25 and 27 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 top ranking songs of the week - determined by Your Hit Parade Survey - a careful check of the best sellers in sheet music and phonograph records, the songs most requested of the band leaders, and the songs most played over the air and in the automatic coin machines. Yes, Your Hit Parade Survey is an accurate, authentic barometer of America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's number FIVE ... "TANGERINE."

("TANGERINE" WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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ATX01 0014201

WOOD:

Hello, everybody ... this is Barry Wood ... We struck up the band with the song that place fifth at the polls this week ... "Tangerine." That means we have nine more Parade tunes and two Lucky Strike Extras to go - with Joan Edwards, the Hit Paraders, and Mark Warnow's Lucky Strike Orchestra ready and eager to send them to you. Also tonight, we'll roll out the carpet for the star of the week ... the musical personality whose appearance on Your Hit Parade was requested by the men in our country's fighting forces. And tonight our guest is one of the big time headliners of radio, stage and screen ... the lovely singing star of Paramount pictures ... Mary Martin. We'll be calling on Mary in a few moments, but first, Your Hit Parade swings along with another ranking song of the week. Our own Joan Edwards takes a bow with the song that's in EIGHTH place ... "MISS YOU."

("MISS YOU" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

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(SKYLARK WOOD, GIRLS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number <u>SIX</u>: Here's a swell new addition to the survey ranks that comes from the creative shop of Johnny Mercer and Hoagy Carmichael. I'd like to introduce the newcomer that's in sixth place ... "SKYLARK."

(MUSIC SWELLS AND FINISHES)

segue to

vis

) LUCKY STRIKE "YOUR HIT PARADE" Commercial #1 - April 18, 1942

(CROUD NOISE - CHANT - SOLD AMERICA)

WHSMAN: 201 (CHANT)

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EARUCH: Ladies and gentlemen, these are exciting moments of an auction we're reenacting at Conway, South Carolina.

That last basket of fine mild tobacco was sold to Lucky Strike. Now the buyers are competing for another basket and here comes the sale.

(CHANG UP - SOLD TO FLEMING)

WHSMAN: 21: (CHANT)

BARUCH: You just heard the warehouseman call the opening bid on yet another basket. It's 21 - 21 dollars a hundred pounds. But Lucky Strike bids 21½ - an export company 22 - a leaf company 22½ - another cigarette company 23. This is good tobacco - they all want it - but it'll go to the highest bidder! It's 24½ now and that export company bids 25 - but Lucky Strike raises it to 26 - 26 dollars - and it's going - going ... (SOLD AMERICA)

(MORE)

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LUCKY STRIKE "YOUR HIT PARADE" - 6 - Commercial #1 - 4/18/42 (CONT'D)

There you have just a sample of what the independent in a RUYSDAEL: tobacco experts see at markets all over the South, year efter year. These independent experts - auctioneers, buyers and warehousemen - see us consistently pay the price to get the finer, the lighter, the naturally milder tobacco. For example, in Conway, South Carolina, at auctions of the 1939 crop; The American Tobacco Company paid 35 per cent more for the tobacco it bought for its cigerettes and other tobacco products. Yes, 35 per cent above the average market price published by the United States Department of Agriculture. And that orop, . properly eged, mellowed and blended with other fine crops, is in the Luckies you buy today. In short, Lucky Strike means fine tobecco. That's why Luckies have won the overwhelming preference of the independent tobacco experts. Yes, with men who know tobecco best, it's Luckies 2 to 1. Now you know, if you just stop to think of it, that in a cigarette it's the tobacco that counts. So isn't it clearly to your own advantage to smoke the smoke tobacco experts smoke?

4/18/42

("ME AND MY MELINDA" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN: The Hit Paraders gather fround to welcome a new Irving Berlin tune to the Parade. Here's the song that's breaking the ice in tenth place ... "ME AND MY MELINDA."

(MUSIC SWELLS AND FINISHES)

segue to

vis

("I'LL PRAY FOR YOU" EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE; Joan Edwards takes the spotlight to sing the ballad that's entering the list in the number nine position ... "I'LL PRAY FOR YOU."

(MUSIC SWELLS AND FINISHES)

segue to

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("BLUES IN THE NIGHT" : WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENTS)

WOOD:

Number SEVEN; The Hit Paraders and I sing out the tune that occupies the Lucky Seven Spot this week :::
"BLUES IN THE NIGHT."

(MUSIC SWELLS AND FINISHES)

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(ARMY SONG . . .) ARMY SPOT

WOOD: That marching song means it's time to salute the men of our great United States Army. Mary Martin, Your Hit Parade heads Hollywood way:

(SWITCH TO HOLLWOOD)

MARTIN: Hello there, Army ... I send this song from the bottom of my heart ... to the men on duty here at home and the men in the far outposts ... to all of you who are in there to win this war for Uncle Sam. All the best wishes in the world to you, Army - your tune is the Number FOUR song on Your Hit Parade ... "MOONLIGHT COCKTAIL."

("MOONLIGHT COCKTAIL" MARTIN)

MARTIN: Okay, Army ... now Your Hit Parade points east to Barry Wood in New York.

(SWITCH TO NEW YORK)

(APPIAUSE)

WOOD: Thank you, Mary Martin, for sending the number four song to the Army. Be ready with a song for the United States Marines.

(PLAY OFF)

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(NAVY SONG)

NAVY SPOT

WOOD: Your Hit Parade presents the star of the week: Each week
the boys in the fighting forces of our country write in and
tell us what musical personality they would like to hear on
Your Hit Parade. Since last Saturday, letters and cards
streamed into the mail room, and tonight we bring you men in
uniform your favorite of the week -- the glamorous singing
star, now a regular on Bing Crosby's Kraft Music Hall program
- Mary Martin. Mary is standing by in Hollywood ready with
a song salute to the courageous men of our United States
Naval Forces. So here we come, Mary. Your Hit Parade is all
yours!

(SWITCH TO HOLLYWOOD)

MARTIN: Thanks, Barry ... hello, fellows. The first song on the list goes from me to all you Navy men and Coast Guarders. You're on the job twenty-four hours a day - bucking the wind and sea, tracking down those axis ships. And we know you're out to do a hard job well. Here comes a tune your way ... "YOU MADE ME LOVE YOU," and I really mean it, fellows.

("YOU MADE ME LOVE YOU" MARTIN)

MARTIN: That's for you, Navy. Good Luck: Barry, Your Hit Parade returns to you in New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

WOOD: Thanks, Mary Martin - that was great. We'll be coming back to you a little later for a song salute to the United States Army.

(PLAY OFF)

(COMMERCIAL #1)

BARUCH:

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

....STATION BREAK....

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

WOOD: The Parade moves on with a Lucky Strike Extra...Here's one of America's all-time favorites - George Gershwin's great title song of a great prize-winning show. The Hit Paraders and I sound our A's with "Of Thee I Sing."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL#2

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4/18/42

LUCKY STRIKE "YOUR HIT PARADE" Commercial #2 - April 18, 1942

WOOD:

And now, ladies and gentlemen, a newcomer to your Lucky Strike Hit Parade. No, it's not a new song, it's a young man who has been closely affiliated with music in New York for many years. His name is Martin Block, and he's the conductor of New York's famous "Make-Believe Ballroom." Tonight, Martin joins Your Hit Parade to tell you in his own way a few things about Lucky Strike Levela Cigarettes. And so, we-present the newest addition to the Lucky Strike Hit Parade -- Martin Block.

(MORE)

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BLOCK:

Thanks very much, Barry - and hello, Hit Paraders. While this is my first appearance on Your Hit Parade, it is by no means the first time I've spoken to radio listeners about Lucky Strke Cigarettes, because several months ago The American Tobacco Company asked me if I would like to tell my listeners on my own program about Lucky Strikes, and when I said "Yes", I was told that naturally in order to know what I was talking about, it was necessary that I visit one of the Lucky Strike factories - and so, off I went to Virginia, where I had the opportunity of learning first-hand many things about these fine cigarettes that I thought my listeners might want to know. Friends, this Make-Believe Ballroom program of mine is a musical program, made up of phonograph records, and I guess I we been pretty lucky in being able to pick new bands and help them on their way to success. The only reason why I've been able to do this is because my knowledge of music is no greater than yours. All I know is that either I like a thing or I don't, and if I like it, I can't help but become enthusiastic over it. And that's just how it's been with Lucky Strike Cigarettes. Seeing tobacco auctions, visiting the warehouses, seeing the cigarettes made - convinced me, as an ordinary every-day average cigarette smoker, that Lucky Strikes were the cigarettes for me. And I hope that in the future on each of these broadcasts I may tell you a few things about Lucky Strike Cigarettes, as seen through the eyes of just an average smoker. Tonight, I want to leave you with just one thought - just as surely as no radio broadcast can be any better than the artists appearing on it, just so surely can no cigarette be any better than the tobacco it contains ... and since the makers of Lucky Strike Cigarettes consistently pay the price to get the finer, the lighter, the milder tobacco, I know you too will like Lucky Strikes.

Hit Parade

(FANFARE NUMBER THREE)

BARUCH: The top three songs in America this week! Barry Wood reads the records of the winners.

WOOD: Right, Andre...and we're leading off with the Number THREE song. This ballad maintained its vote-getting pace during the week and winds up in third place all around the country.

Joan Edwards sings... "SOMEBODY ELSE IS TAKING MY PLACE."

("SOMEBODY ELSE IS TAKING MY PLACE". EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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Hit Parade

4/18/42

(FANFARE NUMBER'TWO)

WOOD:

The Number <u>TWO</u> Song...The runner-up position on the Parade is filled by that song sensation of doggie and cow-boy land. The Hit Paraders and I sing the second ranking tune....

"DEEP IN THE HEART OF TEXAS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

MARINE SPOT

(FANFARE NUMBER ONE)

The Number OME Songon Your Hit Parade. BARUCH:

(MARINE SONG .

WOOD:

The top song of the week takes us back to Hollywood where Mary Martin is all set to sing it to the gallant men of our United States Marines. Mary Martin, Your Hit Parade travels westl'

(SWITCH TO HOLLYWOOD)

MARTIN:

Right, Barry....and hello, Marines, everywhere. . There may be a couple of continents between me and some of you tonight, but as thoughts go, I'm right there with you. Keep that Marine Hymn ringing, Leathernecks. And show those axis boys why Uncle Sam "tells it to the Marines" wherever there's trouble. The leading song in America this week is all for you...

"I DON'T WANT TO WALK WITHOUT YOU."

("I DON'T WANT TO WALK WITH YOU"

MARTIN:

That's it, fellows...and thanks again to all you men in all the fighting forces for asking me on the Parade tonight. Now, Barry, Your Hit Parade swings to you in New York.

(SWITCH TO NEW YORK)

(APPLAUSE)

(APPLAUSE)

WOOD:

X .

Thank you, Mary Martin, for joining Your Hit Parade tonight. We'll be looking forward to seeing you in your new Paramount picture, "Happy Go Lucky."

And you men in the Armed Services, write us those letters and cards, will you...tell us what favorite star, musical personality or band you want to hear... send your requests to Your Hit Parade, 480 Lexington Avenue, 4-8-0 Lexington Avenue, New York City, and we'll produce your favorite if we possibly can.

Hit Parade

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:

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That's right, ladies and gentlemen, that's all for now,
... but next Saturday we'll be back with Your Hit
Parade and another star chosen by the boys in the
Armed Services. The address is 480 Lexington Avenue,
New York City....In the meantime, folks, remember,
it's the duty and privilege of every loyal American
citizen to share the burden of our war expense. So
let's all pitch in and buy War Bonds and Stamps to the
limit of our ability. If we buy as many as we can
we'll be doing our part to speed victory for our great
country. And now until next week, goodnight for Joan
Edwards, Manie Warnew and the Hit Paraders, and for
Lucky Strike, this is Barry Wood saying so long for
a while.

Hit Parade

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 secondsWABC ... NEW YORK

Mr Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE # 363

APRIL 25, 1942

9:00 - 9:45 PM, EWT

REPEAT BROADCAST SUNDAY 4/26/42 12:00-12:45 A.M.

CUE:

(COLUMBIA BROADCASTING SYSTEM)

BARUCH:

Smoke the smoke tobacco experts smoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 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 ten top
ranking songs in the nation - determined by Your Hit
Parade Survey ... a thorough seven-day check of the best
sellers in sheet music and phonograph records, the songs
most played on the air and in the automatic coin machines
and the songs most requested of the band leaders ... Yes,
Your Hit Parade Survey provides us with an accurate,
authentic record of America's taste in popular music.
Now, here's your singing star, Barry Wood, with the sengthat's Number TEN ... "HAPPY IN LOVE".

(APPLAUSE)

("HAPPY IN LOVE" .

. . . WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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WOOD:

Hello, everybody ... this is Barry Wood ... Your Hit Parade started rolling out the winners with the newcomer that's in tenth place ... "Happy In Love". The line-up for the evening includes Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra ... and we'll all be in cahoots to bring you your nine other song champs and a pair of Lucky Strike extras. Also tonight, we'll tip our hats to the star of the week ... the musical headliner called into Hit Parade duty by the men in our fighting forces. And tonight, our special guest is one of the top singers in America, the talented singing star of Eddie Cantor's "Time to Smile" program - Dinah Shore. Dinah will be with us in a few minutes ... first, let's swing along with a Hit Parade song. Joan Edwards steps to sing the ballad that takes eighth place on the list "MISS YOU".

("MISS YOU" EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(SEGUE TO:)

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(MARINE SONG)

MARINE SPOT

WOOD:

Your Hit Parade presents the star of the week! Each week the boys in the fighting forces of our country have written in and told us what musical personality they would like to hear on Your Hit Parade. Since last Saturday, letters and cards have piled in and tonight we bring you men in uniform your favorite of the week...one of radio's top-flight singers, who stars on her own Friday evening program...and who is back with us for the second time at your command - Dinah Shore.

(APPLAUSE)

SHORE:

Thanks, Earry Wood....and hy there, fellows. It sure was swell of you to ask me back and I'm mighty thrilled to get this chance to sing for you again. My first tune is heading straight to you men of the United States Marines... right to every single one of you. Wherever you are, fellows, we know you're in there to hit hard for victory for Uncle Sam. Best of luck, leathernecks, from a get who really thinks you're terriffe. Here's a tune for you. It's the Lucky SEVEN song on Your Hit Parade this week....

("DON'T SIT UNDER THE APPLE TREE" SHORE & ORCHESTRA)

(APPLAUSE)

wood: Thank you, Dinah Shore....that was great. Be ready for a song salute to the United States Naval Forces.

(PLAY OFF)

COMMERCIAL #1

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LUCKY STRIKE "YOUR HIT PARADE" -4-Commercial #1 - April 25, 1942.

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WOOD: You know, folks, last week we added a new member to our family of Hit Paraders - Martin Block, of New York's famous Make-Believe Ballroom, and Martin's back again this week to tell us in his own language some more interesting facts about Luckies, as seen through the eyes of just an average smoker.

BLOCK: Thanks very much, Barry, and hello, Hit Paraders. Barry, you really hit the nail on the head when you called me just an average smoker. Of course, I've had an advantage over many of the other average smokers who are listening right now, by having had the opportunity to get into the tobacco country myself, and see with my own eyes just what it is 'hat makes Lucky such a truly fine cigarette. Now, last week I told you a little about my visit to the Lucky Strike Factory. And tonight, I want to talk a bit about tobacco auctions. But before I do, let's make believe that we're attending an auction right now in the important market of Pamplico, South Carolina, with . Basil Ruysdael to describe it for you.

(MORE)

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(BEGIN CHANT - CROWD NOISE - "SOLD AMERICAN")

WHSMAN: 181 (CHANT)

RUYSDAEL: Ladies and gentlemen, the crowd in this big tobacco warehouse is tense with excitement. You just heard a basket of fine mild tobacco sold to Lucky Strike. And now another basket's up for sale. Each basket, you know, goes to the highest bidder.

(CHANT UP - SOLD TO FLEMING)

RUYSDAEL: Let's move in close and watch this sale. The warehouseman opened the bidding at 22 - 22 dollars a hundred pounds.

But quick as a flash Lucky Strike bid 22½ - now an export company makes it 25 - a leaf company 23½. They're really shooting in those bids - this must be a basket of the finest. It's up to 25 now - 25 dollars - and that export company bids 26 - but Lucky Strike raises it to 27.

The auctioneer chants 27 - 27 - 27 - and it's going ... going ...

(SOLD AMERICAN)

(MORE)

vis

BLOCK:

Just a moment, folks, while I catch my breath. You know, friends, really and truly, these tobacco auctions are more than just a thrilling interlude on Your Hit Parade. Those tobacco auctions mean something to you, and you, and especially to you folks who appreciate a fine cigarette. They prove conclusively to you that the makers of Lucky Strike Cigarettes are out there pitching day after day, to buy for you the finer, the lighter, the naturally milder tobaccos. Because we all know that no cigarette can ever be better than the tobacco from which it's made. Yes, folks, in a cigarette it's the tobacco that counts. And that's why, at market after market, year after year, the makers of Luckies consistently pay the price to get that finer tobacco. As an illustration, at auctions of the 1939 crop at Pamplico, South Carolina, The American Tobacco Company paid 34 per cent more for the tobacco it bought for its cigarettes and other tobacco products ... yes, sir, 34 per cent above the average market price published by the United States Department of Agriculture. And that fine tobacco, properly aged and mellowed and then blended with other fine crops, is in the Lucky Strike you buy today.

vis

(HORE)

BLOCK: And so, friends if the reenactments of these tobacco auctions thrill you as they thrill me, I know that when you begin to smoke the smoke tobacco experts smoke, when you light into those better tobaccos that make Lucky Strike a better cigarette, you'll get an

Say, you know, I think I've talked myself into something, so while I light up a Lucky, here's Barry Good and the Hit Paraders with a swell Lucky Strike "extra" - "Let Yourself Go" ...

("LET YOURSELF GO"WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

even greater thrill.

(APPLAUSE)

segue to

eds

("MOONLIGHT COCKTAIL" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

- WOOD:

Number FOUR! The Hit Paraders sing the ballad that's in fourth place in the survey ratings... "MOONLIGHT COCKTAIL."

(MUSIC SWELLS AND FINISHES)

segue to

("ANCHOR'S AWEIGH") NAVY SPOT

W00D:

Your Hit Parade goes into service formation with a song tribute to the United States Naval Forces by your star of the week - Dinah Shore. Dinah, it's all yours.

SHORE:

Otto; Barry . . . and hello, Navy and Coast Guarders ... I'm dedicating this number to all you sailors who are at battle stations on all the oceans. You know, you've got forty-eight states just full of people rooting for you. Here's the song, fellows...the FIFTH ranking tune on the Parade ... "SKYLARK".

. . . SHORE & ORCHESTRA) ("SKYLARK" .

(APPLAUSE)

WOOD:

really wropping up The Thanks, Dinah...that was a Number five song, We'll be calling on you a little later for a seng for the Army.

(PLAY OFF)

(FADE FOR ANNOUNCEMENT)

"/OOD:

The new from survey standings toll us that the

ninth ranking spot on the Parade goes to that hit tume... "BLUES IN THE NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("DEEP IN THE HEART OF TEXAS" EDWARDS, HIT PARADERS & ORCH.)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! Joan Edwards and the Hit Paraders whoop

1t up with that crazy tune of the cactus country that's
in sixth place..."DEEP IN THE HEART OF TEXAS."

(MUSIC SWELLS AND FINISHES) segue to

سان لست

BARUCH:

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

...STATION BREAK...

arc

(LUCKY STRIKE TIME . . .) ARMY SPOT

segue to

(ARMY SONG)

WOOD:

On with Your Hit Parade...and it's time to salute the men of our United States Army. Dinah Shore, that means the spotlight is on you.

SHORE:

Right, Barry...and hello, again, Army...This tune is for you, fellows...and it comes from me with the very best wishes to all you soldiers fighting our enemies where you find them, all over the world. It's a number based on an old time tune, I'm sure is familiar to most of you. It's called "One Dozen Roses."

("ONE DOZEN ROSES"...........SHORE & ORCHESTRA)

(APPLAUSE)

WOOD:

Thanks, Dinah Shore for your wonderful song salubes to

-all the gallant men in our fighting forces. It was

neally a great pleasure and honor having you on Your

Hit Parada this evening.

(PLAY OFF) calute to the men in our fighting forces.

COMMERCIAL #2

arc

LUCKY STRIKE "YOUR HIT PARADE" - 14 - Commercial #2 - April 25, 1942

MOOD: And now LUCKY STRIKE brings you again that frank young man who likes to put his cards on the table - Martin Block -

You know, Barry, listening to Dinah salute the soldiers, I couldn't help thinking that here in these United States, we must have millions of people who sit around every day and every night and tell other folks how this war should be fought. I think they have a name for them, Barry - they call them "arm-chair strategists." tell you exactly how to win this war in five minutes. Of course, they've never been any further than their own home town ... most of them have never really handled a gun ... and a majority of them have never been up in an airplane. But they know how to win the war, Barry, or so they think. As far as I'm concerned, I prefer to place my confidence in men like General MacArthur and our United Nations Board of Strategy men who are on the scene ... men who see and know what's going on, men who have the knowledge and the ability to really win this war for us. Those men are experts - they know what they're talking about - they !mow what they're doing.

(MORE)

eds

BLOCK:

44.3

BLOCK (Cont'd): And you know, Barry, even in the everyday problem of choosing a cigarette, I would also prefer to accept the opinions and advice, the personal preferences, of experts in placing my confidence in a cigarette. Independent tobacco experts, Barry, and by that I mean auctioneers, buyers, warehousemen, are right on the tobacco scene. They see who buys what tobacco, and the prices that are paid. They know that in a cigarette, it's the tobacco that counts - the better the tobacco, the better the cigarette. And they've seen at market after market all over the South, the makers of LUCKY STRIKES consistently paying the price to get the milder, better-tasting tobacco. And when sworn records show that with these independent tobacco experts, LUCKY STRIKE Cigarettes have twice as many exclusive smokers as all other cigarettes combined, well, again I say - I'll place my confidence in the opinion of the experts. Yes, with these men, it's Luckies, two to one - but the odds are more than two to one that you'll find more enjoyment from the fine tobacco in every Lucky Strike.

eds

(FANFARE NUMBER THREE)

BARUCH: The three leading songs in America this week .. and here's Barry Wood to give you the records and rankings of the survey winners.

WOOD: Okay, Andre Baruch .. we're shoving off with the Number

THREE song. It's the ballad hit that's keeping up the good

work at the polls and this week comes home in third place.

The Hit Paraders sing "I DON'T WANT TO WALK WITHOUT YOU"

("I DON'T WANT TO WALK WITHOUT YOU" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

(FANFARE NUMBER TWO)

WOOD: The Number TWO song .. and here's an upset in the ratings.

Last week's fifth ranking song picked up a min of votes
and tonight shows up in second place in America's favor.

Joan Edwards sings the runner-up tune of the week ..

"TANGERINE."

("TANGERINE" . . . EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE) 🕝

CS

(FANFARE NUMBER ONE)

and Huis , the

WOOD: Number ONE! Tonight we hand the sceptre to a new king of musicland. For the seng that Russ Norgan had a hand in writing comes up two places to take top honors in the nation. I'd like to sing the Number One song of them all .. "SOMEBODY ELSE IS TAKING MY PLACE".

("SOMEBODY ELSE IS TAKING MY PLACE" . . . WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

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 and Martin Block. In the meantime, folks, keep buying those War Bonds and Stamps. The money we spend on bonds and stamps, the government spends on the weapons our men in Service need for victory. So do your share. Buy bonds and stamps over and over again. And now, until next week, goodnight for Martin Block, Joan Edwards, Mark Warnow and the Hit Paraders .. and for Lucky Strike this is Barry Wood saying .. so long for a while.

(LUCKY STRIKE TIME)

13.

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 secondsWABC .. NEW YORK

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COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #364

SATURDAY, MAY 2, 1942

REPEAT BROADCAST SUNDAY 5/3/42
12:00-12:45 A.M.

As Broadcast

9:00 to 9:45 P.M. EWT

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

BARUCH: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 25 and 27 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 ten leading songs in America this week ... determined by Your Hit Parade Survey - a carefully checked report on the top sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders. Yes, Your Hit Parade Survey is the accurate, authentic barometer of America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's Number TEN

(APPLAUSE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

em.

WOOD: Hello, everybody ... this is Barry Wood ... The curtain went up with the tune that rates tenth on the list ...
"Happy In Love". On the roster tonight are Joan Edwards, the Hit Paraders, Mark Warnow, the Lucky Strike Orchestra and Martin Block. We'll all be pitching in to bring you nine more survey champs and a trio of Lucky Strike Extras ... three swell favorites dedicated to the men in the fighting forces of our country. How, the Parade swings into action. Joan Edwards makes her bow of the evening singing the Number FIVE song in the country ...

("I DON'T WANT TO WALK WITHOUT YOU" EDWARDS AND ORCHESTRA)

"I DON'T WANT TO WALK WITHOUT YOU".

(MUSIC SWILLS AND FINISHES)

(APPLAUSE)

segue to

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! The Hit Paraders rally 'round to sing the song that's up in the fourth ranking position

"MOONLIGHT COCKTAIL".

(MUSIC SWELLS AND FINISHES)

segue to

ARMY SPOT

(ARMY SONG)

(BUILD TO BIG FINISH) - (BARNET CUT AWAY)

in our mighty United States Army. The broudly tip our hats to you soldiers who are covering the battle fronts from the Far East to the English Channel...and who are in there to hang up the victory sign for Uncle Sam. Best of luck to you, fellows, and here's a song with an Army tag on it. Mark Warnow and the Orchestra hit it up with a great Lucky Strike Extra ... "Jericho."

("JERICHO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPIAUSE)

COMMERCIAL #1

ARMY SPOT

(ARMY SONG UP AND FADE ... CUT ON CUE TO BARNET BAND)

ANNOUNCEM: Your Mit Parade marches into Army formation with a special song tribute by our special guests - Charlie Barnet and his band. Tonight a salute goes to the Quartermaster Corps at Fort Warren, Cheyenne, Wyoming. Charlie and his band play the Quartermaster theme song "We're the Gang That Keep Things Moving". So we present him tonight, Charlie Barnet ...

BARNET: Okay ... and thanks a million fellows for asking for us.

Here's your tune and I sure hope you like it. It comes

with best wishes from the band and me to all you fellows.

("WE!RE THE GANG THAT KEEP THINGS MOVING" . . . BARNET & ORCHESTRA)

(SWITCH BACK TO PLAYHOUSE THREE)

Smit

been on the air longer than seven years, but very few programs compare with Martin Block's "Make-Believe Ballroom," which has been on the air for seven and a half years, 3½ hours a day, 6 days a week. For the number of hours that the public has spent listening to and enjoying his work, I guess Martin Block holds some kind of a record. Tell us, Martin - why do you think people listen so consistently to your broadcast in New York?

BLOCK: Well, I'll tell you, Barry - it's this way: Long ago I discovered that while the listening public may like to have other people do things for them, they like to think for themselves. They like to form their own conclusions ... they like to make up their own minds. And I guess it's because in talking to the millions of people who listen to my program, I have never said "Murry up, now ... folks, rush right out and buy a package of this or a bottle of that, because, if you don't goodness only knows what may happen to you." I've always tried to just give them the facts, and let them make up their own minds. And you know, Barry, I think that must account for a great deal of the success of Lucky Strike Cigarettes. So let's have Basil Ruysdael show you what I mean.

(MORE)

LUCKY STRIKE "YOUR HIT FAMDE"

Commercial #1 - May 2, 1942 (CON'D)

5/2/42

(BEGIN CHANT - CROWD HOISE - SOLD AMERICAN)

THEMAN: 20! (CHANT)

RUYSDAZL: Ladies and gentlemen, we're reenacting a tobacco auction at Clarkton, North Carolina - so you can see for yourself how tobacco is sold, basket by basket, to the highest bidder - oh - oh - here's a sale now.

(CH.HT UF - SOLD TO GROGAN)

WHSMAN: Good tobacco, boys ... 21! (CHANT)

RUYSDAEL: 21 - 21 - dollars a hundred pounds - is the warehousements opening bid on this next basket - but a dozen or more buyers want this fine mild leaf. So the price has already been bid up to 23 dollars. And now Lucky Strike bids 23½ - another cigarette company 2½ - a leaf company 2½ - Lucky Strike 25 - an export company 26 - 25 - 26 - but Lucky Strike tops that with a bid of 27 and 1 think - yes - it's going - going to Lucky Strike.

(MORE)

BLOCK: You see, Barry, that's what I mean. In just a few seconds we've given the public the facts. You could hear the warehouseman call the opening bid ... you could hear the auctioneer chanting the bids made by the buyers, and you could hear, just as these men hear, year after year, at auction after auction all over the South, finer, lighter, milder tobacco being Sold American. Yes, Barry, it's a fact ...met's take Clarkton, North Carolina, for instance - at auctions of the 1939 crop there The American Tobacco Company paid 32 per cent more for the tobacco that makes a fine cigarette -- and don't forget that's 32 per cent above the average market price published by the United States Department of agriculture. and that fine tobacco, properly aged and mellowed and blended with other fine crops is in the Lucky Strike you buy today. Barry, the tobacco experts know that what I've just said is true ... that's why they smoke Iuckies, two to one. And to our listeners, now that we've presented . all the facts to you, we're going to leave it up to you to make us your own minds, but if your enjoyment of a good cimerette has anything to do with it, with you, too, it'll be Luckies, two to one.

And now it's time for Barry Wood and the Hit Paraders to bring us the song that this week is Number <u>SEVEN</u> on the list"DEEF IN THE <u>HUART OF TEXAS."</u>

"DEEP IN THE HEART OF TEXAS" WOOD, HIT FARADERS, GROWLSTRA)

(MUSIC SWELLS AND FINISHES)

lj Segue to

("FULL MOON" HIT FARADERS & ORCHISTRA)

(FADE FOR AHNOUNCEMENT)

Fumber NINE! Here's a newcomer to the survey ranks that's showing up on the list for the first time tonight.

The Hit Paraders launch the ninth ranking tune ...

"FULL MOON".

(MUSIC SWELLS AND FINISHES) segue to

NAVY SPCT

lj

(AFPLAUSE)

segue to

(FADE FOR ANNOUNCEMENT)

WOOD: Number <u>SIK</u>! Here's the ballad that America voted into sixth place in the national standings. I'd like to sing .. "<u>SKYLARK</u>"

(MUSIC SUBLLS AND FINISHES)

SEGUE TO

cs

(FADE FOR ANNOUNCEMENT)

WOOD: Number EIGHT: The melodic hit from the motion picture

"The Fleet's In" returns to the big time after a two-week sabbatical. Joan Edwards sings the eighth ranking song...

"I REMERER YOU".

(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

MARINE SPOT

(LUCKY STRIKE TIME)

SEGUE TO

("MARINE HYMN".....)

WOCD: Your Hit Parade pays musical tribute to the men of the United States Marines Yes, it's a song dedicated to all you leathernecks who are on the job around the clock, around the globe. We know you're hitting 'em hard, fellows . . and here's a tune coming your way. We're sonding to your Power all the Hit.

Penademiner . . . "I've Cot A Pocketful Of Dreams".

(I'VE GOT A POCKETFUL OF DREAMS". . . WOOD, HIT PARADERS & ORCHESTRA)

(INSIC SWELLS AND FINISHES)

(L.PPIL.USE)

CONTERCTAL #2

BLOCK:

You know Barry, it's quite interesting the way certain words are associated in our mind with other words... for example, if I said Corned Beef - what word would come into your mine...

WOOD:

Why....Cabbage...

BLOCK:

Exactly..and if I said Ham?

WOOD:

Eggs...

BLOCK:

How about coffee

WOOD:

Doughnuts..

BLOCK:

Thanks Barry, I think you've helped me prove that certain things just seem to go together.

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LUCKY STRIKE "YOUR HIT PARADE" Commercial /2 - May 2, 1942 Continued

BLOCK:

Itll bet all of our listeners gave the same _answersytten_bocouns.thems.covereste.te.things.think And carrying that thought a little further, what would a cigarette be without tobacco? Nothing but a piece of paper. And I guess that ought to make it pretty clear that in a cigarette it's the tobacco that counts. And I guess it's also pretty clear that it takes better tobacco to make a better cigarette. You see, friends, in tobacco, just as in everything else, if you want the better quality, you have to pay for it. And you've heard reenacted many times on this program how the makers of Lucky Strike Cigarettes attend these tobacco auctions, right out in the open where everyone can see, and how they get into that keen competition for the finest tobaccos. Now it's only natural that at these auctions the independent tobacco experts .. I mean the buyers, the warehousemen, the auctioneers .. they see the makers of Lucky Strike Gigarettes pay higher than average market prices to obtain this finer tobacco for your Lucky Strike Cigarettes. Yes, friends, just as when I say han, you think of eggs, when I say doughnuts, you think of coffee, so when I say Lucky Strike you can't help but think of fine tobacco .. and why not? Lucky Strike

means fine tobacco, and fine tobacco means a better smoke.

5/2/42

(FANFARE NUMBER THREE)

BARUCH:

The three top ranking songs of the week....and here's

Barry Wood with the survey story.

WOOD:

Okay, Andre....and first up is the Number THREE song.. and you can mark this one down as the surprise jump of the week. In eighth place last Saturday, tonight finds it up five spots to rate third in popular favor. The Hit Paraders sing the number three song.....

"MISS YOU"

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

(MUSIC SWELLS AND FINISHES)
(APPLAUSE)

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 and Martin Block. In the meantime, folks, keep buying those War Bonds and Stamps. The money we spend on bonds and stamps, the government spends on the weapons our men in Service need for victory. So do your share. Buy bonds and stamps over and over again. And now, until next week, goodnight for Martin Block,

Joan Edwards, Mark Warnow and the Hit Paraders....
and for Lucky Strike this is Barry Wood saying....

(LUCKY STRIKE TIME.....)

5/2/42

(FANFARE NUMBER ONE)

WOOD:

Number ONE! It's a two time victory for this ballad hit it stays on top for the second consecutive week. I'd like to sing the top song of them all....the first ranking tune in America...
"SOMEBODY ELSE IS TAKING MY PLACE".

("SOMEBODY ELSE IS TAKING MY PLACE"..... WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

5/2/42

(FANFARE NUMBER TWO)

WOOD:

The Number TWO Song....Last week's runner-up tune holds its place and crashes through with a repeat performance in the second ranking position.

Joan Edwards sings...."

TANGERINE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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5/2/42

BARUCH:

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

(SONG CREDITS IF ANY)

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

WABC.....NEW YORK

As Broadcast

COLUMBIA BROADCASTING SYSTEM

5/9/42

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #365

REPEAT BROADCAST SUNDAY 5/10/42 12:00-12:45 A.M.

SATURDAY, MAY 9, 1942

9:00 - 9:45 PM, EWT

CUE:

(COLUMBIA BROADCASTING SYSTEM)

BARUCH:

Smoke the smoke tobacco experts smoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 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 ten top
ranking songs in the country - determined by Your Hit
Parade Survey ... an up to the minute check on the best
sellers in sheet music and phonograph records, the songs
most played on the air and in the automatic coin machines
and the songs most requested of the band leaders ... Yes,
Your Hit Parade Survey compiles an accurate, authentic
report of America's taste in popular music. Now, here's
your singing star, Barry Wood, with the song that's
Number FIVE ... "DON:T SIT UNDER THE APPLE TREE."

("DON'T SIT UNDER THE APPLE TREE" . . . WOOD, GIRLS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

vis (APPLAUSE)

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WOOD: Hello, everybody ... this is Barry Wood ... Your Hit
Parade came down the street to the tune of ... "Don't Sit
Under The Apple Tree," the fifth ranking song of the week.
Present and accounted for tonight are Martin Block,
Joan Edwards, the Hit Paraders, and Mark Warnow and the
Lucky Strike Orchestra ... and we're standing ready to
sound off with the remaining song winners and three Lucky
Strike Extras that we're dedicating to the men in our
fighting forces. That's the schedule, so here we go.
Joan Edwards makes her entrance and sings the ballad
that rates EIGHTH at the polls "MISS YOU."

("MISS YOU" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("MOONLIGHT COCKTAIL" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number <u>SEVEN</u>: The Hit Paraders assemble to sing the tune that takes the Lucky Seven spot this week ... "MOONLIGHT COCKTAIL."

(MUSIC SWELLS AND FINISHES)

segue to

MARINE SPOT

(MARINE SONG)

WOOD: Your Hit Parade sends a salute to the men of our United States Marines ... Yes, it's a song that goes out to all you two fisted soldiers of the sea ... who can take it and give it back double aship and ashore ... All the best luck in the world, fellows, and here's a tune addressed to you. The Hit Paraders and I go to work on that all time favorite ... "Sweet Georgia Brown."

("SWEET GEORGIA BROWN" WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was for you, Marines ... and we'll be sending a song salute a little later to the men in our Naval Forces.

Now here's the man who really puts his cards on the table, Martin Block.

COMMERCIAL #1.

LUCKY STRIKE "YOUR HIT PARADE" Commercial #1 - May 9, 1942

BLOCK:

Good evening, Hit Paraders, this is Martin Block. And you know, as I sit backstage here and listen to the top songs of America on Your Hit Parade, I can't help but be impressed with the high quality of the songs that get up into the top ten. Thousands and thousands of songs are written every year, but only those songs of outstanding quality are chosen by you to be heard on Your Hit Parade. Earlier in this broadcast Andre Baruch told you how these selections are made. Now, I'd like you to hear how the makers of Lucky Strike Cigarettes choose from thousands and thousands of different baskets, the finer quality tobacco, which goes into your Lucky Strike.

LUCKY STRIKE "YOUR HIT PARADE" Commercial #1 - May 9, 1942

BLOCK: Good evening, Hit Paraders, this is Martin Block. And you know, as I sit backstage here and listen to the top songs of America on Your Hit Parade, I can't help but be impressed with the high quality of the songs that get up into the top ten. Thousands and thousands of songs are written every year, but only those songs of outstanding quality are chosen by you to be heard on Your Hit Parade. Earlier in this broadcast Andre Baruch told you how these selections are made. Now, I'd like you to hear how the makers of Lucky Strike Cigarettes choose from thousands and thousands of different baskets, the finer quality tobacco, which goes into your Lucky Strike.

LUCKY STRIKE "YOUR HIT PARADE" -6-Commercial #1 - May 9, 1942 (CONT'D)

(CHANT - CROWD NOISE)

RUYSDAEL: This is Basil Ruysdael, ladies and gentlemen, reenacting a tobacco auction in a big warehouse at Fairmont, North Carolina.

(CHANT UP - SOLD AMERICAN)

WHSMAN: 19: (CHANT)

RUYSDAEL: You should see the way the buyers scrutinize the tobacco.

They hold the leaves up to the light, feel their texture

breathe in the fragrance ...

(CHANT UP - SOLD TO MOORE)

WHSMAN: Good tobacco boys ... 211 (CHANT)

RUYSDAEL: Say, one glance at this basket seems to have sold the expert buyers on the quality of the tobacco. So the warehouseman's opening price of 21 - 21 dollars a hundred pounds has already been bid up to $23\frac{1}{2}$ - and now Lucky Strike makes it $2\frac{1}{4}$ - $2\frac{1}{4}$ - a leaf company bids $2\frac{1}{4}\frac{1}{2}$ - an export company 25 - another digarette company 26 - but Lucky Strike raises it to 27. The auctioneer chants 27 - 27 - but no more bids. So here's the sale ...

(CHANT UP - SOLD ALERICAN)

BLOCK:

Now friends, ask a tobacco expert why the tobacco sold American during the 1939 auction season in Fairmont, North Carolina, brought 33 per cent above the average market price as published by the United States Department of Agriculture, and he could give you dozens of reasons, and that's only natural. These independent tobacco men the auctioneers, buyers, warehousemen - it's their business to know tobacco in its various grades and qualities - but they're no different than you or me - they enjoy a fine cigarette as much as we do. They're just a little more critical, and being experts they know that the one thing that's most important in a cigarette is the tobacco. They see the makers of Lucky Strike Cigarettes pay these higher prices to obtain the finer, lighter, milder leaf. And when it comes time for experts to pick the cigarette they want to smoke, naturally they choose Lucky Strike by an overwhelming majority. How remember, I told you, in preparing our Hit Parade each week, we take the advice of the public in selecting the songs they prefer to hear - ! won't you, reciprocate by accepting the opinion of these tobacco experts, and smoke the smoke they smoke? Because I'm sure that just as your opinion gives us better music on the Hit Parade, so their opinion will give you a better smoke every time.

ris

("JERSEY BOUNCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE: Here's a swingtime special that's coming on the Parade for the first time tonight.

Mark Warnow and the Orchestra hit it up with the ninth ranking tune..."

JERSEY BOUNCE".

(MUSIC SWELLS AND FINISHES)

segue to

emem

("ALWAYS IN MY HEART" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WCOD:

Number FOUR! After three weeks out of the big time, this ballad returns to the Parade with glory and shows up in fourth place in the standings. It's yours truly for the vocal of "ALWAYS IN MY HEART."

(MUSIC SWELLS AND FINISHES)

segue to

emom

MAVY SPOT

(NAVY SONG)

%00D:

"Anchor's Aweigh"...the great Navy song...and it means it's time for Your Hit Parade to salute the men in the United States Naval Forces. Joan Edwards, you're on deck with a song for the sailors.

EDWARDS:

Okay, Barry....It's heading straight to all you Navy men and Coast Guarders...in the air and in the subs... on duty over the seven seas. We know you've got that special brand of Navy fight that's soing to make it curtains for the axis. Here's a tune, Navy....and I sure hope you like it..."Crazy Rhythm".

("CRAZY RHYTHM" EDWARDS, HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

EDWARDS:

There it is Navy - and we'll be on the line later on with a Song Tribute for the Army.

(PLAY OFF)

5/9/42

("JOHNNY DOUGHBOY" WOOD & ORCHESTRA)

(FADE FOR AMMOUNCEMENT)

WOOD: Number TEN! A very timely tune makes its way to the Parade to take its premier bow in the survey ratings.

I'd like to introduce the ballad that's getting

started in tenth place.

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."

(MUSIC SWELLS AND FINISHES)

segue to

5/9/42

("I DON'T WANT TO WALK WITHOUT YOU" . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX: Joan Edwards takes a turn with the ballad

hit that ranks sixth on the list...

"I DON'T WANT TO WALK WITHOUT YOU."

5/9/42

BARUCH:

(ON CUE) We pause for station identification.

THIS IS THE COLUMBIA BROADCASTING SYSTEM .

(SNEAK THEME TO FINISH)

....STATION BREAK....

ARMY SPOT

(LUCKY STRIKE TIME)

segue to

(ARMY SONG)

WOOD:

Your Hit Parade goes into military formation for a musical tribute to the men of the United States Army. That's the marching song of the militons of you fellows who are headed for front line battle stations... equipped with courage and power to lead the attack to Victory. We salute you, men of the Army with a song... as Mark Warnow leads the Orchestra in that great Lucky Strike Extra.... "That's A-Plenty."

("THAT'S A PLENTY" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD:

That was for the Army...and here's wishing all you men in all the services godspeed and good fortune.

And now, friends, here's Martin Block.

COMMERCIAL #2

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #2 - May 9, 1942

5/9/42

BLOCK:

Folks, I just read a mighty interesting book on the history of early Virginia, and you know, it's really smazing how much romance you can find in history.

I came across one mighty romantic story which I think might interest you. You see, a great many of the men who came to America around the year 1607 from England and France came here to find just one thing - gold.

LUCKY STRIKE "YOUR HIT PARADE" Commercial #2 cont. May 9, 1942

BLOCK:

And they found it all right, but instead of a cold, hard metal that came out of the earth and very often brought heartache and disaster, they found it in the form of a soft, golden leaf that grew right on the surface of the earth, and brought pleasure and comfort. Yes, they found tobacco, and that tobacco, for quite a long period, actually supplanted gold as money in Virginia. There just wasn't anything that you couldn't buy with tobacco. But you know, friends, just as fine gold is graded by expert jewelers and stamped 14 karat, so today tobacco is graded by experts. These experts really know tobacco - they also know that no cigarette can be any better than the tobacco it contains. And just as fine gold bears the jeweler's stamp of approval, so today they see fine tobacco, which The American Tobacco Company pays well above the average market price at auction after auction all over the South to obtain, marked with the letter "A." These experts know that that letter "A" on a basket of tobacco is equivalent to 14 karats on a bit of gold. That's why with these tobacco experts, it's Luckies, two to one. And so, friends, won't you remember that just as when you buy a lovely gold ring you look inside to see the jeweler's stamp of approval, when you buy cigarettes, ask for Lucky Strike, the cigarette that contains that golden leaf, and bears the stamp of approval of tobacco experts.

5/9/42

Hit Parade

(FANFARE NUMBER THREE)

BARUCH:

The top three songs in America this week...and here's Barry Wood to give you the complete story of the winners.

WOOD:

Okay, Andre....and we're leading off with the Number THREE song...It's the ballad from the Dorothy Lamour picture "The Fleet's In" that tonight winds up an extra-busy week to take third place honors. The Hit Paraders and I sing....." TANGERINE."

("TANGERINE" .

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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5/9/42

(FANFARE NUMBER TWO)

WOOD:

The Number TWO song...You can chalk up a big jump in the rankings for this Hoagy Carmichael hit as it moves into the second highest position on the Parade.

Joan Edwards sings the runner-up tune..."SKYLARK."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

5/9/42

(FANFARE NUMBER ONE)

WOOD:

Number ONE....The title spot goes to a three-time winner...the song that's coming home in first place for the third consecutive week. The Hit Paraders sing America's favorite song of them all
"SOMEBODY ELSE IS TAKING BY PLACE."

("SOMEBODY ELSE IS TAKING MY PLACE" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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 and Martin Block. Meanwhile, don't forget our country needs the help of each and every one of us in winning this war. We must each do our part. Uncle Sam has told us that our purchases of War Bonds and Stamps must double. So - buy them often and do buy as many as you can. And now, until next week, goodnight for Martin Block, Joan Edwards, Mark Warnow and the Hit Paraders ... and for Lucky Strike this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME)

emem

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

emcm

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #366

May 16, 1942

9:00 - 9:45 P.M.

REPEAT BROADCAST SUNDAY 5/17/42

CUE:

(COLUMBIA BROADCASTING SYSTEM)

ANNC'R:

Smoke the smoke tobacco experts smoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 INCLUSIVE - SOLD AMERICAN)

ANNC : R:

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)

ANNC'R:

Lucky Strike presents Your Hit Parade ... the nation's ten favorite songs of the week ... determined by Your Hit Parade Survey - a thorough check of the top sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders ... Yes, Your Hit Parade Survey compiles an accurate, authentic report of America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's number FIVE ... "I DON'T WANT TO WALK WITHOUT YOU".

("I DON'T WANT TO WALK WITHOUT YOU" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD:

Hello, everybody ... this is Barry Wood ... We started things off with the tune that rates fifth place on the Parade ... "I Don't Want To Walk Without You". Heading the cast tonight are Martin Block, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra and we're ready and rarin' to bring you the nine other survey champs and a trio of Lucky Strike Extras in tribute to the men of our fighting forces ... Now, the Parade swings into line as Mark Warnow and the Orchestra sound off with the Lucky SEVEN song of the week

("JERSEY BOUNCE" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

("SLEEPY LAGOON" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number EIGHT: Here's a newcomer that was first published ten years ago in England as a concert piano solo. A few months ago it was made into a popular song and tonight finds it starting on the Parade in EIGHTH place. The Hit Paraders sing ... "SLEEPY LAGOON".

(MUSIC SWELLS AND FINISHES)

segue to

NAVY SPOT

("ANCHOR'S AWEIGH")

WOOD: Your Hit Parade salutes the men of the fighting forces of our country....And, first, here's a song dedicated to the boys of the United States Naval Forces. Joan Edwards, you're on for a song for the Navy Blue.

EDWARDS: Right, Barry ... and hello, fellows ... I'm sending this tune to all you Navy men and Coast Guarders who are manning our battle stations all over the world. It's the swell all time favorite ... "BUTTON UP YOUR OVERCOAT".

("BUTTON UP YOUR OVERCOAT" . . . EDWARDS & HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: Okay, Joan ... and that was for you Navy. We'll be shooting one out to the Marines in just a few minutes.

COMMERCIAL #1

WOOD:

a young man who believes there's no

compromise with fact S... Martin Block.

BLCCK:

can't help but notice, as you listen to the radio and read the newspapers today, that one word that was always in the news has disappeared entirely. You hear no talk about appeasement ...or compromise ... Appeasement and compromise have disappeared from the war-time dictionary of the allied nations. They have dropped out for just one reason. There can be no appeasement - there can be no compromise in times like these. And, I suppose you are saying: "What has all this got to do with Lucky Strike Cigarettes?" Well, friends, the word "Compromise" has always been out of our dictionary because in selecting the tobacco that goes into your Lucky Strike Cigarettes, there can be no compromise with quality. We know that no eigerette can be any botter than the tobacco it contains. And if you'll bear that thought in mind, this typical auction, as reenacted for you by Basil Ruysdael, will mean a great deal more to you.

(MORE)

(CHANT - CROWD NOISE - SOLD (MERICAN)

WHSMAN:

204 (CHANT)

RUYSD/.EL:

Ladies and gentlemen, the scene is a big tobacco warehouse in Louisburg, North Carolina. Hundreds and hundreds of baskets of fragrant tobacco line the floor. Over a dozen buyers are bidding for the leaf - bidding in open competition!

(CHANT UP - SOLD TO X COMPANY)

WHSHIN:

Good tobacco, boys 221 (CHANT)

RUYSDAEL:

Good tobacco, says the warchouseman and you can bet these buyers know! They can judge the real quality of tobacco at a glance! So the warchouseman's opening price on this basket of 22 - 22 dollars a hundred pounds has already been bid up to $23\frac{1}{2}$ - and now Lucky Strike makes it 24 - 24 - an export company bids $24\frac{1}{2}$ - another cigarette company 25 - a leaf company 26 -but Lucky Strike raises it to 27 - 27 dollars. And I think - yes - here's another basket of fine mild tobacco headed for Luckies.

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK:

Now, friends, that's a reenactment of a typical auction of the 1939 crop and Louisburg, North Carolina where the American Tobacco Company paid 31 per cent above the average market price as published by the United States Department of Agriculture for the tobacco it bought, not because we want to pay more for the tobacco, but because at every auction, competition is keen when a basket of fine tobacco is effered for sale and independent tobacco experts, warehousement, auctioncers, and buyers who attend these auctions, see with their ewr eyes, the makers of Lucky Strikes paying the price for the finer leaf. These experts know that the sceret of a fine eigarette is fine tobacco, and, that explains why, with these mon who know tobacco best, it's Luckies 2 to 1. Please remember, friends, that when you are selecting a eigerette, there should be no comprenise in your dictionary. Because, if no eigarctte can be any better then the tobacco it centains, then the sene and sensible w my to get a botter smoke is to ask for Lucky Strike, the Cigarette that means fine tebacco!

("ONE DOZEN ROSES" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! A lively new jingle rises from the ranks to take its place on the survey list. I'd like to introduce the tune that's coming on in the tenth position ... "ONE DOZEN ROSES".

(MUSIC SWELLS AND FINISHES)

segue to

("MISS YOU" EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE: Joan Edwards adds a vocal refrain to the ballad that's holding down ninth place in the ratings ...
"MISS YOU."

(MUSIC SWELLS AND FINISHES)

segue to

MARINE SPOT

(MARINE SONG "From the halls of Montezuma to the shores of Tripoli" WOOD: ... that's the Marine Hymn .. and it means it's time to tip our hats to you leatherneck heroes of the United So here's luck to you, - collect ... and here's a tune to go with it. The Hit Paraders and I sing ... "RIO RITA". . WOOD, HIT PARADERS & ORCHESTRA) ("RIO RITA" (MUSIC SWELLS AND FINISHES) (APPLAUSE) a little later on vine gold tune There it is, Marines ... and Test WOOD: for the United States Army.

eds

segue to

("MOONLIGHT COCKTAIL" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! The Hit Paraders surround the mike and sing out the sixth ranking song of the week ...

"MOONLIGHT COCKTAIL".

(MUSIC SWELLS AND FINISHES)

segue to

ada

("SOMEBODY ELSE IS TAKING MY PLACE ... EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

sanfinhandwith

WOOD:

Number FOUR! It's Joan Edwards on stage to restar a

chorus of the ballad that rates fourth at the polls ...

"SOMEBODY ELSE IS TAKING MY PLACE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ANNC'R: (ON CUE) We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

.... STATION BREAK

ARMY SPOT

(APPLAUSE)

WOOD: That's it, Faller ... and we send wishes for success and good fortune to all you men in all the branch of the Armed Forces.

COMMERCIAL #2

WOOD:

BLOCK:

And now . Hit Paraders, here's Martin Block. Thank you, Barry. I wonder how many of you folks ramember the story of Aladdin and his wonderful lamp? Remember how all he had to do was to rub the lamp, and when the Genii appeared, (and I don't mean Jeanic with the light brown hair) was to say, "Genii, I want a great, big, beautiful house" or, "Genii, bring me a juicy stoak, And lo and beheld, there it was! Yes, getting the best of everything was a very simple matter for Aladdin. I'll bet if you had a magic lamp and you rubbed it and scid. "Genii, bring me the finest digarettes," why, before you could say, "Jack Robinson" a package of Lucky Strikes would drop right into your lap. Sure it would. Geniis are smart. They know everything. And that reminds me of tebacco experts. They're smirt, too. You can't fool 'em. You ask those independent tobacco exports; warehousemen, auctioncers, buyers of tobacco, what eigerettes they profor, and you can bet your bettem dollar they'll say LUCKIES, 2 to 1.

(MORE)

BLOCK: (Contd)

Believe me, friends, they know their tobacco and really, that's all you have to know in order to pick a good eigarette. Because, after all, what is a cigarette but tobacco? And the finer the tobacco, the finer the cigarette. . And, when these experts see the makers of Lucky Strikes paying the price at auctions all over the South to get that fine tobacco, no wender they smoke Luckies.

Now, friends, I can't give you Aladdin's magic lamp. I wish I could. But the next time you wish for a truly fine eigerotte, be sure you ask for Lucky Strike! (FANFARE NUMBER THREE)

ANNO'R:

The three top ranking songs in America this week ... and here's Barry Wood with the complete survey report on the winners.

WOOD:

Okay ... and we're showing off with the number three song. A consistent high rater during the last three weeks, tonight it shows up in third place in national favor. I'd like to sing the number THREE song ...

"SKYLARK".

("SKYLARK"

WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(FANFARE NUMBER TWO)

WOOD:

The Number TWO song ... It's a step forward for this ballad as it climbs up to the second highest spot on the Parade. Joan Edwards and the Hit Paraders sing the runner-up tune ... "TANGERINE".

("TANGERINE" EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD: Number ONE! And a longshot passes the field to come home the winner. Last week in fifth place, tonight finds it in the honor position on the Parade. Here's the top ranking song of them all ... "DON'T SIT UNDER THE APPLE TREE".

("DON'T SIT UNDER THE APPLE TREE" . . . WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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 and Martin Block. In the meantime, there's one thing that we all can do to contribute to victory for our country. Buy United States War Bonds and Stamps. Let's all buy them regularly and do our share in defeating the axis. And now, until next week, goodnight for Martin Block, Joan Edwards, Mark Warnow and the Hit Paraders ... and for Lucky Strike this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME)

ANNC'R: 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)

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

THE AMERICAN TOBACCO COMPANY YOUR HIT PARADE - No. 367

As Broadcast

REBROADCAST SUNDAY 5/24/42 12:00-12:45 A.M.

9:00 - 9:45 P.M.

CUE:	(COLUMBIA	BROADCASTING	SYSTEM)
((O seconds)

ANNOUNCER: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 25 AND 27 INCLUSIVE - SOLD AMERICAN)

ANN'CR: 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.....)

RUYSDAEL: Lucky Strike presents Your Hit Parade...the ten top ranking songs in the nation - determined by Your Hit Parade Surveya thorough check of the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders. Yes, Your Hit Parade Survey compiles an accurate authentic report on America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's Number NINE... "MISS YOU".

("MISS YOU"... WOOD, GIRLS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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WOOD

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Hello, everybody...this is Barry Wood....Our head off tume was the ninth ranking song in the country this week.... "Miss You". On the Parade tonight are Martin Block, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra...and our official business is to bring you the nine more survey winners...and a trio of Lucky Strike Extras in salute to the men in our fighting forces. That's the summary of the festivities, so here we go. Joan Edwards steps up to sing the ballad that takes FIFTH place in the national standings.... "SKYLARK".

("SKYLARK" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

1e

5/23/42

("SLEEPY LAGOON" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

11

Number FOUR! It's a major leap in the rankings and ratings for this tune as it moves into the fourth position on the Parade. The Hit Paraders sing.... "SLEEPY LAGOON".

(MUSIC SWELLS AND FINISHES)

segue to

ARMY SPOT

(ARMY SONG.....)

WOOD:

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Your Hit Parade goes into service formation to salute the men in our country's fighting forces. And first up is a song to you soldiers of our United States Army. It comes from all of us here to all of you on front line duty around the globe who are in there to do a winter job for Uncle Sam. Here's good luck, fellows... and we say it with that swell tune favorite... "IDA".

("IDA" WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD:

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That was for you, Army...and next on deck is a song . for the Naval Forces.

COMMERCIAL #1

COMMERCIAL #1

WOOD:

there's always a reason, Martin Block.

BLOCK:

You know, friends, before I was extended the privilege of talking to you on each of these broadcasts about Lucky Strike Cigarettes, I did just exactly as you do every Saturday night. I made it a habit to listen to Your Hit Parade on the air, because I wanted to know which songs were the top songs in the country. And being interested in advertising, I couldn't help but feel that one of the most important things ever said on this program was the statement that in a cigarette, it's the tobacco that counts. You know, that statement is just so doggone true that it can't help but impress you, Only by using fine tobacco, can you get a fine cigarette, and I'm going to ask Basil Ruysdael to reenact for you a typical auction scene, which I think will go a long way towards explaining how we go about acquiring the cream of the crop, that has made Lucky Strike stand for fine tobacco.

(FADE IN CHANT - CROWD NOISE & RUYSDAEL)

RUYSDAEL: ... and the bid's up to 24 - 24 dollars - oh - oh -

it's 242 now - but Lucky Strike bids 25 - 25 - 25 - and-

yes - the sale's to Luckies!

(CHANT UP - SOLD AMERICAN)

WHSMAN: 191 (CHANT)

RUYSDAEL: Ladies and gentlemen, you just heard a basket of fine mild tobacco sold to Luckies in this busy Whiteville,

North Carolina tobacco warehouse. And now the buyers are bidding on another basket - bidding in open competition;

(CHANT UP- SOLD TO FLEMING)

WHSMAN: Good tobacco, boys.... 21! (CHANT)

RUYSDAEL: You get what you pay for is the rule in buying tobaccoand on this basket of fine leaf, the bids are coming in
like lighthing. The warehouseman's opening price of
21 dollars a hundred pounds has already been bid up to
23 - and now Lucky Strike bids 23 - another cigarette !
company 24 - a leaf company 24 - an export company 25but Lucky Strike bids 26 - 26 dollars - and it's goinggoing -

(CHANT UP - SOLD AMERICAN)

BLOCK: And so, The American Tobacco Company acquires another basket of fine tobacco, to go into your Lucky Strike Cigarettes.

One would think that the interest of the auctioneer, the warehousemen, the buyers, in that tobacco would be ended.

But it's not. I'll tell you why. Like other auctions all over the South, those auctions of the 1939 crop at Whiteville, North Carolina where we paid 36 per cent above the average market price as published by the United States Department of Agriculture, were attended by independent tobacco experts who carefully examined the tobacco - who knew the quality of the leaf - and who, with their own eyes and ears, saw and heard, the makers of Lucky Strikes pay the price. Now these independent tobacco experts are right on their toes, - yes

tobacco. They know that it takes fine tobacco to make a fine cigarette, and when the time comes for them to choose the cigarette for their own smoking enjoyment, they remember what they saw and heard at the auctions. That's why, with these men who know tobacco best, it's Luckies 2 to 1. And don't forget, folks, there's an old saying, "Proof of the pudding is in the eating" - and the proof that this finer tobacco is in your Lucky Strike Cigarette comes from the smoking. Went you smoke one, real count. Thanks the same transfer to the country of the smoking.

And new Your Hit Parade continues. as Lovely Joan Edwards sings the swingtime ditty: that's in eighth place this .

week ... "JERSEY BOUNCE".

(MUSIC SWELLS AND FINISHES)

(applause)

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5/23/42

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND". WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

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Number <u>SEVENI</u> Here's the romantic ballad that America voted into the Lucky Seven spot on the Parade. It's yours truly in for the vocal of ...

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".

(MUSIC SWELLS AND FINISHES)

segue to

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NAVY SPOT

WOOD:

"Anchors Aweigh" ... and we stand at attention for a tribute to the mem of the United States Naval Forces. Joan Edwards, the stage is yours for a song to the Navy.

EDWARDS:

Right, Barry ... it's heading straight to all you sailors and coast guarders who sail the seven seas for Uncle Sam. Best of everything, fellows ... and I sure hope you go for "I CAN'T GIVE YOU ANYTHING BUT LOVE".

("I CAN'T GIVE YOU ANYTHING BUT LOVE" . . . EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD:

That was on the beam to the Navy, -Our next stop will be a song to the Marines.

(PLANETE)

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5/23/42

5/23/42

("MOONLIGHT COCKTAIL" HIT PARADERS & ORCHESTRA)

(FADE FOR ANHOUNCEMENT)

WOOD: Number SIX! The Wit Faraders huddle together and

give out with the tune that places sixth in the

country .. "MCONLIGHT COCKTAIL"

(MUSIC SWELLS AND FINISHES)

segue to

an

("SHE'LL ALWAYS REMEMBER" WOOD & ORCHESTRA)

(FADE FOR ANYOUNCEMENT)

WOOD:

34

Number TEN! Here's the ballad that's returning to the ranks after a short leave of absence to fill tenth place on the Farade ... "SHE'LL ALWAYS REMEMBER".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

5/23/42

RUYSDAEL: (ON CUE) We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

....STATION BREAK....

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5/23/42

MARINE SPOT

(LUCKY STRIKE TIME)

segue to

(MARINE SONG)

WOOD: Your Hit Parade carries on with a song salute to the
United States Marines. Yes, it's a tune dedicated to
all you soldiers of the sea ... America's hard-hitting
Johnny-on-the-spot boys. We tip our hats to you,
hard Warnow and the outlier
leathernecks, and the song aims your way is ... "THE
PICCOLINO".

("PICCOLINO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That's the story, fellows ... and here's wishing good
fortune and success to all you men in all the branches of
our Armed Services.

COMMERCIAL #2

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LUCKY STRIKE "YOUR HIT PARADE" -14-Commercial #2

WOOD:

Now here's Martin Block.

BLOCK:

want to know that the restriction with the place of the finest, before you invested your money.

In that he was of the finest, before you invested your money.

In that he was of course you would. I'm sure that as a sane and sensible business man or woman, you would carefully investigate anything that was going to cost you a considerable sum of money. You note I say "a considerable sum of money." Now -- remember that little poem in school:

"Little drops of water, little grains of sand ...
Make the mighty ocean, and the mighty land."

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BLOCK:

I'm not particularly good at reciting postry, and I've only recalled that poem to your attention for one reason -when you buy a package of cigarettes, you make no great investment, but over a period of years, it does amount to a fairly sizeable sum. I think you'll agree with me that it's only good, common business sense to investigate carefully the cigarette you smoke. We folks who make your Lucky Strike Cigarettes welcome that investigation, because the quality of Luckies is based on just one thought -- that no cigarette can be any better than the tobacco from which it's made. In our sincere desire to please you, we unstintingly pay the price at market after market all over the South in order to buy that finer, lighter, milder tobacco, that insures a finer, lighter, smoother-smoking eigerette. No. friends, the Inchy-Stnike Cinemattes Will' have

formula is simple smoke is to use a finer tobacco, and it's on that basis that we invite you to get more smoking pleasure for your smoking dollar with Lucky Strike.

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Your Hit Parade

5/23/42

(FANFARE NUMBER THREE)

RUYSDAEL:

The three highest ranking songs in America ... and

here's Barry Wood with the story of the winners.

WOOD:

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Okay ... and here's the number THREE song ... it's

that big time hit from the motion picture

"The Fleet's In" that's up in the money again as

the third ranking song of the week. Joan Edwards,

the Hit Paraders TANGERINE".

("TANGERINE" EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(FANFARE NUMBER TWO)

WOOD:

The Number TWO song ... Russ Morgan's ballad rings

the bell again as it shoots up to second place

all over the nation. The Hit Paraders sing ...

"SOMEBODY ELSE IS TAKING MY PLACE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD:

Number ONE: Last week's title holder keeps its lead over the field and comes home for the second time as America's favorite of them all. I'd like to sing the first ranking song in the land ...

"DON'T SIT UNDER THE APPLE TREE".

("DON'T SIT UNDER THE APPLE TREE". WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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 and Martin Block. In the meantime folks, remember it's the duty and privilege of every American citizen to share the burden of our war expense. So if we go to our Bank regularly and buy as many United States War Bonds and Stamps as we can we'll be doing our part to speed victory for our great country. And now, until next week, goodnight for Martin Block, Joan Edwards, Mark Warnow and the Hit Paraders ... and for Lucky Strike this is Barry Wood saying ... so long for a while.

ANNOUNCER:

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

Mr. Boggiano Se Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #368

SATURDAY, MAY 30, 1942

REBROADCAST SUNDAY MAY 31, 1942 12:00-12:45 A.M.

9:00 - 9:45 P.M.

CUE:

(COLUMBIA BROADCASTING SYSTEM)

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 25 and 27 INCLUSIVE - SOID AMERICAN)

RUYSDAEL: 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.)

RUYSDAEL: Lucky Strike presents Your Hit Parade... the ten top
ranking songs in the country - determined by Your Hit
Parade Survey.....an up to the minute check of the best
sellers in sheet music and phonograph records, the songs
most played on the air and in the automatic coin machines,
and the songs most requested of the band leaders. Yes,
Your Hit Parade provides us with an accurate, authentic
report on America's taste in popular music. Now, here's
your singing star, Barry Wood, with the song that's Number
SIX "ONE DOZEN ROSES."

(APPLAUSE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

WOOD:

Hello everybody....this is Barry WoodOur curtain raiser tonight was the tune that rates sixth place on Your Hit Parade...."One Dozen Roses". On call for the evening are Martin Block, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra...and we're all on the bandwagon to bring you your survey winners of the week and three Lucky Strike Extras dedicated to the mon in the armed services. Onow, the Parade swings into action....as Joan Edwards makes her bow with the ballad that fills the Number FIVE position..."SKYLARK."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

arc

(FADE FOR ANNOUNCEMENT)

WOOD: Number NINE: Here's one of the big hits of this season

that was written thirty years ago.

The Hit Paraders sound off with the ninth ranking song....

"MOONLIGHT COCKTAIL."

(MUSIC SWELLS AND FINISHES)

segue to

arc

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Your Hit Parade

MARINE SPOT

(MARINE SONG)

WOOD: Your Hit Parade salutes the men in the fighting forces of our country....And right now, it's hats off to you leathernecks of our great United States Marines. Joan Edwards, you're on for a song to the Marines.

EDWARDS: Right, Barry ... and hi fellows .. here's a swell tune favorite that's heading towards you. And believe me, it comes with best wishes to all you Marines on land and sea all over the world. Good luck, leathernecks .. and I hope you like .. "THE LADY IN RED".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was a song for you, Marines ... our next goes out to the boys of the United States Army.

COMMERCIAL #1

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LUCKY STRIKE "YOUR HIT PARADE" Commercial #1 - May 30, 1942

WOOD:

Now here's that well-known specialist in good old everyday common-sense - Martin Block.

BLOCK:

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Isn't it funny, how in spite of the fact that we all know that the shortest distance between two points is a straight line, we all tend to wander away from that straight line - to meander off into dead ends, and become side-tracked.

I wonder if that isn't something like choosing a cigarette. Because, after all, the only way to determine the quality of a cigarette is to find out about the tobacco from which it's made. Let's have Basil Ruysdael show us how the makers of Lucky Strike Cigarettes go about acquiring that finer tobacco that makes Lucky Strike such a fine smoke ...

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Commercial $\frac{n}{n}$ l - (CONT'D)

(FADE IN CHANT - CROWD NOISE AND RUYSDAEL)

RUYSDAEL: We're reenacting a typical tobacco auction in Lumberton,

North Carolina, and here's a basket of fine mild tobacco
that's going - going
(CHANT UP - AMERICAN)

WHSMAN: 201 (CHANT)

RUYSDAEL: This huge warehouse is filled with baskets of fragrant leaf - thousands of pounds of it - yet each basket is examined individually;

(CHANT UP - SOLD TO EVANS)

WHSMAN: Good tobacco, boys ... 221

RUYSDAEL: The better the tobacco - the higher the bidding goes - and on this basket of fine mild leaf, the bids are coming thick and fast. The warehouseman's opening price of 22 dollars a hundred pounds was instantly bid up to $22\frac{1}{2} - 23 - 23\frac{1}{2}$ and now Lucky Strike bids $2\frac{1}{4}$ - another eigerette company $2\frac{1}{4}\frac{1}{2}$ a leaf company 25 - an export company 26 - but Lucky Strike raises it to 27 - 27 - 27 - and here's the sale to the highest bidder!

(CHANT UP - SOLD AMERICAN)

arc

BLOCK:

."

Now, friends, if we bear in mind the one thought - that a cigarette can be no better than the tobacco from which it is made, if we just stop and realize that at auctions of the 1939 crop at Lumberton, North Carolina, The American Tobacco Company paid 32 per cent above the average market price, as published by the United States Department of Agriculture, to obtain that better tobacco, then nothing else that I can say should be necessary to convince you that just as independent tobacco experts prefer Luckies by two to one, so Luckies is the cigarette that's bound to please your taste. And if you'll only remember that no cigarette can be any better than the tobacco from which it's made, we're sure to find that the shortest distance from our lips to a grand smoke, is the time it takes to walk to the nearest tobacco counter and ask for Luckies.

arc

BLOCK: And now the Hit Parade carries on with the swingy ditty that's holding the Lucky SEVEN spot this week. Barry Wood and the Hit Paraders with "JERSEY BOUNCE".

APPLAUSE

segue to

arc

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(FADE FOR ANNOUNCEMENT)

WGOD:

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Number FOUR! It's a high position on the Parade for this English song contribution as it captures fourth place in the national rankings. The Hit Paraders sing...

"SLEEPY LAGOON".

(MUSIC SWELLS AND FINISHES)

segue to

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ARMY SPOT

(ARMY SONG)

WOOD: It's time for a song salute to the men of the United
States Army ... In training camps and on the battle fields,
you're showing your colors ... the kind of Yankee fight
that's going to spell victory for Uncle Sam. It's a
tribute to you, Army, with Mark Warnow and the Orchestra
playing that big time, all-time Hit Parader ...
"THE CONTINENTAL".

("THE CONTINENTAL" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was for you Army ... and we'll be on deck in a little while with a salute to the United States Naval Forces.

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("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND". . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

45

Number EIGHT! It's a vocal my way of the ballad you voted into eighth place in the survey standings...

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".

(MUSIC SWELLS AND FINISHES)

segue to

arc

("I'LL KEEP THE LOVELIGHT BURNING".....EDWARDS & ORGHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN! And here's a newcomer that's making the grade for the very first time. Joan Edwards introduces the ballad that's getting started in tenth place ...

"I'LL KEEP THE LOVELIGHT BURNING".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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RUYSDAEL: (ON CUE) We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

....STATION BREAK

arc

NAVY SPOT

(LUCKY STRIKE TIME)

segue to

(NAVY SONG)

WOOD: Your Hit Parade pays tribute to the men of our Naval Forces. It all you sailors and Coast Guardsmen serving in the air .. on the sea and under it .. all America is cheering for you, Navy .. and we salute you with a Lucky Strike Extra ... "CAROLINA IN THE MORNING".

("CAROLINA IN THE MORNING" WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That's it Navy ... and it's best luck, success and godspeed from all of us here to all you men in uniform.

COMMERCIAL #2

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LUCKY STRIKE "YOUR HIT PARADE" Commercial #2 - May 30, 1942

WOOD:

Now, here's Martin Block --

BLOCK:

Thank you, Barry and folks, it so happened that this afternoon, while I was doing a little shopping, I arrived in the vicinity of 34th Street and 5th Avenue .. and standing under the Empire State Building, and looking up and seeing its towers reaching over a thousand feet into the air ... a thought occurred to me - that it actually takes longer to produce one Lucky Strike Cigarette than it took to build that entire building. Yes sir, it took only 19 months to build the Empire State Building, and yet it takes from two to four years to produce a Lucky Strike Cigarette.

COMMERCIAL #2 (cont'd)

BLOCK:

Of course, the actual making of a Lucky Strike takes only a fraction of a second, but the growing, the aging, the blending of the tobacco that goes into the cigarette literally takes years. And doesn't that clearly indicate to you the importance of tobacco in a cigarette? Perhaps now you can understand why the makers of Lucky Strike consistently, at market after market all over the South, pay the price in order to obtain that finer, lighter, milder tobacco, which has made the name Lucky Strike synonymous with fine tobacco. Yes, we could have the most modern, up-to-date plant, the finest machinery, the most capable workmen, but we could never have a really fine cigarette without really fine tobacco. And independent tobacco experts, men who have spent years and years as tobacco buyers, warehousemen, and auctioneers, know this to be a fact, and when they see us paying the price to get this finer tobacco, it's little wonder that they make Luckies their personal smoking preference, - little wonder that they choose Luckies, two to one. Yes, friends, it's nice to know that when we light up a Lucky we're going to enjoy tobacco at its best, unhurried in its development tobacco that's naturally good.

(FANFARE NUMBER THREE)

RUYSDAEL: America's three top songs of the week ... and here's Barry Wood with the survey play-by-play.

WOOD: Okay, Basil Ruysdael. And first on the list is the number THREE song ... a steady favorite for the past ten weeks, tonight it shows up as the third ranking song in the nation. The Hit Paraders sing ...

"SOMEBODY ELSE IS TAKING MY PLACE".

("SOMEBODY ELSE IS TAKING MY PLACE". . . . HIT PARADERS & ORCH.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(FANFARE NUMBER TWO)

WOOD: The Number TWO Song The runner-up spot on the

Parade goes to Johnny Mercer's song hit from the movie
"The Fleet's In". Joan Edwards sings the second ranking

tune of the week ... "TANGERINE".

("TANGERINE" EDWARDS, HIT PARADERS & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(FANFARE NUMBER ONE)

WOOD: Number ONE! Here it is ... America's top tune of them all ... the song that rates the honor position for the third consecutive week ... I'd like to sing ...
"DON'T SIT UNDER THE APPLE TREE".

"DON'T SIT UNDER THE APPLE TREE" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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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 and Martin Block. In the meantime, folks, remember that one of the best ways we all can serve our country now is to 'e keep buying war bonds and stamps. Our dollars and dimes go a long way in this fight for freedom. So go to your local druggist or other retail store and buy War Bonds and Stamps regularly. And now, until next week, goodnight for Martin Block, Joan Edwards, Mark Warnow and the Hit Paraders ... and for Lucky Strike this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME)

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RUYSDAEL:

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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

As Broadcast

COLUMBIA BROADCASTING SYSTEM

YOUR HIT PARADE #369

SATURDAY JUNE 6, 1942

9:00 - 9:45 PM

6/6/1:2

REBROADCAST SUNDAY 6/7/42 12:00-12:45 A.M?

CUE:

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(COLUMBIA BROADCASTING SYSTEM)

RUYSDAEL: Smoke the smoke tobacco experts amoke.

RIGGS: (CHANT ENDING BETWEEN 25 and 27 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: 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)

RUYSDAEL: Lucky Strike presents Your Hit Parade .. the nation's ten top ranking songs of the week .. determined by Your Hit Parade Survey - a careful seven day check of the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders. Yes, Your Hit Parade Survey compiles an accurate, authentic report of America's taste in popular music. Now, here's your singing star, Barry Wood, with the song that's number SEVEN ... "ONE DOZEN ROSES"

(AMERICAN)

("ONE DOZEN ROSES" WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

cs (APPLAUSE)

WOOD:

Hello, everybody -- this is Barry Wood .. Your Hit

Parade got started with the tune that holds the Lucky

Seven spot on the list .. "One Dozen Roses". In the

dug-out tonight are Martin Block, Joan Edwards, the Hit

Paraders and Mark Warnow and the Lucky Strike Orchestra.

We're all set to bat out your nine remaining song

winners and three Lucky Strike Extras dedicated to the

men in our country's fighting forces. Now, the Parade

picks up the beat, and off we go with a swingtime member

of the survey ranks. Mark Warnow and the Orchestra

play the number SIX song .. "JERSEY BOUNCE".

("JERSEY BOUNCE" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

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(FADE FOR ANNOUNCEMENT)

WOOD: Number <u>FOUR1</u> America's votes show that the popular choice for the fourth ranking position is Hoagy

Carmichael's latest hit .. "SKYLARK"

(MUSIC SWELLS AND FINISHES) segue to

CS

ARMY - SPOT

(ARMY MARCH)

WOOD: Your Hit Parade salutes the men in the armed services of our country .. Joan Edwards .. you're commissioned to sing a song to the doughboys of our United States Army.

EDWARDS: Right, Barry, and this one goes to all you soldiers from Iceland to Panama, from Australia to Ireland, wherever you are, ready and set to do the job for Uncle Sam.

So, here's to you, Army ... and we say it with a swell song favorite .. "FINE AND DANDY".

("FINE AND DANDY". EDWARDS, HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That one was for you Army. We'll be around again in a little while with a song for the Marines.

COMMERCIAL #1

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WOOD:

Now, here's that man who's famous for getting right down to brass tacks ... Martin Block.

BLOCK:

You know, friends, in this old world of ours, it's very seldom we ever get anything worth-while unless we pay for it. It's truly said you pay for what you get and you get only what you pay for. Particularly in the purchase of tobacco is that very true, because as you no doubt know, most tobacco is sold at public auction. Let's see how the makers of Luckies go about getting that finer tobacco. Let's listen to Basil Ruysdael, as he reenacts for us a typical auction scene.

(MORE)

(FADE IN CHANT - CROWD NOISE - SOLD AMERICAN)

WHSMAN:

191 (CHANT)

RUYSDAEL:

Ladies and gentlemen, we're in a huge tobacco warehouse in Pamplico, South Carolina. Farmers have come here from many miles around to see their tobacco sold - sold, basket by basket, to the highest bidder.

(CHANT UP - SOLD TO VALENTINE)

WHSMAN:

Good tobacco, boys :.: 211

RUYSDAEL:

Each basket of tobacco is sold strictly on its own merits - and there are over a dozen buyers bidding in open competition. On this basket up for sale now, the warehouseman opened the bidding at 21 dollars a hundred pounds. But the price is already up to 22½ dollars - and now Lucky Strike bids 23 - another cigarette company 23½ - a leaf company 24 - an export company 25 - but Lucky Strike raises it to 26 - 26 - 26 - and - yes - here's some more fine mild tobacco headed for Luckies!

(CHANT UP - SOID AMERICAN)

BLOCK: And there, friends, you have heard a typical auction scene of the 1939 crop at Pamplico, South Carolina, where the American Tobacco Company paid 34 per cent more than the average market price as published by the United States Department of Agriculture, for the tobacco it bought for its cigarettes and other fine tobacco products. Now, were this to be a regular commercial announcement, the next thing I should tell you would be how the independent tobacco experts, the auctioneers, buyers, warehousemen, who attend these auctions, and who know it takes a fine tobacco to make a fine cigarette, smoke Luckies two to one. But, tonight, I want to tell you what I thought the first time I heard that the makers of Luckies paid higher prices to get the finer tobaccos. I said to myself: "That's silly. How can you expect to stay in business if you are going to do that, and yet charge no more for your cigarettes. But then came the day when I was allowed to visit Lucky Strike factories, when I saw auctions, when I was practically taken into the business, and shown how the makers of Luckies operate. And, brother, I found out fast that wasn't so silly after all, because when you put finer tobacco into a cigarette, you are going to sell more cigarettes, and have millions of smokers buying your product and praising it. Yes, it's simply a matter of good business to give your customers that extra bonus of finer, lighter, milder tobacco in every Lucky Strike Cigarette. Why don't you collect your bonus of extra smoking pleasure this very night.

ATX01 0014354

YOUR HIT PARADE

BLOCK:

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Now I see that the Hit Paraders are lining up to sing out the tune that ranks Number TEN across the nation, it's "MOONLIGHT COCKTAIL."

("MOONLIGHT COCKTAIL"...... HIT PARADERS & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

segue to

("SOMEBODY ELSE IS TAKING MY PLACE". . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number <u>EIGHT</u> Joan Edwards adds a vocal refrain to the ballad that occupies the eighth position on the Parade .. "SOMEBODY EISE IS TAKING MY PIACE".

(MUSIC SWELLS AND FINISHES)

segue to

MARINE SPOT

(MARINE SONG)

WOOD:

It's time for another salute to the Armed Forces
and this one is dedicated to the men of the United
States Marines Yes, Marines, here's a song your
way ... aimed at all you leatherneck champs who always
get there first. On land and sea, you're fighting in
the front line for victory. So, it's hats off to you,
Marines, as we strike up the band with a great Lucky
Strike Extra ... "ROSALIE"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD:

Good luck, Marines ... and there's a song for the United States Naval Forces coming up in a few minutes.

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(TANGERINE" EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

37

Number FIVE! Joan Edwards sings the song that takes

the middle berth on the Parade this week ...

"TANGERINE".

(MUSIC SWELLS AND FINISHES)

segue to

arc

(FADE FOR ANNOUNCEMENT)

WOOD:

Number NINE: ... and a newcomer joins the Parade to take its first bow with the survey winners. I'd like to introduce the jingle that's starting off in ninth place ...

"THREE LITTLE SISTERS"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

arc

RUYSDAEL:

(ON CUE) We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

... STATION BREAK ...

arc

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NAVY SPOT

(LUCKY STRIKE TIME.)

segue to

WOOD:

Your Hit Farade carries on with a song tribute
to you men in the United States Naval Forces to all you sailors and coastguardsmen who are
patrolling the oceans and keeping the sea
lanes open ... throughout
the world. Saluter you ...
"LA CONGA."

("LA CONGA" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD:

That's it, fellows ... and here's wishing the best of everything, success and good luck to all you men in all the branches of our country's fighting forces.

COMMERCIAL #2

arc

BLOCK:

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Friends, this is Martin Block back at the microphone, and I didn't want Barry to introduce me as he usually does at this time, for a very definite reason. I know when I am listening to the radio and they introduce the man who delivers the commercial announcements, I subconsciously say: "OH; OH; Here's where they are going to sell me something again and since right now it's my intention to let you in on a little secret, instead of trying to sell you anything, I just thought I would get up here and introduce myself. I suppose you folks know that on practically every sponsored radio broadcast, the sponsor writes the copy for the announcer to read, and he reads it just as it's written.

(MORE)

BLOCK:

The little secret I want to let you in on is that when I talk to you about Lucky Strike Cigarettes, what I say is my own personal belief, and from my own personal knowledge. The heads of The American Tobacco Company invited me to learn anything and everything that I wanted to know about their business, and then, as just an average smoker, to come up here and tell you about it. No one tells me what to say on these little talks I have arranged for you. When I tell you about paying the price to get the finer tobacco. it's because I have seen the auctions. When I tell you that with my own eyes I have seen hundreds and hundreds of sworn affidavits by independent tobacco experts, attesting to the fact that they prefer Luckies it's the truth. When I tell you that no cigarette can be better than the tobacco it contains your own common sense tells you that that's the truth. And I can't help but believe that you will agree with me that if the makers of Lucky Strike Cigarettes have sufficient faith in their product to permit me to do these things, you can well afford to have faith in Luckies and adopt them as the cigarette that will give you more smoking pleasure.

(FANFARE NUMBER THREE)

RUYSDAEL:

The three top ranking songs in America ... and here's

Barry Wood with the survey story.

WOOD:

Okay Basil Ruysdael ... and leading off is the number

THREE song This ballad took a big jump in the

ratings and moved all the way up to the pay-off

window. I'd like to sing the third ranking song in

the country

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND" .. WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FANFARE NUMBER TWO)

WOOD:

47

The Number TWO song The ballad that was born in England ten years ago keeps moving up the ladder and tonight finishes in second place all over the nation. The Hit Paraders sing the runner-up song :...

"SIEEFY LAGOON".

("SLEEPY LAGOON" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

(FANFARE NUMBER ONE)

WOOD:

17

Number ONE; Top honors again go to the big time ditty that is holding down the first ranking spot for the fourth consecutive time. Joan Edwards sings America's favorite song of them all ... "DON'T SIT UNDER THE APPLE TREE".

" ("DON'T SIT UNDER THE APPLE TREE" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

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:

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That's right, ladies and gentlemen, that's all for now ... but next Saturday we'll be back with Your Hit Parade and Martin Block. Remember, folks, buy War Bonds for freedom now -- Your savings and loan association is just one of the many places where you can make regular purchases of war bonds and stamps. And it's got to be regular. so make a point to buy as many as you can every pay day. And now, until next week, goodnight for Martin Block, Joan Edwards, Mark Warnow and the Hit Paraders ... and for Lucky Strike this is Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME)

ods

RUYSDAEL: (

21

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

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COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #370

SATURDAY, JUNE 13, 1942

9:00 - 9:45 P.M. EWT

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As Broadcast

REPEAT BROADCAST SUNDAY JUNE 14 12:00-12:45 A.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)

RUYSDAEL: Smoke the smoke tobacco experts smoke.

BOONE: (CHANT ENDING BETWEEN 25 and 27 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: 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 . . .)

RUYSDAEL: Lucky Strike presents Your Hit Parade ... the ten
favorite songs of the week...determined by Your Hit
Parade Survey - a careful, seven-day check of the top
sellers in sheet music and phonograph records, the songs
most played on the air and in the automatic coin machines,
and the songs most requested of the band leaders. Yes
Your Hit Parade is an accurate and authentic report of
America's taste in popular music. Now, here's your
singing star, Barry Wood, with the song that's Number
Nine..."THREE LITTLE SISTERS."

(APPLAUSE)

("THREE LITTLE SISTERS" WOOD, GIRLS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)
(APPLAUSE)

WOOD:

Hello, everybody...this is Barry Wood...Your Hit Parade sounded off with the jingle that takes minth place on the list.."Three Little Sisters"....the retinue tonight is headed by Martin Block, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra...and we'll be holding forth with your nine other survey tunes and a trio of Lucky Strike Extras for the men in our country's armed services. Now...let's get rolling with another big time Parade winner. Here's Joan Edwards to sing the FIFTH ranking song of the week.." TANGERINE".

("TANGERINE" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

eds

("ALWAYS IN MY HEART" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

77

Number <u>EIGHT</u>! After a month's vacation, this ballad returns to the ranks to occupy eighth place in the survey standings. The Hit Paraders sing....

"ALWAYS IN MY HEART".

(MUSIC SWELLS AND FINISHES)

segue to

eds

ARMY SPOT

(ARMY SONG)

WOOD:

77

It's time for Your Hit Parade to pay tribute to the members of our country's fighting forces...And first in line tonight is a song to you soldiers of the United States Army...On duty around the globe, fighting for victory for Uncle Sam and her allies, the United Nations. We look to you, Army...and salute you with an appropriate Lucky Strike Extra..." THERE'S A GREAT DAY COMING MANANA."

("THERE'S A GREAT DAY COMING MANANA" WOOD, HIT PARADERS & ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was for the Army....our next salute will ring out in a little while and head for the Marines.

COMMERCIAL #1

LUCKY STRIKE "YOUR HIT PARADE"

COMMERCIAL #1 - JUNE 13, 1942

· - 5 -

WOOD:

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Now here's the man who always looks behind the scenes ...

Martin Block.

scene.

BLOCK: You know, friends, to me a tobacco auction is almost as

thrilling as a football game, a baseball game, or a horse race ... thrilling, not because of the hub-bub or excitement, but because of what that auction actually means to every smoker. To illustrate, I am going to ask Basil Ruysdael to reenact for us a typical auction

(MORE)

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(FADE IN RUYSDAEL WITH CHANT ... CROWD NOISES B.G.)

RUYSDAEL: -- and it's 26 now - bid by Lucky Strike - 26 dollars!

Any more bids? ... Still 26 - and there goes another basket of fine, mild tobacco headed for Luckies!

(CHANT UP - SOLD AMERICAN)

WHSMAN: 191

77

(CHANT)

RUYSDAEL: Ladies and gentlemen, we're reenacting some of the exciting moments of a tobacco auction down in Ahoskie, North Carolina. This warehouse is lined from wall to wall with baskets of fragrant tobacco ...

(CHANT UP - SOLD TO GUNTER)

WHSMAN: Good tobacco, boys - 221

(CHANT)

RUYSDAEL: Each basket of tobacco is sold separately, you know - sold to the highest bidder: And on this basket - which the warehouseman started at 22 dollars a hundred pounds -- the bids have been flying - 22½ - 23 - 23½ - and now it's 2½ bid by Lucky Strike - an export company makes it 2½ - a leaf company 25 - and here's 26 from another cigarette company - now Lucky Strike shoots in 27 - 27 dollars. And I think - yes - here's the sale:

(CHANT UP - SOLD AMERICAN)

(MORE) ebm

BLOCK:

...

Ladies and gentlemen, at this typical auction of the 1939 crop at Ahoskie, North Carolina, where The American Tobacco Company paid 32 per cent more than the average market price, as published by the United States Department of Agriculture, for the tobacco we bought there, the tension was so great you could feel it all about you. "Why is there such excitement? Why is there md you say: such tension over something so commonplace as the sale of a basket of fine tobacco?" Friends, I will tell you why. It's because that quick sale represents the months and months of hard werk, painstaking effort on the part of the tobacco farmer, who grows the tobacco. That final high bid - that "Sold American" - on the basket of fine tobacco marked the end of intensive competitive bidding on the part of all the buyers, who had carefully examined the leaf, in order to acquire that finer tobacco.

(MORE)

ebm

BLOCK: (CONT'D)

But you and I, as just an average smoker, should be greatly interested and excited because in that sale, we have concrete evidence that when we buy a package of Lucky Strike Cigarettes, open, light one, and inhale that first, fragrant, pleasing puff, we may all rest assured that from that moment on, we can look forward to the pleasure of enjoying tobacco at its best. If further evidence is needed, we need only refer to the sworn statements of the independent tobacco experts, who attend these auctions and see who buys what tobacco. With these men, Luckies have twice as many exclusive smokers as all other cigarettes combined. And just looking at the evidence, nothing more that I could say, could possibly convince you any better, that Luckies are the cigarette for you.

Now your Hit Parade carries on with the jive ditty that takes the Lucky <u>SEVEN</u> spot this week. Mark Warnow and the Crchestra give out with...." <u>JERSEY BOUNCE</u>."

("JERSEY BOUNCE" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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epm

("WHO WOULDN'T LOVE YOU" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number TEN: Here's a newcomer to the Parade that was introduced by the old professor, Kay Kyser. Tonight it starts its survey career by taking tenth place in the ratings. I'd like to sing... "WHO WOULDN'T LOVE YOU."

(MUSIC SWELLS AND FINISHES)

segue to

eds

MARINE SPOT

(MARINE SONG)

WOOD: It's Joan Edwards to the fore with a song salute to the men of the United States Marines. Joan, sing one out to the soldiers of the sea.

EDWARDS: You bet, Barry . . . and it's aimed at all you leatherneck champs who hit 'em hard on land or on the sea. We know you'll always keep the colors flying high...Here's a ditty your way...an all time Hit Parader..."HEAT WAVE.

("HEAT WAVE" EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was marked for the Marines . . . We'll be around in a little while with a song for the men of the United States Naval Forces.

(PLAY OFF)

("SKYLARK" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

11

Number <u>SIX</u>: The survey shows that America's choice for the sixth ranking position is the Hoagy Carmichael ballad hit ... "SKYLARK".

(MUSIC SWELLS AND FINISHES)

segue to

eds

("ONE DOZEN ROSES" EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! Joan Edwards takes the spot to sing the tune that holds fourth place on the Parade this week . . "ONE DOZEN ROSES".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(SNEAK THEME TO FINISH)

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NAVY SPOT

(LUCKY STRIKE TIME)

segue to

("ANCHORS AWEIGH")

WOOD: Your Hit Parade marches on with a musical tribute to the United States Naval Forces. We tip our hats to all you Navy men and Coast Guarders who patrol the seas and guard our shores ... always on the alert for the enemy. All America is cheering you ... and we add our voice with a song. Mark Warnow and the Hit Paraders salute you with that rhythm sensation ... "BEGIN THE BEGUINE."

("BEGIN THE BEGUINE" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: Hope you liked it, fellows ... and here's wishing all you men in all the branches of the armed forces good luck, dood fortune ... and Godspeed always.

COMMERCIAL #2

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(FANFARE NUMBER THREE)

RUYSDAEL: The three top songs of the week ... and here's Barry Wood with the Survey play-by-play.

WOOD: Okay ... and we're starting off with the number THREE song ... This ballad moved into the big money last week, and tonight finds it still ranking with the winners as America's third place song. I'd like to sing ...

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

- 14 & 15 -

WOOR:

Now here's Martin Block ...

BLOCK:

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Friends, did you ever stop to think that the entire history of civilization has been a constant effort on the part of men to improve himself, to improve his living conditions, to improve the environment in which he will bring up his family -- which very simply explains why all people, rich and poor alike, appreciate the so-called better things in life. Every mother wants to give her family the best food she can afford, to keep her children well-dressed, to live in a nice home, to have the little extra conveniences, the little luxuries. And with that thought in mind, it must be just as true that every smoker would want to smoke the cigarette that he knew contained the finer tobacco. I think the auction scene reenacted for you a little while ago proved to you that the makers of Lucky Strike Cigarettes unquestionably spare no effort, no expense to make available to all people the finer tobacco that makes a finer cigarette. I do wish I could make all of you smokers feel as I feel that we are entitled to get the most for our money, and that regardless of what anyone may tell us, the only thing that determines the quality of a cigarette is the tobacco from which it's made. And since we know that tobacco experts, men who know tobacco best, choose Luckies for their own smoking enjoyment, there need never be any doubt in our mind that if you want to smoke the finer cigarette, you should smoke Luckies.

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(FANFARE NUMBER TWO)

WOOD:

The Number TWO Song ... Here's the tune that's keeping up with the leaders and finishing a busy week in the runner-up spot. Joan Edwards sings the second ranking song in the country ...

"DON'T SIT UNDER THE APPLE TREE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

(FANFARE NUMBER ONE)

WOOD: Number ONE: Music land gets a new king this week ... for the song that was first published in England ten years ago comes from second place to take top honors on the Parade. The Hit Paraders sing your favorite song of them all ... "SLEEPY IAGOON."

("SLEEPY LAGOON" HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

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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 and
Martin Block. And riends, remaker this is an all-out
war, calling for an all-out effort from every one of us.
We'matt back up the boys on the fighting fronts by buying
war bonds and stamps. So join the victory line - make a
habit of purchasing bonds and stamps, at your local bank
or elsewhere regularly. And now, until next week,
good-night for Martin Block, Joan Edwards, Mark Warnow
and the Hit Paraders ... and for Lucky Strike this is
Barry Wood saying ... so long for a while.

(LUCKY STRIKE TIME)

vis

RUYSDAEL: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone, of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

This is the COLUMBIA ... BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC . . . NEW YORK.

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COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #370

SATURDAY, JUNE 20th, 1942

9:00 to 9:45 P.M.

REPEAT BROADCAST SUNDAY 6/21/42 12:00-12:45 A.M.

CUE:

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 25 and 27 INCLUSIVE _ SOLD AMERICAN)

RUYSDAEL: 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.

(OPENING THEME - 20 SECONDS)

RUYSDAEL: Lucky Strike presents Your Hit Parade ... the nation's ten top songs of the week determined by Your Hit Parade Survey - a carefully compiled report of the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders. Yes, Your Hit Parade is the accurate, authentic barometer of America's taste in popular music. Now, here's your singing star, Barry Yood, with the song that's number NINE "WHO WOULDN'T LOVE YOU".

("WHO WOULDN'T LOVE YOU" WOOD, HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)
(APPLAUSE)

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WOOD:

Hello, everybody this is Barry Wood ... We opened for the first that the time that ranks minth on the Parade ...

"Who Wouldn't Love You". On tap tonight are Martin Block, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra ... and we'll be bringing you your survey champs of the week, and a tric of Lucky Strike Extras dedicated to the men in our country's fighting forces. Now, we swing into action with another song winner ... as Joan Edwards sings the tune that's in EIGHTH place on the list ... "TANGERINE".

("TANGERINE" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

e bm

("THREE LITTLE SISTERS" WOOD, GIRLS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! It's a skip in the ratings for this jingle as it moves into the number six position. Here we go with the ... "THREE LITTLE SISTERS".

(MUSIC SWELLS AND FINISHES)

segue to

ebm

1. 1

ARMY SPOT

(ARMY SONG)

WOOD: Your Hit Parade salutes the men in the armed forces of our country and our first song tribute goes to you soldiers of the United States Army ... From training camp to front line station, you're in there to fight America's fight to Victory. So here's good luck to you, fellows .. and we send you greetings with a swell Lucky Strike Extra. Mark Warnow and the Orchestra salute you with ... "RUNNIN' WILD".

("RUNNIN' WILD" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That salute was to you, Army ... we'll be dispatching the next one to the men of the United States Naval Forces.

COMMERCIAL #1

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6/20/42

WOOD:

Now here's the young man who speaks from your side of the cigarette counter ... Martin Block.

(SWITCH TO ALBANY)

BLOCK:

You know, friends, when I first heard the chant of the tobacco auctioneer on the Lucky Strike program it sounded very strange. I couldn't make heads or tails out of it. But since Basil Ruysdael has been interpreting the bids for us, I'm getting to a point where I can actually understand every sound in the auctioneer's chant. Let's listen to the reenactment of a tobacco auction, and see if you can get the bids even before Basil Ruysdael explains them:

(SWITCH TO NEW YORK)

(More)

(FROM NEW YORK)

(FADE IN CHANT - CROWD NOISE - AMERICAN)

WHSMAN:

201

(CHANT)

RUYSDAEL: We're in a huge tobacco warehouse at New Tazewell,

Tennessee. There are hundreds and hundreds of baskets

of tobacco - and each basket goes to the highest bidder!

WHSMAN:

Good tobacco, boys - 211

(CHANT UP - SOLD TO HIGHSMITH)

(CHANT)

RUYSDAEL: The finer the tobacco, the livelier the bidding -- and it's clear everyone wants this basket of fragrant mild leaf; For the warehouseman's opening bid of 21 dollars a hundred pounds brought a regular crossfire of bids from the buyers. The price is up to 23 bid by Lucky Strike -- and now a leaf company makes it 23½ -- an export company bids 24 - Lucky Strike 24½ - another cigarette company 25 - but Lucky Strike makes it 26.

The auctioneer chants 26 - 26 ... Any more bids? ...
No -- so it's going to Lucky Strike at 26.

(CHANT UP - SOLD AMERICAN)

(SWITCH TO ALBANY)

(More)

(FROM ALBANY)

BLCCK:

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Now, friends, if you listened carefully every sound made had a real meaning to you. Of course, the idea back of it all is that the makers of Lucky Strikes pay the price for the finer tobacco that makes a finer cigarette. For instance in New Tazewell, Tennessee, at auctions of the 1939 crop, The American Tobacco Company paid 27 per cent above the average market price as published by the United States Department of Agriculture for the tobacco it bought for its cigarettes and other fine tobacco products. And that fine tobacco, properly aged and mellowed and blended with other fine crops is in the Lucky Strikes you buy today. You know, I know, and tobacce emports know, that no cigarette can be any better than the tobacco it contains, and when we hear that the makers of Lucky Strike Cigarettes consistently pay the price to obtain that better tobacco for your smoking pleasure, I think we can all afters to take a page from the too tahaeee experts ... with these men who know tobacco best, it's Luckies two to one, and with us average folks, it's 10 to 1 that we'll get more real smoking pleasure when we light a Lucky Strike Gigaratta.

Now the Hit Parade department ... a newcomer makes the grade and enters the big list for the first time tonight. Joan Edwards sings the Gem State tune that's starting off in tenth place ... "IDAHO."

(SWITCH TO NEW YORK)

("IDAHO" EDWARDS, AHT PARADERS & ORCHESTRA)
(MUSIC SHELLS AND FINISHES)
segue to

("SKYLARK" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number FOUR! Here's the big time ballad hit that takes a two-point jump in the music market and captures the number four spot on the Parade. It's yours truly in for the vocal of ... "SKYLARK".

(MUSIC SWELLS AND FINISHES)

segue to

ebm

NAVY SPOT

(NAVY SONG)

WOOD: Your Hit Parade salutes the colors of the United States
Naval Forces ... Joan Edwards, you're commissioned to
sing one out to the sailors.

EDWARDS: Right, Barry...and this one's headed to all you Navy men and Coast Guarders who patrol the shores and sea lanes for Uncle Sam. We're all rooting for you, fellows...and here on the Parade we say it with music. Here's a song your way ...

George Gershwin's ... "FASCINATING RHYTHM".

("FASCINATING RHYTHM"EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was for the Naval Forces .. and there's one for the Marines coming up in a little while.

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("SLEEPY LAGOON". HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

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Number SEVEN: The Hit Paraders rally 'round to sing the ballad that occupies the Lucky Seven slot this week ...

"SLEEPY LAGOON"

(MUSIC SWELLS AND FINISHES) segue to

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("JERSEY BOUNCE" ORCHESTRA)

(FADE FOR AMMOUNCEMENT)

WOOD:

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Number FIVE: Mark Warnow and the Orchestra hit it up with the jive ditty that ranks fifth on the Parade..

"JERSEY BOUNCE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

..... STATION BREAK

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MARINE SPOT

(MIDDLE THEME 20 SECONDS)

segue to

WOOD: Your Hit Parade carries on with a song tribute to the soldiers of the sea...Yes, this one is dedicated to all you fighting men of the United States Marines. Here's a tune for you, fellows ... an all-time Hit Parader....
"LET YOURSELF GO".

("LET YOURSELF GO". WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That's the story, fellows ... and we send best wishes for good luck and success to all you men in all the branches of the armed forces.

COLIERCIAL #2

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6/20/42

WOOD:

Now let's listen to Martin Block.

(SWITCH TO ALBANY)

BLOCK:

Friends a little earlier in this broadcast I called your attention to the fact that with independent tobacco experts, it's Luckies two to one. Now, I have here a statement from Mr. Charles L. Belvin of Durham, North Carolina. Charles L. Belvin of Durham, North Carolina. Charles has been an independent haver of tobacco for the past thirteen years. I hope he won't mind my calling him by his first name, because all the boys down in Wake County have been doing that since 1920. Charlie figures that in thirteen years he's been buying tobacco as an independent buyer at over 1500 tobacco auctions, and that at every one of these auctions, he has suffer buyers from the company that makes Lucky Strike Cigarettes. Charlie has seen these men in action - in fact, they have been his competitors, bidding against the for the baskets of tobacco.

(More)

BLOCK:

He goes on to say, it doesn't take a tobacco man to tell smokers that tobacco is what is important in a cigarette. The only advantage that a tobacco expert has over most tabacco amokers, is that he knows tobacco so well, with his -background, it's almost second nature with him to recognize the different grades and qualities of tobacco. And then he says, the why he can be so positive the tobacco he has seen Lucky Strike buy at auction after auction is the finer, milder leaf. And that explains why he has smoked Luckies himself for the past 12 years. I would like to quete his closing paragraph. He says: "We tobacco men are in a position to choose a cigarette that will really give us the best smoke. So, the fact that most independent tobacco men like myself smoke Luckios should certainly mean a lot to the average smoker." Thank you, Charles Belvin of Durham, North Carolina, And you are right -- it does mean a lot to the average smoker to have you, an independent tobacco buyer tell us that you smoke Luckies, because you have seen our tobacco buyers purchase that finer tobacco that makes a finer cigarette, Remember, friends, with these independent tobacco experts, Lucky Strikes have more exclusive smokers than all other cigarettes combined. Take a tip from the experts. Make your next pack Lucky Strike.

(SWITCH TO NEW YORK)

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(FANFARE NUMBER THREE)

RUYSDAEL: The three top ranking songs in America ... and

here's Barry Wood to read from the survey score book.

WOOD: Okay, Basil ... and we're leading off with the Number

THREE song ... This lively bit of melody climbed up

in the ratings during the week and tonight finishes

as the third favorite song in the nation.

Joan Edwards sings

"ONE DOZEN ROSES".

("ONE DOZEN ROSES" EDVARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(FANFARE NUMBER TWO)

WOOD:

The Number TWO Song That soldier serenade keeps

moving up the ladder and takes the runner-up position

in the survey standings. The Hit Paraders sing

the second ranking song ...

"JOHINY DOUGHBOY FOUND A ROSE IN INCLAND".

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND" . . HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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(FANFARE NUMBER ONE)

WOOD:

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Number ONE: Here it is ... the top tune of them all ... America's all-out choice for the song of the week. I'd like to sing the champ of them all ...

"DON'T SIT UNDER THE APPLE TREE".

("DON'T SIT UNDER THE APPLE TREE" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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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.

but next Saturday we'll be back with Your Hit Farade and Martin Block. Remember, friends, we all must do our individual share to win the war, by buying War Bonds and Stamps regularly..every pay day. Your post office carries them in all denominations. If you already have bought, keep buying more. If you haven't bought any, how about starting right now. And now, until next week, good-night for Martin Block, Joan Edwards, Mark Warnow and the Hit Paraders...and for Lucky Strike this is Barry Wood saying ...so long for a while.

(CLOSING PHENZ)

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RUYSDAEL: The famous tobacco auctioneers heard on tonight's pagram 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

ebm

As Broadcast

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #371

SATURDAY, JUNE 27, 1942

9:00 - 9:45 P.M.

REPEAT BROADCAST SUNDAY 6/28/42

CUE:

(COLUMBIA BROADCASTING SYSTEM)

12:00 - 12:45 A.M.

RUYSDAEL:

Smoke the smoke tobacco experts smoke.

RIGGS:

(CHANT ENDING BETWEEN 25 and 27 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL:

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.

(OPENING THEME - 20 Seconds)

RUYSDAEL: Lucky Strike presents Your Hit Parade... the nation's ten favorite songs of the week ... determined by Your Hit Parade Survey - a careful seven day check of the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, and the songs most requested of the band leaders. Yes, Your Hit Parade Survey provides us with an accurate, authentic report of America's taste in popular music.

Now, here's your singing star - Barry Wood - with the song that's number FIVE "DON'T SIT UNDER THE APPLE TREE".

("DON'T SIT UNDER THE APPLE TREE WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

eds

(APPLAUSE)

WOOD:

Hello, everybody ... this is Barry Wood ... Your Hit
Parade swung into line to the tune of "Don't Sit Under
The Apple Tree" ... the fifth ranking song of the week.
The staff tonight includes Martin Blook, Joan Edwards,
the Hit Paraders, and Mark Warnow and the Lucky Strike
Orchestra ... and we'll be delivering your nine other
survey winners, and a trio of Lucky Strike Extras
dedicated to the men in our country's fighting forces.
Now, the Parade carries on ... as Joan Edwards steps up
to serenade us with the number EIGHT song on the list ...

("WHO WOULDN'T LOVE YOU" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

eds

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(JERSEY BOUNCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD:

Number FOUR! Mark Warnow and the Orchestra rock and roll with the ditty that's holding down fourth place on the Parade ... "JERSEY BOUNCE."

(MUSIC SWELLS AND FINISHES)

segue-to-

eds

MARINE SPOT

(MARINE SONG)

WOOD: Your Hit Parade salutes the men in the armed services of our country ... and we pay tribute first to the fighting men of the United States Marines. Joan Edwards, you're on for a song to the devil dogs.

EDWARDS: Okay, Barry ... and fellows, this one comes straight from me to you ... to all you leatherneck heroes on land and sea ... at home and abroad. We know you're out to give 'em the works. So it's a toast to you, Marines ... and musically speaking, we do it with that swell Lucky Strike Extra ... "IT'S DE-LOVELY".

("IT'S DE-LOVELY" EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: Hope you liked it, Marines ... we'll be sending the next one to the men of the United States Army.

COMMERCIAL #1

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WOOD: Now here's the man whose personal motto is - "When in doubt, go find out" ... Martin Block.

BLOCK: You know, friends, at every tobacco auction there are perhaps ten or a dozen buyers and if there is one thing they know -- and know well, -- it's tobacco. Now after Basil Ruysdael reenacts for us a typical auction scene at Fairmont, North Carolina, I'd like to show you why that fact is so important, to you.

(MORE)

(FADE IN CHANT - CROWD NOISE & RUYSDAEL)

RUYSDAEL: ... another bid! And it's up 23 - 23 dollars - oh - oh - it's $23\frac{1}{2}$ now - but Lucky Strike bids 24 - 24 - 24 - and - yes - the basket goes to Luckies!

(CHANT UP - SOLD AMERICAN)

WHSMAN: 191 (CHANT)

RUYSDAEL: Ladies and gentlemen, this busy warehouse in Fairmont,

North Carolina is lined from wall to wall with baskets

of fragrant tobacco - and every basket is sold in open

competition, sold to the highest bidder. And here's

another sale!

(CHANT UP - SOLD TO EVANS)

WHSMAN: Good tobacco, boys - 221 (CHANT)

RUYSDAEL: Say, this must be fine leaf the way those bids are popping! Already the warehouseman's opening price of 22 has been bid up to $23\frac{1}{2}$ - and now Lucky Strike raises it to 24 - 24 - another digarette company $24\frac{1}{2}$ - an export company 25 - but Lucky Strike bids 26 - 26 dollars - still 26 - and it's going - going ...

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK:

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Now, friends, at that typical auction of the 1939 crop at Fairmont, North Carolina, where for the tobacco it bought The American Tobacco Company paid 33 per cent above the average market price as published by the United States Department of Agriculture, all of the mon taking part in that auction were exports on one thing - tobacco. Put a basket of tobacco in front of those men and they can tell you everything of importance about that tobacco. And those men are proud of the fact that they are masters of their profession - buying, and selling and handling of tobacco. When they see the makers of Lucky Strike Cigarettes pay the price to get the finer tobaccos, they can't help but say to themselves: "That's the kind of tobacco I want to smoke." And so it's little wonder with these men who know tobacco best, it's Luckies two to one. On the other hand, you don't have to be a tobacco export to realize that no cigarette can ever be any better than the tobacco from which it's made and when you hear that at market after market throughout the South we pay the price for the finer, ! lighter, milder tobacco that produces a finer cigarette, that's your cue, friends, to smoke the smoke tobacco experts smoke -- to ask at your favorite tobacco counter for Lucky Strike, the cigarette that means fine tobacco.

(MORE)

BLOCK: Friends, there's a new song coming on the Parade tonight for the first time. So, Barry, would you sing the tune that's starting off as Number TEN ... "THIS IS WORTH FIGHTING FOR."

("THIS IS WORTH FIGHTING FOR" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SKYLARK" HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: N

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Number <u>NINE</u>! The Hit Paraders line up to sing out the ballad that rates minth in the survey standings . . . "SKYLARK".

(MUSIC SWELLS AND FINISHES)

segue to

eds

ARMY SPOT

Song (army spot 7....)

WOOD:
Your Hit Parade goes into service formation for a song tribute to you men of the United States Army ..
Yes .. we stand at attention and salute you soldiers of Uncle Sam .. in the front line of Victory around the globe. Here's to you, Army .. and here's a song coming your way .. George Gershwin's all time favorite..
"Lady Be Good".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was for you, Army ... we'll be saluting the United States Naval Forces in just a few minutes.

CS

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6/27/42

(FADE FOR ANNOUNCEMENT)

WOOD:

Number SIX! Joan Edwards takes the vocal of the song hit that's in sixth place in the rankings and ratings..

"TANGERINE."

(MUSIC SWELLS AND FINISHES)

segue to

CS

("THREE LITTLE SISTERS" WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

WOOD: Number <u>SEVENI</u> Here's the jingle that's occupying the Lucky Seven Spot on the Parade .. "THREE LITTLE SISTERS"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

.....STATION BREAK

CS

NAVY SPOT

(THEME ... 20 SECONDS ...)

segue to

(NAVY SONG)

WOOD: Your Hit Parade swings along with a song tribute to you men of the United States Naval Forces. We're sending this one to all you sailors and Coast Guarders who are fighting at sea for Uncle Sam and his allies. Good luck, fellows .. and right now ... Mark Warnow and the Orchestra salute you with that swell tune classic ..

"Dark Eyes."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: Hoped you liked it, fellows .. and here's wishing you men in all the branches of the armed forces good luck, good fortune .. and God speed always.

COMMERCIAL #2

11)

WOOD:

And now, here is Martin Block.

BLOCK:

You know, friends, vacations are strange things. We look forward to them for weeks in advance. No matter how much we may enjoy them we're always glad to be back home again and that's just how I feel tonight. I had a swell vacation but I'm glad to be back. Last Tuesday morning, the first real nice sunny day we had had in a long time, I took me out on the golf course and after nine holes on a mighty sporty little course I was tired. I stretched out on the grass for a few minutes to rest and I noticed almost in front of my nose an ant hill. And two or three feet away from that ant hill a little tiny ant carrying what looked like a crumb but what was actually two or three times the size of the ant. And he was struggling with his burden of food to return it safely to that ant hill, clambering laboriously over sticks and stones but never deviating from his ultimate objective of bringing back that food knowing that it was necessary for the good of all.

(MORE)

15

BLOCK:

I hope the gentlemen who buy tobacco for The American Tobacco Company won't get mad when I say that while watching the industry of that ant I couldn't help but think of our tobacco buyers - men who travel far and wide attending tobacco auctions with always just one thought in mind - to send back to the Lucky Strike factories the finer tobacco that makes a finer cigarette. Nothing is ever permitted to stand in the way of accomplishing that end because we know that only in that way can we give you a finer cigarette that will fulfill your every smoking pleasure. We at The American Tobacco Company are proud of that fact because we know that in our search for the finer tobacco we're on the right track, the track that leads more and more people every day to ask for Lucky Strike Cigarettes. Now the independent tobacco experts know these facts, and if you don't mind, I'd like once again to suggest that you discover for yourself why it is that more than twice as many of these independent experts smoke Lucky Strike Cigarettes exclusively than all other cigarettes combined. The answer, of course, is simple. It takes fine tobacco to make a fine cigarette and Lucky Strike Mans gives you that fine tobacco.

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(FANFARE NUMBER THREE)

RUYSDAEL:

The three leading songs in the country...and here's

Barry Wood with the final survey results.

WOOD:

Right, Basil Ruysdael....and first up is the Number

THREE song... This ballad winner keeps traveling in
the high circles and finishes the week as the third
favorite song in the nation. I'd like to sing
"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND" WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

WOOD:

14

The Number TWO Song....It's a step forward for this tune as it moves in to the runner-up position on the survey. Joan Edwards sings the second ranking song of the week....." ONE DOZEN ROSES."

("ONE DOZEN ROSES" EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

WOOD:

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Number ONE! . Top honors this week go to the English

hit that's again at the head of the list. The Hit

Paraders sing the Number ONE Song of them all....

"SLEEPY LAGOON."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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.MOOD:

(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:

14

That's right, ladies and gentlemen, that's all for now..
but next Saturday we'll be back with Your Hit Parade
and Martin Block. In the meantime, folks, remember
that one of the best ways we all can serve our country
now is to keep buying war bonds and stamps. Our dollars
and dimes go a long way in this fight for freedom. So
go to your local newsdealer or other retail store and
buy War Bonds and Stamps regularly. And now, until
next week, goodnight for Martin Block, Joan Edwards,
Mark Warnow and the Hit Paraders...and for Lucky Strike
this is Barry Wood saying....so long for a while.

(CLOSING THEME)

RUYSDAEL:

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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