

RADIO  
CONTINUITY

LUCKY STRIKE

YOUR HIT  
PARADE

JULY-DEC.  
1942

0798535-001

ATX01 0071924



*Ac G. broadcast*

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

YOUR HIT PARADE - #372

SATURDAY, JULY 4, 1942

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

REPEAT BROADCAST SUNDAY 7/5/42  
12:00-12:45 A.M.

QUE: (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 . . . . FADE)

RUYSDAEL: Lucky Strike presents Your Hit Parádé...the nation's ten favorite songs of the week...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 requested of the band leaders, and the songs most played on the air and in the automatic coin machines. 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 ... "THREE LITTLE SISTERS".

("THREE LITTLE SISTERS" . . . . . WOOD, GIRLS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

ATX01 0071926

7/4/42

WOOD: Hello, everybody, this is Barry Wood....The song that opened the show tonight is the Lucky Seven song of the week..."Three Little Sisters"<sup>and</sup> Now, to tell you about the rest of the show, here's Martin Block.

BLOCK: Right you are, Barry, and good evening everybody. <sup>well</sup> With so many swell songs to be played tonight, and with Barry Wood, Joan Edwards, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra on deck, let's get right down to business. Yes, sir, there are nine more survey winners of the week, and three Lucky Strike Extras, dedicated to the men in our country's fighting forces. So, here we go with a song by Johnny Mercer and Hoagy Carmichael. Joan Edwards sings it, and it's Number TEN on the list ... "SKYLARK".

("SKYLARK" . . . . . EDWARDS AND ORCHESTRA)

(MUSIC SWELL AND FINISHES)

(APPLAUSE)

segue to

eds

7/4/42

("JERSEY BOUNCE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR! Mark Warnow and the Lucky Strike Orchestra do their usually swell job on that rare bit of jive that holds down fourth place on the Parade. It's . . .

"JERSEY BOUNCE."

(MUSIC SWELLS AND FINISHES)

segue to

eds

ATX01 0071928

7/4/42

NAVY SPOT

(NAVY SONG . . . . .)

WOOD: Your Hit Parade salutes the members of our country's armed services....yes...the millions of young men from every corner of America who now people the training camps and battle stations as America's front line of Victory....<sup>well</sup>Our first salute tonight is to you men of the United States Naval Forces. We send our greetings to all of you...from the Coast Guards who patrol our shores to the blue jackets who sail the distant seas. Best of everything, fellows,,,and we hope you like your song...it's George Gershwin's "OF THEE I SING."

("OF THEE I SING" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was for the Naval Forces...we'll be around in a little while with a salute to the men of the Army.

COMMERCIAL #1

eds

ATX01 0071929

7/4/42

- 5 -

*Out*  
WOOD: ~~And~~ now, here's Martin Block to prove a point by getting down to actual cases.

BLOCK: Friends, many times you've heard me make the statement that with independent tobacco experts, men who know tobacco best, it's Luckies two to one, and there you have a plain statement of fact. Sometimes a plain statement of fact needs explaining. You might say, *well* "How do you know that these tobacco experts prefer Luckies two to one?" and "Just what constitutes a tobacco expert?" *So* I think if Basil Ruysdael will re-enact for us a typical tobacco auction, I will be better able to ~~explain~~ *answer* that ~~statement~~.

(MORE)

eds

ATX01 0071930

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

7/4/42

(CHANT ... CROWD)

RUYSDAEL: ... and the bid's up to  $24\frac{1}{2}$  -  $24\frac{1}{2}$  dollars - oh - oh -  
it's 25 now - but Lucky Strike bids 26 - 26 dollars -  
and it's going - going - (CHANT UP - SOLD AMERICAN)

WHSMAN: 19: (CHANT)

RUYSDAEL: Ladies and gentlemen, we're in a huge tobacco warehouse  
in Louisburg, North Carolina. There's plenty of  
competition here for the finer, milder tobacco - and  
each basket is sold to the highest bidder!

(CHANT UP - SOLD TO MOORE)

WHSMAN: Good tobacco, boys .. 22: (CHANT)

RUYSDAEL: Better tobacco brings a better price - and here's a  
basket of the fine mild leaf they all want - so the  
warehouseman's opening price of 22 dollars a hundred  
pounds has already been bid up to  $23\frac{1}{2}$  and now Lucky  
Strike bids 24 - another cigarette company  $24\frac{1}{2}$  - a leaf  
company 25 - an export company 26 - but Lucky Strike  
bids 27 dollars. The auctioneer chants 27 - 27 but  
there are no more bids - so, here's the sale!

(CHANT UP - SOLD AMERICAN)

cs

(MORE)

ATX01 0071931



LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - July 4, 1942 (CONTD)

7/4/42

BLOCK: Now, I hope you <sup>didn't</sup> ~~would~~ let the excitement of that typical tobacco auction of the 1939 crop at Louisburg, North Carolina where The American Tobacco Company paid 31 per cent more for the tobacco it bought, cause you to forget <sup>what I said before</sup> ~~that plain statement~~ of fact that with independent tobacco experts, men who know tobacco best, it's Luckies two to one, and I am merely using the re-enactment of that auction to prove that statement to you. At that auction, just as at many other auctions all throughout the South, independent warehousemen, auctioneers, buyers are in attendance, and they can't help but see who buys what tobacco, and when they see the makers of Luckies consistently paying the price to acquire the finer tobacco, the quality of tobacco that they themselves would want to smoke, it's only natural that they should prefer Luckies. While it may only be natural, that would be an assumption on our part. And so, we had taken for us an impartial survey in which these independent warehousemen, auctioneers, and buyers, who were in no way affiliated with any cigarette manufacturing company, could express their opinion, and state their preference in writing.

(MORE)

CS

ATX01 0071932

-8-

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - July 4, 1942 (CONDT)

7/4/42

BLOCK: You can just bet your bottom dollar that we were very proud when that report came back to us, and showed in black and white that with these independent tobacco experts, these men who are free and unhampered in their opinions, it was Luckies two to one. And friends, I am sure that your taste for fine tobacco is no different than the taste of these independent tobacco experts. I am sure that you, too, will enjoy the finer tobacco in Luckies. ~~Prove it tonight.~~

CS

ATX01 0071933

7/4/42

("DON'T SIT UNDER THE APPLE TREE" . . . .EDWARDS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Remember a tune called "Yes, We Have No Bananas"?  
No, it's not on your Hit Parade tonight, but Lew Brown,  
the writer of that clever tune and many others since  
then, was responsible for this <sup>ONE</sup> ~~tune~~ .. the number SIX  
song on your Hit Parade tonight: Joan Edwards sings  
it, and it's "DON'T SIT UNDER THE APPLE TREE"

(MUSIC SWELLS AND FINISHES)

segue to

CS

ATX01 0071934

7/4/42

(" HERE YOU ARE" . . . . .WOOD AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number EIGHT ... well, well .. look who's <sup>etc</sup> here .. a  
newcomer to the survey ranks .. a lovely ballad  
from the motion picture "My Gal Sal". Barry Wood  
introduces the song that's in eighth place ..

"HERE YOU ARE."

(MUSIC SWELLS AND FINISHES)

segue to

7/2/42

ARMY SPOT

(ARMY SONG)

WOOD: Your Hit Parade takes time out to send a song to you men of the United States Army. Joan Edwards, you're on with a tune for the soldiers.

EDWARDS: You bet, Barry...and fellows...this one comes wrapped in admiration and pride...and my sincerest wishes for good luck and success wherever your duty takes you. Here's a tune for you, Army....a swell Lucky Strike Extra...."The Carioca."

("CARIOCA" . . . . . EDWARDS, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD: That was for you Army and we'll be sending one out to the Marines in a few minutes.

eds

7/4/42

("WHO WOULDN'T LOVE YOU".....HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:                   Number NINE!    Mark Warnow and the Hit  
Paraders feature next the song that the  
survey shows is in ninth place.....

"WHO WOULDN'T LOVE YOU."

(MUSIC SWELLS & FINISHES)

Segue to

ep

ATX01 0071937

7/4/42

("JINGLE JANGLE JINGLE".....WOOD, HIT PARADERS, and ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

Well, well, well...another newcomer on Your  
Hit Parade this evening. It was featured in  
Fred MacMurray's motion picture, "Forest Ranger,"  
and your old professor, Kay Kyser was the first  
to introduce it and start it on the long trail  
that leads to Your Hit Parade. Barry Wood  
and the Hit Paraders get together to give out  
with the FIFTH ranking song in America today...  
It's "JINGLE, JANGLE JINGLE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

ATX01 0071938

7/4/42

RUYSDAEL: (ON CUE) We pause for station identification

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

.... STATION BREAK ....

ep

ATX01 0071939



7/4/42

MARINE SPOT

(THEME . . . . .20 SECONDS . . . . .)

Segue to

("MARINE HYMN" . . . . .)

WOOD:                   Your Hit Parade carries on as the band strikes up "The Marine Hymn"...and that means we pay tribute to you men of the United States Marines. On and over the land and sea you're the fellows who can take plenty and give it back double. We salute you, leathernecks and we do it with a great tune favorite. Mark Warnow and the Orchestra sound off with "Louisiana Hayride."

("LOUISIANA HAYRIDE" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WOOD:                   That's it, fellows...and we send our best to all you men in all the branches of our country's fighting forces.

COMMERCIAL #2

ep

7/4/42

BLOCK: Right, Barry, ....And you know, friends, it seems like a long time ago when all the automobile manufacturers used to place their new models on display. They're not building new models today. No sir, they're busy turning out guns, <sup>t</sup>tanks, <sup>t</sup>planes, and ammunition. But I mentioned the automobile shows that we used to have, because <sup>well</sup> I know of a lady whose husband suggested that she choose their new car. So off went the afore-mentioned lady to the auto show, carefully looked over all the new cars, and finally placed her order. When her husband asked her why she had bought that car, she answered that it just matched the color of her new fall outfit. Can you imagine anyone buying an automobile because the color just matched her new fall outfit? Seems kind of silly, doesn't it? Of course, you <sup>'d</sup> ~~would~~ want to know what was under the hood. You'd want to know that that car was solid and substantial, that it was going to transport your family safely and economically.

(MORE)

ep

ATX01 0071941

7/4/42

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2 - July 4, 1942 - Cont.

BLOCK:  
(CONT.)

And I'm just afraid that too many of us today select our cigarettes the way that lady selected that automobile. There's only one thing that determines the quality of a cigarette - whether in the long run it's going to give you smoking satisfaction ... and that's the tobacco from which it's made. And we <sup>we</sup> ~~have~~ shown you how the makers of Lucky Strike Cigarettes pay the price in order to acquire the finer tobaccos. We have told you how independent tobacco experts -- men who know tobacco best -- choose Luckies for their own personal smoking pleasure. <sup>Why</sup> Why don't you this very night try the brand that brands you a connoisseur of fine tobacco? Do as the experts do, and light up a Lucky.

ep

RTX01 0071942

7/4/42

(FANFARE NUMBER THREE)

BLOCK: Here they are Ladies and Gentlemen. The top ranking songs of the week. Way up there in the big, time, and holding down the Number THREE position, Barry Wood sings the song that's been a consistent high rater for the past month. Yes sir, the third place song in the nation....."JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bwb

ATX01 0071943

7/4/42

(FANFARE NUMBER TWO)

BLOCK:       Number TWO! The song that's the runner-up this week  
was written ten years ago by the English composer,  
Eric Coates. It was originally designed as a piano  
solo, and believe it or not, its first big time  
performance was when its composer conducted the London  
Philharmonic Orchestra in its performance. Here it is  
again right up among the leaders on Your Hit Parade.....  
the Hit Paraders sing your second favorite of them all...  
"SLEEPY LAGOON"

("SLEEPY LAGOON".....HIT PARADERS AND ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bwb

(FANFARE NUMBER ONE)

X  
 BLOCK:      Number ONE! First in the hearts and minds of  
 music-loving Americans from Coast to Coast....  
 top song of the week. A new melodic king is crowned!  
 Joan Edwards sings "ONE DOZEN ROSES."      X

("ONE DOZEN ROSES".....EDWARDS & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bwb

7/4/42

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.

BLOCK: That's right, ladies and gentlemen...that's all for now..  
....but next Saturday we'll be back with Your Hit  
Parade. And friends, do you belong to the "Ten Percent  
Club" -- made up of all good Americans who agree to  
invest ten percent of their income in War Bonds and  
Stamps? If you aren't a member, make your July 4th  
resolution to join up now...and help club the Axis  
into oblivion!  
And now, until next week, this is Martin Block,  
speaking for Lucky Strike, saying goodnight for Joan  
Edwards, Mark Warnow, the Hit Paraders, and for the  
singing star of Your Hit Parade, Barry Wood, who says....

WOOD: So long for a while.

(THEME.....20 SECONDS)

bwb

ATK01 0071946

RUYSDAEL: 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



COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY - YOUR HIT PARADE - #373

SATURDAY, JULY 11, 1942

9:00 - 9:45 P.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 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 compiles an accurate, authentic report of America's taste in popular music. Now, to tell you about tonight's ranking and ratings here's Martin Block.

BLOCK: Hello, everybody. Tonight the parade of hits on Your Hit Parade begins with the song that's in SIXTH place. We're going to ask your singing star, Barry Wood, the Hit Paraders, and the orchestra, to give out with...

"DON'T SIT UNDER THE APPLE TREE."

("DON'T SIT UNDER THE APPLE TREE" . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)  
(APPLAUSE)

*Thanks muchly*

7/11/42

X  
BLOCK:

That was swell, Barry. Friends, Your Hit Parade opened this evening with the song that is Number Six on the list, "Don't Sit Under The Apple Tree".

Waiting to perform for you the other nine top songs of the country, and our three Lucky Strike Extras dedicated to the men in our fighting forces, are Barry Wood, Mark Warnow and the ~~Lucky Strike~~ orchestra, the Hit Paraders, and Joan Edwards. X Speaking of Joan

Edwards, I am going to ask her to sing for us ~~now~~, *a song that's*

~~the song that's in NINTH place.~~ It's been off the Hit Parade for the last few weeks. ~~It comes back strong...~~

~~it's the tune written by Nick Kenny, and it's titled,~~ *it's back again in 9th place*

"I'LL KEEP THE LOVE LIGHT BURNING."...Number nine.

("I'LL KEEP THE LOVELIGHT BURNING" . . . . . EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

eds

7/11/42

("JERSEY BOUNCE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE. Strictly instrumental...and strictly  
jive. Mark Warnow and the orchestra give out with the  
rug-cutters' favorite..."JERSEY BOUNCE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

eds

ATX01 0071950

7/11/42

MARINE SPOT

(MARINE SONG)

BLOCK: And now Your Hit Parade salutes the men in our country's fighting forces. Our first Lucky Strike Extra is dedicated to the United States Marines. Yes, Leathernecks, this one is for you American Guardians of these United States. And here's lovely Joan Edwards with a song for you devil dogs.

EDWARDS: Hi, Marines, I'd like to wish the best of everything to you now and always. Here's the tune, fellows, "LULLABY OF BROADWAY."

(LULLABY OF BROADWAY . . . . EDWARDS, HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was grand, Joan. Thanks a lot. Meanwhile you men of the United States Naval Forces, stand by, because our next Lucky Strike Extra goes to you.

(COMMERCIAL #1)

eds

ATK01 0071951

7/11/42

BLOCK: You know, friends, your Lucky Strike Hit Parade is just about 13 minutes old now, and we've a lot of mighty swell tunes left to play for you. X And just as I know you want to hear America's top tunes, I'm just as sure that you would like to know more about how to determine which cigarette to smoke. X I know you will agree with me when I say the all important thing in a cigarette is the tobacco, and just by way of proving to you that we do buy that finer tobacco, I'm going to ask Basil Ruysdael to re-enact for us now a typical tobacco auction.

(MORE)

eds

ATX01 0071952

(CHANT ... CROWD)

RUYSDAEL: ....Ladies and gentlemen, this is an auction at Conway,  
South Carolina....There are over a dozen buyers...and  
the competition is keen...oh, oh, here's a sale now...

(CHANT UP - SOLD AMERICAN)

WHSMAN: 20! (CHANT)

RUYSDAEL: Can you follow as the auctioneer chant the bids?..22 -  
22½ - 23 ... Each basket, you know, goes to the highest  
bidder!

(CHANT UP - SOLD TO VALENTINE)

WHSMAN: Good tobacco, boys ... 21! (CHANT)

RUYSDAEL: Good tobacco means good brisk bidding...And so the  
warehouseman's opening price of 21 dollars a hundred  
pounds has already been bid up to 22½ and now Lucky  
Strike bids 23 - another cigarette company 23½ - a  
leaf company 24 - an export company 25 - but Lucky  
Strike bids 26 dollars. 26 - 26 - still 26 - and  
here's another basket of fine mild tobacco for Luckies!

(CHANT UP - SOLD AMERICAN)

(MORE)

eds

ATX01 0071953

7/11/42

BLOCK: Now, there, friends, you heard a typical auction of the 1939 crop at Conway, South Carolina, where for the tobacco it bought the makers of Lucky Strike cigarettes paid 35 percent above the average market price as published by the United States Department of Agriculture, but that is only one market. There are hundreds and hundreds of auction sales everywhere all over the South, and believe me, such a scene takes place at all of these auctions. There's no secret about why the American Tobacco Company pays the price to get the finer tobacco. It's just as I told you a few moments ago; it's because we know that only through the use of finer tobacco can we make a fine cigarette. And believe me, that finer tobacco is in the Luckies you smoke today. Now at that auction as well as at other auctions, independent tobacco experts see the prices paid by the various tobacco buyers. It's little wonder then, that with these men who know tobacco best, it's Luckies two to one. Wouldn't you like to enjoy that finer tobacco, yourself? Sure you would. Well, it's simple...just change to Luckies next time.

eds

RTX01 0071954

("JINGLE JANGLE JINGLE", . . . WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

Number FOUR. Last week, this great tune, first played on the air by Professor Kay Kyser, and taken from the motion picture, "The Forest Rangers" came on the Hit Parade in fifth place. It moves one rung up the ladder of success, and tonight holds down the number FOUR position. It's "JINGLE JANGLE JINGLE", with Barry Wood and the Hit Paraders.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ep



("WHO WOULDN'T LOVE YOU" . . . . HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number EIGHT. A catchy bit of melody presents a romantic mood. The question that every boy has asked every girl, and visa versa. Mark Warnow and the Hit Paraders want to know

"WHO WOULDN'T LOVE YOU."

(MUSIC SWELLS AND FINISHES)

ep

NAVY SPOT

(NAVY SONG)

BLOCK: Here's that song salute to the men of the United States Naval forces. Mark Warnow and the orchestra stand by as we send our second Lucky Strike extra to all you sailors and coast guarders who cover the far-off sea-lanes and are constantly on the lookout for enemy craft near our shores. For the gallant men in blue, it's that great tune "SHORTENIN' BREAD."

("SHORTENIN' BREAD" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was our song for the Naval Forces, and in a little while we'll send our song salute to the United States Army.

ep

("HERE YOU ARE". . . . .WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number TEN. By that great song team, Leo Robin  
and Ralph Rainger, from the motion picture,  
"My Gal Sal." Barry Wood and the Orchestra with  
the tenth ranking tune, "HERE YOU ARE."

(MUSIC SWELLS AND FINISHES)

(~~APPLAUSE~~)

segue to

ep

("THREE LITTLE SISTERS") . . . . . EDWARDS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER SEVEN. The song that was actually the answer to "Johnny Doughboy Found a Rose in Ireland." Many American girls wrote letters saying that it wasn't fair of Johnny ~~Doughboy~~ to find a rose in Ireland, so Irving Taylor and Vic Mizzy wrote this song to warn the <sup>boys</sup> ~~doughboys~~ what might happen if they forgot their girl friends back in the U.S.A. Knowing that, I think you will enjoy listening to Joan Edwards and the orchestra as they do the number seven song.... "THREE LITTLE SISTERS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

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

ep

Your Hit Parade  
(REVISED)

7/11/42

(THEME.....)

segue to

(ARMY SONG.....)

BLOCK: Barry Wood, the singing star of Your Hit Parade ~~and the Hit Parade~~ <sup>et</sup> march to the microphone for our third Lucky Strike Extra. It's for the millions of men who have joined the ranks of the United States Army to get in and keep Old Glory flying. Barry, let's go with a song for the soldiers.

WOOD: Okay, fellows....and here's one of the great tunes of all time heading straight to all you soldiers from training camps to the battle fronts. We're with you all the way, Army..... Now, let's swing along with George Gershwin's "Swanee."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Well, that winds up our Lucky Strike Extras..... tributes to the men in the fighting forces...with our best wishes for success and good luck to all of you men in all the branches of the armed services.

ep

COMMERCIAL #2

BLOCK: Now I bet you folks thought that when I told you a little while ago about independent tobacco experts choosing Luckies two to one, that I was just going to let the matter rest there. ~~I'm not, because although I'm quite sure that you folks believe what I tell you, I'd much prefer to leave nothing open to question.~~ <sup>But</sup> I always prefer to give you concrete evidence of the things I say, and so I'd like to quote a bit of a statement made by Frank A. Brown of Stoneville, North Carolina. For many years, Frank has operated a tobacco warehouse, and his statement says, and I quote: "In the twenty-one years that I've been operating my Stoneville warehouse, I've sold over twenty-one million pounds of tobacco to buyers representing all the cigarette companies - These sales were conducted with absolute impartiality and fairness to all. I have seen all cigarette companies buy tobacco, and the makers of Lucky Strikes invariably select the quality of tobacco that I ~~would~~ want to smoke. ~~Yes, in picking a cigarette, the tobacco is mighty important, and I know that Luckies get the kind of tobacco that will give a smoker the most real enjoyment.~~ <sup>In fact I've</sup> I, personally, have smoked Luckies for twenty-five years, ~~now, in fact ever since they were first made in 1917.~~ I smoked them ~~just~~ because I know they contain <sup>the</sup> finer lighter tobacco that gives me a milder, better-tasting smoke."

gla

7/11/42

-16-

BLOCK: Thank you, Frank A. Brown of Stoneville, North Carolina.

Friends, with all those years of experience, you must admit that Frank Brown ~~of Stoneville, North Carolina,~~ knows tobacco, and his good common sense and yours must tell you that no cigarette is any better than the tobacco from which it's made. Friends, tonight I have had the opportunity of showing you how the makers of Lucky Strike cigarettes pay the price to buy the finer tobacco. I have read to you one of hundreds of statements by famous independent tobacco experts. When you add these two together, it must be clear to you the final result is that Lucky Strike means fine tobacco, and fine tobacco means a finer smoke.

gla

ATX01 0071963



7/11/42

-17-

(FANFARE NUMBER THREE)

BLOCK: *John's lovely Joan Edwards to sing*  
Here they are - the Big Three - ~~coming up to~~ the song  
that now occupies the third step from the top of the  
ladder of success on Your Hit Parade. . . "Yes, it's  
"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."

( JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND . . . . EDWARDS AND ORCHESTRA )

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

gla

ATX01 0071964

7/11/42

-18-

(FANFARE NUMBER TWO)

BLOCK: The NUMBER TWO song . . . the song that brings to mind  
soft blue water, tropical islands, and romance . . .  
Eric Coates' composition, sung by the Hit Paraders, and  
played by Mark Warnow and the Lucky Strike Orchestra . . .  
"SLEEPY LAGOON."

("SLEEPY LAGOON" . . . . . HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

gla

ATX01 0071965

7/11/42

-19-

(FANFARE NUMBER ONE)

×  
BLOCK: NUMBER ONE! When Walter Winchell likes anything very much, he gives it orchids, but evidently America's taste in flowers runs to roses, because from coast to coast, in the coin boxes, the music counters, and wherever music is played, the song that occupies the number one position, to be sung by our own Singing Star, Barry Wood, is "ONE DOZEN ROSES." ×

("ONE DOZEN ROSES" . . . . . WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

gla

ATX01 0071966

7/11/42

-20-

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.

BLOCK: That's right, ladies and gentlemen...that's all for now...  
but next Saturday, we'll be back with Your Hit Parade!  
But before we say good night, let me ask you how many of  
you are members of the Ten Per Cent Club...how many of  
you are pledging ten per cent of your income for War  
Bonds and Stamps...how many of you are investing in  
America? Ten per cent isn't much to lend your country  
for one hundred per cent future freedom. And now, until  
next week, this is Martin Block, speaking for Lucky  
Strike, saying goodnight for Joan Edwards, Mark Warnow,  
the Hit Paraders...

WOOD: And this is Barry Wood saying...so long for a while.

(THEME:..... 20 SECONDS)

gla

RTX01 0071967

7/11/42

-21-

RUYSBALL: 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-

W A B C. . .NEW YORK

gla

ATX01 0071968

COLUMBIA BROADCASTING SYSTEM

*As Broadcast  
Mr. Roggiano*

YOUR HIT PARADE - #374

SATURDAY, JULY 18, 1942

9:00 - 9:45 P.M.

REPEAT BROADCAST SUNDAY 7/19/42  
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 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 compiles an accurate, authentic record of America's taste in popular music. Now, to report the rankings and ratings for this week, here's Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, everybody...Tonight Your Hit Parade gets under way with the song that's in ninth place...and here is your singing star, BARRY WOOD, and the Hit Paraders to tell us about..."THREE LITTLE SISTERS."

("THREE LITTLE SISTERS".....WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)  
(APPLAUSE)

1e

ATK01 0071969

BLOCK: Nice going, Barry. Friends, with Barry Wood, the Hit Paraders and the orchestra getting our show under way with "Three Little Sisters," the song that is in ninth place, that leaves just nine more of your favorite tunes, along with the three Lucky Strike extras dedicated to the men in the armed services,-- grand melodies to be sung and played for you by Barry Wood, Joan Edwards, The Hit Paraders, Mark Warnow and the Lucky Strike Orchestra. Looking very charming, here's Joan Edwards to sing the ballad that's number four on the list. Yes sir, the FOURTH place tune, and it's "JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to

("JERSEY BOUNCE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number FIVE. Here's that great bit of Jersey Jive  
in Mark Warnow and The Lucky Strike Orchestra's hep  
arrangement -- in FIFTH place, "THE JERSEY BOUNCE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



MARINE SPOT

(MARINE SONG.....)

BLOCK: Marine Corps attention! Our singing star, Barry Wood dedicates the first Lucky Strike extra of the evening to all the men in the United States Marines...to you leatherneck heroes who stand ready for duty on land or sea.

WOOD: Okay, Martin...and here's wishing the best of luck to all you men of the Marines. Our song salute to you is that swell tune favorite..."KEEP YOUR SUNNY SIDE UP."

("KEEP YOUR SUNNY SIDE UP".....WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Mighty fine, Barry. You just bet your bottom dollar the Leather-necks will keep their sunny side up. In just a little while we are going to launch another Lucky Strike extra and head it in the direction of the United States Naval Forces.

(COMMERCIAL #1)

COMMERCIAL #1.

BLOCK:           You know, friends, when you look at a pack of Luckies, you will see a large blue stamp on each package. This is known as the Government Revenue Stamp. But there is another stamp on every pack of Luckies that can't be seen with the naked eye. It is the stamp of approval of independent tobacco experts-men-who-because of their vast knowledge, are naturally picky and choosy about the cigarette they want to smoke. And if you want to know why the overwhelming majority of these men smoke Luckies, you need only to listen to Basil Ruysdael's re-enactment of this auction scene to understand.

(MORE)

1e

ATX01 0071973

COMMERCIAL #1 (Cont'd)

(FADE IN CHANT - CROWD NOISE & RUYSDAEL)

RUYSDAEL: ....and the bid's up to 25- 25 dollars-- but Lucky Strike bids 26 - 26 and it's going - going-  
(CHANT UP - SOLD AMERICAN)

WHSMAN: 19! (CHANT)

RUYSDAEL: Ladies and Gentlemen, we're in a huge tobacco warehouse in Lumberton, North Carolina. There's plenty of competition here for the finer, milder tobacco-- and each basket is sold to the highest bidder!  
(CHANT UP - SOLD TO MOORE)

WHSMAN: Good tobacco, boys.... 22 (CHANT)

RUYSDAEL: Better tobacco brings a better price - and here's a basket of the fine mild leaf they all want - so the Warehouseman's opening price of 22 dollars a hundred pounds has already been bid up to  $23\frac{1}{2}$  and now Lucky Strike bids  $24\frac{1}{2}$  - another cigarette company  $24\frac{1}{2}$  - a leaf company 25 - an export company 26, but Lucky Strike bids 27 dollars. The auctioneer chants 27- 27- but there are no more bids - so, here's the sale!  
(CHANT UP -- SOLD AMERICAN)..

(MORE)

LUCKY STRIKE -  
Your Hit Parade

-7-

7/18/42

Commercial #1 - (Cont'd)

BLOCK: You heard those last two words, "Sold American." Well, so did the independent tobacco experts who attended those auctions of the 1939 crop at Lumberton, North Carolina, where for the tobacco they bought, the makers of Luckies paid 32% above the average market price as published by the United States Department of Agriculture. And when they hear the auctioneer say, "Sold American," it takes only a quick look at that basket of tobacco to convince these men that another basket of fine tobacco has gone toward making the kind of cigarette they want to smoke. These men know that no cigarette can ever be any better than the tobacco from which it's made, and that is why we say there are two stamps on each package of Luckies --the Government stamp and the stamp of approval of the men who know tobacco best. In fact, with these men, Luckies have twice as many exclusive smokers as have all other cigarettes combined, and you know, friends, I'd like to add a third stamp to that pack of Luckies --your stamp of approval --If you'll light up a Lucky, it won't be hard to get.

le

ATX01 0071975

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

(FADE FOR ANNOUNCEMENT)

BLOCK: Voted by all of you music lovers into the Lucky  
SEVENTH spot on the Parade is a pippin of a song  
to be sung for us by Joan Edwards.....

"DON'T SIT UNDER THE APPLE TREE".

(MUSIC SWELLS AND FINISHES)

Segue to

("THIS IS WORTH FIGHTING FOR".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number TEN!    After a two-week vacation, here's that grand patriotic ballad back again on Your Hit Parade. Orchestra Leader Eddie DeLange wrote it, and it is number TEN in the ratings.

Barry Wood sings it for us...."THIS IS WORTH FIGHTING FOR."

(MUSIC SWELLS AND FINISHES)

Segue to

le

ATX01 0071977

NAVY SPOT

(NAVY SONG. . . . .)

BLOCK: Well, I guess that little bit of "Anchors Aweigh" is a pretty clear indication to you men of our Naval forces that now is the time for the song salute to you - yes, to all you blue jackets who patrol the far sea lanes and to all you coast guards<sup>men</sup> who keep a weather eye for enemy subs off our shores. All right, Joan, you're on deck with that song...

EDWARDS: Right, Martin...and fellows, I sure hope you like the tune. It comes straight from a gal who really thinks you're terrific. Here's the song..."I'M SHOOTIN' HIGH"

(I'M SHOOTIN' HIGH. . . . . EDWARDS, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Thank you, Joan Edwards, a grand song well sung. Standby Army, your salute comes later.

("HE WEARS A PAIR OF SILVER WINGS".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           NUMBER EIGHT! Well, well -- again we roll out the red plush carpet and welcome a newcomer to the ranks of Your Hit Parade, and you know, that's something we always like to do. Your newcomer tonight was written by the composer of "Balalaika" and "A Nightingale Sang in Berkeley Square." The Hit Paraders introduce your EIGHTH place tune.....a beautiful ballad entitled "HE WEARS A PAIR OF SILVER WINGS."

(MUSIC SWELLS AND FINISHES)

Segue to

mt



("WHO WOULDN'T LOVE YOU".....WOOD, GIRLS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

*You Singing Star*  
Number SIX1, Barry Wood returns to the microphone  
*with the band*  
~~to sing for us the song~~ that was originally  
presented by Kay Kyser, and which this week moves  
up on Your Hit Parade into sixth place. It's that  
catchy little ditty entitled "WHO WOULDN'T LOVE YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mt

ATX01 0071980

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

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

mt

ATX01 0071981

ARMY SPOT

(THEME.....)

segue to

(ARMY SONG..... )

BLOCK: Your Hit Parade carries on...just rarin to go with our THIRD Lucky Strike Extra...This one for the Army ...yes, for all you fellows in training camps and overseas who are in there to drive home the big victory for Uncle Sam and his Allies. It's a musical toast to you, Army, from Mark Warnow and the Orchestra. Your song tonight is "THE VARSITY DRAG."

("VARSITY DRAG".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: To all of you men in the armed services of our country we have dedicated the tunes we think you'll like, and with those tunes go our best wishes for good luck and success to you wherever you may be... ..fighting the good fight for all the things we hold most dear.

COMMERCIAL #2

mt

BLOCK: Now, friends, I want to take just a moment to tell you something that I think may have a great effect on your future smoking pleasure. Last December, when the makers of Luckies called me to their office and said "Martin, we want you to tell the listeners about Lucky Strike Cigarettes". Naturally, I was highly elated, but I was worried about one thing. X In all the years that I have been on the air no one has ever written anything for me to say. My sponsors have always given me the privilege of saying what I knew and believed to be true, and so, of course, I didn't want to go on Your Hit Parade and read to you words that were put into my mouth by other people. X But, then they said, "Martin, we want you to continue to work as you have always worked...go to our factory - see how we make Luckies -- see the auctions --interest yourself in our business personally - and when you have found out everything that you want to know about Luckies then get up there and tell the folks all about it in your own words.

(MORE)

1e

ATX01 0071983

LUCKY STRIKE - Your Hit Parade

7/18/42

Commercial #2 -(Continued)

REVISED

BLOCK:  
(Cont'd)

I tell you this because I want you to know that when I talk to you about Lucky Strike Cigarettes I am telling you about the things I know to be true. I have seen the figures proving that we pay the price to buy the finer tobacco.

I have seen, with my own eyes, the statements of independent tobacco experts, that with these men who know tobacco best it's Luckies 2 to 1.

Remember, that everything I say about the quality of Luckies, about the finer tobacco that goes in them, about the preference of the independent experts, is based on my own personal knowledge of the facts.

To my way of thinking, the superiority of Lucky Strike can all be boiled down to just two words - "Fine tobacco." I am on your side of the tobacco counter. I feel that I am just an average cigarette smoker. Tonight, I only ask for the opportunity of proving to you the things that I have learned. I know that if I can do that I will be partially responsible for opening up to you a great, new vista of smoking enjoyment. Won't you try a pack of Luckies tonight?

le

ATX01 0071984

(PANFARE NUMBER THREE)

BLOCK:            Now, to all the listeners of the Hit Parade - you've  
                     picked them - we'll sing and play them - the big  
                     three in the Lucky Strike Survey of favorites...and  
                     the song that is NUMBER THREE tonight - from the  
                     motion picture "Forest Rangers," sung for you by Barry  
                     Wood and the Hit Paraders..."JINGLE JANGLE JINGLE."

("JINGLE JANGLE JINGLE". . . . .WOOD, HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: The NUMBER TWO song! ~~The hit tune written by~~ Maestro  
Dick Jurgens. *had a hand in its writing* The Hit Parade reports that it rates  
second all around the country. Joan Edwards sings...  
"ONE DOZEN ROSES."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

X

BLOCK:           Number ONE! From coast to coast and border to border,  
here's the song elected by America to first place on  
Your Hit Parade. Yes, this week the song that wears  
the musical crown is the lovely English melody by Eric  
Coates, with the <sup>T</sup> fine American lyrics written by Jack  
Lawrence. The Hit Paraders sing it for you....

"SLEEPY LAGOON." X

("SLEEPY LAGOON" . . . . . HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



WOOD: (SINGS) So long for awhile...that's all the songs for awhile. (SINGS) So long to Your Hit Parade and the tunes that you picked to be played.

BLOCK: That's right, ladies and gentlemen...that's all for now...but next Saturday, we'll be back with Your Hit Parade. Remember, friends, this is an all-out war, calling for an all-out effort from every one of us. We must back up the boys on the fighting fronts by buying war bonds and stamps. So join the Victory line - make a point of purchasing war bonds and stamps regularly. And now, until next week, this is Martin Block, speaking for Lucky Strike, saying good night for Joan Edwards, Mark Warnow, the Hit Paraders ...

WOOD: And this is Barry Wood saying...so long for awhile

(THEME. . . . 20 SECONDS)

RUYSDAEL: 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

YOUR HIT PARADE - #375

SATURDAY, JULY 25, 1942

9:00 -9:45 P.M.

*As Broadcast  
Mr. Boggiano*

REPEAT BROADCAST SUNDAY 7/26/42  
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 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 compiles an accurate, authentic record of America's taste in popular music. Now, to tell you about tonight's ranking and ratings, here's Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, everybody. Once again Your Hit Parade gets under way, and in the lead-off position is the song that holds down the number four post and here's your singing star, Barry Wood, to sing it, and Mark Warnow and the orchestra to play it. It's....  
"ONE DOZEN ROSES".

("ONE DOZEN ROSES".....WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

1e

ATX01 0071990

7/25/42

Your Hit Parade

X  
 BLOCK: Swell, Barry. Friends, that was Barry Wood, singing for you the Number Four song in the nation this week, "One Dozen Roses." And, of course, that leaves nine more of your current favorites, plus three swell Lucky Strike extras to be dedicated to the men in the armed services. X  
 In addition to Barry Wood, the cast of your Hit Parade is present and accounted for - Joan Edwards, the Hit Paraders, and Mark Warnow ~~and~~ the Lucky Strike Orchestra. <sup>and now friends</sup> On the night of August 4th, here in New York, for ~~the Army and~~ Navy Relief, the new Bing Crosby picture, Holiday Inn, will have its world premiere; and one of the songs from that picture makes its first appearance on Your Hit Parade tonight. It comes on in tenth place, and Joan Edwards sings it. It's ... "BE CAREFUL IT'S MY HEART."

("BE CAREFUL IT'S MY HEART" . . . . . EDWARDS AND ORCHESTRA)

(MUSIC SCREAMS AND FINISHES)

(APPLAUSE)

segue to

gla

YOUR HIT PARADE

7/25/42

("JERSEY BOUNCE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

Some songs just roll <sup>Along</sup> ~~around~~; but this song is still  
bouncing around among the top ten landing tonight in  
SIXTH place. It's that stopp session classic to be  
played for you by Mark Warnow and the Lucky Strike  
Orchestra...Number SIX. . . "JERSEY BOUNCE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nr

ARMY SPOT

(ARMY SONG . . . . .)

BLOCK: Here we go with our tributes to America's fighting men...our three Lucky Strike Extras dedicated to the men in our country's armed forces. The first one goes to the soldiers of the United States Army..C.O., top-kick or buck private...Your Hit Parade salutes each and every one....Joan Edwards, what'll it be for the Army?

EDWARDS: It's ~~A~~ swell all-time favorite, fellows...and it's heading straight to you with a barrelful of good luck from me. Here's our Army extra.....

"WHO"

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was great, Joan...and our next Lucky Strike Extra will be ringing out for the men of the United States Marines in a little while.

(COMMERCIAL #1)

ep

BLOCK: (PAUSE) Friends, there is an old saying, "The better the cloth the better the suit." Tonight, I am going to take the liberty of saying, "the better the tobacco the better the cigarette," because it is an accepted fact that in order to make a fine cigarette, you must use fine tobacco; and here's Basil Ruysdael to show you how the makers of Luckies pay the price for that fine tobacco that you want to smoke.

(MORE)

(CHANT...AUCTION...RUYSDAEL...SOLD AMERICAN)

WHSMAN: 20!

(CHANT)

RUYSDAEL: Ladies and gentlemen, we're reenacting a tobacco auction at Pamlico, South Carolina. There are hundreds of baskets of tobacco in this big warehouse....and each basket is sold on its own merits -- sold to the highest bidder!

(CHANT UP -- SOLD TO FLEMING)

WHSMAN: Good tobacco, boys -- 22!

(CHANT)

RUYSDAEL: Look for the price to go up and up on this basket. For the warehouseman's shout "Good tobacco" means its the finer milder leaf that makes you a better smoke. So already the starting price of 22 dollars a hundred pounds has been jumped to  $22\frac{1}{2}$  -- 23 --  $23\frac{1}{2}$  -- and now Lucky Strike bids 24 - 24 - ~~24~~. Another cigarette company makes it  $24\frac{1}{2}$  -- a leaf company 25 -- an export company 26 - 26 - but Lucky Strike makes it 27. And - yes - that tops all bids. The basket's going - going to Lucky Strike.

(CHANT UP -- SOLD AMERICAN)

(MORE)



7/25/42

BLOCK: Now, friends, for the tobacco it bought at auctions of the 1939 crop at Pamplico, South Carolina, the makers of Luckies paid 34 per cent above the average market price as published by the United States Department of Agriculture. And, while that clearly shows that Lucky Strike means fine tobacco because we pay the price to buy it, to my way of thinking, another really important thing to you in that auction scene, is something that may not appear on the surface. <sup>Namely</sup> That that auction as well as other auctions throughout the South was attended by independent tobacco experts, warehousemen, auctioneers, buyers -- men who make it their business to know tobacco -- and you can't pull the wool over their eyes. When they see the makers of Luckies consistently pay <sup>ing</sup> the price to buy the finer tobacco, it's little wonder that with these men who know tobacco best, Luckies have twice as many exclusive smokers as have all other cigarettes combined. <sup>Now</sup> To my way of thinking, that's the important thing to you as an average smoker, the fact that these tobacco experts prefer Luckies two to one. Take my word for it, you can't do better than to take their advice and smoke the smoke tobacco experts smoke. Prove it to yourself <sup>thoroughly</sup> tonight, and make that next pack Luckies.

YOUR HIT PARADE

ATX01 0071996

("THREE LITTLE SISTERS" . . . . . WOOD & GIRLS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's a song that's all about all three branches of the service ... the song of the three little girls in their teens who loved a soldier, a sailor, and a marine. Barry Wood singing the song that's in EIGHTH place ... "THREE LITTLE SISTERS."

(MUSIC SWELLS AND FINISHES)

segue to

("HE WEARS A PAIR OF SILVER WINGS".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCER)

BLOCK:           Number SEVEN! Your Hit Parade takes to the sky ways  
to give you the romantic ballad of a <sup>flyer</sup> pilot and his  
sweetheart. It zoomed in this week to take the lucky  
seventh spot, and here are the Hit Paradars and  
Mark Warnow to do it for you..."HE WEARS A PAIR OF  
SILVER WINGS."

(MUSIC SWELLS AND FINISHES)

segue to

ep

ATX01 0071998

MARINE SPOT

(MARINE SONG . . . . .)

BLOCK: Time for our second Lucky Strike Extra...and it goes to you rip-roarin' devil dogs of the United States Marines...yes, to all you leathernecks around the globe...Uncle Sam's fighters on land and sea. America's best wishes go to each and every one of you. Now, here's your song, Marines...Mark Warnow and the Orchestra send out to you that big time favorite...."THE CONTINENTAL."

("THE CONTINENTAL".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was for the Marines...and, men of the Naval Forces stand by, because our next Lucky Strike Extra is aimed <sup>right</sup> at you.

ep

7/25/42

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND .. WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number FIVE: Still gathering votes on Your Hit Parade is the song that tells the story about an American doughboy and an Irish colleen. Your singing star, Barry Wood steps to the microphone for the Number FIVE song, "JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".

(MUSIC SWELLS AND FINISHES)

segue to

cs

ATX01 0072000

7/25/42

("HERE YOU ARE" . . . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: In the Number NINE spot after a week's absence, one of the smoothest ballads of the season returns to take a place in the big time. Written by Leo Robin and Ralph Ranger, it's the number NINE song of the nation; and Joan Edwards sings it. It's titled .. "HERE YOU ARE"

(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 . . . . .)

segue to

(NAVY SONG . . . .)

BLOCK: Your Hit Parade takes its hat off to the courageous men of the United States Naval Forces. We send a Lucky Strike Extra to all the sailors and all the men of the Coast Guard...ever watchful, ever vigilant across the Seven Seas. Barry, you're on deck for this one.

WOOD: Yes sir, Blue-jackets, Americans are rooting for you from coast-to-coast...and here on the Parade we add our cheer with a song...<sup>that</sup> an all-time hit..."WAY DOWN YONDER IN NEW ORLEANS."

("WAY DOWN YONDER IN NEW ORLEANS" . . . .WOOD, HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Well, that concludes our Lucky Strike Extras...all tributes to America's fighting forces...and to all you men in all the branches of the armed services, our very best wishes for good luck and success always.

(MUSICAL PLAYOFF)

(COMMERCIAL #2)

mt



7/25/42

BLOCK:

*Hit Parade*  
At the beginning of every ~~Lucky Strike~~ show, you hear Basil Ruysdael say, "Smoke the smoke tobacco experts smoke," and if you are the least bit curious, maybe you've said to yourself, "Just how do you know which cigarette the tobacco experts smoke?" And that's a fair question. But if you will just stop a minute and think, you'll realize that we would have no reason under the sun to make that statement unless we could prove it. I have read hundreds of statements by independent tobacco experts, and typical of them is the one by Joseph Ervin Cuthrell of Kinston, North Carolina, a tobacco auctioneer with twenty-five years of experience, and I think that if you are interested in smoking a finer cigarette, it should be of interest to you.

(MORE)

ATK01 0072004

BLOCK: Joe says, "I think I have a pretty complete knowledge of tobacco, because I started auctioning it at the age of twenty-one, and I've sold an average of 20 million pounds of tobacco a year, approximately 500,000,000 pounds in my twenty-five years of auctioneering. So I think I know tobacco, and I know I know that no cigarette is any better than the tobacco that is in it. I've seen Lucky Strike consistently buy the finer milder tobacco - the kind that makes a better cigarette. So, when it comes to choosing my own cigarette, I naturally pick Luckies, because I can't help but believe what I see. And Joe goes on to say "I expect that's why so many other tobacco men I know just naturally pick Luckies." Now remember friends, that this is only one of hundreds of statements that are on my desk ~~in my~~ ~~office~~ -- statements that I have read with my own eyes. And I hope that telling you these facts will help you to realize that there's a sound basis for Basil Ruysdael's statement, "Smoke the smoke tobacco experts smoke," for with men who know tobacco best -- it's Luckies two to one.

(FANFARE NUMBER THREE)

BLOCK: Ladies and gentlemen, the three top songs in America! You picked them ... we'll sing and play them. First, comes the Number THREE song in Your Lucky Strike Survey of Favorites. A consistent vote-getter, it moved up with a rush from sixth place last week to third place now ... and here's Joan Edwards to sing it for you ... "WHO WOULDN'T LOVE YOU."

("WHO WOULDN'T LOVE YOU" . . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK:       The Number TWO Song! Yes, it's that beautiful ballad  
we owe to Eric Coates with lyrics by Jack Lawrence. So  
truly memorable that it still rates high after almost  
three months on the Parade. Here it is tonight, the  
Number TWO favorite the nation over in the beautiful  
setting by the Hit Paraders and Your Lucky Strike  
Orchestra ..."SLEEPY LAGOON."

("SLEEPY LAGOON" . . . . . HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK:        Number ONE! The song sensation of the nation.  
Originally introduced by Kay Kyser, after only three  
appearances on Your Hit Parade, it's been a hop, skip  
and a jump for the sensational tune as it soared over  
the entire list to land at first place this week.<sup>x</sup> And  
here's Barry Wood and the Hit Paraders to accord full  
honors to the number one song from coast to coast...  
"JINGLE JANGLE JINGLE." <

("JINGLE JANGLE JINGLE" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

mt

ATX01 0072008

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.

BLOCK: That's right, ladies and gentlemen ... that's all for now ... but next Saturday we'll be back with Your Hit Parade. And friends, do you belong to the "Ten Per Cent Club" - made up of all good Americans who agree to invest ten per cent of their income in War Bonds and Stamps? If you aren't a member, make your resolution to join up now ... and help club the Axis into oblivion!

And now, until next week, this is Martin Block, speaking for Lucky Strike, saying good night for Joan Edwards, Mark Warnow, the Hit Paraders...

WOOD: And this is Barry Wood ... saying so long for a while.

(THEME . . . . . 20 SECONDS)

RUYSDAEL: 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

mt

ATX01 0072010

AUGUST



*As Broadcast*

COLUMBIA BROADCASTING SYSTEM

Shortwave Broadcast Mon. 8/3/42

THE AMERICAN TOBACCO COMPANY  
"YOUR HIT PARADE" #376

Sta. W.C.R.C.  
W.C.B.X.  
W.C.D.A.

SATURDAY, AUGUST 1, 1942

9:00 to 9:45 P.M.

REPEAT BROADCAST SUNDAY 8/2/42  
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 favorite songs of the week -- determined by Your Hit Parade Survey...an up to the minute 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 compiles an accurate, authentic record of America's taste in popular music. Now, to keep you posted on tonight's running here's Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, everybody..Saturday has rolled around again and for us that means it's time to bring you the song champions of the week. Let's start off with the bright little jingle that you voted in NINTH place. Your singing star, Barry Wood, steps up to sing the number niner.."THREE LITTLE SISTERS."

("THREE LITTLE SISTERS". . . . . WOOD, GIRLS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0072012

BLOCK: That was on the beam, Barry...and, friends, the opening number on tonight's Hit Parade was the ninth ranking song...."Three Little Sisters." Set for an airing on the Parade this evening are nine more of your favorite tunes...and three Lucky Strike Extras...our dedication to the men in our country's armed services. Lined up to bring them all to you are, of course, Barry Wood, and Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. Now, here we go with another survey winner. This tune is returning to the honor list to fill the Lucky SEVEN position. Joan Edwards sings it...and it's..."IDAHO."

("IDAHO". . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

ems

("SLEEPY LAGOON". . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

~~We'll...~~ *It's* number SIX coming up...and we're going to turn it over to Mark Warnow and the Lucky Strike Orchestra for one of their swell treatments. It's that beautiful tune that came to the Parade via England and it ranks sixth in your favor...  
"Sleepy Lagoon."

(MUSIC SWELLS AND FINISHES)

*Applause*  
~~segue to~~

ems

(MARINE SPOT)

(MARINE SONG. . . . .)

BLOCK: Your Hit Parade takes time out to send a salute to the men in the fighting forces of Uncle Sam...and the first of our Lucky Strike Extras is heading out to the devil dog heroes of the United States Marines... to each and everyone of you now on duty around the globe. Barry Wood, you're on to sing out a Hit Parade greeting to the leathernecks.

WOOD: Right, Martin...<sup>and</sup> fellows, here's a swell extra taken from Your Hit Parade of a few years back. Hope you like it, Marines...it comes with all our wishes for the best of everything...let's go with.....  
 "I FEEL A SONG COMING ON."

("I FEEL A SONG COMING ON". . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was terrific, Barry...men of the United States Naval Forces - stand by...we'll be sending our next extra to you in a few minutes.

COMMERCIAL #1

ems

COMM: #1 LUCKY STRIKE -  
HIT PARADE

- 5 -

8/1/42

BLOCK: Now friends, because the basis of every cigarette is tobacco and because I think that you're entitled to know how the makers of Luckies go about acquiring the finer tobacco that makes Luckies a finer cigarette, I am going to ask Basil Ruysdael to reenact for us a typical auction scene which I am quite sure will give you a clear picture of how the makers of cigarettes vie for the finer tobacco. I wish you would pay particular *notice* that when an extra fine basket of tobacco is offered for sale, the competition is much greater. All right, Basil, let's go!

(MORE)

va

ATX01 0072016

8/1/42

(FADE IN RUYSDAEL WITH CHANT...CROWD NOISES B.G.)

RUYSDAEL: - and its 25 now - bid by Lucky Strike - 25 dollars!  
Any more bids?...Still 25 - and it's going - going - (CHANT  
UP - SOLD AMERICAN)

WHSMAN: 19!

(CHANT)

RUYSDAEL: Ladies and gentlemen, we're in a big tobacco warehouse  
at Clarkton, North Carolina. The tobacco's good - the  
bidding lively - and the crowd - well - listen to the  
excitement!

(CROWD NOISE, CHANT UP - SOLD TO GUNTER)

WHSMAN: Fine tobacco, boys - 2 $\frac{1}{2}$ !

(CHANT)

RUYSDAEL: The crowd presses forward to follow the bidding on this  
basket. For here's good tobacco - fine mild leaf - so  
the price will go up and up! Already, the warehousemen's  
opening bid of 21 dollars a hundred pounds has been  
upped to 21-1/2 - 22 - ~~22-1/2~~<sup>23</sup> - and now it's 23 $\frac{1}{2}$  bid  
by Lucky Strike - an export company makes it ~~23-1/2~~<sup>24</sup> -  
a leaf company 24 $\frac{1}{2}$  - and here's 25 from another cigarette  
company - but - yes - now Lucky Strike shoots in 26 - 26  
dollars. The auctioneer chants 26 - 26 but there are no  
more bids, so here's the sale.

(CHANT UP - SOLD AMERICAN)

va

(MORE)

ATX01 0072017

COMM: #1

LUCKY STRIKE -  
HIT PARADE

- 7 -

8/1/42

BLOCK: Now, friends, if you paid particular attention, you noticed that when the warehouseman said, "Fine tobacco, boys," the bidding was fast and furious. ~~And that was~~ not only ~~the way it went~~ at the auction of the 1939 crop at Clarkton, North Carolina, where for the tobacco it bought the American Tobacco Company paid 32 per cent above the average market price as published by the United States Department of Agriculture, but that was <sup>also</sup> the way it went at auctions all over the South. Yes sir, the makers of Luckies really make sure that they get that finer tobacco for your Lucky Strike cigarettes. And as usual at auctions there are in attendance independent tobacco experts, buyers, warehouseman and auctioneers. These men move from market to market. And year after year they see the makers of Lucky Strike cigarettes pay the price to acquire this finer tobacco so there is little wonder that these independent tobacco experts signify by their own statements that they prefer Luckies two to one. In fact, with these men, Luckies have more than twice as many exclusive smokers as all other cigarettes combined. Now friends, I think that right here we have conclusive evidence to prove to you that ~~today~~ Lucky Strike means "fine tobacco." And since fine tobacco means a better smoke, don't you think you'd better try Luckies?

ya

ATX01 0072018

("JERSEY BOUNCE". . . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           And now, Your Hit Parade carries on with one of  
                  the big hits of the season. It's the jive special  
                  that's holding down number EIGHT on the survey.  
                  Here's Joan Edwards to sing the... "JERSEY BOUNCE."

(MUSIC SWELLS AND FINISHES)

segue to

ems



:("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND". . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number FIVE! And it's Barry Wood to the front to  
sing the soldier serenade that's been enjoying such  
a bang up career on the Parade. This week you voted  
it into fifth place...and here it is.....

"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND."

(MUSIC SWELLS AND FINISHES)

segue to

NAVY SPOT

(NAVY SONG . . . . .)

BLOCK: Yes -- "Anchor's Aweigh" -- that's our cue to send out a Lucky Strike Extra to the gallant men of the United States Naval Forces...Your Hit Parade stands at attention in tribute to you men of the Navy and Coast Guard who are sailing the perilous seas and patrolling our shores. America is proud of you...and we add our salute with a Lucky Strike Extra. Joan Edwards, what's it to be?

EDWARDS: It's a wonderful George Gershwin tune, fellows.. it's aimed at you...all of you, wherever you are.. "Liza."

("LIZA". . . . . EDWARDS, HIT PARADERS & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Okay, Joan...and, Navy, that one was for you... on our next time around, we'll be dispatching a song salute post haste to the United States Army.

("HE WEARS A PAIR OF SILVER WINGS" . . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR: It's another step forward in the ratings for this ballad hit ... that's also an English importation. Composed as a song for our intrepid allies, the fighting fliers of the R.A.F. ... America has taken it to heart and made it one of her top favorites ... Here are the Hit Paradars to sing the fourth place tune ...

MUSIC: "HE WEARS A PAIR OF SILVER WINGS."

(MUSIC SWELLS AND FINISHES)

segue to

vis

("ALWAYS IN MY HEART" . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Well, well ... here's another song returning to the Parade tonight. We welcome it back as your number TEN song on the list. Barry Wood sings ...

MUSIC: ("ALWAYS IN MY HEART.")

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

Hit Parade

-13-

8/1/42

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

This is the COLUMBIA ... BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

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

vis

ATX01 0072024

ARMY SPOT

(THEME . . . . .)

segue to

(ARMY SONG . . . . .)

BLOCK: Your Hit Parade lines up for a song tribute to the men of our United States Army. From all over our great country, millions of young fellows have joined the ranks to fight this war <sup>to</sup> through victory. Here's our Lucky Strike Extra to you, Army ... as Mark Warnow and the Orchestra play a happy

*time with a Latin American tang - "La Conga"*  
~~hit of yesterday . . . . . "ORGAN GRINDER'S SWING"~~

(~~"ORGAN GRINDER'S SWING"~~ . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Well, that's the story, fellows ... and we send to all you men in all the branches of our country's armed forces our sincerest wishes for good luck and success.

(MUSICAL PLAY-OFF)

COMMERCIAL #2

vis

HIP PARADE

COMMERCIAL NO. 2

BLOCK: About a month ago, friends, I spent a little vacation at a very beautiful lake in upper New York; and the main thing I went away for was the fishing. Now, I pride myself on being a pretty good fisherman. But after ten days on this lake plentifully stocked with lake trout, bass, and pickerel, all I had to show was a sunburn and a few measly perch. I wouldn't have felt so bad about it had it not happened that on the last day of my vacation, as I rowed my boat into shore, in came another chap; and as his boat came into the dock, I called, "How'd you do?" And he said, "Oh, fair -- three lake trout." And when I saw them! ~~Man~~ oh Man! Were they big fish! ~~and did I feel like a big fish!~~ <sup>remember</sup> Now I think I'm a pretty good fisherman, so why was it that this man got the big fish and I got <sup>all</sup> ~~only~~ <sup>was</sup> ~~the~~ <sup>little</sup> perch? I'll tell you why. He lives by that lake. He's fished it since he was a youngster. He knew just where the big fish lived. In fact, when he went to call on them, they had the latch-cord on the outside of the door. But I - I was just a stranger on a big lake.

(MORE)

ebm

ATX01 0072026

LUCKY STRIKE -  
HIT PARADE

-16-

SAT. AUGUST 1st, 1942

COMMERCIAL NO. 2 (CONTINUED)

BLOCK:  
(CONT'D)

Yes, Sir, if you want to catch fish, go out with a native who knows the fishing in that locality. And if you want the enjoyment that comes from smoking fine tobaccos, take the advice of the independent tobacco experts who have spent their lives in the tobacco business -- who see what company buys what tobacco, and see the makers of Luckies pay the price at market after market for the finer tobacco. Watch these independent experts when they step up to a tobacco counter, and you'll see that with them Luckies have twice as many exclusive smokers as have all other cigarettes combined. If you'll smoke the smoke tobacco experts smoke, you'll always be sure of the enjoyment that only fine tobacco can give you.

ebm

ATX01 0072027



(FANFARE NUMBER THREE)

X  
BLOCK: Well, everybody...sit tight, we blow the trumpets for the three top ranking songs in America. First, let's tee off with the number THREE song...It's the catchy ditty that Kay Kyser introduced and launched on the road to fame. This week the survey finds it rates third from the Atlantic to the Pacific. The Hit Paraders sing..."WHO WOULDN'T LOVE YOU." X

("WHO WOULDN'T LOVE YOU".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

ATX01 0072028

(FANFARE NUMBER TWO)

BLOCK:       The number TWO song! In juke boxes and over the air,  
from band leader reports and record and sheet music  
sales, this ditty ranks second in the country. Dick  
Jurgens collaborated on it and started it off, and  
tonight it holds down second place on Your Hit Parade...  
Joan Edwards sings... "ONE DOZEN ROSES."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

(FANFARE NUMBER ONE)

BLOCK:       Number ONE! ....and it's a hold over from last week,....  
for that tune sensation from the motion picture "The  
Forest Rangers" is still leading the list as your ace  
favorite of them all. X Here are Barry Wood and the Hit  
Paraders to sing out with the first place song in all  
America.....

"JINGLE JANGLE JINGLE." X

("JINGLE JANGLE JINGLE" . . . .WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

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.

BLOCK: That's right, ladies and gentlemen...that's all for now...but next Saturday we'll be back with Your Hit Parade. In the meantime, friends, may I speak plainly about our Government's War Bond appeal? If enough War Bonds and Stamps were being bought, there would be no necessity to appeal to you. All of us simply must increase our purchases. Buying War Bonds and Stamps has become a duty. Let's not fail our country. And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders.....

WOOD: And this is Barry Wood....saying so long for awhile.

(CLOSING THEME.....)

ep

RDYSDAEL: 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-

WAEC ..... NEW YORK

*As Broadcast*

Shortwave Broadcast - Monday 8/10/42

Sta. W.C.R.C.

W.C.B.X.

W.C.D.A.

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #377

SATURDAY, AUGUST 8, 1942

9:00 - 9:45 P.M.

REPEAT BROADCAST SUNDAY 8/9/42

12:00-12:45 A.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 34 and 36 INCLUSIVE -  
SOLD AMERICAN)

RUYSDAEL: Let that chant remind you that Lucy 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)

le

ATX01 0072033

8/8/42

*out*

BLOCK: Good evening, ladies and gentlemen, this is Martin Block. Tonight, Lucky Strike brings you an extra-special performance of "Your Hit Parade". Tonight, it's a command performance at the request of the United States Government through the Office of War Information. A week ago last Monday night, from nine to nine-thirty over the Columbia network, the United States Government presented "Your Hit Parade" on its "Victory Theatre" program. Folks who heard it liked it, and it met with such all-around approval that the Office of War Information has asked that we repeat that performance for our regular Hit Parade audience. And so, tonight, we revamp our weekly Hit Parade to bring you the all-time Hit Parade, as sponsored by our United States Government. And, immediately following it, you will hear the current Lucky Strike big three -- the top tune trio of this week, so that you'll be right up to date. Sound good? Then here we go.

(SLIGHT PAUSE)

1e

ATX01 0072034

CORNING: The United States of America present-- THE VICTORY  
THEATRE!

(IMPRESSIVE OPENING MUSIC)

CORNING: Tonight the Victory Theatre brings you YOUR HIT PARADE  
--with your singing star, Barry Wood --Joan Edwards --  
Martin Block, Lyn Murray's Hit Paraders, and Mark Warnow  
and the Orchestra. Now, speaking for the United States  
Government, here's Barry Wood,

(APPLAUSE - MUSIC OUT)

WOOD: Hello, everybody - and greetings from the Hit Parade  
cast. Each Monday night, one popular CBS program  
which you know and enjoy, donates an extra performance  
in the service of our country. I certainly hope that  
you like our show tonight and will dial in the Victory  
Theatre every week---for the fine entertainment to come  
and for the things we will learn about our part in the  
war. (PAUSE) Now, up with the curtain and on with  
YOUR HIT PARADE!..

(OPENING HIT PARADE THEME.....)

(FADE FOR)

le

ATX01 0072035



WOOD: (ON CUE) For our Victory Theatre appearance tonight, we've picked out the tunes that have rated all-time tops in the seven years we've been on the air. You know the way the tunes make the Parade...the Hit Parade Survey checks bandleader requests, juke box favorites, radio performances, and the best sellers in sheet music and phonograph records. And every week, the tabulation of those figures indicates the songs you like best. Tonight, the show brings you ~~some~~ <sup>the</sup> Survey Super Champions... Your All-Time Hit Parade...And the best way to get this all-time <sup>+</sup> starter is to bring things right up to date with this week's Number ONE tune. Hit Paraders, it's you and me and America's favorite song today. "Jingle Jangle Jingle".

("JINGLE JANGLE JINGLE" .....WOOD, HIT PARADERS & ORCHESTRA)

(APPLAUSE)

WOOD Your Hit Parade has been doing business at the same old stand on Main Stem for 7 years .. but for a long time before that ... since sawdust days of the Gay 90's, the number one center for the creation of America's songs has been where Tin Pan Alley intersects Broadway Musical comedies have been heavy contributors .. and in the lifetime of Your Hit Parade they have provided many of your favorite tunes. Tonight, for our all-time show, we've taken the musical comedy tune that rang up the longest record on the survey. This one was born in Jerome Kern's "Very Warm For May" and during the winter of 1939 and forty it appeared on the Parade eleven times. The Hit Paraders fill in the vocal of your most popular musical comedy song .. "ALL THE THINGS YOU ARE."

("ALL THE THINGS YOU ARE" . . . . HIT PARADERS & ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cs

ATX01 0072037

WOOD: Hollywood is another bottomless well of songs that become hits. <sup>And</sup> Here's the way it works .. at your neighborhood movie theatre, you hear a song that strikes a chord in your ear and you come out humming it .. so you request it, buy the sheet music and record of it. That gives it a rating on the survey barometer. Then you tune in one Saturday night and you find it's on the Hit Parade.

(MUSIC IN) But of all the songs that have followed that path from Hollywood to the Hit Parade, one takes top laurels. Harold Arlen <sup>+ Vito Harburg</sup> wrote it, and Judy Garland sang it in the picture "The Wizard of Oz". Tonight, we bring it back for a command performance, with our own lovely Joan Edwards.

EDWARDS: Thanks, Barry .. the ballad that the survey shows is the most popular movie song of all time is ..

"OVER THE RAINBOW".

("OVER THE RAINBOW" . . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

cs

INTRODUCTION: (FADE FOR)

WOOD: The long list of ballads and rhythm tunes that have filled the ranks of Your Hit Parade has frequently been broken by novelty songs .. catch ditties of the wacky variety that have caught America's ear. Tonight we offer three of these jingles .. a trio of novelties that have rated tops in the all-time score book. You know them all - so here we go -

"A-TISKET A-TASKET", "THE MERRY GO ROUND BROKE DOWN"  
and "THE WOODPECKER SONG"

("A-TISKET A-TASKET", "MERRY GO ROUND BROKE DOWN" AND  
"WOODPECKER SONG". . . . . ENSEMBLE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

WAR MESSAGE

CS

## MIDDLE WAR

WOOD: And now Martin Block has something to tell you.

BLOCK: You know, yesterday I got to thinking about such radio programs as your Hit Parade, and I had a .. well, I guess you'd call it a day-dream. Or nightmare! Anyway, it went something like this ..

(BEGIN USUAL HIT PARADE INTRODUCTION MUSIC - FADE FOR)

CORNING: HERE IT IS - ALL AMERICA'S CHOICE IN POPULAR MUSIC ..

YOUR HIT PARADE

(MUSIC UP - INTERRUPT WITH VIOLENT CLANG OF BELL)

VOICE (IN GERMAN) HALT - it is forbidden to listen to the music you choose. From now on, what the Fuehrer decides you should hear!

BLOCK: You know what he said? He said this program had to be stopped ..because the Fuehrer - Hitler - commanded it! That there was to be no more of the music Americans want to hear .. only what the Fuehrer decides you should hear. (MOMENTARY PAUSE .. THEN, WITH DISGUST) Ugh.. I said it was a nightmare, didn't I? And yet .. that's just one of the things that actually would happen .. if Hitler had his way.

(MORE)

cs

ATX01 0072040

8/8/42

BLOCK: Your days of listening to the kind of entertainment you  
(cont'd) want to hear .. your days of doing and thinking pretty  
much as you choose .. in politics .. religion..and  
everything else .. would be over forever .. if Hitler had  
his way in America. And the only thing stopping him .. is  
you .. and every American. Sounds familiar, doesn't it?  
You've heard things like that before. But listen .. those  
aren't just words. Winning this war IS up to you .. and  
me .. and the entire population, both in the army and out  
of it. Because wars aren't won by just a few people any  
more, The days when civilians could just let the Army  
and Navy win the war for them .. are gone. Right now  
every citizen of Germany, every citizen of Japan is hard  
at work .. to beat you. They're making every sacrifice  
to end your liberty, freedom and maybe your life. And to  
beat them instead .. well .. have you hunted high and low  
for every bit of scrap rubber you could find, and turned it  
in? And scrap metal? Are you buying every war bond you  
can possibly afford? Have you asked your employer to  
deduct ten per cent - yes, ten per cent of every pay  
check for war bonds? Are you doing everything you can to  
help in Civilian Defense? Are you working just as hard as  
you know how in your present job, whatever it may be?  
If you are ..swell. If not .. you better start.

cs

(MORE

RTX01 0072041

BLOCK (cont'd) We're going on with your Hit Parade now, friends - with the songs that you want to hear. It won't be stopped by a Nazi this time. And it never will be - none of your liberties will ever be stopped by a Nazi or Jap .. if you remember this. That the fighting men who win this war .. will belong to the side whose people helped the most.

(DAILY EXERCISES INTRODUCTION)

(FADE FOR)

WOOD: When it comes to Hit Parade music Maestro Mark Warnow doesn't believe that downbeat magic is the only requirement for a swell performance. No sir, he says you've got to be in good musical condition. So Mark has a set of musical calisthenics - melodic exercises that he uses to keep the boys in shape. Next Saturday morning, when the band shows up for rehearsal, still a bit sleepy - cobwebs in their brains - they'll jump out of their chairs, throw the windows wide open, take two deep breaths and whistle off to work with "Mark Warnow's Daily Exercises for the Hit Parade Orchestra".

(DAILY EXERCISES . . . ORCHESTRA)

(APPLAUSE)

cs

*That was swell, Mark, ... Friends.*

WOOD: During the last five years, citizens of Tin Pan Alley have been exploring the classics for song hits ... and they sure have turned up some good ones. Tschaikowsky alone has had four songs on Your Hit Parade. But the song that started the trend was written by Debussy and translated into modern rhythm by Larry Clinton. It became one of the top ranking Hit Parade tunes on record, and certainly belongs in our hall of musical fame. That's why I'd <sup>as on the books</sup> like ~~to sing~~ <sup>to sing</sup> ... "MY REVERIE."

("MY REVERIE" . . . . .WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm



WOOD: On our all time Hit Parade program there belongs a spot where we salute the composer with the most number of tunes on the Parade since our first broadcast. And the survey shows that, America's foremost melody maker is Irving Berlin. Tonight, we tip our hat to him with a medley of three of his great songs, one of them, a Hit Parade song leader of the moment. Joan Edwards, the Hit Paraders, Mark Warnow and the Orchestra get together on Irving Berlin's "CHEEK TO CHEEK," "BE CAREFUL IT'S MY HEART," and "TOP HAT."

("CHEEK TO CHEEK," "BE CAREFUL IT'S MY HEART," & "TOP HAT".....

ENSEMBLE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

WAR MESSAGE

WOOD: Ladies and Gentlemen, YOU are invited to join the biggest CLUB in the world...and the greatest....

It's a club that asks no questions about your age, your sex, your politics, your religion, your race, your color, your financial standing....

It's a club that asks NO DUES. You GIVE no money for the right to belong...you only LEND a little...at GENEROUS interest...and TO YOUR COUNTRY.

It's a club called the Ten Percent Club. All you have to do to belong is to invest at least ten percent of your pay, every payday, in War Bonds...to help win this war....

Don't you want to join...tomorrow?

Think about it, as the Hit Parade continues with Basil Ruysdael.

(MUSIC BIG - FADE FOR)

RUYSDAEL: For more than seven years, Your Hit Parade has brought you each week the melodies that capture your current fancy.

Through the years there are some songs that stand out and live on....They are the great songs that arouse an emotion in the hearts of men and grow with the passing of time.

One such song was written many years ago when America was young..one song that is immortal.

(MORE) ebm

(MUSIC SWELLS - FADE FOR)

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

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

(MUSIC UP TO FINISH)

(APPLAUSE)

elm

BLOCK:

*out* Ladies and gentlemen, you have just heard a special repeat performance for the Hit Parade audience - at United States Government request - of the All-Time Hit Parade presented on the "Victory Theatre" a week ago last Monday night. And now, immediately following station identification, we'll carry on with the current Lucky Strike three top tunes of this week---

RUYSDAEL: (ON CUE) This is the Columbia Broadcasting System.

(THEME UP TO FINISH)

elb

ATX01 0072047

COMMERCIAL #1

X

BLOCK:

Friends, in just a few moments we are going to bring you the three top ranking songs in America this week. X But before we do so I want to take this opportunity to speak a moment about a motion picture... "Mrs. Miniver" now playing at the Radio City Music Hall. I saw that picture just a few weeks ago and I was so tremendously impressed, the first thing I did was try to figure out just what it was that made that picture so outstanding. I came to the conclusion that it was a combination of many things... fine acting, capable direction, wonderful story.... All of these things together were responsible for the grand entertainment provided by "Mrs. Miniver". Truly friends, in a great motion picture it's a combination of several things that counts, but in a cigarette, it's the tobacco, that counts. That the makers of Lucky Strike Cigarettes do acquire that finer tobacco that makes Luckies a finer cigarette is clearly illustrated as Basil Ruysdael re-enacts for us a typical auction.

(MORE)

1e

ATX01 007204B

(FADE IN RUYSDAEL WITH CHANT - CROWD NOISE)

RUYSDAEL: -it's 34- 34 dollars - and now Lucky Strike bids 35!  
Hear the auctioneer chant 35- 35. But no one tops  
that bid, so here's another basket of fine mild tobacco  
headed for Luckies.

(CHANT UP - SOLD AMERICAN AT 35)

WHSMAN: 29!

(CHANT)

RUYSDAEL: This huge tobacco warehouse is filled with hundreds and  
hundreds of baskets of the fragrant leaf--each basket  
to be sold individually, each basket to go to the highest  
bidder!

(CHANT UP- SOLD TO VALENTINE AT 33)

WHSMAN: Good tobacco, boys -- 30!

(CHANT)

RUYSDAEL: "Good tobacco", says the warehouseman --so watch the bids  
go up and up. The warehouseman's opening price of 30--  
30 dollars a hundred pounds jumped quick as a flash to 31-  
31 dollars bid by a leaf company - and now Lucky Strike bids  
32- an expert company makes it 33- Lucky Strike 34-  
another cigarette company 35-- but Lucky Strike comes  
right back with a bid of 36 - 36- 36..Any more bids?....  
No - so it's going - going --

(CHANT UP - SOLD AMERICAN AT 36)

(MORE)

8/8/42

COMMERCIAL #1-(Cont'd)

BLOCK: "Sold American"! Yes, friends, by paying the price The American Tobacco Company, maker of Luckies, acquires another basket of fine tobacco. And when you repeat that scene thousands of times all throughout the South, you can well understand why the independent tobacco experts who attend these auctions and see us pay the price, choose Luckies for their own personal smoking pleasure. These men see who buys what tobacco; they see us pay the price for the finer, lighter Lucky Strike tobacco that makes a finer cigarette. That's why with these men who know tobacco best Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These experts know that in a cigarette, it's the tobacco that counts. You can get your share of this finer tobacco in Luckies by trying a pack tonight.

(FANFARE NUMBER THREE)

BLOCK: Now for Your Hit Parade winners of this week.

We break the tape by going ballad-like with an Air Corps  
smoothie that's been moving up fast on the inside.

Last Saturday found it ready and waiting right on the  
rim in fourth place....and tonight it comes into its  
own, moving into the winners' circle as the number

THREE song from Forty-second and Broadway to Hollywood  
and Vine. With Mark Warnow and the orchestra in for  
the music, the Hit Paraders come in for the lyric of....  
"He Wears A Pair Of Silver Wings".

("HE WEARS A PAIR OF SILVER WINGS".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

le



(FANFARE NUMBER TWO)

BLOCK:           The number TWO song! A London melody favorite that  
America has taken to its heart and sent soaring to  
the top to be on the Parade for thirteen consecutive  
weeks. X Joan Edwards steps forward to do honors to  
the song America wants to be second in the rankings....  
"Sleepy Lagoon". X

("SLEEPY LAGOON" . . . . . EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

BLOCK: Before announcing the number ONE song on Your Hit Parade this week, you might like to hear the ratings of the hit songs from four through ten.....here they are from the bottom up:

Number TEN ..... "BE CAREFUL IT'S MY HEART"

Number NINE..... "THIS IS WORTH FIGHTING FOR"

Number EIGHT.... "JERSEY BOUNCE"

Number SEVEN.... "JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND"

Number SIX..... "I LEFT MY HEART AT THE STAGE DOOR CANTEEN"

Number FIVE.... "WHO WOULDN'T LOVE YOU"

Number FOUR.... "ONE DOZEN ROSES"

ebm

(FANFARE NUMBER ONE)

<sup>Y</sup>BLOCK: And here's number ONE! From Maine to California, it's still the tip-top tune of the nation! X You heard it at the beginning of the program on our all-time Hit Parade as the No. 1 song of week before last and now we repeat it as the first ranking song of this week. We think you'll enjoy hearing it again because it's such a swell tune. Barry Wood and the Hit Paraders don spurs and sombreros and gallop along to the tune of .."Jingle Jangle Jingle".

("JINGLE JANGLE JINGLE" . . . . .WOOD AND HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

cs

8/8/42

BLOCK: And there you have it, ladies and gentlemen .. the three songs that were tops with the music-loving public of America. And don't forget, for the cigarette that's tops with independent tobacco experts, men who know tobacco best, it's Luckies 2 to 1. If you'll just stop and realize that no cigarette can be any better than the tobacco from which it's made, and that the makers of Luckies pay the price to buy the finer tobacco, and that tobacco is in the Luckies you smoke today, just as your Hit Parade brings you the songs that are tops in America, so Luckies give you tops in smoking enjoyment. Now you all know what enters into making a hit song .. beautiful melody, fine lyrics, and excellent musical performances. And I'm sure you also know what enters into making a fine cigarette. Truly, in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco.

CS

ATX01 0072055

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.

*out*  
BLOCK: That's right, ladies and gentlemen, that's all for now. We were happy and pleased to answer the request of the Government through the Office of War Information to bring to our Hit Parade audience a repeat performance of the all-time Hit Parade, as presented a week ago last Monday night on the United States Government's "Victory Theatre". We hope you enjoyed it...and also the three top tunes of this week. Next week -- we're back at our old stand with your regular Lucky Strike Hit Parade. And, until then, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders...

WOOD: And this is Barry Wood saying...so long for awhile.

(CLOSING THEME....)

ebm

RUYSDAEL: 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

202

ebm

RTX01 0072057

*As Broadcast*

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #378

SATURDAY, AUGUST 15, 1942

9:00 - 9:45 PM, EWT

REPEAT BROADCAST SUNDAY 8/16/42  
12:00-12:45 A.M.

Shortwave Broadcast - Monday 8/17/42

Sta. W.C.R.C.  
W.C.B.X.  
W.C.D.A.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 38 AND 40 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)

vis

ATK01 0072058

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The result of a detailed 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 nation's bandleaders. And when all the calculations are complete, we're ready to bring you the accurate, authentic compilation of America's taste in popular music -- the ten leading songs of the week -- YOUR HIT PARADE. -- the man who lifts the lid on the ratings and rankings -- Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, friends. Your Hit Parade gets off tonight with the song that's holding down the NUMBER TEN post. Barry Wood jockeys it into *the* position and, with the Hit Paraders cheering him on, here comes ... *Who Wouldn't Love You*

~~"JOHNNY DOUGHEY FOUND A ROSE IN IRELAND"~~.

*Who Wouldn't Love You*

~~("JOHNNY DOUGHEY FOUND A ROSE IN IRELAND" ... WOOD, GIRLS, & ORCH.)~~

( MUSIC SWELLS AND FINISHES )

(APPLAUSE)

vis



BLOCK: Barry, that was swell. Friends, that was Barry Wood singing the NUMBER <sup>Joan</sup> ~~123~~ song of the nation this week, Who Wouldn't Love You "JOHNNY DOUGHERTY FOUND A ROSE IN IRELAND". And, of course, that leaves nine more of your current favorites on deck to be played, plus three fine Lucky Strike Extras dedicated to our men in the armed forces. In addition to Barry Wood, the cast of Your Hit Parade is also on hand -- Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra -- ready and waiting to sing and play for you. And anytime Joan Edwards is ready and waiting to sing for me, why I'm ready and waiting to listen. So, Joan, how about singing the song that America places NUMBER SIX in the rankings ... "IDAHO".

("IDAHO" ..... EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

vis

("SLEEPY LAGOON" ..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

NUMBER SEVEN! Something sweet and lovely for <sup>a</sup> your ~~cool~~  
midsummer evening. The Hit Paraders run a quizzical  
eye over America's ten top favorites, pick out the lucky  
SEVEN song, and step forward to sing ... "SLEEPY LAGOON".

("SLEEPY LAGOON" ..... HIT PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

(ARMY SONG. . .)

BLOCK: It's Lucky Strike Extra Time! And that means time out for our first of three numbers especially dedicated to the men in our country's armed forces. This one goes from "Your Hit Parade" microphones to the soldiers of the United States Army all over the world. We don't have to tell you how proud everyone in America is of you and the job you're doing, fellows. I think you know that. But we would like to pay special tribute to you with a song we think you'll like -- and, ~~fellows~~<sup>MAN</sup>, better hold on to your hearts 'cause it's Joan Edwards who's going to sing it.

JOAN: Fellows, I hope you'll enjoy this one. ~~Someone to~~  
~~comes with me singing my nighties for you.~~ It's straight from all of us here at "Your Hit Parade" to all of you...wherever you are.. "ZING WENT THE STRINGS OF MY HEART."

("ZING WENT THE STRINGS OF MY HEART" . . . . . EDWARDS AND PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Joan, that was really swell! Our next Lucky Strike Extra will ring out for the men of the United States Marines.

(COMMERCIAL #1)

dp

COMMERCIAL #1

BLOCK: Friends, the other night I had a most enlightening talk with one of New York's leading hosts; Sherman Billingsley is his name, and he operates the very famous Stork Club on 53d Street. We were discussing the successes and failures of different famous restaurants in New York City. When I asked Sherman what it was, in his opinion, that accounted for the phenomenal success of the Stork Club, he said, "Well, Martin, I'll tell you. Our reputation is based on just one thing...fine food." Pretty logical, because, after all, you go to eat, and if the food is fine, you can't help but enjoy. And being Lucky Strike conscious as I am, it immediately occurred to me that that was also the explanation for the success of Lucky Strike cigarettes. When you buy a pack of cigarettes, you buy them because you want to smoke them. And the pleasure you receive from smoking is greatly dependent on the quality of the tobacco. I don't know how Mr. Billingsley goes about selecting his fine foods, but I do know how the makers of Luckies go about acquiring that finer tobacco, and here's Basil Ruysdael to show us.

(MORE)

ATX01 0072063

8/15/82

RUYSDAEL: Well, ladies and gentlemen, let's reenact a typical tobacco auction so you can see for yourself how tobacco is bought in open competition...  
(FADE IN CHANT - CROWD NOISE - SOLD AMERICAN  
AT 39)

WHSMAN: 30! (CHANT ONE QUICK SALE - SOLD TO FLEMING AT 35)

WHSMAN: Good tobacco, boys....32! (CHANT)

RUYSDAEL: Do you see how the sales go? Each basket of tobacco is handled individually - each goes to the highest bidder. For example, on this basket the warehouseman's opening price of 32 dollars a hundred pounds has already been bid up ~~rapidly~~ from 32 to 33 to 34 - and now Lucky Strike bids 35 - another cigarette company makes it 36 - a leaf company 37 - Lucky Strike 38 - an export company 39 - Lucky Strike 40 - 40 - 40 - wait a minute, this looks like the sale! Yes, here's another basket of fine mild tobacco headed for Luckies.  
(SOLD AMERICAN)

(MORE)

8/15/42

BLOCK:

And there, ladies and gentlemen, you have the answer to how the makers of Luckies secure the finer tobacco that makes Luckies such an outstanding cigarette. As I said before, at a restaurant, it's the food that counts, but in a cigarette, it's the tobacco that counts. At public auction we pay the price to acquire that finer Lucky Strike tobacco. <sup>And</sup> ~~Remember~~ the independent tobacco experts...the warehousemen, the auctioneers, the buyers, who see us pay these prices at auction after auction, express their preference for Luckies. In fact, with these men who know tobacco best, it's Luckies two to one. Your best reason for smoking Lucky Strike Cigarettes is that in a cigarette, it's truly the tobacco that counts...and Lucky Strike means fine tobacco.

ATX01 0072065

("WHO WOULDN'T LOVE YOU".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

*See*  
 NUMBER ~~FOUR~~! And, friends, here's a "makes-you-wanna-listen-and-shout-for-more" tune that jumps *under the survey week in 10th place all up another notch in the ratings to be just one step around the corner* away from the big money. ~~Nine weeks on the Parade, tonight, finds it balanced confidently on the ledge at NUMBER FOUR.~~ Your singing star, Barry Wood, is on the beam to sing ... *Johnny Doughboy* ~~"WHO WOULDN'T LOVE YOU"~~

*Johnny Doughboy*  
 ("WHO WOULDN'T LOVE YOU".....WOOD AND ORCHESTRA) *End*

(MUSIC SWELLS AND FINISHES)

segue to:

dp

("BE CAREFUL, IT'S MY HEART".....ORCHESTRA)

(FADE FOR ANNOUCEMENT)

BLOCK: Here's the song that's marked NUMBER NINE! Your Hit Parade goes romantic to bring you Irving Berlin's newest from the motion picture, "HOLIDAY INN." Eye-opening Joan Edwards come up with the ear-opening tune that's in ninth place ... "BE CAREFUL, IT'S MY HEART."

("BE CAREFUL, IT'S MY HEART" . . . . . EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to:

dp



(MARINE SONG. . . . .)

BLOCK: It's time for our Lucky Strike Marine Extra! My dictionary tells me that the word "Marine" means: "Pertaining to the sea" -- as... "A soldier serving on a war vessel." But my newspaper and radio set tell me that the word "marine" means a swell bunch of Americans who are knockin' 'em cold in the Solomon Islands. Fellows, our hats go off to you in a big way tonight, and our very best wishes go right along with them. And coming ~~right~~ up is the song we've picked out for you. Mark Warnow and the Orchestra get together on an oldtime favorite ... "SOME OF THESE DAYS."

("SOME OF THESE DAYS". . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: United States Marines -- there's your Lucky Strike Extra! And, you men of the Naval Forces -- hang around, hunh? -- 'cause you're on deck ~~next!~~ *look for next letter*

dp

("TAKE ME" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number EIGHT! And it's a brand newcomer to the  
Parade landing on the eighth rung of the ladder.  
Barry Wood steps up to welcome it in <sup>he</sup> says:  
"Pleased to meet you, Number Eight!" and sings:  
"TAKE ME."

("TAKE ME" . . . . . WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

dp

("I LEFT MY HEART AT THE STAGE DOOR CANTEEN" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:

Number FIVE! Tonight, the Parade welcomes ~~a song~~  
~~from that show~~ among the ten top tunes of the week,  
a song from Irving Berlin's swell show -- "This Is  
The Army." X It's the seventeenth tune that Irving  
Berlin has had on Your Hit Parade. Some record,  
huh? Some songwriter. Well, Lyn Murray, who  
arranged the song for the Broadway show, has arranged  
it tonight for his Hit Paraders. It hops aboard at  
Number Five and here it is...."I LEFT MY HEART AT  
THE STAGE DOOR CANTEEN."

("I LEFT MY HEART AT THE STAGE DOOR CANTEEN" . . . . . HIT PARADERS  
& ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

dp

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

(SNEAK THEME TO FINISH)

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

dp

(THEME . . . . .)

segue to

(NAVY SONG)

BLOCK: It's bell-bottom trousers and ~~coats~~ <sup>COATS</sup> of Navy blue! Your Hit Parade salutes the courageous men of the United States Naval ~~FORCES~~ <sup>FORCES</sup>. We send a Lucky Strike Extra out from here with best wishes to each and every sailor and coastguard on each and every ship and plane that patrols the seven seas! Barry, you're on the quarter-deck for this one.

WOOD: <sup>Shanks, Martin</sup> We salute all you ~~men~~ <sup>men</sup> at battle stations everywhere with a song you were all singing a few years back. It comes your way with the best wishes of everybody on "Your Hit Parade." Let's go ... with ... "Flying Down To Rio."

("FLYING DOWN TO RIO" . . . . . WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Well, that tops off tonight's Lucky Strike Extras -- all special tributes to the men in America's fighting forces. To all you men together -- in our Army, Marine and Naval Services -- our sincere best wishes for good luck and success ... always.

(MUSICAL PLAYOFF)

COMMERCIAL #2

vis

8/15/22

BLOCK:

Many years ago, in the dead of winter, I had an odd experience in Chicago...One which I think might clearly illustrate a point, so I would like to tell you about it. They had had one of those/<sup>winter</sup> blizzards, and snow was piled high in every street. The trolley track that ran in front of my house, ran east and west, and the tracks had been brushed clean of snow. One night, in a hurry to get down to the south side of Chicago, I got into my car, drove to the corner. The wheels of the car, however, slipped on to the trolley track, and try as I might, I couldn't turn them, either right or left, and so for miles I had to follow those trolley tracks to the end of the line, drive into the car barn, and then turn around, and retrace my steps to where I wanted to go. Ladies and gentlemen, I was really in the groove. It was/<sup>an</sup> exasperating experience. And I wonder whether some of you folks haven't slipped into the groove that leads you to the tobacco counter, where because of habit you continue to ask for one brand of cigarette. You know, if you haven't tried Luckies lately, being in that groove may be responsible for your missing out on a lot of pleasure.

(MORE)

ATX01 0072073

BLOCK:

(CONTD)

So, today, I am going to suggest that you ~~don't~~  
~~do as I did that night when I had to go to the end~~  
~~of the line, but this very night~~ try the cigarette  
that's bound to give you more smoking pleasure,  
because, it's made from that finer, milder, better-  
tasting Lucky Strike tobacco. Please remember  
that independent tobacco experts, who attend tobacco  
auctions, see us pay the price for this quality  
tobacco that makes your Lucky Strike a finer cigar-  
ette today. Remember, too, that with these men,  
these independent tobacco experts, it's Luckies  
two to one. Now, I do hope that ~~perhaps~~ my telling  
you this little story about my car being caught  
in those trolley tracks may be instrumental in  
getting you out of your cigarette smoking rut, and  
set you on the right track to greater smoking enjoy-  
ment. Just remember ~~to say~~ next time <sup>say</sup> to the man in  
back of the tobacco counter, "Luckies, please,"  
and you bet they do.

(FANFARE NUMBER THREE)

BLOCK: Ladies and gentlemen -- the tip top tune trio of America!  
 And first in line in the 1-2-3 division is the song that's  
 labeled Number THREE. You can't keep a good song down,  
 and here's plenty of audible proof, as Joan Edwards  
 gives a "Once-over-~~lightly~~ *polite*" to the song that's third in  
 the rankings all over the country ... "ONE DOZEN ROSES."

"ONE DOZEN ROSES" ..... EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis



BLOCK: The Number TWO song! And It's a success story for the Air Corps nifty that dropped out of the clouds for a three-point landing on the Parade a month ago in the Number Eight spot. It's zoomed up progressively ever since, and tonight it loops into the second ranking position. The Hit Paraders are at the controls, so it's "contact!" and we take off with ... "HE WEARS A PAIR OF SILVER WINGS."

("HE WEARS A PAIR OF SILVER WINGS" . . . . HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

(FANFARE NUMBER ONE)

BLOCK:           Number ONE! And a three time winner stays on top for the fourth successive week! Ringing the big bell is the tune that's been riding high in the saddle for the past seven weeks. So sit tight, as Barry Wood and the Hit Paraders join hands and trot out the jingle that's tops from New York to Hollywood and back...."JINGLE JANGLE JINGLE."

("JINGLE JANGLE JINGLE" . . . . .WOOD, PARADERS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

dp

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....

BLOCK: That's right, ladies and gentlemen, that's all for now. But next Saturday we'll be back again with "Your Hit Parade." And in the meantime, friends, you can help to "keep 'em rolling," "keep 'em flying," and "Keep 'em smiling" by keeping on buying those War Bonds and Stamps -- as many as you can, as often as you can. Ten per cent of your income is a ten league step toward blotting out Hitler! And now, until next week, this is Martin Block, speaking for Lucky Strike, saying good night for Joan Edwards, Mark Warnow, the Hit Paraders....

WOOD: And this is Barry Wood saying...so long for a while.

(THEME. . . . . 20 SECONDS)

dp

RUYSDAEL: 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

dp

ATX01 0072079

Shortwave Broadcast - Monday 8/24/42

Sta. W.C.R.C.

W.C.B.X.

W.C.D.A.

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

SATURDAY, AUGUST 22, 1942

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

REPEAT BROADCAST SUNDAY 8/23/42

12:00-12:45 A.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 38 AND 40 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)

ems

8/22/42

YOUR HIT PARADE

RUYSDAEL: Lucky Strike presents...YOUR HIT PARADE! The result of a detailed 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 nation's bandleaders. And when all the calculations are complete, we're ready to bring you the accurate, authentic compilation of America's taste in popular music -- the ten leading songs of the week -- YOUR HIT PARADE! Now, here's the man who tells you the ratings and rankings -- Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, friends,  
 "Your Hit Parade" starts rolling tonight <sup>with the</sup> at Number FOUR <sup>song</sup>  
~~with a musical bow to the state that made the baked~~  
~~potatoes famous.~~ Barry Wood and the Hit Paraders give  
~~out, good and solid with the song that stands up proud~~  
~~in fourth position in this week's survey.~~ <sup>the label potatoes famous</sup> It's all  
 yours, Barry, ~~so~~ take us "way beyond the hills in.....  
"IDAHO!"

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0072081

BLOCK: Barry, that was right on the beam! Friends, that was your singing star, Barry Wood, with the number four song of the nation this week, "Idaho". And, of course, that leaves nine more of your current favorites on deck to be sung and played, plus three special Lucky Strike Extras dedicated to the men in our armed forces. In addition to Barry Wood, the rest of the cast of "Your Hit Parade" is on hand. --- There's Joan Edwards, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra. Now "Your Hit Parade" steps along, with a smooth combination of words and music as Joan Edwards sings the song which you vote in at Number FIVE.....  
"WHO WOULDN'T LOVE YOU".

"WHO WOULDN'T LOVE YOU".....EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

ems

RTX01 0072082

("I LEFT MY HEART AT THE STAGE DOOR CANTEEN..HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: The lucky SEVEN spot! And the tune that's there tonight, friends, is the Irving Berlin number from the smash Broadway show, "This is The Army". It's another of those romantic songs that America seems to take to its heart and cling to. The Hit Paradars offer a streamlined version of the song that's number seven...  
"I LEFT MY HEART AT THE STAGE DOOR CANTEEN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0072083



NAVY SPOT

(NAVY SONG . . . . .)

BLOCK: It's Lucky Strike Extra time! And that means time out for our first of three numbers especially dedicated to the men in our country's armed forces. And it's "anchors aweigh," first, as we send out greeting to the men of the United States Naval Forces -- on the sea and in the air! This tune comes from each and every one of us at "Your Hit Parade" to each and every one of you sailors and coastguards who patrol the seven seas. So, Barry Wood, come up on deck, and take over!

BARRY: Thanks, Martin, hello fellows. In looking over the songs <sup>I</sup> ~~we~~ thought you might like best, <sup>I</sup> ~~we~~ stopped at this one. So it's hats off and a gun salute to you, as the Hit Paraders and I sail along with ... "Jericho."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Barry, that was swell. United States Marines, stand by, if you please! Our next Lucky Strike Extra comes your way!

COMMERCIAL #1

dp

BLOCK:

Friends, many times you've heard me <sup>speaks about</sup> ~~use the expression~~  
"that fine LUCKY STRIKE tobacco" and if you were to  
take any encyclopaedia that listed the names of all  
the different types of tobacco, you wouldn't find  
anything that slightly resembles the name Lucky Strike  
tobacco. Why do <sup>I</sup> you speak of Lucky Strike tobacco and  
what do <sup>I</sup> you mean by it? Truthfully, friends, that's a  
phrase that one hears in the tobacco country - a phrase  
that I think is very applicable because since Lucky  
Strike means fine tobacco and it is fine tobacco we buy,  
I, <sup>to</sup> personally, like to think of that fine tobacco as  
"Lucky Strike tobacco." And now, here's Basil Ruysdael  
to reenact for you a typical auction scene showing just  
how we go about acquiring that finer Lucky Strike  
tobacco.

(MORE)

(CROWD NOISE - CHANT)

RUYSDAEL: ... Ladies and gentlemen, in this huge warehouse, tobacco is king ... Every man here earns his living growing, buying, selling, or handling the leaf. And the finer the tobacco - the more intense is their interest in the auction ...

(CHANT UP - SOLD AMERICAN AT 38)

WHSMAN: **29!** (CHANT)

RUYSDAEL: This is fine tobacco - and it's being sold basket by basket - sold to the highest bidder!

(CHANT UP - SOLD TO VALENTINE AT 35)

WHSMAN: Good tobacco, boys ... 31! (CHANT)

RUYSDAEL: The better the tobacco - the keener the competition - and the livelier the bidding. On this basket of fine mild leaf, the warehouseman's opening price of 31 dollars a hundred pounds has already been bid up from 31 to 32 - 33 - 34 and now Lucky Strike bids 35 - another cigarette company 36 - a leaf company 37 - an export company 38 - but Lucky Strike bids 39 dollars. The auctioneer chants 39 - 39 - looking around at all the buyers - but there are no more bids. So here's the sale ...

(CHANT UP - SOLD AMERICAN)

(MORE)

8/22/42

BLOCK: You heard the auctioneer say "Sold American." To the independent tobacco experts that meant that the makers of Lucky Strike Cigarettes had acquired another basket of fine tobacco ... the kind of tobacco I think you too would prefer to smoke. Average smokers, as well as tobacco experts, can easily realize that no cigarette can be any better than the tobacco from which it is made. And since Lucky Strike has come to mean fine tobacco, it's easy to see why with these men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And I think <sup>you'll</sup> ~~you, too, will~~ agree with the experts when you light your first Lucky ... the cigarette that's made from that <sup>finer</sup> Lucky Strike tobacco - ~~that finer tobacco we all want to smoke,.....~~

ATX01 0072087

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

(FADE FOR ANNOUNCEMENT)

BLOCK: Number TEN! Here's a consistent winner that's still clicking in the votes that keeps songs up among the favorite few. Joan Edwards comes up for the song that's in tenth place across the nation ... "ONE DOZEN ROSES."

(MUSIC SWELLS AND FINISHES)

segue to

dp

("MY DEVOTION" . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: There's a brand new song on the Parade, tonight ... and for it life begins at Number NINE! A sweet and slow ballad written by Roc Hillman who plays guitar in Kay Kyser's Band. Barry Wood introduces it to the Big Time and here in ninth place is ... "MY DEVOTION."

(MUSIC SWELLS AND FINISHES)

segue to

dp

## MARINE SPOT

(MARINE SONG . . .)

BLOCK: It's time for our Lucky Strike Marine Extra! This one's marked for you stout-hearted Americans who are using the good old U. S. straight-arm method to knock out the Japs from the Solomon Islands! Fellows, the eyes of the world are on you and you're coming through in typical Yank fashion! Now, here's the song we've picked out especially for you. And guess who's at the microphone to sing it? You're right - it's lovely Joan Edwards!

JOAN: Hello fellows. I hope this song stirs up a few fine memories for you the way it does for me. It's from "Show Boat" days, when you and I and everyone were singing Jerome Kern's ever-lovely ballad .. "Why Do I Love You".

(WHY DO I LOVE YOU" . . . . EDWARDS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Joan, that was tops. And Marines, we hope you liked your Lucky Strike Extra. And you Army men -"at ease" 'cause we'll be sayin' ~~attention, pretty soon~~ for you!

*Steppin' front and next - for you*

CS

ATX01 0072090

("SLEEPY LAGOON" . . . . . ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: X

Number SIX! A real summer hit is this London melody favorite that's in the Big Ten for the fifteenth consecutive week. Tonight, it's high and happy as the sixth ranking song from the Atlantic to the Pacific. The Hit Paradars, backed by Mark Warnow and the Lucky Strike Orchestra, sing .. "SLEEPY LAGOON". X

(MUSIC SWELLS AND FINISHES)

Segue to:



("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND" . . . .WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number EIGHT! And it seems that there's always room in our hearts for a song of shamrock and blarney stone. Still running strong - and in eighth place, this week - here's proof of America's weakness for the songs that wear the green. Barry Wood sings ..  
"JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".

(MUSIC SWELLS & FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-14-

8/22/42

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

. . .STATION BREAK . . .

CS

RTX01 0072093

(THEME . . .)

ARMY SPOT

Segue to:

(ARMY SONG. . .)

BLOCK: For you men in our United States Army .. wherever you are - a Lucky Strike Extra! For a wide-awake ~~fighting U-S~~ Army, we've got a wide-awake song! It hails from the days when New York town was feeling gay over the musical score of the Broadway show, "Good News". Mark Warnow gives the downbeat, and the Orchestra comes up with the tune that's your Army Extra .. "Lucky In Love".

("LUCKY IN LOVE" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And there you have tonight's Lucky Strike Extras - all special tributes to the men in America's armed forces. To all you men in our Army, Naval and Marine Services - wherever you may be.

(MUSICAL PLAYOFF)

COMMERCIAL #2

CS

BLOCK: You know, friends, a couple of days ago I had a most pleasant surprise. A friend of mine who is now a lieutenant in the Air Corps was in town and dropped in to say "hello," and we got to talking about planes and such. He told me that aside from the human element, the most important thing in any airplane is the motor. The wingspread is important, yes, the instruments, the armor, the armament ... all of these things are important, but the main thing in the performance of a plane is the excellence of its motor. On that motor rests the rate of climb, the speed, all the operating power.

(MORE)

BLOCK: And then I began to think about that and happened to glance at the cigarette I was holding in my hand. How like that cigarette, where it's the tobacco that counts. Yes, in a cigarette, the tobacco is the important thing. Independent tobacco experts know that no cigarette can be any better than the tobacco it contains. That's why among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These men follow the auctions. They see the makers of Luckies pay the price time and time again to obtain the finer, lighter, milder leaf which they <sup>obviously</sup> prefer to smoke ... which we all prefer to smoke. Now these are the facts behind the sworn records I have read with my own eyes, which show that these independent tobacco men choose Luckies two to one! Yes, sir, in a cigarette it's the tobacco that counts ... and you can rest assured in Lucky Strike, it's fine tobacco! The best way to insure the perfect performance of those bombers and fighters that we're making these days, is to produce excellent motors. And the best way to be sure of a cigarette that brings you increased smoking pleasure, is to buy a pack of Luckies ... the cigarette that means fine tobacco.

(FANFARE NUMBER THREE)

BLOCK:           The winners! The big tune trio of the week! And first in line is the Number THREE song - and biggest surprise of the night. Here's a tune that jumped from last week's ninth place to this week's big money. Joan Edwards comes in for the wonder song of the week - in third place .. "BE CAREFUL IT'S MY HEART".

("BE CAREFUL IT'S MY HEART") . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CS

(FANFARE NUMBER TWO)

BLOCK:       Number TWO! Here's the tune with the great big  
              deuce stamped on it! Last Saturday, it was right up  
              against the winning pin and again this week it's  
              crowding Number One for top honors. Yes, it's the  
              fliers' song that's second the second time in a  
              row - the Hit Paraders sing .."HE WEARS A PAIR OF  
              SILVER WINGS."

("HE WEARS A PAIR OF SILVER WINGS" . . . .HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK:           Number ONE! And, friends, you don't need a  
                  ouija board or crystal ball to tell you that this  
                  one's still bouncing along at the top. All you need  
                  do is listen to the humming and singing and whistling  
                  around you everywhere you go. It comes in a winner  
                  again tonight .. and Barry Wood and the Hit Paraders  
                  are waiting with your choice for Number one...~~it's~~

"JINGLE JANGLE JINGLE."

("JINGLE JANGLE JINGLE". . . .WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



8/22/42

YOUR HIT PARADE

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.

BLOCK: That's right, ladies and gentlemen, that's all for now. But next Saturday we'll be back again with "Your Hit Parade." And in the meantime, friends, never forget. Uncle Sam needs our money to win this war. Are you giving all you can? If you can't be the man behind the gun, make sure to be the man behind him. Buy war bonds and stamps - - as many as you can, as often as you can. And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders....

WOOD: And this is Barry Wood saying...so long for awhile.

(THEME . . . . . 20 SECONDS)

cs

ATX01 0072100

8/22/42

YOUR HIT PARADE

RUYSDAEL: 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

CS

ATX01 0072101

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY  
"YOUR HIT PARADE"

SATURDAY, AUGUST 29, 1942

9:00 to 9:45 P.M.

Shortwave Broadcast - Monday 8/31/42

Sta. W.C.R.C.

W.C.B.X.

W.C.D.A.

REPEAT BROADCAST SUNDAY 8/30/42

12:00-12:45 A.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 43 and 45 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  
result of a detailed 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  
nation's bandleaders. And when all the  
calculations are complete, we're ready to bring  
you the accurate, authentic compilation of America's  
taste in popular music -- the ten leading songs of  
the week -- YOUR HIT PARADE! Now, here's the man  
who'll let you in on the ratings and rankings -  
Martin Block.

ssl

BLOCK: Thank you, Basil Ruysdael. Hello, friends. "Your Hit Parade" gets under way, tonight, in bright and cheery fashion with a lucky seven-eleven combination: a tune that's had eleven visits to the Parade -- and tonight gets off at NUMBER SEVEN. Barry Wood sings... "WHO WOULDN'T LOVE YOU".

("WHO WOULDN'T LOVE YOU".....WOOD AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ssl

ATX01 0072103

BLOCK: Barry, five stars for that one! Friends, that was your singing star, Barry Wood, with this week's number seven song of the country, "Who Wouldn't Love You". And, that leaves nine more of your top tunes, plus three special Lucky Strike Extras dedicated to the men in our armed forces, ready and waiting to be sung and played by Barry Wood and the rest of "Your Hit Parade" cast -- Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. Here's the way it works: I say magic words like -- "Comes something sweet and lovely by way of tunes, and someone sweet and lovely to sing it." And - presto! - Joan Edwards steps out of the handbox with the song that's NUMBER FOUR -- "BE CAREFUL, IT'S MY HEART".

("BE CAREFUL, IT'S MY HEART".....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

("SLEEPY LAGOON".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER SIX! And here's an indication that America's musical mood always includes a song that's easy-going and romantic. It's the English melody by Eric Coates with American lyrics by Jack Lawrence. You've cast your votes for it again tonight, so here it is sung by the Hit Paradars. In sixth place -- "SLEEPY LAGOON"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

ARMY SPOT

(ARMY SONG . . . . .)

BLOCK: It's Lucky Strike Extra Time! Time for our first of three numbers played especially for all you men in our country's armed forces. The Army gets first call, tonight, and we send out greeting from "Your Hit Parade" via the "loveliest" way we know. Fellows, I mean that Joan Edwards comes in for your song.

EDWARDS: Hi, ~~men~~<sup>boys</sup> I've heard that you Army men like your music in rhythm. So, here's hopin' I'm right... Here's your "extra" and it's called ..."FASCINATIN' RHYTHM".

("FASCINATIN' RHYTHM" .....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Joan that was swell. United States Naval Forces, on deck, if you please! Our next Lucky Strike Extra comes shooting straight to you.

(COMMERCIAL #1)

ebm

8/29/42

REVISED

BLOCK: Friends, I've just been down to Wilson, North Carolina to see the tobacco auctions, and as I approached the huge tobacco warehouse where this year's crop of tobacco was to be sold, I wish that you could have been with me to see how the makers of Lucky Strike Cigarettes go about acquiring that finer Lucky Strike tobacco. But since, of course, that was impossible, right then and there, I made up my mind to keep my eyes and ears wide open... and report back to you on Your Hit Parade. I was especially glad that I had gone to these tobacco auctions with a free hand, with no-one to point things out, no-one to tell me anything. I was just a stranger there to see and hear for myself the things I thought might interest you. Sharp, at nine-thirty Tuesday morning, the warehouseman stepped to the front line, the auctioneer beside him, on one side the long rows of baskets of tobacco, and on the other side eighteen or twenty buyers. And the 1942 auctions began... Basil Ruysdael, just to show the folks how it goes, let's reenact the opening sales of a typical tobacco auction....

ATX01 0072107



(CROWD NOISE)

WHISMAN: Good tobacco, boys! ... 38!

(CHALET)

RUYSDAEL: The warehouseman opens the bidding at 38 - 38 dollars a hundred pounds but this is fine, light mild tobacco and there are over a dozen buyers bidding in open competition ... So the price goes up - up - the better the tobacco, the higher the price! And, yes, it's going - going - to Lucky Strike ...

(CHALET UP - SOLD AMERICAN AT 44)

WHISMAN: 33! (CHALET)

RUYSDAEL: Each basket of tobacco is sold individually - sold to the highest bidder!

(CHALET UP - SOLD TO FLEMING AT 37)

WHISMAN: 39! (CHALET)

RUYSDAEL: You can tell by the way the buyers examine this next basket of tobacco that it's fine mild leaf - the kind they all want. So again the price is shooting up and up from 39 to 40 - 41 - and now a leaf company bids 42 - Lucky Strike 43 - an export company 44 - another cigarette company 45 - but Lucky Strike raises it to 46 - 46 dollars - and here's the sale...

(SOLD AMERICAN)

(END)

8/29/42

REVISED

BIOC.: Now friends, while at Wilson, North Carolina, there was no Basil Ruysdael to tell me what was going on. It didn't take long for me to catch on to just about everything that was happening. As each basket of tobacco was sold, the price paid for it and the name of the buyer was written on a ticket and placed on top of the pile of tobacco, for all to see and it was then that I discovered what was meant when we say that these independent tobacco experts see who buys what tobacco, because I saw with my own eyes basket after basket of tobacco, which the makers of Luckies never even put in a bid for, and then suddenly we came to several baskets of tobacco that were ripe and rich looking, and if that was the kind of tobacco we wanted for Luckies there on top of that pile of tobacco would be a ticket with the letter "A", which meant "Sold American". And so, friends, tonight, as an eye witness, I'm here to tell you that if it's fine tobacco you want to smoke .. and don't we all .. it's truly said that Lucky Strike means fine tobacco, and you'll do well to make that next pack Luckies!

ATK01 0072109

("IDAHO" . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER NINE! We toss a few ten gallon hats high in the air and shout "Yippeeay!" for this rodeo winner! It's the tune you've voted into ninth place in this week's Survey. Barry Wood puts the "Hit Parade" brand on...."IDAHO."

(MUSIC SWELLS AND FINISHES)

Segue to:

ebm

("MY DEVOTION". . . . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:        NUMBER FIVE! Yes, friends, here's the tune that  
steamed in a surprier last week at number nine and  
enjoyed a seven-day razzle-dazzle rise four jumps  
ahead to end up fifth in this week's rankings. The  
Hit Paraders come in with your choice for the midway  
marker... "MY DEVOTION."

(MUSIC SWELLS AND FINISHES)

'Segue to:

NAVY SPOT

(NAVY SONG . . . . .)

BLOCK: It's time for our next Lucky Strike Extra! And this tune goes spinning over the air lanes to each and every sailor and coastguard in our vast United States Naval Forces. And word has it that you're doing one terrific job on the Japs in the Pacific. We salute you - wherever you are - with one of the top tunes of all time. Mark Warnow leads the Lucky Strike Orchestra in <sup>to</sup> George Gershwin's . . . ."I GOT RHYTHM."

("I GOT RHYTHM" .. . . . . .ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Mark, that was all there! Sailors and coastguards, we hope you liked your Lucky Strike Extra! And, Marines, hang around, hunh? 'cause we come rolling your way, next!

ebm

("TAKE ME" . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:        NUMBER EIGHT! And friends, if you like your music soft and romantic, why you're probably one of the millions who voted this one into eighth position on the Parade. Number eight from New York's Rainbow Room to Hollywood's Cocoanut Grove, Barry Wood takes a turn with..."TAKE ME."

(MUSIC SWELLS AND FINISHES)

Segue to:

ebm

("AT LAST" . . . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's a brand new entry that comes sprinting into  
the rankings at NUMBER TEN. Joan Edwards introduces  
the youngster that's starting out in tenth place - -  
"AT LAST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

....STATION BREAK....

ebm

RTX01 0072115



(THEME . . . .)

MARINE SPOT

segue to:

(MARINE SONG . . . .)

BLOCK: For you fighting leatherneck Marines -- a special Lucky Strike Extra! I can't begin to tell you how proud all America is of your gallant action in the Solomon Islands. If you were here, all you'd have to do to find out would be to stop and listen to the conversation on any street corner -- 'cause every town, city and state <sup>is</sup> ~~are~~ talking about you. Now, here's Barry Wood with your song.

WOOD: Hello, fellows. Everything Martin said goes double with me. For your Extra, I've picked out a nifty that you and I used to sing a couple of years back...<sup>Remember!</sup> "IDA".

("IDA".....WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And there's the third of our three Lucky Strike Tribute Extras -- all sung and played especially for the men in America's Armed Forces. Fellows -- we hope you liked them.

(MUSICAL PLAYOFF)

(COMMERCIAL #2)

ebm

BLOCK: Friends, referring back again to my recent trip to the tobacco auctions, I happened to be in one of The American Tobacco Company's plants, where tobacco purchased at auction that day was being delivered to us. One of the buyers told me this story. "Some years ago, in a leaf plant just like this, truck-load after truck-load of baskets of finer tobacco were arranged on the floor for final examination by our buyers, and as I walked along with these gentlemen, inspecting the finer, lighter, better-tasting tobacco, we came to three baskets of tobacco without sales-slips. Evidently they had been misplaced, and consequently, we had no way of knowing where we bought the tobacco, or how much we paid for it. One of our buyers looked at the leaf and said, 'That's mighty fine tobacco, but what did it cost us?' And, with that, our head buyer stepped forward and said, 'I bought those three baskets of tobacco, fellas. I bought them at such and such a warehouse, I paid forty-three dollars for the first one, forty-seven for the second, and forty-four for that third basket.' Gosh, there was a man who had been buying tobacco for five hours solid, and he remembered those three baskets and exactly how much he had paid for each of them! Friends...the explanation was simple. To tobacco men, a basket of tobacco is like a friend's face! It has character...very definite character, and each basket of finer tobacco bought impresses itself upon them as a friend, and is known by its character. And you know... what that buyer told me that afternoon created a phrase in my mind... a phrase descriptive of Lucky Strike Cigarettes.. (MORE)

BLOCK: "The cigarette with Character", because since no cigarette  
(cont'd)

can be any better than the tobacco from which it's made,  
since Lucky Strike contains a tobacco so fine that to that  
man its character was indelibly impressed on his mind,  
then that same character must be evident in the Lucky  
Strikes you smoke today. Next time you think of Luckies,  
think of them as a long time friend....a friend with  
character.

(FANFARE NUMBER THREE)

BLOCK:           Tops on "Your Hit Parade", the songs that finished number one, two and three. Right now we pay attention to the song that's in third place. It was written by Irving Berlin, America's greatest composer of easy-to-sing songs, and here are the Hit Paraders to sing the third ranking song of the nation. From the show, "This Is the Army", the NUMBER THREE song... "I LEFT MY HEART AT THE STAGEDOOR CANTEEN."

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN"....HIT PARADERS & ORCH.)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

(FANFARE NUMBER TWO)

BLOCK:           And that fanfare, friends, heralds in tonight's  
                  second place winner! Barry Wood and the Hit Paraders  
                  hop aboard the musical merry-go-round, put their feet  
                  in the stirrups, and reach out for the brass ring  
                  marked NUMBER TWO! And it's a free ride with the song  
                  that's second... "JINGLE JANGLE JINGLE."

("JINGLE JANGLE JINGLE" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

ATK01 0072120

(FANFARE NUMBER ONE)

<sup>X</sup>  
BLOCK: NUMBER ONE! And this tune reached the top the hard way! Zooming on to the Parade eight weeks ago, it's been ~~in a constant spotlight~~ <sup>Columbia</sup> ever since. Tonight, it comes up an All-American first. Joan Edwards pilots it in for a smooth landing and here's the big winner...the song that's first in America....  
"HE WEARS A PAIR OF SILVER WINGS". X

("HE WEARS A PAIR OF SILVER WINGS" . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

ATX01 0072121

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.

BLOCK: That's right, ladies and gentlemen, that's all for now. But next Saturday we'll be back again with "Your Hit Parade." And in the meantime, friends, here's something to think about.

American fighting men around the world are carrying guns purchased with the revenue from American War Bonds and Stamps. To back up those men, who are carrying the fight to the enemy, Uncle Sam must have more and more money. How about it?

And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow and the Orchestra, the Hit Paraders...

WOOD: And this is Barry Wood saying...so long for a while.

(THEME . . . . . 20 seconds)

ebm

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

Basil Ruysdael speaking.

This is the COLUMBIA . . . BROADCASTING SYSTEM

Fade theme 20 seconds

WABC . . . NEW YORK

ebm





*As Broadcast*

Shortwave Broadcast - Monday 9/7/42

Sta. W.C.R.C.

W.C.B.X.

W.C.D.A.

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #381

REBROADCAST SUNDAY 9/6/42

12:00-12:45 A.M.

SATURDAY, SEPTEMBER 5, 1942

9:00 - 9:45 P.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 43 and 45 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)

1e

RTX01 0072125

RUYSDAEL: Lucky Strike presents .. YOUR HIT PARADE! The result of a detailed 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 nation's bandleaders. The accurate, authentic compilation of America's taste in popular music - the ten leading songs of the week - YOUR HIT PARADE! Now, here's the man who lets you in on tonight's standings - Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, friends. The inside dope on tonight's opening tune is that it sports the NUMBER SIX ribbon and is making its sixth appearance on the Parade. So it's "saddles up" and away we go, as Barry Wood trots out your choice for sixth place .. "IDAHO".

("IDAHO" . . . . . WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cs

BLOCK: Barry, that's dishing it out the way we like to take it! Friends, that was your singing star, Barry Wood, with this week's number six song of the country, "Idaho". And that means that you'll be hearing nine more of your top-flight favorites, plus three Lucky Strike Extras especially for America's Armed Forces -- all sung and played by Barry Wood and the other members of "Your Hit Parade" cast: Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And, speaking of Joan Edwards, here she is with the song that's NUMBER FIVE. It's the romancy tune that everyone seems to be humming all over town. In fifth place ... "BE CAREFUL, IT'S MY HEART".

("BE CAREFUL, IT'S MY HEART" . . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

dd

ATX01 0072127

9/5/42

Your Hit Parade

("MY DEVOTION" . . . . . HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: This is the third week in the listings for a song that's climbing fast. The record reads: entered at nine; up to five; and tonight -- NUMBER FOUR. The Hit Paraders sing the song that's reached the fourth position...  
"MY DEVOTION".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

w1

ATX01 0072128

Your Hit Parade

ARMY SPOT

(ARMY SONG . . . .)

BLOCK: It's Lucky Strike Extra Time! And first we head the Parade Army way with Joan Edwards coming front and center!

EDWARDS: Hi, boys! Here's <sup>an Army special I hope</sup> ~~a song I'm sure you'll like.~~ It's ~~called...~~ "FINE AND DANDY".

("FINE AND DANDY" . . . . . EDWARDS, HIT PARADERS & ORCH.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Joan, that was tops! Our next Lucky Strike Extra goes spinning over the airplanes to you United States <sup>Navies</sup> ~~Marines~~. So stand by, huh?

(COMMERCIAL #1)

wl

9/5/42

BLOCK: Well, friends, it won't be long now, before we're into another world series, when the best team of the American League and the best team of the National League get together to decide the world's champions. And already, football is in the air, and it won't be long, either, before our best teams from these United States will be out on the gridiron, fighting it out for the top football honors. A world series game or a great football game is a thrill unquestionably, but not much more thrilling than a tobacco auction. The ability of the warehouseman and the tobacco auctioneer to get the top price for the tobacco being sold plays its part. The great knowledge of tobacco and the quick judgment of its value on the part of the tobacco buyers, are important too. To me a tobacco auction is thrilling because it represents the stiffest competition between the buyers .. open competition that all can see .. where the man who grows the best crop of tobacco sees the price go up and up. The men from The American Tobacco Company who buy Lucky Strike tobacco go in there determined to get their share of the finer tobacco sold. At the broadcast of all sporting events, we have a sports announcer, so Basil Ruysdael, that's your job, now. Let's reenact a typical tobacco auction.

(MORE)

cs

ATX01 0072130

9/5/42

(CROWD NOISE - CHANT)

RUYSDAEL: -- and the bids are coming in like lightning - it's 40 -  
41 - 42 dollars bid for this fine tobacco - and now  
Lucky Strike makes it 43. The auctioneer chants 43 -  
43 - but no more bids - so here's the sale ..

(CHANT UP - SOLD AMERICA AT 43)

WHSMAN: 31! (CHANT)

RUYSDAEL: Each basket of tobacco brings a fresh battle of bids  
among the buyers - and each goes to the highest bidder!  
(CHANT UP - SOLD TO VALENTINE AT 35)

WHSMAN: Good tobacco, boys .. 37! (CHANT)

RUYSDAEL: The better the tobacco - the keener the competition -  
and we 're going to see a real fight for this basket  
of fine mild leaf. The warehouseman's opening price  
of 37 dollars a hundreds pounds has already been bid up  
from 37 to 38 - 39 - and now Lucky Strike bids 40 -  
another cigarette company 41 - a leaf company 42 -  
an export company 43 - but Lucky Strike bids 44 dollars  
- and it's going - going -

(CHANT UP - SOLD AMERICAN)

(MORE)

cs

ATX01 0072131



BLOCK: Sold American! You know, folks, every time I hear the auctioneer say "Sold American!", and another basket of finer, lighter, milder tobacco is on its way to the Lucky Strike factory, I feel just about as good about that, as if the referee had just called another touch-down for my home team. And you should, too, because you know, we're in there, pitching every minute to buy for you the kind of tobacco that makes Lucky Strike an outstanding cigarette. A baseball or football team can be no better than its individual players, and a cigarette can be no better than the tobacco from which it's made. We pay the price for the finer leaf that has made the name Lucky Strike mean fine tobacco, that has made Lucky Strike the cigarette I think you too want to smoke.

~~(MORE)~~

9/5/42

Your Hit Parade

("I GOT A GAL IN KALAMAZOO" . . . . .WOOD, HIT PARADERS & ORCH.)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends, it's a brand new tune that you've drafted tonight. The Local Board: You music fans. The Draft Number: SEVEN. The residence: Your Hit Parade. Here's Barry Wood and the Hit Paradars to sing the number seven song ... "I GOT A GAL IN KALAMAZOO".

(MUSIC SWELLS AND FINISHES)

segue to:

wl

ATX01 0072133

9/5/42

Your Hit Parade

("SLEEPY LAGOON" . . . . . EDWARDS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's the tune that holds down eighth place tonight.  
You'll find copies of it resting happily on pianos.  
You'll find it getting played lots on the air, and  
being flattered by dancers with request after request.  
Joan Edwards is due for a turn with the song that's  
NUMBER EIGHT... "SLEEPY LAGOON".

(MUSIC SWELLS AND FINISHES)

segue to:

w1

(THEME...)

NAVY SPOT

segue to:

(NAVY SONG....)

BLOCK: Time for a Lucky Strike Extra! And this one goes sailing to the United States Naval Forces with Barry Wood at the helm!

WOOD: Hello, fellows. According to my book, sailors and coastguards like their songs on the bright side. So here's one made to order... "HAPPY IN LOVE".

("HAPPY IN LOVE". . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: ~~And there's the thing of only three Lucky Strike Extras - all going and, started especially for you men in Uncle Sam's armed forces. Follows --~~  
*That was swell, Barry - and you Monars*  
*Stay with us - we'll be dropping*  
*in on you in just a few minutes*  
~~we hope you liked them.~~

~~(MUSIC PLAYOFF)~~

~~(COMMERCIAL #2)~~

dd

("WHO WOULDN'T LOVE YOU" . . . . . HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number TEN! You know, I've got a hunch that  
                  the people who like this song best are the  
                  young couples of America. And there's a very  
                  simple reason -- it's a sweet and simple love  
                  song. Tonight, the Hit Paraders hold hands,  
                  as they sing the number ten song ... "WHO  
                  WOULDN'T LOVE YOU!"

(MUSIC SWELLS AND FINISHES)

~~(APPLAUSE)~~  
*segue*

YOUR HIT PARADE

3  
-12-

9/5/42

("JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".... WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER NINE coming right up. All set for a chorus by Barry Wood, is the tune that the survey spots in ninth place ... "JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND".

(MUSIC SWELLS AND FINISHES)

~~segue to:~~

*Applause*

dd

RTX01 0072137

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

- STATION BREAK -

MARINE SPOT

(MARINE SONG. . . . .)

BLOCK: For the United States Marines -- a Lucky Strike Extra! Mark Warnow and the Orchestra have selected a jump and jive tune that headed "Your Hit Parade" five times in 1939, and had the jitterbugs the country 'round asking for more! Here it is ... "JEEPERS CREEPERS".

("JEEPERS CREEPERS" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK:

*Real think the third of our three lucky  
Jeepers creepers, Mark, that was swell. And,  
Stable Ex. was all swing and jive. Hope folks  
you fellows of the Naval Forces, stay with us!  
for you men in blue. Don't let 'em  
We'll be dropping in on you in just a few  
I hope you liked them  
moments.*



COMMERCIAL #2

BLOCK: You know, friends, some things are a matter of taste or whim, or fancy like,... well, like the movies you see or the kind of flowers you send your best girl, or the clothes you wear. But some things are facts -- tried and true. They don't change, no matter who you are or what you are. You throw a ball up into the air. It comes down. And the seasons follow each other... Summer, Fall, Winter, Spring. No matter what-- nothing makes any difference. That's the way things go. These are facts and they can't be altered. I guess by this time you folks know it's a fact that no cigarette can be any better than the tobacco it contains.

(MORE)

le

ATX01 0072140

## COMMERCIAL #2 - CONT'D

BLOCK: Under any circumstances, no matter what the wrapper looks like, no matter where they're sold, no matter who buys them, cigarettes can be no better than the tobacco from which they're made. Those independent tobacco experts who attend auction after auction all over the South see the makers of Luckies pay the price for the finer, lighter, milder, better-tasting leaf. When they see us buy basket after basket of this finer Lucky Strike Tobacco --when they hear the auctioneer call...Sold American! Time and time again, it's no wonder at all that sworn records show that among these independent experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, friends, it's a fact that in a cigarette, it's the tobacco that counts. And Lucky Strike makes sure of getting that finer tobacco that makes a better smoke. There's no use quibbling over it. It's absolutely true. If you want the utmost in smoking pleasure-- the peak of smoking enjoyment, the best way to get it is to walk into your favorite tobacco store and say...Luckies, please!

~~(MOTION)~~

(PANFARE NUMBER THREE)

BLOCK:           Reading from left to right: NUMBER THREE...  
NUMBER TWO ... NUMBER ONE! The big winners  
of the week! And over in the left-hand  
corner is the tune that galloped on the  
Parade, dug its spurs in deep, and tonight  
rides high in third place. The Hit Paraders  
sing your NUMBER THREE song... "JINGLE  
JANGLE JINGLE".

("JINGLE JANGLE JINGLE" . . . . . HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

dd

(FANFARE NUMBER TWO)

BLOCK:           NUMBER TWO! Here's the song that's breaking records  
all over the country. Irving Berlin composed it,  
and tonight you say you like it second best of all.  
Barry Wood comes in for the vocal of the song that's  
right behind the leader. From Coney to Catalina  
.. "I LEFT MY HEART AT THE STAGEDOOR CANTEEN".

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN". . .WOOD HIT PARADERS &  
ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: NUMBER ONE! And tonight it's an encore for our big winner. First on the Parade last week - first on the Parade tonight. It's the Air Corps ballad you've been singing to yourself and your friends all week long, Joan Edwards- awards top honors of the night to... "HE WEARS A PAIR OF SILVER WINGS".

("HE WEARS A PAIR OF SILVER WINGS".....EDWARDS & 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.

BLOCK: That's right, friends, that's all for now. But next Saturday we'll be back with Your Hit Parade. And in the meantime, give some thought to this. We all want to win this war. And we all want to do something about it. If you're not carrying a gun, why not do the next best thing; buy as many War Bonds and Stamps as you possibly can. What do you say? And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders ..

WOOD: And this is Barry Wood saying .. so long for a while.

(THEME . . . . .20 SECONDS)

cs

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

(SONG CREDITS, IF ANY)

Basil Ruysdael speaking.

ANNOUNCER: This is the COLUMBIA .. BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC..... NEW YORK

CS

ATX01 0072146

*As Broadcast*  
*Mr. Boggiano*

COLUMBIA BROADCASTING COMPANY

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #382

SATURDAY, SEPTEMBER 12, 1942

9:00 to 9:45 P.M.

Shortwave Broadcast - Monday 9/14/42

Sta. W.C.R.C.

W.C.B.X.

W.C.D.A.

REBROADCAST SUNDAY 9/13/42

12:00-12:45 A.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 43 & 45 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)

obm

ATX01 0072147



RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The ten leading songs of the week! A carefully checked seven-day survey 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 nation's bandleaders, resulting in an accurate, authentic compilation of America's taste in popular music -- YOUR HIT PARADE! Now, here's the man to tell you how your favorites rate this week ... Martin Block.

(APPLAUSE)

BLOCK: Thank you, Basil Ruysdael. Hello friends. Tonight Your Hit Parade gets under way with the tune that's in sixth place. And if you're good at spelling let's hear you sing along with Barry Wood and the Hit Paraders as they bring us the Number SIX song of the country ... "I GOT A GAL IN KALAMAZOO."

("I GOT A GAL IN KALAMAZOO" . . . . .WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cbm

BLOCK:

Barry, that was really starting the ball rolling! *no foolin'*  
 Friends, that was your singing star, Barry Wood, sending  
 out the sixth ranking song in all America,  
 "I Got A Gal In Kalamazoo." And that, of course, leaves  
 nine more of your top choices, plus a pair of Lucky Strike  
 Extras, and, later in the program, a special presentation.  
 "Your Hit Parade" cast tonight includes Barry Wood,  
 Joan Edwards, the Hit Paraders, *Lynn Murray* and Mark Warnow and  
~~the~~ Lucky Strike Orchestra. Which brings us right up to  
 the tune that tonight holds down the Number ~~seven~~ *5*  
 position. It's that ~~western~~ *SONG OF ROMANCE* song...replete  
 with ~~yippies, dogies, Old Paint,~~ *Swing, Berlin's music, lyrics* Mark Warnow's  
 Orchestra, and Joan Edwards. The number is ~~seven~~ *5*, and the  
 title is...." ~~Seven~~ *Be Careful It's my Heart*

*Be Careful*  
 ("Seven".....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to:

("SLEEPY LAGOON".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE! The song that brings to mind blue water,  
snow/white beaches, waving palm trees, and romance.  
Yes, the combination of these things produces the number  
nine song on Your Hit Parade tonight. And here are the  
Hit Paraders to sing..."SLEEPY LAGOON."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to:

BLOCK: It's Lucky Strike Extra Time! And here's your singing star, Barry Wood, with a tune of a few seasons back when it's dollars to doughnuts that you, along with everyone else, <sup>was</sup> ~~were~~ singing... "EL RANCHO GRANDE".

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

1e

RTX01 0072151

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - September 12, 1942

BLOCK: You know, friends, I have <sup>one very peculiar</sup> habit. When I go to my favorite restaurant, I seldom look at the menu. Instead, I ask the headwaiter, "What's good, tonight, Charlie?" And if Charlie says roast chicken, roast chicken it is. And if he says, cornbeef, cornbeef it is. Just the other night it was ~~pot~~ roast and potato pancakes, with lots of that wonderful <sup>brown</sup> gravy. You know, Charlie ~~is~~ has never let me down. He always gives me expert advice, and helps to make my meal enjoyable. After all, Charlie is in and out of that kitchen hundreds of times a day. He sees the meats and vegetables being delivered. Charlie's an expert waiter, and I know I can depend on him for sound advice. I like to pick my cigarette the same way. And I'm sure you'll agree with me that the independent tobacco experts .. auctioneers, buyers, warehousemen, who attend tobacco auctions all over the South, who see the makers of Lucky Strikes pay the price again and again for that finer Lucky Strike tobacco, are in a position to know a good cigarette when they light one. When I know that with independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, I think it's a good idea for all of us to put our faith in the cigarette that means fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

ems

ATX01 0072152

("AT LAST".....WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: X That's "hello" to our eighth place winner! And time for *Joan Edwards*  
~~Berry Wood~~ to take over the vocal honors. *Joan's*  
~~Berry~~

slated for the swell song that America says is Number

EIGHT.... "AT LAST". X

(MUSIC SWELLS AND FINISHES)

Segue to:

("TAKE ME"..... WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number TEN! From Broadway to Hollywood Boulevard, the  
Survey reports have been pouring in to say that this  
tune grabs a place among the favorites. Barry Wood  
steps up to offer words to the song that's in tenth  
place... "TAKE ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

le

*Adabo*  
(~~"BE CAREFUL, IT'S MY HEART"~~.....EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Friends, when this tune comes along, I say: let's clear away and let the music in. The Survey spots it at Number ~~FIVE~~ <sup>*SEVEN*</sup>, tonight...and if you liked the beginning, why stick around for a chorus by Joan Edwards. Here's "Your Hit Parade's" ~~SEVEN~~ <sup>*SEVENTH*</sup>-ranking song..... *Adabo*  
~~"BE CAREFUL, IT'S MY HEART."~~

(MUSIC SWELLS AND FINISHES)

Segue to:



("MY DEVOTION".....HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:      Number FOUR!    Yes, friends, it's the romantic ballad that checked in on the Parade a month ago and has been packing your votes in solid ever since. Tonight it rates just one short step away from the big time, and here are the Hit Paraders with the vocal. In fourth place, this week... "MY DEVOTION".

(MUSIC SWELLS AND FINISHES)

~~Segue to:~~  
*App*

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

This is the COLUMBIA....BROADCASTING SYSTEM

(SNEAK THEME TO FINISH)

-----STATION BREAK----

le

BLOCK:

Your Hit Parade lines up for another <sup>*the happening*</sup> ~~Lucky Strike~~ extra!  
~~Mark Wainwright~~ <sup>*the Lucky Strike*</sup> and the Orchestra give out with one of

Your Hit Parade's all-time favorites... "THE VARSITY DRAG!"

("THE VARSITY DRAG" .....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, we're reenacting a typical tobacco auction ...

(CHANT - SOLD AMERICAN AT 44)

WHSMAN: 321 (CHANT)

RUYSDAEL: This huge warehouse is filled with hundreds and hundreds of baskets of fragrant tobacco. Each basket is sold individually to the highest bidder!

(CHANT UP - SOLD TO BELVIN AT 37)

WHSMAN: Fine leaf, boys ... 39! (CHANT)

RUYSDAEL: Up for sale now is a basket of the finer, milder tobacco that makes you a better cigarette ... The warehouseman's starting price of 39 - 39 dollars a hundred pounds has already been bid up to 40 and now Lucky Strike bids 41 - another cigarette company 42 - a leaf company 43 - an export company 44 - 44 - but Lucky Strike raises it to 45 - 45 dollars - and, yes, here's the sale.

(CHANT UP - SOLD AMERICAN AT 45)

ems

9/12/42

BLOCK: Thank you, Basil Ruysdael. You had our listeners practically attending a typical tobacco auction down South. And I'm glad you did, because ... well, it sort of helps to illustrate what William Lee Branch of Winterville, North Carolina, who for twenty years, has been auctioning tobacco just as you heard it sold a few moments ago, has to say about Luckies. Billy's an old timer at the business, and his statement emphasizes to me the fact that he's been selling tobacco at more than three thousand auctions, and has sold over one hundred and twenty million pounds of tobacco. He has brought out so clearly that the auctioneer, handling the sales, catching the bids from the buyers, standing right up close to the tobacco when it's sold, gets to know the kind of leaf each cigarette company buys, and I want to quote from his statement. He says, "Looking back over my twenty-four years as an auctioneer, I can truthfully state that season after season, I've seen finer leaf go to Lucky Strike."

ems

ATX01 0072160

9/12/42

BLOCK: Now friends, that's not just one man's opinion. I've read hundreds of such statements by independent tobacco experts. And my gosh, if you can't place your confidence and faith in the statements and opinions of the men who are born and bred in the tobacco business, who can you believe? These men see the kind of tobacco that Lucky Strike buys; the finer, lighter, milder Lucky Strike leaf. Which makes it mighty easy to understand why with these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, friends, it's truly said that Lucky Strike means fine tobacco. And just as sure as I am standing here now, I'm sure that if you will light a Lucky, you will like a Lucky.

ems

ATK01 0072161

(FANFARE NUMBER THREE)

BLOCK: THE BIG WINNERS! THE ONE, TWO, THREE songs of the week!  
And don't forget that special presentation we're  
bringing you after the Big Three. Now let's get going  
with the tune that breezed in third. It's the high  
and happy jingle that's been riding footloose and  
fancyfree over the hearts of all America for eleven  
consecutive weeks, and tonight you hitch it to the  
Number THREE post. Barry Wood and the Hit Paraders  
give out with ... "JINGLE JANGLE JINGLE."

("JINGLE JANGLE JINGLE". . . . . WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0072162

(FANFARE NUMBER TWO)

BLOCK:           And there's the fanfare for the second place winner!  
                  It's the tune that's close on the heels of the  
                  leader for the second week in a row. The Hit Paraders  
                  come in for the Number TWO song ...

"I LEFT MY HEART AT THE STAGEDOOR CANTEEN."

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN"..HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems



(FANFARE NUMBER ONE)

BLOCK: Number ONE: And tonight this air corps ballad is way out in front for the third straight time: It's the love song that has every pilot's sweetheart in the country wearing her heart on her sleeve. Joan Edwards puts her heart in the lyrics of the number one melody ...

"HE WEARS A PAIR OF SILVER WINGS."

("HE WEARS A PAIR OF SILVER WINGS" . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

LUCKY STRIKE "Your Hit Parade" -19-  
Closing Commercial

9/12/42

RUYSDAEL: Smokers, in a cigarette it's the tobacco that counts -  
and Lucky Strike means fine tobacco. At market after  
market the independent experts see us buy the finer,  
lighter, milder Lucky Strike tobaccos. That's why with  
men who know tobacco best, it's Luckies 2 to 1!  
A friendly suggestion: Smoke the smoke tobacco experts  
smoke - Lucky Strike - so round, so firm, so fully packed,  
so free and easy on the draw.

vis

ATX01 0072165

9/12/42

(MUSIC SWELLS - FADE FOR)

VOICE #1: *For more than seven years* ~~This is~~ Your Hit Parade of popular songs. ~~For more than~~ *has*

~~seven years~~ we have brought you each week the melodies that capture your current fancy. Through the years there are some songs that stand out and live on ... They are the great songs that arouse an emotion in the hearts of men and grow with the passing of time. This coming Monday we celebrate the anniversary of just such a song ... our country's greatest song. It was inspired in the embattled dawn of September 14th one hundred twenty-eight years ago, at a time when the United States was engaged in a struggle to preserve her right to the freedom of the seas. The story of its writer, Francis Scott Key, and the dramatic events which inspired this young lawyer - who had never composed before - now belong to the legends of America. And the tremendous emotion of pride and thanksgiving that he poured into his song has been shared by millions of Americans everywhere and will be for all time.

(MUSIC SWELLS - FADE FOR)

vis

ATX01 0072166

VOICE #2: It was first sung along the eastern seaboard. Then America began to expand and with it grew the song's powerful appeal. It was on the lips of the pioneers as they traveled west to stake new territory for the United States. It found its way into the timber lands and cotton fields, into the factories and schools. It became the symbol of unity of a country vast and varied enough for ten countries. It meant more and more as America moved forward ... through the years of her ~~growing pains~~ <sup>growth</sup> ... till the time when she took her place as a great free country. Today it is on the lips of the men of our fighting forces all over the world. As we celebrate the anniversary of this song, our liberties are again being challenged ... And long and difficult though the road may be, the convictions of a free people ~~can still~~ <sup>will forever</sup> be heard in its measures ... for all over this nation, from the woods of Maine to the shores of California, from the farmlands of the northwest to the winding Rio Grande, you can hear America sing ...

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

(MUSIC UP TO FINISH)

(APPLAUSE)

STUDIO: This is the COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC ..... NEW YORK.

vis

*M. J. ...*

COLUMBIA BROADCASTING COMPANY  
THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #383  
SATURDAY, SEPTEMBER 19, 1942

9:00 to 9:45 P.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke!

RIGGS: (CHANT ENDING "SOLD AMERICAN" 43 to 45 INCLUSIVE)

RUYSDAEL: Let that chant remind you that Lucky Strike means  
fine tobacco - so round, so firm, so fully packed,  
so free and easy on the draw. No wonder that with  
men who know tobacco best, it's Luckies 2 to 1.

(OPENING THEME . . . . . 20 SECONDS)

REVISED

*As Broadcast*

Shortwave Broadcast - Monday 9/21/42  
Station W.C.R.C.  
W.C.B.X.  
W.C.D.A.

REBROADCAST SUNDAY 9/20/42  
12:00-12:45 A.M.

9/19/42

YOUR HIT PARADE

BLOCK: Barry, to use a slang expression of the day, I'd say - "That's cookin' with gas". Friends, that was your singing star, Barry Wood, opening YOUR HIT PARADE with the sixth ranking song of America, "Idaho". And that, of course, leaves nine more of your top favorites, plus a trio of Lucky Strike Extras especially for the men in our country's armed forces. They'll be sung and played by Barry Wood and the other members of Your Hit Parade cast including Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. Now we continue on our merry way with the tune you voted in at NUMBER NINE. Here's Joan Edwards with the song that's in ninth place..."AT LAST".

("AT LAST" . . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

JC

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The ten leading songs of the week! A carefully checked seven-day survey 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 nation's bandleaders, resulting in an accurate, authentic compilation of America's taste in popular music -- YOUR HIT PARADE! Now, here's the man to tell you the rankings of your favorites this week ...  
 Martin Block.

~~(APPLAUSE)~~

BLOCK: Thank you, Basil Ruysdael. Hello, friends. Tonight Your Hit Parade steps out with the tune that's holding down the NUMBER SIX position. It's that grand song of one of our Western states, and Barry Wood comes in to sing it. In sixth place all around the country...  
"IDAHO".

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

JC

("STAGEDOOR CANTEEN" . . . . . HIT. PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: <sup>X</sup> NUMBER FOUR! A grand ballad from the Broadway production,  
"This is the Army". You say it's fourth from coast to  
coast, and the Hit Paraders say they'd like to sing it.  
So here you are -- in the number four spot .....  
"I LEFT MY HEART AT THE STAGEDOOR CANTEEN". X

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

JC



ARMY SPOT

(ARMY SONG . . . .)

BLOCK: It's Lucky Strike Extra Time! And our first extra tonight is headed for the United States Army.... So, Barry Wood, what do you say?

BARRY: ~~I say: "Coming right at you, Soldiers!" Here's...~~  
"THE BEER BARREL POLKA".

("THE BEER BARREL POLKA" . . . . .WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Barry, that was 100%! Our next extra is lined up for the United States Marines -- so, men, you'll be hearing from us in just a few moments!

(COM. ERGIAL #1 )

JC

LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #1 - September 19, 1942

BLOCK: Friends, a ~~few moments~~ ago I looked out across the footlights at over a thousand people who are here in this studio tonight to see and hear Your Hit Parade in person, just as you are hearing it on the air. And I wondered just what it was that brought people out of their homes to see a radio broadcast. And I've come to the conclusion that the answer is a pretty logical one. We all like to see what's going on behind the scenes, particularly if it applies to things with which we come into constant contact. There's a real thrill in watching a broadcast, or a Broadway stage show from the wings ... mainly because it gives you a better idea of just what it is that makes the wheels go 'round. And since you come in contact so many times, day and night, with Lucky Strike Cigarettes, I think it should be just as interesting to you to know how we go about acquiring that fine tobacco that has made Lucky Strike such an outstanding cigarette. You know that fine tobacco is in Luckies, when you light one. And you've heard me tell you that independent tobacco experts who attend public auctions throughout the South and see who buys what tobacco, prefer Luckies two to one. All these things affect your smoking pleasure ... and so I'm now going to ask Basil Ruysdael to take us back of the scenes, and show you how a tobacco auction is carried on.

(MORE)

w1

ATX01 0072172

(FADE IN CHANT - CROWD NOISE)

RUYSDAEL: Do you follow those bids? 40 - 41 - 42 dollars bid ...  
You know the better the tobacco, the higher goes the  
price. It's up to 43 dollars now bid by Lucky Strike  
and - yes - here's the sale!

(CHANT UP - SOLD AMERICAN AT 43)

WHSMAN: 33! (CHANT)

RUYSDAEL: You just heard the warehouseman call out an opening bid  
of 33 dollars. He sets the starting price on each  
basket of tobacco - then the buyers bid it up - till it's  
sold to the highest bidder ...

(CHANT UP - SOLD TO EVANS AT 38)

WHSMAN: Good tobacco, boys ... 37!

(CHANT)

RUYSDAEL: The warehouseman opens this basket at 37 dollars a hundred  
pounds - for this is fine light leaf, the kind that makes  
the best cigarette. So it's already been bid up from 37 -  
to 38 - 39 - and now Lucky Strike bids 40 - a leaf company  
41 - another cigarette company 42 - that leaf company 43 -  
an export company 44 - 44 - but Lucky Strike makes it 45 -  
yes, 45 dollars. Any more bids? No, it's going - going ...

(CHANT UP - SOLD AMERICAN)

LUCKY STRIKE "YOUR HIT PARADE" -8-  
Commerical #1 (CONTD)  
Sept. 19, 1942

BLOCK: And there, friends, you have a reenactment of what happens time after time when tobacco is sold at public auction. You heard us pay the price for the finer, lighter, milder leaf, and that's just our way of taking you back of the scenes, and convincing you that Lucky Strike means fine tobacco ... of convincing you that you, too, should smoke the smoke tobacco experts smoke. Friends, there are no two ways about it ... you can't help but like a Lucky, so round, so firm, so fully packed ... so free and easy on the draw.

w1

ATX01 0072174

("I GOT A GAL IN KALAMAZOO" . . . . . EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Friends, if you reach into the niche marked NUMBER FIVE, you'll come out with a tune that's been in a steady climb ever since it landed on the Parade. Joan Edwards has the lyric and Mark Warnow has the melody, so away we go. In fifth place ... "I GOT A GAL IN KALAMAZOO".

(MUSIC SWELLS AND FINISHES)

segue to:

REVISED

("TAKE ME" . . . . . Wood and orchestra)

(FADE FOR ANNOUNCEMENT)

BLOCK:       NUMBER EIGHT; And, this week the survey shows you've  
              picked a lovely ballad to wear the Number Eight ribbon.  
              Barry Wood sends it across the air waves as he steps  
              in for a chorus of..... TAKE ME.

MUSIC:       (SWELLS AND FINISHES)

Segue to

JC

MARINE SPOT

(MARINE SONG .....)

BLOCK: Your Hit Parade goes into service formation with a  
Lucky Strike Extra to the United States Marines!  
Come in Joan Edwards, it's your turn.

JOAN: Thanks, Martin! For you men of land and sea,  
here's a song with your name on it ... "OOH THAT  
KISS".

("OOH THAT KISS" . . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Thanks Joan Edwards. And you men of the United  
States Naval Forces -- stand by if you will.....  
'cause we're on again in a little while with a  
Lucky Strike Extra for you.

("DEARLY BELOVED" . . . . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Friends, we usher in a brand new song tonight, and I'm happy to welcome it to Your Hit Parade. Mark Warnow and the Hit Paradars make it feel right at home -- Here's the NUMBER TEN song ... "DEARLY BELOVED".

(MUSIC SWELLS AND FINISHES)

segue to:

w1



("JINGLE JANGLE JINGLE" . . . . . WOOD, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK:           NUMBER SEVEN! Well, we're certainly doing a lot of musical visiting, tonight. First, we stopped off at Idaho -- second, the Stagedoor Canteen -- then, Kalamazoo -- and now, the wide open spaces. Barry Wood and the Hit Paradars take# us on a melodic hop to the woolly west with the song you say is SEVENTH ... "JINGLE JANGLE JINGLE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

w1

RUYSDAEL: (ON CUE) We pause for station identification.  
This is the COLUMBIA ... BROADCASTING SYSTEM.  
  
(SNEAK THEME TO FINISH)

---STATION BREAK---

w1

ATX01 0072180

(THEME. . . .)

segue to:

NAVY SPOT

(NAVY SONG. . . .)

BLOCK: Your Hit Parade comes up with another Lucky Strike Extra!  
And this time the spotlight swings to the men of our  
United States Naval Forces. Especially for you sailors  
and coastguards, Mark Warnow plays....."SIBONEY".

("SIBONEY". . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Swell, Mark! And there you have our three Lucky Strike  
Extras 'specially sung and played for the men in  
America's armed forces. Fellows -- we hope you liked  
them.

(MUSICAL PLAYOFF)

(COMMERCIAL #2)

cc

## Commercial #2

BLOCK: Friends, last Monday, the schools opened in New York. Monday morning, passing one of the public schools, I stopped for a moment to look at the eager, shining faces of hundreds of children, returning to school for the opening day. After a whole summer of play and vacation, they were all mighty glad to get back to their friends, to learn what new things were in store for them. And you know, friends, we could learn something from those children. Their eagerness for ~~the~~ new experiences and their willingness to learn may bring to them the better things in life. And your knowledge of the fact that Lucky Strike means fine tobacco will bring to you increased smoking enjoyment. My authority for that statement is the hundreds and hundreds of independent tobacco experts, auctioneers, buyers, warehousemen, who attend public auctions and see us pay the price for the fine tobacco that goes into your Lucky Strike. These men express their preference for Luckies by an overwhelming majority. In fact, with these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why not take a leaf from the tobacco experts' book. I'm sure that you, too, will find that to light a Lucky is to like a Lucky.

(MORE)

cc

ATX01 0072182

9/19/42

-17-

RUYSDAEL: Ladies and gentlemen, Martin Block has put the facts squarely on the line ... In a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco best, it's Luckies 2 to 1.

cc

ATX01 0072183

(FANFARE NUMBER THREE)

BLOCK:       The Big Three! Of all the ten songs that America likes best this week, the three that rate top! You put them there -- you want to hear them, so -- here they are. First in line is NUMBER THREE, and the Survey shows it's doing mighty okay. Joan Edwards goes romantic to sing us the third ranking song in the country ... "BE CAREFUL, IT'S MY HEART".

("BE CAREFUL, IT'S MY HEART. . . . . EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cc

(FANFARE NUMBER TWO)

BLOCK: NUMBER TWO: The song that rates the runner-up spot this week is the ballad that crowded the Big Time in fourth place for two weeks in a row and, tonight breaks through. Barry Wood does the honors with the vocal of the second place winner .... "MY DEVOTION".

("MY DEVOTION". . . . .WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cc

(FANFARE NUMBER ONE)

BLOCK:        NUMBER ONE! And the song that breezes in a winner,  
tonight, rings the big bell for the fourth consecutive  
time! It's the romantic ballad that tells of a pilot  
and his sweetheart -- and here are the Hit Paraders to  
sing the song that's tops this week in the U. S. A.  
... "HE WEARS A PAIR OF SILVER WINGS". X

("HE WEARS A PAIR OF SILVER WINGS". . . .HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

cc



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.

BLOCK: That's right, friends, that's all for now. But next  
Saturday night we'll be back again with Your Hit Parade  
... But before we go ... Ask yourself this question:  
"Have I done everything I can to help win this war?"  
And if there's any doubt in your mind, remember that  
Uncle Sam needs every dime and dollar you can spare for  
War Bonds and Stamps. Think it over. And now, until  
next week, this is Martin Block, speaking for Lucky  
Strike, saying goodnight for Joan Edwards, Mark Warnow,  
and the Hit Paraders ...

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME. . . . .20 SECONDS)

cc

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

(SONG CREDITS, IF ANY)

Basil Ruysdael speaking.

ANNOUNCER: This is the COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC ... NEW YORK

cc

ATX01 0072188

*Mr. Baggiano*

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"- #384

SATURDAY, SEPTEMBER 26, 1942

9:00 to 9:45 P.M.

*As Broadcast*  
8

Shortwave Broadcast - Monday 9/28/42

Station W.C.R.C.

W.C.B.X.

W.C.D.A.

REBROADCAST SUNDAY SEPTEMBER 27, 1942

12:00-12:45 A.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 43 & 45 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco - so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies Two to One.

(OPENING THEME ..... 20 SECONDS)

RUYSDAEL: Lucky Strike presents...YOUR HIT PARADE! The result of a ~~survey~~, carefully checked, seven-day survey 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 nation's bandleaders. An accurate, authentic compilation of America's choice in popular music --the ten leading songs of the week --YOUR HIT PARADE! Now, here's the man who reports this week's rankings, one through ten...Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello friends. Your Hit Parade swings into action, tonight, in bright and cheery fashion with the song that's NUMBER SEVEN, Barry Wood and the Hit Paraders dig in their spurs and ride out on the Lucky seven tune..."JINGLE, JANGLE, JINGLE".

("JINGLE, JANGLE, JINGLE" .....WOOD, HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

le

BLOCK: Barry, that's ~~number nine~~ "tops" on the range --and everywhere else! Friends, that was your singing star, Barry Wood, saying hello on Your Hit Parade with the seventh ranking song in America, "Jingle, Jangle, Jingle". Those of you familiar with the Hit Parade know that leaves nine more of your top-flight favorites, plus a trio of Lucky Strike Extras. And, in addition to Barry Wood, the rest of Your Hit Parade cast is on hand to sing and play them for you -- Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. X Right at the moment, the spot light focuses first on the song that's NUMBER NINE and then on Joan Edwards who sings it for us. Here it is-- all America's choice for ninth place... "IDAHO". X

("IDAHO".....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to:

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN"..... HIT PARADERS &  
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER FOUR... the romantic soldier song from the  
Broadway show, "This Is The Army", which after concluding  
a mighty successful run in New York, moves to the nation's  
capital, where it will have its gala opening at the  
National Theatre, Washington, on September 29th. Here are  
the Hit Paradars to sing the song that's number four...  
"I LEFT MY HEART AT THE STAGEDOOR CANTEEN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SEGUE TO:

le

("CRAZY RHYTHM" .....EDWARDS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time for a Lucky Strike Extra!

Right now, Joan Edwards sings a grand tune that's been  
holding its own since the golden days of jazz.....

"CRAZY RHYTHM".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

9/26/42

BLOCK: Friends, did you ever wish that it were possible for you to talk back to people on the radio? I have, oftentimes. And I bet if it were possible, we people who speak to you on the radio would hear some funny things. I wish it were possible for you to personally answer over the radio one question I would like to ask you. If I were to ask you, as just an average smoker, what is the most important thing in a cigarette? I know that I would hear millions of voices banded together ...all saying the same thing, ~~that one word~~ That one word that would ring out in this studio would be "Tobacco." And your answer would be so absolutely right, that there would be just no question about it. That's the one question about cigarettes that you could answer without being a tobacco expert. Now, since I think that we would all give the same answer...that in a cigarette, it's the tobacco that counts, let's see how the makers of Luckies go about getting that finer tobacco that you want to smoke.

(MORE)



(CROWD NOISE - CHANT - SOLD AMERICAN AT 44)

WHSMAN: 32! (CHANT)

RUYSDAEL: Ladies and Gentlemen, we're reenacting a typical Southern tobacco auction. The sales are made in quick succession-- each basket going to the highest bidder!

(CHANT UP - SOLD TO VALENTINE AT 37)

WHSMAN: Good leaf, boys... 39! (CHANT)

RUYSDAEL: Up for sale now is a basket of the finer, milder tobacco that makes you a better cigarette ...The warehouseman's starting price of 39- 39 dollars a hundred pounds has already been bid up to 40 and now Lucky Strike bids 41-- another cigarette company 42-- a leaf company 43-- an export company 44- 44 - but Lucky Strike raises it to 45- 45 dollars - and, yes, here's the sale.

(CHANT UP- SOLD AMERICAN AT 45)

BLOCK: Thank you, Basil Ruysdael for so clearly reenacting for us a typical tobacco auction, showing how the makers of Luckies acquire the all-important ingredient for a fine cigarette...fine tobacco... And since you folks, just a few moments ago saw that tobacco is the all-important thing in a cigarette, let's see what the independent tobacco experts think about the quality of tobacco that goes into Luckies.

9/26/42

- 8 -

BLOCK: Roy Lee Daniel, tobacco auctioneer of Durham, North Carolina, says that for thirty-two years he has been selling tobacco, and that he has sold about two hundred million pounds of it, and that since Luckies came on the market in 1917, he has seen over twenty-three million pounds of tobacco sold to us. And so, he says, "I really know the kind of tobacco that is 'Sold American'. And I know that they consistently buy the finer grades of ripe, high quality, light tobacco - tobacco that's chuck full of aroma, mildness and good taste." Now, friends, that's just what one independent tobacco expert out of hundreds and hundreds has to say about the quality of the tobacco he has seen "Sold American." You, a non-expert, see that in a cigarette, it's the tobacco that counts. Roy Lee Daniel, an independent tobacco expert, says that he has seen us consistently buying the finer tobacco. Now, friends, when the opinion of the expert and the opinion of the non-expert add up this way, there isn't a chance in the world of making a mistake. When you light a Lucky, you'll like a Lucky, so round, so firm, so fully packed...so free and easy on the draw.

va

ATX01 0072196

("WONDER WHEN MY BABY'S COMING HOME" . . . . . WOOD & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: The very life-blood of Your Hit Parade depends upon new songs ... which is why I'm mighty happy tonight to welcome this swell newcomer, and to ask Barry Wood to sing it for you. The NUMBER TEN song, on Your Hit Parade ... "I WONDER WHEN MY BABY'S COMING HOME".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

vis



("EVERYTHING I'VE GOT" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Over at the Shubert Theatre in New York City, a show called, "By Jupiter", is packing them in night after night, and matinee after matinee. The main reasons for the show's success are the performances of Ray Bolger and Benay Venuta, the score by Rodgers and Hart, and one particular tune called, "Everything I've Got". We can't take you over to the theatre for a look-in on the show, but we can play that one particular tune for you. Mark Warnow gives the downbeat to the Orchestra, and you have your second Lucky Strike Extra ... "EVERYTHING I'VE GOT" *Belongs To You!*

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

("TAKE ME" . . . . . WOOD & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER EIGHT: Friends, when a song gets on "Your Hit Parade" I guess I don't have to tell you much about it. You ought to know all about it 'cause you put it there. Well, we think this is a swell tune, too -- and never better than when Barry Wood sings it. Here's the song that's in eighth place tonight. "TAKE ME".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

vis

("SERENADE IN BLUE" . . . . . HIT PARADERS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's differences of opinion that make horse races ... But  
it's the opinion of the nation that sets the ratings and  
rankings on Your Hit Parade. When the Survey figures  
were added up from Coast to Coast, the consensus on our  
next song rated it at Number SIX ... So here are the Hit  
Paraders, blending their voices on the number six tune ...

"SERENADE IN BLUE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

YOUR HIT PARADE

-14-

9/26/42

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

This is the COLUMBIA ... BROADCASTING SYSTEM.

(SNEAK THEME TO FINISH)

.... STATION BREAK ....

vis

ATX01 0072202



(THEME . . . . .)

segue to

(SPECIAL INTRODUCTION TO: "EV'RYBODY EV'RY PAYDAY")

BLOCK: (OVER MUSIC) For your third Extra, we bring you a special song -- a song sent to us by the Treasury Department, which we present at the request of the United States Government. It's a song dedicated to the purpose of selling War Bonds and Stamps. And why was it written? Let me tell you why. Do you like walking down the street in your home town, nodding hello to the folks you know? Or going to the drug store at the corner for an ice-cream soda and a chat with the clerk. Do you like strolling through the park at night with your sweetheart? Or talking out loud with your friends, saying and thinking exactly what you please? Maybe you like these things -- the way I do. . All I know is our country is in danger -- her existence is threatened, and that makes me want to do everything I can to bring her through safe and sound, so that you and I and every American can go right on enjoying the things we believe in. And if it means buying War Bonds, then,  I'm buying them. So if you like these things, if you're like me and all the other millions of Americans who want to see "our flag still there" at the end of this war, then you'll want to listen, and listen close because Barry Wood's going to sing you a song at the request of the United States Treasury Department called ...

"EV'RYBODY EV'RY PAYDAY."

*Handwritten:*  
 Listen  
 music

("EV'RYBODY EV'RY PAYDAY" . . . . . WOOD & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

do

9/26/42

BLOCK: You know, friends, some things are a matter of taste or whim, or fancy like ... well, like the movies you see or the kind of flowers you send your best girl, or the clothes you wear. But some things are facts - tried and true - and here's Basil Ruysdael to tell you one most important fact for smokers ...

RUYSDAEL: Ladies and gentlemen, everything you're looking for in a cigarette is really covered by this simple statement: in a cigarette, it's the tobacco that counts. Yes, fine tobacco counts for mildness, counts for better taste, counts for greater cigarette enjoyment. And, <sup>(cigarette)</sup> smokers, Lucky Strike means fine tobacco! In the open competition at tobacco auctions all over the South, we consistently go after and get finer, lighter, milder tobaccos - the real Lucky Strike tobaccos. Independent experts who follow the sales, see us buy this better quality tobacco year in and year out. So it's no wonder that they show an overwhelming preference for Lucky Strike. In fact, sworn records show that among independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1! Isn't this tobacco experts' "Stamp of Approval" worth your acting on? Remember: Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw ... Smoke the smoke tobacco experts smoke.

vis

ATX01 0072204

9/26/42

(FANFARE NUMBER THREE)

BLOCK: And that fanfare means we're ready for the big time big tune trio of the country! You pick them during the week -- we play them Saturday night. Joan Edwards leads off with the easy-to-listen to song that's ~~been~~ <sup>been</sup> On Your Hit Parade eleven consecutive weeks, and doing nicely, thank you. In third place... "HE WEARS A PAIR OF SILVER WINGS".

(HE WEARS A PAIR OF SILVER WINGS.....EDWARDS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(Applause)

va

RTX01 0072205

(FANFARE NUMBER 2)

BLOCK:       The fanfare for the second place winner! And it's been a steady progression to the top of the heap for this novelty favorite. Last week you liked it for fifth place, and tonight you say it's NUMBER TWO. Barry Wood gets a chance to brush up on his "a, b, c's", as he sings the song that's Number Two... "I GOT A GAL IN KALAMAZOO".

("I GOT A GAL IN KALAMAZOO".....WOOD, HIT PARADERS & ORCH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: And that's the super-special fanfare for this week's super-special tune -- the sentimental ballad that's breezed through with flying colors to be king of them all! Two weeks ago, number Four; last week, Number Two; tonight -- Number ONE! X Okay, Hit Paraders, let's have the tip-top song of the nation... "MY DEVOTION." X

("MY DEVOTION".....HIT PARADERS & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

va

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.

BLOCK: That's right, friends, that's all for now. But, next Saturday, we'll be back again with Your Hit Parade. And, during the week, don't forget about War Bonds. Someone you know-- a friend, maybe, or a son, or brother, or husband, or sweetheart --someone close to you--- is wearing the uniform of our armed forces. That's what he's doing for his country. What are we doing? Let's remember that the next time we "forget" to set aside money for a War Bond. And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders.....

WOOD: And this is Barry Wood saying...so long for a while.

(THEME.....20 SECONDS)

LUCKY STRIKE "YOUR HIT PARADE"

9/26/42

- 21 -

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

(SONG CREDITS, IF ANY)

Basil Ruysdael speaking.

ANNCR: This is the COLUMBIA...BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC...NEW YORK

va

ATX01 0072209

ROUTINE

YOUR HIT PARADE

OCTOBER 3, 1942

*A Broadcast*

REBROADCAST SUNDAY OCTOBER 4  
12:00-12:45 A.M.

Shortwave Broadcast Monday 10/5/42  
Station: W.C.R.C., W.C.B.N.,  
WOOD & HIT PARADERS W.C.D.A

1. JINGLE JANGLE JINGLE (8) WOOD & HIT PARADERS W.C.D.A
2. WONDER WHEN MY BABY'S COMING HOME (10) EDWARDS
3. HE WEARS A PAIR OF SILVER WINGS (4) HIT PARADERS
- 3A. MAMA INEZ ORCHESTRA

COMMERCIAL ONE

4. TAKE ME (7) EDWARDS
5. I LEFT MY HEART AT THE STAGEDOOR  
CANTEEN (6) WOOD
- 5A. I GOT RHYTHM EDWARDS
6. AT LAST (5) WOOD
7. MANHATTAN SERENADE (9) ORCHESTRA

STATION BREAK

- 7A. THE BAND PLAYED ON WOOD & HIT PARADERS

COMMERCIAL TWO

8. BE CAREFUL IT'S MY HEART (3) EDWARDS
9. GOT A GAL IN KALAMAZOO (2) WOOD & HIT PARADERS
10. MY DEVOTION (1) HIT PARADERS

ebm

ATX01 0072210



OCTOBER

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #385

SATURDAY, OCTOBER 3, 1942

9:00 to 9:45 P.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 43 & 45 INCLUSIVE - SOLD  
AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means  
fine tobacco - so round, so firm, so fully packed,  
so free and easy on the draw. No wonder that with  
men who know tobacco best, it's Luckies Two to One.

(OPENING THEME ..... 20 SECONDS)

etm

RTX01 0072212

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The nation's ten favorite songs of the week, determined by a carefully checked seven-day Survey. An up-to-the-minute 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 nation's bandleaders. And when all the returns are in, you have an accurate, authentic record of America's taste in popular music - YOUR HIT PARADE. Now, to keep you posted on tonight's running, here's ... Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, friends. It's a pleasure to ring up the curtain on Your Hit Parade tonight with that melodic jingle that's in eighth place. And it's Barry Wood and the Hit Paraders in the NUMBER EIGHTER ... "JINGLE, JANGLE, JINGLE".

("JINGLE JANGLE JINGLE".....WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm

10/3/42

BLOCK: Barry, when I say that was swell, you can just bet your bottom dollar "I ain't so very far from wrong". And I know all of your friends will agree with me. Yes, sir, that was your singing star, Barry Wood, starting your Hit Parade with the eighth ranking song "Jingle Jangle Jingle". Now, for your dancing and listening pleasure, we present nine more of your favorites, plus three Lucky Strike Extras for the men in Uncle Sam's armed forces. And waiting to perform them, in addition to Barry Wood, are Joan Edwards, the Hit Paraders, Mark Warnow, and the Lucky Strike Orchestra. X And you know, friends, with all the songs published in America every week, a song must have something in order to get on Your Hit Parade. Last week, you picked a new one. It was the number ten spot, and you must like it just as well this week, because here it is again in TENTH position. Joan Edwards sings "I WONDER WHEN MY BABY'S COMING HOME." X

("I WONDER WHEN MY BABY'S COMING HOME".....EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

ebm

RTX01 0072214

(" HE WEARS A PAIR OF SILVER WINGS".....HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number FOUR! It's a very far cry from "Come Josephine In My Flying Machine" to the romantic ballad about a flier and his sweetheart. But love lends wings to every heart, and so the Hit Paraders sing the song that ranks Four on Your Hit Parade ... "HE WEARS A PAIR OF SILVER WINGS"...

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

ebn

ARMY SPOT

(ARMY SONG)

BLOCK: A few minutes ago, we promised the men in the armed forces of the United States that we would have a special song for them. Well, here's our first Lucky Strike Extra, and it's for the men of the United States Army. It's the toe tickling melody played by Mark Warnow and the Lucky Strike Orchestra, titled, "Mama Inez".....

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Mark, that was "Extra"-special! Men of the United States Naval Forces, stand by! We come your way in just a few minutes.

(COMMERCIAL #1)

ebm

ATX01 0072216

BLOCK: You know, friends, there's a lot of tobacco grown in the United States every year ... millions and millions of pounds of it ... which is just about the same as saying that there are millions and millions of pounds of leather produced in the United States every year. Neither statement is important unless we stop and realize that some of that leather will go into inexpensive shoes of medium quality ... and other leather into expensive shoes of high quality. The important thing is not how much you produce, but how good it is. Which is why the makers of Luckies are so picky and choosy about the quality of tobacco they buy to go into the Lucky Strikes you are going to smoke. Now here's Basil Ruysdael to reenact a typical tobacco auction for us.

(MORE)

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, up for sale now is a basket of tobacco that looks good enough - big leaves of fine color - but after one quick glance at it, the Lucky Strike buyer isn't even bidding on it. It must lack ~~something~~ <sup>Something</sup> - it's not Lucky Strike tobacco!

(CHANT UP - SOLD TO X AT 34)

WHSMAN: 32!

RUYSDAEL: Another basket up for sale - but again that Lucky Strike buyer isn't bidding - in fact he's already examining the next basket in the row ... .

(CHANT UP - SOLD TO Z AT 36)

WHSMAN: Good leaf, boys ... 37! (CHANT)

RUYSDAEL: 37 - 37 dollars a hundred pounds - is the warehouseman's opening price - but quick as a flash that Lucky Strike buyer bids 38! This is ripe, light, mild leaf - perfect for cigarettes - so we'll see lively competition for this basket. A leaf company has already upped the bid to 39 dollars - and now Lucky Strike comes back with 40 - another cigarette company raises it to 41 - an export company bids 42 - that other cigarette company 43 - but Lucky Strike tops that with 44 dollars - 44 - 44 and it's going - going - to the highest bidder!

(CHANT UP - SOLD AMERICAN AT 44)

(MORE)

ATX01 0072218



BLOCK: Yes, friends, millions of pounds of tobacco grown every year simply means that our buyers must be constantly alert in the selection of the fine mild leaf that we call the "truly Lucky Strike tobacco." And I ask you to remember, friends, that it's not my say-so, but a matter of record that when we find that quality of tobacco being offered for sale at public auction, our buyers spare no effort to obtain it. Now, again, I ask you to remember that Public auctions are attended by many independent tobacco experts ... auctioneers, buyers, warehousemen ... who can't help but see who buys what tobacco. When time after time they see this fine, light, mellow leaf, Sold American, it's easy to understand why with these men who know tobacco best, it's Luckies two to one. Truly, these independent experts have placed their stamp of approval on Luckies. Now, when the facts show that we buy the finer tobacco, and when sworn records show that with independent tobacco experts, these men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, the combination of these two facts should be your guide in the selection of the cigarette you want to smoke ... especially since we all know that no cigarette can be any better than the tobacco from which it's made. I'm sure that if you light a Lucky, you'll like a Lucky, because Lucky Strike means fine tobacco!

ATX01 0072219

("TAKE ME".....EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Now it's "hello - how are you?" to the SEVENTH ranking tune in the country, with vocal honors by Joan Edwards. You told the Survey and the Survey told us that Number Seven song tonight is ... "TAKE ME".

(MUSIC SWELLS AND FINISHES)

segue to:

etm

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN".....WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER SIX! A swell soldier song from the swell soldier show, "This Is The Army" answers the roll call in sixth place tonight and here's Barry Wood to sing ... "I LEFT MY HEART AT THE STAGEDOOR CANTEEN".

(MUSIC SWELLS AND FINISHES)

segue to:

ebm

ATX01 0072221

NAVY SPOT

(NAVY SONG.....)

BLOCK: Yes, sir, "anchors aweigh"! -- and that means it's time to send out a Lucky Strike Extra to the men of our United States Naval Forces. Your Hit Parade stands at attention for you men of the Navy and Coast Guard. Joan Edwards, what's it to be?

EDWARDS: A George Gershwin tune, Martin, and I'm singing it for the men who wear the blue. Fellows, I hope you'll like ... "I GOT RHYTHM".

("I GOT RHYTHM" ..... EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Thanks, Joan. And on our next time 'round, we'll be dispatching a song salute to the United States Marines.

("AT LAST" .....WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: While we're not playing football tonight, Barry Wood carries the ball down the Hit Parade Field to the midway marker as he sings the fifth ranking song of the week. Mark Warnow and the Lucky Strike Orchestra line up in musical formation, and here's the song that's Number FIVE ... "AT LAST".

(MUSIC SWELLS AND FINISHES)

segue to:

("MANHATTAN SERENADE" .....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's a swell song making its first appearance on  
 Your Hit Parade. (SNEAK <sup>PIANO</sup> ~~ORCHESTRA~~) It's a tune that's  
 been resting on pianos all over the country ever since  
 Louis Alter dreamed it up as a piano solo. Well,  
 someone got the idea that it would sound even better if  
 arranged for full orchestra, and tonight proves he was  
 right, because it joins the Hit Parade honor list at  
 Number NINE. (ORCHESTRA OUT) Mark Warnow leads the  
 Lucky Strike Orchestra in the ninth ranking tune ...  
"MANHATTAN SERENADE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-14-

10/3/42

RUYSDAEL: (ON CUE) We pause for station identification.  
This is the COLUMBIA ... BROADCASTING SYSTEM  
(SNEAK THEME TO FINISH)

....STATION BREAK....

w1

ATX01 0072225

MARINE SPOT

(MARINE SONG.....)

BLOCK: "From the halls of Montezuma to the shores of Tripoli"  
*and that* should give you men of the United States Marine Corps  
a pretty good idea that Your Hit Parade is all lined  
up for your special song tonight, and here's Barry  
Wood to tell you about it.

WOOD: Righto, Martin! Fellows, the Hit Paraders join me  
in sending out best wishes ... and in sending  
out the song ... "THE BAND PLAYED ON".

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And there you have them -- our three Lucky Strike  
Extras sung and played especially for you ~~men~~  
in our country's armed forces. We hope you liked  
them!

(MUSICAL PLAYOFF)

(COMMERCIAL #2)

w1



BLOCK: Friends, have you ever stopped to think of the importance of words? We use them for almost our entire lifetime to get the things that we want, to conduct our business. In fact our civilization would rapidly decline without words. I suppose that since it's my business as just an average smoker to talk to you folks on this broadcast the value of words is doubly important to me. Which is why I will never forget that so-true saying by Mark Twain that the difference between the right word and the wrong word is the difference between lightning and the lightning-bug. And if I may be permitted to paraphrase that statement, the difference between a fine cigarette and just an ordinary cigarette is the difference between fine tobacco and tobacco, and it's that thought that keeps our buyers constantly on their toes to acquire the right tobacco, the kind of tobacco that we think makes Luckies a really fine cigarette.

(MORE)

BLOCK: You see, friends, the makers of Lucky Strike Cigarettes realize that they have a responsibility to the smoking public. Insomuch as we ask you to smoke Luckies, because they're made from that finer tobacco, it's our responsibility to see to it that a constant supply of the finer, lighter, milder leaf is always on hand to insure the maintenance of our high standard of quality. Which should make it clear to you why at auction after auction we select the kind of tobacco we think you will want to smoke. Let others say what they will about a cigarette ... I can say only one thing ... in determining the quality of a cigarette, it's the tobacco that counts ... And Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: Martin Block, you've made it clear why with men who know tobacco best, it's Luckies 2 to 1. Now let me urge smokers to act on this information ... Ladies and gentlemen, for your own greater cigarette enjoyment, smoke the smoke tobacco experts smoke!

(FANFARE NUMBER THREE)

BLOCK:           In the charmed circle of Your Hit Parade tonight ...  
                  here's the song that's Number THREE. A quick glance  
                  at the survey tells us that of all the songs in America,  
                  you like this one third best ... Joan Edwards sings...  
                  "BE CAREFUL, IT'S MY HEART".

("BE CAREFUL, IT'S MY HEART" ..... EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

**BLOCK:** It's your choice from coast to coast for Number TWO!

This high and happy tune made second place last week, liked it, and dug in deep to make it two in a row. That's the story on it and here's Barry Wood to show you how it goes ... "I GOT A GAL IN KALAMAZOO"

("I GOT A GAL IN KALAMAZOO" ..... WOOD and  
HIT PARADERS

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

w1

(PREFACE NUMBER ONE)

BLOCK:        NUMBER ONE! Last Saturday saw a new Hit Parade champion  
 ... and tonight sees the champ defending its title  
 successfully! It's the sweet romantic ballad that has  
 hearts fluttering from Maine to California. The Hit  
 Paraders rally round to offer the top tune of the week  
 ... in first place ... "MY DEVOTION".

("MY DEVOTION" .....HIT PARADERS)

(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.

BLOCK: That's right, friends, that's all for now. But next  
Saturday we'll be back again with Your Hit Parade.  
And, in the meantime, give some thought to this.  
American army camps, both at home and abroad, are filled  
with men and boys from every state in America, from  
every walk of life. That's their contribution to their  
country's safety. Now -- what's ours? Give that some  
thought the very next time you see a poster saying:  
"BUY WAR BONDS!" And now, until next week, this is  
Martin Block, speaking for Lucky Strike, saying  
goodnight for Joan Edwards, Mark Warnow, the Hit  
Paraders ...

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME .....20 SECONDS)

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

(SONG CREDITS, IF ANY)

Basil Ruysdael speaking.

ANNCR: This is the COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC ... NEW YORK

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #386

SATURDAY, OCTOBER 10, 1942

9:00 - 9:45 P.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 43 and 45 INCLUSIVE - SOLD  
AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco - so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who  
know tobacco best, it's Luckies two to one.

(OPENING THEME.....20 SECONDS)

JJ

*The Broadcast*

REPEAT BROADCAST SUNDAY 10/11/42  
12:00-12:45 A.M.

SHORTWAVE BROADCAST MONDAY 10/12/42

Station: W.C.R.C.  
W.C.B.X.  
W.C.D.A.



RUYSDAEL: Lucky Strike presents..Your Hit Parade! The nation's ten favorite songs of the week, determined by a carefully checked seven-day Survey. An up-to-the-minute report on the top sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, the songs most requested of the nation's bandleaders. And when all the returns are in, you have an accurate, authentic report of America's taste in popular music - YOUR HIT PARADE. And now, here's Martin Block to tell you about the standings of your favorites.

BLOCK: Thank you, Basil Ruysdael. Hello, everybody. Tonight Your Hit Parade gets under way with a tune that after a brief vacation from ~~the air~~, is back again in FIFTH place. And here's Barry Wood to sing it for you... It's "IDAHO".

("IDAHO".....WOOD AND HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

{APPLAUSE}

JJ

BLOCK:           And there, Ladies and Gentlemen, you have "Idaho,"  
the song that's number five on Your Hit Parade tonight.  
And there'll be nine more of your song favorites coming  
up, plus three Lucky Strike Extras for the men in  
Uncle Sam's Armed Forces. In addition to your singing  
star, Barry Wood, you'll hear from Joan Edwards, the  
Hit Paraders, and Mark Warnow and the Lucky Strike  
Orchestra. This week when all the votes were counted,  
we found that the Number SIX tune is the lovely air  
corps ballad, which Joan Edwards sings for you now.  
In sixth place...."HE WEARS A PAIR OF SILVER WINGS"

("HE WEARS A PAIR OF SILVER WINGS".....EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

"YOUR HIT PARADE"

- 4 -

10 /10/42

("AT LAST" .....HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number SEVEN. Here are the Hit Paraders with the  
number seven tune..."AT LAST"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to

JJ

ATX01 0072237

ARMY SPOT

(ARMY SONG).....

BLOCK: It's time for the first of our Lucky Strike Extras for the men in the Armed Forces. And here's Joan Edwards with a song for the Army.

EDWARDS: Hello, Army. This one comes to you with our best wishes - it's...."THIS CAN'T BE LOVE"

("THIS CAN'T BE LOVE".....EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Thank you, Joan Edwards. Our next Lucky Strike Extra goes out to the men of the United States Naval Forces.

(COMMERCIAL ONE)

BLOCK: You know, folks, I think we all owe a vote of thanks to the man who invented headlines. Can you imagine how much time we would waste if we picked up a newspaper, and there were no headlines ... if we had to read through every article in that paper to find the news that interested us? When an editor writes a headline, he condenses into a few words the most important thing in the story. And if in reading the headline, it attracts your attention and interests you, then you go on and read in further detail. If I were writing a story about Lucky Strike cigarettes, I know just what I would like to put at the top of it. It would take only two words... "Fine Tobacco," because when you boil down the whole Lucky Strike story, it's fully told in those two words. How we make sure of getting that fine tobacco is best illustrated by Basil Ruysdael in the reenactment of this typical tobacco auction.

(MORE)

(FADE IN CHANT - CROWD NOISE - SOLD AMERICAN AT 44)

WHSMAN: 32! (CHANT)

RUYSDAEL: Ladies and gentlemen, we're in a huge tobacco warehouse.  
The fragrant leaf is piled in wooden baskets - hundreds  
and hundreds of them - each basket to be sold  
individually to the highest bidder!

(CHANT UP - SOLD TO VALENTINE AT 37)

WHSMAN: Good tobacco, boys ... 38!  
(CHANT)

RUYSDAEL: There's real action when a basket of fine leaf comes up  
for sale. The warehouseman started the bidding on this  
basket at 38 - 38 dollars a hundred pounds - but now a  
dozen or more buyers are bidding in open competition.  
Already the price is up to 40 dollars - and Lucky Strike  
bids 41 - another cigarette company 42 - a leaf  
company 43 - an export company 44 - 44 - but Lucky Strike  
raises it to 45 - yes, 45 dollars. Any more bids?  
No - no - here's another basket of ripe, mild tobacco  
headed for Luckies ...

(CHANT UP - SOLD AMERICAN)

(MORE)

BLOCK: Yes, friends, when the auctioneer concludes a sale by saying "Sold American" that means that our buyers have purchased another basket of fine, light, mellow tobacco for Lucky Strike, the kind of tobacco that we think you want to smoke. And at public auctions the independent tobacco experts present, the warehousemen, buyers and auctioneers see us buy this riper, lighter, milder tobacco, which undoubtedly explains the overwhelming preference of these experts for Lucky Strike, so round, so firm, so fully packed, so free and easy on the draw. And while you and I may not be tobacco experts, we all know that in a cigarette it's the tobacco that counts. And in asking you to smoke Luckies I feel that I need only remind you that Lucky Strike means fine tobacco!

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN".....WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: In FOURTH place tonight is Irving Berlin's lovely ballad from "This Is The Army". Barry Wood sings the number four tune <sup>of</sup> ~~the~~ America...."I LEFT MY HEART AT THE STAGE DOOR CANTEEN."

(MUSIC SWELLS AND FINISHES)

segue to

JJ

RTX01 0072242



("SERENADE IN BLUE".....HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number EIGHT! Two weeks ago, this lovely melody made its debut on Your Hit Parade. After a week's absence, it's back again tonight in the number eight spot... and here are the Hit Paraders to sing it for you... It's "SERENADE IN BLUE."

(MUSIC SWELLS AND FINISHES)

segue to

NAVY SPOT

(NAVY SONG.....)

BLOCK: Time now for that Lucky Strike Extra for the men of the United States Naval Forces..yes, for all the men in the Navy and Coast Guard, Mark Warnow and the Lucky Strike Orchestra give out with...."THE LADY IN RED"

("LADY IN RED".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was swell, Mark! And stand by, Marines, because our next extra goes to you.

JJ

ATX01 0072244

("THERE'LL NEVER BE ANOTHER YOU".....WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE! Brand new to your Hit Parade is this  
swell tune that makes its first appearance in ninth  
position. Barry Wood welcomes.."THERE'LL NEVER BE  
ANOTHER YOU"

(MUSIC SWELLS AND FINISHES)

~~SC~~  
(APPLAUSE)

JJ

("HE'S MY GUY". . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK:           And here's the second new comer of the evening. A  
                  grand tune about a grand guy. Joan Edwards sings  
                  the Number TEN song tonight... "HE'S MY GUY"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(SNEAK THEME TO FINISH)

STATION BREAK

MARINE SPOT

(MARINE SONG.....)

BLOCK: It's time for our third Lucky Strike Extra. And Barry Wood, since you're going to sing it, suppose you tell it to the Marines.

WOOD: OK, Martin. <sup>To</sup> ~~Mr~~ all you men in the Marine Corps, from all of us here on Your Hit Parade, here's a swell tune. It's called <sup>The</sup> "FUNNY OLD HILL".

("FUNNY OLD HILL" . . . . . WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And there you have them, three Lucky Strike Extras for three great branches of the Service. Fellows, we sure hope you liked them.

(MUSICAL PLAYOFF)

(COMMERCIAL TWO)

BLOCK: Wonder how many of you folks have ever noticed something that I noticed in the movies the other night. Sitting in the audience with my wife, watching a picture ... and on the screen two people sitting in the living room, lighting cigarettes, and as I watched them light the cigarettes I had the wild desire to light one myself. Of course, there was no smoking allowed in the audience... so I just got up, went outside, took a few puffs of my Lucky and came back in again. Call it power of suggestion or anything you like ... whenever I see anyone else lighting a cigarette, automatically, I want to light one. And whenever I talk about that fine light mellow leaf that goes into the making of Luckies, I have that same desire to light a Lucky and enjoy it. Now since we are all just one big happy family here, I don't see any reason why I can't take a Lucky out of this pack, right now, and enjoy its mellow fragrance as I talk. Will you excuse me? Thanks. (BUSINESS OF TAKING OUT CIGARETTES AND PACK OF MATCHES) ...

(MORE)

BLOCK: Say, before I light this cigarette ... I've been telling you folks for a long time now how Luckies are so round, so firm, so fully packed ... so free and easy on the draw. And before I really light this cigarette, I'd like to show you a little thing that you can do right now in your own home to prove that Luckies are so free and easy on the draw. I'm going to take this Lucky Strike and put it between my lips, strike the match ... but instead of drawing in, I'm going to blow out gently through the cigarette. What happens? Why the match goes out! Which really proves that Luckies are so free and easy on the draw. (CHUCKLE) But I'm still waiting for that first delicious puff of a Lucky Strike. So now, let's light up and enjoy that real Lucky Strike tobacco. (LIGHT CIGARETTE ... TAKE DEEP PUFF) Yes, sir, you can't get away from it ... to light a Lucky is to like a Lucky ... And why not? ... After all, Lucky Strike means fine tobacco.

RUYSDAEL: Ladies and gentlemen, Martin Block speaks to you in terms of your own smoking enjoyment. In a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. So why don't you smoke the smoke tobacco experts smoke?



(FANFARE NUMBER THREE)

BLOCK:           And now for the top ranking tunes in America. Your  
                  Hit Parade reflecting your choice brings the Hit  
                  Paraders to the microphone to sing the Number THREE  
                  song... "MY DEVOTION".

("MY DEVOTION" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

w1

(FANFARE NUMBER TWO)

BLOCK:       X Last week this melody was in the number three position.  
Evidently you like it even better this week, because  
tonight finds it one step nearer the top of the list.  
Joan Edwards sings the song that ranks SECOND in all  
America....."BE CAREFUL IT'S MY HEART". X

("BE CAREFUL IT'S MY HEART" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK:           Number ONE! Two weeks ago saw this swell song break through into second place. And Your Hit Parade offers congratulations because tonight it's the new king in melody land from coast to coast and from border to border. ~~and the hit parade~~ Barry Wood ~~sings~~ the song that's in first place... "I'VE GOT A GAL IN KALAMAZOO".

("I'VE GOT A GAL IN KALAMAZOO" . . . . . WOOD) ~~14:18~~

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

w1

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.

BLOCK: That's right, friends, that's all for now. But next  
Saturday we'll be back again with Your Hit Parade.  
And between now and then here's one way you can help  
your country win the war. Go to your bank or Post  
Office and buy as many War Bonds and Stamps as you  
can. Even if it hurts a little. It'll hurt a lot  
more -- if you don't.

And now, until next week, this is Martin Block,  
speaking for Lucky Strike, saying goodnight for  
Joan Edwards, Mark Wernow, the Hit Paraders...

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME . . . . . 20 SECONDS)

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

(SONG CREDITS, IF ANY)

Basil Ruysdael speaking.

ANNCR: This is the COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC ... NEW YORK

REPEAT BROADCAST SUNDAY 10/18/42  
12:00-12:45 A.M.

SHORTWAVE BROADCAST MONDAY 10/19/42

R O U T I N E

Stations: W.C.B.C., W.C.B.V.

W.C.D.A.

YOUR HIT PARADE

OCTOBER 17, 1942

1. I LEFT MY HEART AT THE STAGEDOOR CANTEN (4) Wood & Girls
2. HE'S MY GUY (9) Edwards
3. MANHATTAN SERENADE (5) Hit Paraders
- 3A. I KNOW THAT YOU KNOW Orchestra

COMMERCIAL #1

4. WHITE CHRISTMAS (7) Wood
5. HE WEARS A PAIR OF SILVER WINGS (8) Edwards
- 5A. THERE'S A GREAT DAY COMING MAMANA Wood
6. SERENADE IN BLUE (6) Hit Paraders
7. WHEN THE LIGHTS GO ON AGAIN (10) Wood

STATION BREAK

- 7A. EVERYTHING I'VE GOT Orchestra

COMMERCIAL #2

8. I GOT A GAL IN KALAMAZOO (3) Hit Paraders
9. BE CAREFUL, IT'S MY HEART (2) Edwards
10. MY DEVOTION (1) Wood

va

ATX01 0072256

COLUMBIA BROADCASTING COMPANY

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #387

SATURDAY, OCTOBER 17, 1942

9:00 - 9:45 P.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE - SOLD  
AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means  
fine tobacco - so round, so firm, so fully packed,  
so free and easy on the draw. No wonder that with  
men who know tobacco best, it's Luckies two to one.

(OPENING THEME.....20 SECONDS)

va

ATX01 0072257

RUYSDAEL: Lucky Strike presents...YOUR HIT PARADE! The carefully checked seven-day Survey that brings you an up-to-the-minute 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 nation's bandleaders. An accurate, authentic compilation of America's taste in popular music - the ten leading songs of the week - YOUR HIT PARADE! Now, here's the man to tell you about tonight's rankings -- Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello, friends. Tonight our first musical stop is at Number FOUR. And it's Barry Wood who starts things rolling with the fourth place song..."I LEFT MY HEART AT THE STAGEDOOR CANTEEN".

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN".....WOOD & GIRLS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

va

ATX01 0072258



BLOCK: Thanks, Barry -- and ladies and gentlemen that was your fourth ranking song, "I Left My Heart At The Stagedoor Canteen". That leaves nine more of your favorites, plus three Lucky Strike Extras for the men in Uncle Sam's armed forces, to be sung and played by your singing star Barry Wood and the rest of Your Hit Parade cast: Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. So it's on with the Parade now with the ballad the Survey says is Number NINE, and we say Joan Edwards is going to sing it. Here it is, the ninth place song..."HE'S MY GUY".

("HE'S MY GUY".....EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

("MANHATTAN SERENADE".....HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE: Yes, friends, it's the tune that started out as a piano solo and, when lyrics were added, wound up one of the ten top songs in all America. The Hit Paraders come in to sing the fifth place song..."MANHATTAN SERENADE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

ARMY SPOT

(ARMY SONG.....)

BLOCK: It's time for a Lucky Strike Extra! Your Hit Parade lines up for Uncle Sam's armed forces all over the globe. And first on deck tonight is a song especially for you soldiers of the United States Army. Here's Mark Warnow and the orchestra with your Extra... "I KNOW THAT YOU KNOW."

("I KNOW THAT YOU KNOW".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was for the Army -- Our next salute will ring out in a little while for the United States Marines.

(COMMERCIAL #1)

10/17/42

BLOCK: You know, friends, there's an old saying about "actions speaking louder than words." And we folks who make your Lucky Strike Cigarettes know that to be true. So, tonight, ~~instead of saying~~ ~~quite so many words,~~ let's portray for you a few actions that will more fully explain ~~to you~~ how Lucky Strike has come to mean fine tobacco. First, let's look in on a typical auction scene as Basil Ruysdael describes it for us. (MORE)

va

ATX01 0072262

(CROWD NOISE - CHANT)

RUYSDAEL: Ladies and gentlemen, I want you to notice in this auction we're reenacting that the Lucky Strike buyer does not bid on every basket of leaf indiscriminately. He's not bidding on this one, for instance.

(CHANT UP - SOLD TO X AT 37)

WHSMAN: 33! (CHANT)

RUYSDAEL: The Lucky Strike buyer inspects each basket separately, determines its quality before he makes a single bid. And here's another basket he's passing by.

(CHANT UP - SOLD TO Y AT 39)

WHSMAN: Good tobacco, boys...41! (CHANT)

RUYSDAEL: "Good tobacco," says the warehouseman and you can see right away that the Lucky Strike buyer considers this "truly Lucky Strike tobacco" - because right away he raises the opening bid of 41 dollars a hundred pounds to 42 - and another cigarette company bids 43 - a leaf company 44. Say, this tobacco must be good, mild, ripe leaf, the kind you want in your cigarette. For the price is up to 46 dollars already - 46 bid by Lucky Strike - and an export company raises it to 47 - 47 - but Lucky Strike comes back with 48 and I think - yes - it's going - going to Lucky Strike.

va

(SOLD AMERICAN)

(MORE)

ATX01 0072263

10/17/42

BLOCK: Well, there, friends, you have action number one that speaks much louder than words ... The makers of Luckies inspecting carefully ~~the quality of each basket of tobacco as it's offered for sale, and bidding heavily on that leaf which they believe is true Lucky Strike tobacco. We tell you in so many words that no cigarette can be any better than the tobacco it contains ... that in a cigarette, it's the tobacco that counts, but by our actions in carefully selecting that finer tobacco, we insure the quality of Luckies. Now for action number two ~~the quality of each basket of tobacco as it's offered for sale, and bidding heavily on that leaf which they believe is true Lucky Strike tobacco. We tell you in so many words that no cigarette can be any better than the tobacco it contains ... that in a cigarette, it's the tobacco that counts, but by our actions in carefully selecting that finer tobacco, we insure the quality of Luckies.~~ Pick up a pack of Luckies, as I am doing right now, remove any one of the twenty cigarettes from the package, roll it between your fingers. Note for yourselves that Luckies are truly so round, so firm, so fully packed.~~

(MORE)

10/17/42

BLOCK:  
(CONTD)

And now - action number three ... I am going to put that Lucky between my lips, strike a match, hold the match to the end of the cigarette, <sup>and</sup> blow out through the cigarette. ~~And blow out~~, out goes the match, proving without any shadow of doubt, that Luckies are so round, so firm, so fully packed and so free and easy on the draw. ~~But now movement~~ ~~action is one that will unquestionably speak louder than all other words.~~ <sup>Yes sir,</sup> Step up to a tobacco counter, buy your package of Luckies, light up and enjoy that wonderful Lucky Strike tobacco that's in every Lucky Strike Cigarette. ~~Yup~~, there's the real convincing action that's bound to speak louder than any words 'cause you'll find that every time you light a Lucky, you'll like a Lucky.

("WHITE CHRISTMAS" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number SEVEN! -- Here's a song dedicated to  
December 25th, that comes to the Parade from the  
movie "Holiday Inn" -- and it's a brand new arrival  
on the survey list in the lucky SEVEN spot. Barry  
Wood sings... "WHITE CHRISTMAS".

(MUSIC SWELLS AND FINISHES)

~~(MUSIC SWELLS AND FINISHES)~~

segue to:



("HE WEARS A PAIR OF SILVER WINGS" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: X Number EIGHT! A smooth Combination of words and music and you have the song you say is eighth from Staten Island to San Diego. X Joan Edwards and the orchestra combine just as smoothly to bring it to you. Here we go with . . . "HE WEARS A PAIR OF SILVER WINGS".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

MARINE SPOT

(MARINE SONG . . . . . )

BLOCK: It's Barry Wood front and center with a Lucky Strike extra for the men of the United States Marines!

WOOD: Righto, Martin, and here's an all-time Hit Parader for the soldiers of the sea. Here we go, fellows, with... "THERE'S A GREAT DAY COMING MANANA".

("THERE'S A GREAT DAY COMING MANANA". . . . . WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was swell Barry -- we'll drop by again in just a few moments with a song salute to the men of the United States Naval Forces.

wl

("SERENADE IN BLUE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SIX! The Hit Paraders come to the microphone to sing our second serenade of the evening. The sixth place song ... "SERENADE IN BLUE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

("WHEN THE LIGHTS GO ON AGAIN" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK:       And, friends, here's the second new Hit Parade member  
              for tonight -- You tagged it with a big Number TEN  
              and Barry Wood's all set to spread the welcome mat  
              out for it. So, come on in, Barry, with the tenth  
              place newcomer ... "WHEN THE LIGHTS GO ON AGAIN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

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

(SNEAK THEME TO FINISH)

... STATION BREAK ...

NAVY SPOT

(THEME . . . . .)

SEGUE TO:

(NAVY SONG . . . )

BLOCK: Your Hit Parade marches on with a Lucky Strike Extra for the men of the United States Naval Forces! Best wishes go to all you Navy men and Coastguards as Mark Warnow and the orchestra give out with ... "EVERYTHING I'VE GOT".

("EVERYTHING I'VE GOT" . . . . . ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And there's the third of our three Lucky Strike Extras, especially sung and played for the men in Uncle Sam's armed forces. And fellows, our warmest regards go right along with those songs!

(MUSICAL PLAYOFF)

(COMMERCIAL #2)

10/17/42

BLOCK: Friends, do you have a mirror handy? If you have, look into it. A mirror is a wonderful little device that gives you an honest reflection of anything held in front of it. A mirror <sup>never</sup> ~~doesn't~~ lie. It tells you when your make-up looks good and when your clothes fit you properly. It tells you the unbiased truth. Now, when the makers of Luckies checked into the smoking habits of the independent tobacco experts, they were looking for an honest, unbiased reflection of the preferences of the men who know tobacco best. And because we were looking for an unbiased reflection, one as honest as your mirror sends back to you, only the preferences of the independent tobacco experts, those affiliated with no cigarette company, were tabulated.

(MORE)

10/17/42

BLOCK:  
(CONTD)

Now, these experts, are the men who attend the public tobacco auctions ... they are warehousemen, auctioneers, and buyers. They obviously see who buys what tobacco, and can't help but see the makers of Luckies selecting fine, light, mild leaf. And when we found that among these independent tobacco experts, Luckies had more than twice as many exclusive smokers as all other brands of cigarettes combined, I should say that was a pretty clear indication that in a cigarette, it's the tobacco that counts. Yes, just as our mirror truthfully indicated the preferences of the independent tobacco experts, so will you upon careful reflection realize that it pays to smoke the cigarette that means fine tobacco and that cigarette is Lucky Strike, so round, so firm, so fully packed - so free and easy on the draw.



(FANFARE NUMBER THREE)

BLOCK:           Get set for -- Number Three -- Number Two --  
 Number One -- the big time tune trio you put  
 at the head of "Your Hit Parade". And first  
 comes the tune that occupies the third position  
 in this exclusive circle. The Hit Paraders  
 sing the song that's Number THREE this week...  
"I GOT A GAL IN KALAMAZOO".

("I GOT A GAL IN KALAMAZOO". . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Segue to:

(FANFARE NUMBER TWO)

BLOCK:           It's your choice from coast to coast for  
Number TWO! Snug in the second place berth  
is the song that got second prize last week  
and receives your approval for the same spot  
tonight. Joan Edwards with the ~~song~~ <sup>number 2 song</sup>  
~~.....~~ ... "BE CAREFUL, IT'S MY HEART".

("BE CAREFUL, IT'S MY HEART" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

hf

(FANFARE NUMBER ONE)

BLOCK:           And in FIRST place -- the sweet and lovely ballad that stands head high at the top of "Your Hit Parade" list of favorites. Barry Wood sings the Number One Song of the week .. "MY DEVOTION".

("MY DEVOTION") . . . . .WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

fr

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.

BLOCK: Yes, friends, that's all for now. But next Saturday, we'll be back again with Your Hit Parade. And between now and then, how about concentrating good and hard on the purchase of war bonds. Those boys in American Army camps all over the globe are offering their lives for your safety. The price of a war bond is a pretty small price to lend for the safety of an American soldier. At least, I think so. How about you? And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders ..

WOOD: And this is Barry Wood saying .. so long for a while.

(THEME. . . . 20 SECONDS)

fr

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

(SONG CREDITS, IF ANY)

Basil Ruysdael speaking.

This is the COLUMBIA ... BROADCASTING SYSTEM)

- fade theme 20 seconds -

WABC.....NEW YORK

REPEAT BROADCAST SUNDAY 10/25/42  
12:00-12:45 A.M.

SHORTWAVE BROADCAST MONDAY 10/26/42

Stations: W.C.R.C.  
W.C.B.X.  
W.C.D.A.

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #388

SATURDAY, OCTOBER 24, 1942

9:00 - 9:45 P.M.

*As Broadcast*

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGSS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE -- SOLD AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco -- so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies two to one.

(OPENING THEME.....20 SECONDS)

1e

RTX01 0072280

RUYSDAEL: Lucky Strike presents...YOUR HIT PARADE! The nation's ten leading 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 nation's bandleaders. An accurate, authentic report of America's taste in popular music. Now, here's Martin Block with this week's Survey ratings.

BLOCK: Thank you, Basil Ruysdael. Hello, friends. We swing into action, tonight, with the Lucky SEVEN winner. And it's Barry Wood who sings the seventh-ranking song...  
"WONDER WHEN MY BABY'S COMING HOME".

(" WONDER WHEN MY BABY'S COMING HOME".....WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Thanks, Barry -- and, ladies and gentlemen, that was your Number Seven song, "Wonder When My Baby's Coming Home". That leaves nine more of your favorites to come, with Barry Wood, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra ready to sing and play them. And ... we have Uncle Sam's Armed Forces to thank for a new star among Your Hit Parade cast tonight. Yes, ladies and gentlemen, when the Service men pick 'em, they're good! As you will see, when we come to your Lucky Strike Extras for this evening, we present Ethel Smith; but more about her later, for right now Joan Edwards keeps the Parade rolling with the song you've placed in TENTH position. Here it is, the Number Ten tune ... "AT LAST".

("AT LAST" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

w1



YOUR HIT PARADE

-4-

10/24/42

("DEARLY BELOVED" ..... ~~CHORUS~~)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SIX! Yes, friends, it's that new Johnny Mercer-Jerome Kern song. And, when those two get together on a ballad, it isn't long before all America is singing it. The Hit Paraders get the call for this swell sixth place winner ... "DEARLY BELOVED!"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

ejt

ATX01 0072283

MUSIC: (VERSION TWO) ORCHESTRA INTRODUCTION TO FIRST EXTRA  
(FADE FOR ANNOUNCEMENT)

BLOCK: You know, friends, the other evening a man of our Armed Services, on furlough in New York, had dinner in the Iridium Room of the St. Regis Hotel, and, while there, heard a young lady who played the organ. That young fellow thought the young lady was so wonderful that he could talk of nothing else, and he has asked Your Hit Parade to put her on our program. Well, we're answering the request of that man in uniform, who "left his heart at the St. Regis Hotel", by presenting Ethel Smith, the girl he heard on his big <sup>night</sup> in the big town. We hope all his buddies in uniform everywhere are listening right now -- because here she is, Ethel Smith, at the Hammond Electric Organ, playing ... "TICO TICO" !

("TICO TICO" .....SMITH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL ONE)

ejt

10/24/42

BLOCK: A rainy evening at home may sound pretty dismal to a lot of people, but I can't remember when I had quite as many laughs as I had a few nights ago. Ransacking through a trunk that hadn't been opened in years, I came across an old family album, and I want to tell you, here and now, if you have an old family album around in your house, you'll have a lot of fun if you get it out and look at it. You're bound to find a picture of Aunt Rose with a bustle, and Uncle Jim with that high collar, and the tight fittin' trousers, and a mixing bowl haircut, and when you get to the picture of yourself at the age of three months reclining gracefully on a white bearskin rug, well all I can say is a few minutes spent deep in the old family album is really worthwhile. Yes friends, in the light of present-day fashions and styles, the old-fashioned way of doing things seems to be pretty laughable to us. But while the styles in wearing apparel have changed considerably in the past fifty years, style makes no difference, day in day out, year in year out in what's important in a cigarette. It was true twenty-five years ago; it was true fifteen years ago...and it's still true today. The best way to make a fine cigarette is to make it from fine tobacco. That tobacco is bought at public auction, and how the makers of Luckies obtain that finer tobacco for Lucky Strike cigarettes is clearly shown by Basil Ruysdael in the reenactment of this typical tobacco auction scene.

(MORE)

(CROWD NOISE- CHANT)

RUYSDAEL: At a typical auction like this, there are dozens of different grades and qualities of tobacco. Your Lucky Strike buyer must select the riper, lighter, milder leaf -- the real Lucky Strike leaf --that means a better smoke for you.

(CHANT UP-- SOLD X AT 39)

WHSMAN: 34! (CHANT)

RUYSDAEL: You should see the way your Lucky Strike buyer examines each basket-- feels the leaf with his fingers, holds it up to the light, breathes in its fragrance. He never bids till he's sure of the quality.

(CHANT UP-- SOLD TO VALENTINE AT 40)

WHSMAN: Good tobacco, boys....41! (CHANT)

RUYSDAEL: The warehouseman starts this basket at 41 dollars a hundred pounds - yes, 41 --but here's a basket your Lucky Strike buyer has inspected and found just right - so quick as a flash he bids 42 dollars- another cigarette company raises it to 43 - but Lucky Strike comes right back with 44- that other cigarette company 45-- a leaf company 46. Say, they all want this tobacco! It's 47 dollars now bid by an export company, but Lucky Strike raises it to 48 - 48 dollars - and I think - yes-- it's going --going to Lucky Strike.

(SOLD AMERICAN)

(MORE)

BLOCK: Yes, ladies and gentlemen, when the auctioneer said "Sold American" you heard how another basket of fine, mild leaf was purchased to go into your Lucky Strike Cigarettes. At markets all over the South, year after year the makers of Luckies consistently select and buy that finer, lighter, naturally milder leaf --that true Lucky Strike tobacco that brings you greater smoking enjoyment. Yes sir, whether skirts are longer or shorter, whether trousers are cuffless or not, in a cigarette it's still the tobacco that counts --and Lucky Strike means fine tobacco. Why don't you try a pack of Luckies this very night?

("I LEFT MY HEART AT THE STAGEDOOR CANTEEN".....WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number EIGHT! The romantic soldier song that boys and girls all over the country have been going for, ever since it was first introduced. Barry Wood takes a turn on the song that's in eighth place ... "I LEFT MY HEART AT THE STAGEDOOR CANTEEN".

(MUSIC SWELLS AND FINISHES)

~~(MUSIC SWELLS AND FINISHES)~~

segue to:

be

("BE CAREFUL, IT'S MY HEART".....EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's number FIVE! The big time ballad hit that captures the midway mark on Your Hit Parade tonight. Mark Warnow gives the downbeat, and Joan Edwards takes over the chorus of ... "BE CAREFUL IT'S MY HEART".

(MUSIC SWELLS AND FINISHES)

*Long* (APPLAUSE)

segue to:

be

SECOND EXTRA

("MEDLEY INTRODUCTION".....ORCHESTRA & SMITH)

BLOCK: Time out for another Lucky Strike Extra! And for all the men in uniform on land and sea, here is ... ETHEL SMITH, with a medley of "EASTER PARADE" and "SAY IT WITH MUSIC".

("MEDLEY".....SMITH)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

be c



("SERENADE IN BLUE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Friends, here's a song that believes in jumping ahead.  
Last week it was Number Six -- and, tonight it's  
Number FOUR! The Hit Paraders blend voices to sing  
the song that's in fourth place ... "SERENADE IN BLUE".

(MUSIC SWELLS AND FINISHES)

~~(MUSIC SWELLS AND FINISHES)~~

segue to:

be

("PRAISE THE LORD AND PASS THE AMMUNITION" . . .WOOD & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: We bow low and dust off the welcome mat for a Hit Parade newcomer! It's the song your old Professor, Kay Kyser, introduced just a few weeks ago -- and it's been sweeping the country like wildfire ever since. For its first appearance on the Parade, it takes the Number NINE spot -- Here's Barry Wood with the Hit Paraders singing--  
"PRAISE THE LORD AND PASS THE AMMUNITION".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

be

YOUR HIT PARADE

- 14 -

10/24/42

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

(SNEAK THEME TO FINISH)

... STATION BREAK ...

be

ATX01 0072293

THIRD EXTRA

("BEM-TE-VI-ATREIVIDEO" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra by Ethel Smith! As Your Hit Parade goes by shortwave to members of our Armed Forces right around the globe, here's one for our boys in uniform "wherever they may be". It's Ethel Smith with one of her brilliant South American Sambahs ... "BEM TE VI ATREIVIDEO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL TWO)

be

10/24/42

YOUR HIT PARADE -  
COMMERCIAL #2 - October 24, 1942

BLOCK: You know, friends, one of the most interesting people I have met since I've been associated with Your Hit Parade, is a young fellow by the name of L.A. Speed Riggs. Speed's the auctioneer you hear calling the bids in the reenactment of the tobacco auction scenes. Speed has helped give me a liberal education on the subject of tobacco, just sitting backstage talking to him. I guess Speed is typical of other tobacco experts, because one thing I've noticed about Speed is that here is one man who's really wrapped up in the tobacco business. You know, if Speed isn't telling me about how many baskets of tobacco he sold this week, he's telling me about the farm he owns where he grows tobacco.

(MORE)

1e

ATX01 0072295

10/24/42

BLOCK: Yes sir, Speed is a tobacco man at heart. No one can fool him on the quality of tobacco. And Speed's not the exception to the rule. It's the rule that applies to the tobacco business. It's a fascinating business, and you know year in, year out at auctions all over the South the independent tobacco experts, auctioneers, buyers and warehousemen, present at these sales, obviously see just who buys what tobacco. They see the makers of Luckies consistently select the riper, lighter, milder Lucky Strike tobaccos. No wonder that with these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And when you stop and realize that, brother, you've got something there. I'd like you to see that you get your share of that something. So, tonight, remember to try a pack of Luckies. Yes, sir, to light a Lucky, is to like a Lucky.

(FANFARE NUMBER THREE)

BLOCK:     > Reading from left to right -- Number Three -- Number  
               Two -- Number One -- the tunes that are tops in all  
               America! <sup>X</sup>And leading off the big time trio -- the tune  
               that's THIRD! It held down the number three spot last  
               week, and comes up in same position tonight. Joan  
               Edwards sings the third place winner ... "I GOT A GAL  
               IN KALAMAZOO".

("I GOT A GAL IN KALAMAZOO" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:

(FANFARE NUMBER TWO)

BLOCK:           Number TWO! Yes, folks, tonight's number two tune is a real Hit Parade sensation! It came on the Parade for the first time last week in seventh place, and whipped right ahead of the pace makers to grab off second honors tonight! Barry Wood sings the song that jumped five notches in one week ... "WHITE CHRISTMAS".

("WHITE CHRISTMAS" . . . . . WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

segue to:



(FANFARE NUMBER ONE)

BLOCK:     X The top of the heap -- Number ONE! And it's an encore  
          for the big winner of the week -- in first place for  
          the second consecutive time! America, here is your  
          tip-top favorite -- with the Hit Paraders singing it  
          for you ... "MY DEVOTION". X

("MY DEVOTION" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

CLOSING COMMERCIAL

w1

RUYSDAEL: Smokers, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco. At market after market the independent experts attending the auctions see us buy the riper, lighter, milder Lucky Strike tobaccos. No wonder that with men who know tobacco best, it's Luckies 2 to 1! A friendly suggestion: Smoke the smoke tobacco experts smoke - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

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.

BLOCK: Yes, friends, that's all for now. But next Saturday  
we'll be back again with Your Hit Parade. And during  
those "in-between" six days, you can help pave the way  
to victory by buying War Bonds and Stamps, so how's for  
digging down real deep in those pockets and purses?  
Remember the country who wins this war will be the  
country whose people help the most. By the way, speaking  
of bonds, your own singing star, Barry Wood, has done a  
lot to keep the bond sales rolling in this country - and  
after our broadcast tonight - at the special request of  
the Canadian government, Barry is going to Canada for a  
few days to help our Canadian neighbors in their own  
great War Bond Drive. A good trip, Barry, and lots of  
luck! <sup>and now, until next week</sup> And now, until next week, this is Martin Block,  
speaking for Lucky Strike, saying good night for Joan  
Edwards, Mark Warnow, the Hit Paraders, our new star,  
Ethel Smith...

WOOD: And this is Barry Wood saying ... so long for a while.  
And didn't you like Ethel Smith?

(THEME . . . . . 20 seconds)

w1

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

(SONG CREDITS, IF ANY)

Basil Ruysdael speaking.

This is the COLUMBIA ... BROADCASTING SYSTEM)

-fade theme 20 seconds-

WABC ... NEW YORK

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

SHORTWAVE BROADCAST MONDAY 11/2/42

R O U T I N E

STATIONS: W.C.R.C.

W.C.B.X.

W.C.D.A.

YOUR HIT PARADE

*As Broadcast*

OCTOBER 31, 1942

- |   |                     |
|---|---------------------|
| 1. I've Got A Gal In Kalamazoo (4)      | Wood & Hit Paraders |
| 2. He Wears A Pair Of Silver Wings (10) | Edwards             |
| 3. Manhattan Serenade (7)               | Hit Paraders        |
| 3A. Brazil                              | Ethel Smith         |

Commercial #1

- |  |              |
|--|--------------|
| 4. Be Careful, It's My Heart (6)                       | Wood         |
| 5. Serenade in Blue (8)                                | Hit Paraders |
| 5A. Villia )<br>Merry Widow Waltz ) Merry Widow Medley | Smith        |
| 6. When The Lights Go On Again (5)                     | Wood         |
| 7. At Last (9)   | Edwards      |

Station Break

- |                     |       |
|---------------------|-------|
| 7A. Ella Via Aferio | Smith |
|---------------------|-------|

Commercial #2

- |   |                     |
|---|---------------------|
| 8. My Devotion (3)                                | Hit Paraders        |
| 9. Praise The Lord And Pass The<br>Ammunition (2) | Wood & Hit Paraders |
| 10. White Christmas (1)                           | Edwards             |

ems

ATX01 0072303

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #389

SATURDAY, OCTOBER 31, 1942

9:00 - 9:45 P.M.

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE--SOLD AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco -- so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who  
know tobacco best, it's Luckies two to one.

(OPENING THEME.....20 SECONDS)

ATX01 0072304

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The result of a carefully checked, seven-day Survey 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 nation's bandleaders. An accurate, authentic reflection of America's taste in popular music -- the ten leading songs of the week -- YOUR HIT PARADE! Now, here's the man who reveals this week's ratings -- Martin Block.

BLOCK: Thank you, Basil Ruysdael. Hello friends. Your Hit Parade gets rolling, tonight, with the song the Survey says is FOURTH all over the country. Barry Wood comes in to sing the Number Four winner .....

"I GOT A GAL IN KALAMAZOO".

("I GOT A GAL IN KALAMAZOO" . . . . . WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

BLOCK: Thanks, Barry, that was 100%. And, friends, that was your fourth ranking song, "I Got a Gal in Kalamazoo." That leaves nine more of your favorites to be sung and played by your singing star, Barry Wood, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. And for those Lucky Strike extras -- we have lovely ETHEL SMITH, ready and waiting to send out musical greetings to the men of our Armed Forces. But right now it's on with Your Hit Parade and the Number TEN tune in all America. Here it is -- with Joan Edwards at the microphone for the chorus -- the tenth place song ... "HE WEARS A PAIR OF SILVER WINGS."

("HE WEARS A PAIR OF SILVER WINGS". . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems



("MANHATTAN SERENADE". . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SEVEN! The song that tells a musical story of New York. <sup>*Frank Warren & the Orchestra*</sup> ~~The Hit Parade~~ ~~on the stage~~ with the Lucky seven winner . . . "MANHATTAN SERENADE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

FIRST EXTRA

*Ella Vai*  
(~~"BRAZIL"~~) . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLCK: A few months ago, a young lady was packing the populace of Rio de Janeiro into its own Copocabana Palace to listen to her do things to an electric organ that no one had ever heard done before. And it's that same young lady who, currently, is packing the Iridium Room of the St. Regis Hotel in New York -- and ... for the same reason. Well, in case you haven't already guessed, I'm talking about your new Hit Parade star -- charming Ethel Smith. For her first Lucky Strike Extra tonight, Ethel Smith salutes all the men in Service with a samba called ... "BRAZIL" *Ella Vai*

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

ems

BLOCK: Once a year, friends, the sports authorities, select the all-American football players, who have in their opinion, played the best games in the past season. And it's indeed an honor to be selected as an all-American football player. This only happens once a year. But every time the buyers for Lucky Strike attend tobacco auctions they select the finer, lighter, milder tobacco that goes into Luckies, the kind of tobacco that might be called "all-American." With the help of Basil Ruysdael, let's look in on a typical tobacco auction, and see how a basket of fine light mellow leaf secures its "A".

(MORE)

ems

ATX01 0072309

LUCKY STRIKE "YOUR HIT PARADE" -7-  
Commercial #1 - (CONT'D)  
October 31, 1942

(CROWD NOISE - CHANT)

RUYSDAEL: Here at this typical auction we're reenacting, hundreds of baskets of tobacco are being sold individually - sold to the highest bidder. Each one is different - and so your Lucky Strike buyer never bids until he's examined the leaf and made sure of its quality.

(CHANT UP - SOLD X 40)

WHSMAN: 34: (CHANT)

RUYSDAEL: Yes, your Lucky Strike buyer, is still watching and waiting for the basket with the riper, lighter, milder, leaf - the real Lucky Strike leaf - and he's holding back his bid until he sees it.

(CHANT UP - SOLD TO VALENTINE AT 40)

WHSMAN: Good tobacco, boys ... 42: (CHANT)

RUYSDAEL: Here it comes! The warehousemen starts this next basket at 42 dollars - 42 dollars a hundred pounds - and the Lucky Strike buyer who's seen this leaf - and knows it means a better smoke for you - bids 42! Another cigarette company 43 - Lucky Strike 44 - a leaf company 45. It's 46 now from that other cigarette company. Yes, they're all after this fine tobacco! And it's 47 - 47 dollars - bid by an export company, but quick as a flash Lucky Strike raises it to 48 - 48 dollars - Still 48! and it's going - going to Lucky Strike.

vis

(SOLD AMERICAN)

(MORE)

ATX01 0072310

BLOCK: And as the auctioneer says "Sold American," an employee in that warehouse marks the sales ticket with the letter "A". And that tobacco joins the millions of other pounds of fine tobacco to spend from two to four years aging and mellowing, and then to be made into Luckies. Friends, if you could walk as I have walked along the rows of tobacco in baskets, and bend down as I have, and examine each of those sales tickets, it would become easier for you to understand what we mean when we say that with men who know tobacco best, it's Luckies 2 to 1. These auctions are attended by independent tobacco experts ... auctioneers, buyers, and warehousemen ... not affiliated with any cigarette manufacturer. These men can't help but see that fine ripe leaf ~~is~~ "Sold American." And you can hardly blame them for making their selection of Lucky Strike as the cigarette they believe will give them the greatest smoking enjoyment. You've heard us say that with men who know tobacco best, it's Luckies 2 to 1. Friends, I've looked in the records, I've examined the statements of the independent tobacco experts, I've counted them ... and the truth of the matter is that with these men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Believe me, friends, Lucky Strike means fine tobacco ... and in a cigarette it's the tobacco that counts. When you buy a pack of cigarettes, actually you're buying tobacco. So take a tip from the experts, and tonight see if what I say isn't so ... that every time you light a Lucky, you like a Lucky.

vis

ATX01 0072311

YOUR HIT PARADE

-9-

10/31/42

("BE CAREFUL, IT'S MY HEART" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SIX: Barry Wood takes a turn on the chorus of  
your sixth place favorite ... "BE CAREFUL, IT'S MY HEART".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

ATX01 0072312

("SERENADE IN BLUE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade moves on, and it's Number EIGHT coming up.  
The Hit Paraders blend voices to sing the love song that  
you rate eighth ... "SERENADE IN BLUE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

SECOND EXTRA

("MERRY WIDOW MEDLEY" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time for another Lucky Strike Extra! Here is that new star of Your Hit Parade, Ethel Smith, with her second selection for the men in our Armed Services. Fellows, Ethel Smith ... sends you a medley of waltzes from "THE MERRY WIDOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis



("WHEN THE LIGHTS GO ON AGAIN" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Friends, here's the song that rings the bell just halfway up the Hit Parade ladder. Number FIVE! Barry Wood steps to the microphone with the fifth place winner ... "WHEN THE LIGHTS GO ON AGAIN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

vis

("AT LAST" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Tonight, the Survey finds this balled in NINTH position on the Parade. And here comes Joan Edwards to sing it the way you want to hear it. Number nine this week ...

"AT LAST".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bis

YOUR HIT PARADE

- 14 -

10/31/42

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

(SNEAK THEME TO FINISH)

--- STATION BREAK ---

be

ATX01 0072317

YOUR HIT PARADE

- 14 -

10/31/42

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

(SNEAK THEME TO FINISH)

--- STATION BREAK ---

be

RTX01 0072318

THIRD EXTRA

*Brazil*  
(~~"Lucky Strike Extra"~~ . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra! Yes, it's your Ethel Smith, again playing for the boys in service. This time she brings you a sparkling South American tune ... ~~"Lucky Strike Extra"~~ *Brazil*

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

be

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

- 16 -

BLOCK:           Tonight, here at Your Hit Parade, there's sort of a carnival spirit pervading the entire show, because, well, this Saturday night is just a little different. We know that all across this country, American is celebrating Halloween. We're sure that in hundreds of thousands of homes, parties are in progress, folks are dressed in masquerade costumes, bobbing for apples, sort of letting their hair down, and having fun. And just as we feel that it's our duty, as well as our pleasure, to bring you the top songs of America to liven up the party that may now be going on in your home, I also want to remind you that the makers of Lucky Strike Cigarettes also feel that it's their duty and their pleasure to bring to you in Lucky Strike a cigarette that is truly enjoyable. Halloween without its pumpkin at the window, and its party in the home, and its sounds of laughter, just wouldn't seem like Halloween.

(MORE)

be

ATX01 0072320

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

- 17 -

BLOCK:  
(CONTD)

And a cigarette made from anything but fine tobacco certainly would never be judged a fine smoke. That's why we're so particular about the kind of tobacco our buyers select at public auctions. That's why our buyers are men who thoroughly know the tobacco business, men with years of experience in buying tobacco, who know and recognize the finer, lighter, milder "Lucky Strike tobacco." Since no cigarette can be any better than the tobacco from which it's made, I like to constantly remind you that Lucky Strike means fine tobacco, because I know that if I do this, I will be giving you the true way to increase your smoking pleasure. The next time you buy cigarettes, ask for the cigarette that's made from fine tobacco - Lucky Strike, so round, so firm, so fully packed, so free and easy on the draw. Now, that we've all had time out for a Lucky, I know that you're waiting to find out the three top tunes in America, so Maestro sound the trumpets.

be

ATXO1 0072321

(PANFARE NUMBER THREE)

BLOCK:           Here they are -- the Big Three -- the tunes that  
                   stand at the head of Your Hit Parade! The Hit  
                   Paraders are going to lead off with a song that's  
                   been riding in the exclusive circle for seven  
                   consecutive weeks. In ~~the~~ THIRD place tonight ...  
                   "MY DEVOTION".

("MY DEVOTION" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

be



(FANFARE NUMBER TWO)

BLOCK:           Number TWO! The sensation of the season! When your old Professor, Kay Kyser, introduced this tune a few weeks ago, I wonder if he realized that it would rock the nation musically. Yes, friends, when a song joins Your Hit Parade at number nine and, in one week, crashes headlong into the big time trio in SECOND place -- well, we kinda get the idea that you like it. Barry Wood's on with your choice for runner-up this week ... "PRAISE THE LORD AND PASS THE AMMUNITION".

("PRAISE THE LORD AND PASS THE AMMUNITION . . . . WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

be

ATX01 0072323

(FANFARE NUMBER ONE)

BLOCK:           The Number ONE song in America! And, friends, this week is just full of surprises! Here's a tune that reached the top of the heap in three short weeks -- and that's really getting there in a hurry! Joan Edwards gives you your first place winner -- the number one song from Broadway to <sup>Harlem</sup> ~~Street~~ ~~Record~~ ... "WHITE CHRISTMAS".

("WHITE CHRISTMAS" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

be

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.

BLOCK: Yes, friends, that's all for now. But next Saturday we'll be back again with Your Hit Parade. And during the interim, we can all be doing our part in this war by buying War Bonds and Stamps. The deeper we dig into our pockets and purses -- the deeper we dig those graves for Hitler and Hirohito. That's what we all want -- so let's be sure we are doing something about it. And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders, and Ethel Smith . . .

WOOD: This is Barry Wood saying ... ~~goodnight~~ ... so long for a while.

(THEME . . . . . 20 SECONDS)

be

ATX01 0072325

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

Basil Ruysdael speaking.

This is the COLUMBIA ... BROADCASTING SYSTEM

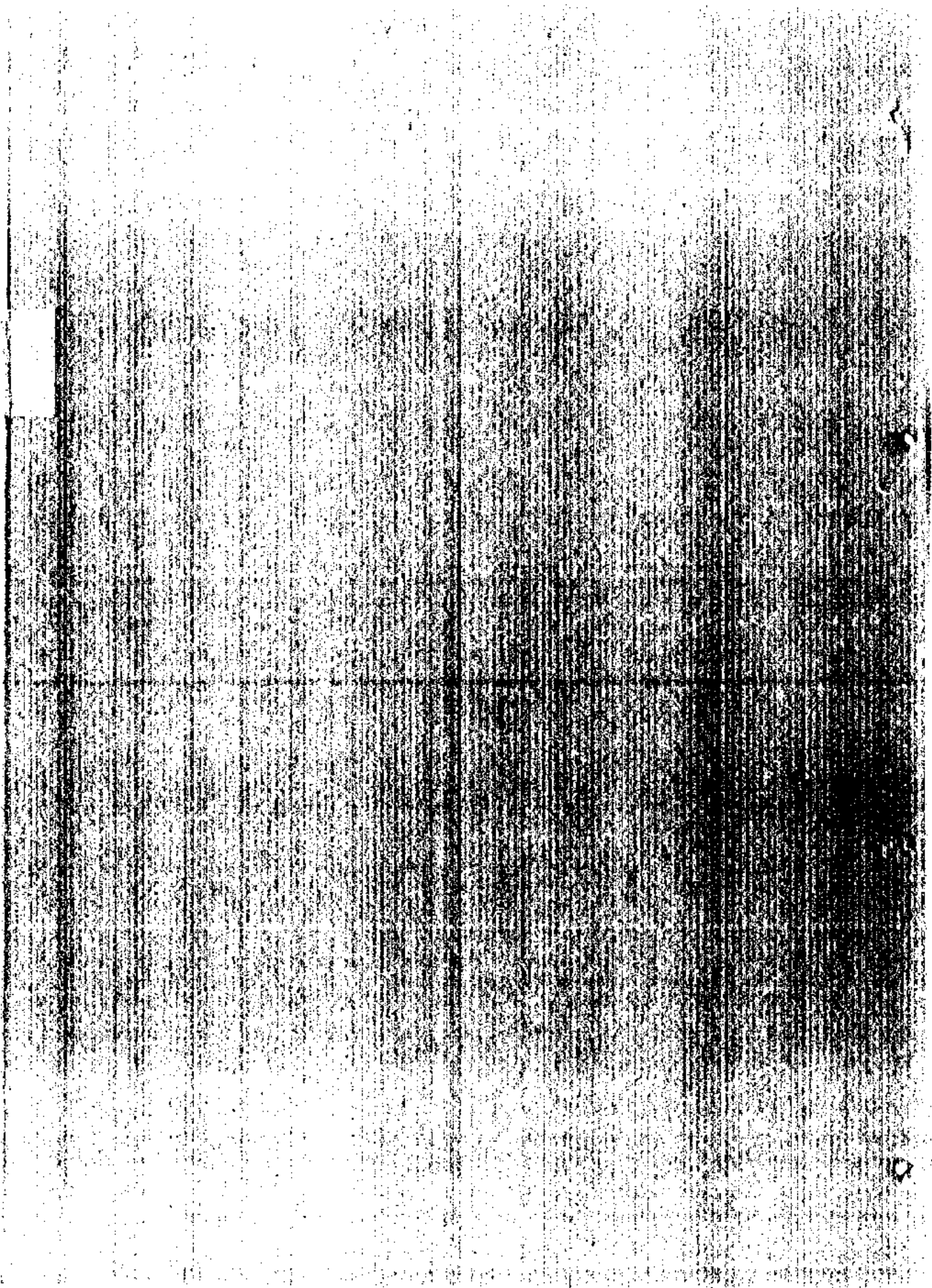
- fade theme 20 seconds -

WABC ... NEW YORK

be

ATX01 0072326

1007-2584



COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #389

SATURDAY, NOVEMBER 7, 1942

9:00 - 9:45 PM, EWT

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

RUYSDAEL: (HIT IT) LUCKY STRIKE GREEN HAS GONE TO WAR!

RIGGS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

Let that chant remind you that Lucky Strike means fine  
tobacco --so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies two to one. LUCKY STRIKE GREEN  
HAS GONE TO WAR!

(OPENING THEME.....20 SECONDS)

le

RTX01 0072328

RUYSDAEL: Lucky Strike presents...YOUR HIT PARADE! The ten leading songs of the week determined by a carefully checked, seven-day Survey 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 nation's bandleaders. An accurate, authentic compilation of America's taste in popular music --YOUR HIT PARADE! Now, here's Martin Block with this week's rankings.

BLOCK: Thank you, Basil Ruysdael, and hello, friends.  
... LUCKY STRIKE GREEN HAS GONE TO WAR! Your Hit Parade starts off tonight with Barry Wood singing the Number FOUR song in all America...."I GOT A GAL IN KALAMAZOO".

("I GOT A GAL IN KALAMAZOO".....WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

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le

BLOCK: Friends, that was your singing star, Barry Wood, starting things off with the fourth ranking song on Your Hit Parade. That leaves nine more of your current favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. And we have lovely ETHEL SMITH to send out three Lucky Strike Extras to the men of our Armed Forces! But right now here's Joan Edwards with the song that's making its first appearance on the Parade <sup>(Lucky Strike)</sup> at Number TEN.....

"GOBS OF LOVE" --- and LUCKY STRIKE GREEN HAS GONE TO WAR!

("GOBS OF LOVE"..... EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!



("SERENADE IN BLUE".....HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE! LUCKY STRIKE GREEN HAS GONE TO WAR and the  
Hit Paraders sing the latest addition to the songs about  
the blues, your Number Five Song... "SERENADE IN BLUE".

(MUSIC SWELLS AND FINISHES)

(NO APPLAUSE)

RUYSDAEL: (COLD) LUCKY STRIKE GREEN HAS GONE TO WAR!

FIRST EXTRA

("OS PINTINHOS NO TERREIRO".....ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: And now, time out for a Lucky Strike Extra by a pretty girl who has a knack for playing the electric organ as it has never been played before. Of course, I'm talking about your new Hit Parade Star --- charming Ethel Smith. For her first Lucky Strike Extra tonight, Ethel Smith salutes all the men in Uncle Sam's Service with a brilliant South American Samba. It's called .....  
"OS PINTINHOS NO TERREIRO"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

le

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

BLOCK: Now, friends, here's Basil Ruysdael who's prepared to demonstrate by reenactment that a Southern tobacco auction is really quite as exciting as any of those football games you've seen or heard today.

(SNEAK IN CHANT - CROWD NOISE)

RUYSDAEL: Picture a huge tobacco warehouse, ladies and gentlemen - crowded with people - over a dozen buyers competing for the leaf - and, the whole crowd tense with excitement as the bids go up - up!

(CHANT UP - SOLD AMERICAN AT 45)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: 41 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 42 - Lucky Strike raises it to 43 - that leaf company again 44 - another cigarette company bids 45 - an export company 46 - 46 - but Lucky Strike raises it to 47 - and yes - it's going - going -

(CHANT UP - SOLD AMERICAN)

BLOCK: Yes, ladies and gentlemen, at auctions like that all over Tobaccoland, year after year, the makers of Luckies consistently select and buy the riper, lighter, milder tobacco - the real Lucky Strike tobacco. Yes, friends, to put it in a nutshell Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw - and - from my own smoking experience - I'm sure that every time you light a Lucky you'll like a Lucky.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

("DEARLY BELOVED".....WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: ~~Number Seven!~~ Barry Wood comes in for a chorus <sup>*of Dearly Beloved!*</sup> ~~on the~~  
~~number seven... and,~~  
~~song you like seventh best this week.~~ "DEARLY BELOVED".

LUCKY STRIKE GREEN HAS GONE TO WAR.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

("DAYBREAK".....HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: ~~It's welcome to another Hit Parade newcomer...~~

LUCKY STRIKE GREEN HAS GONE TO WAR! The Hit Paraders  
introduce to the big-time <sup>for the first time</sup> the new EIGHTH ranking song...  
"DAYBREAK"...

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

SECOND EXTRA

("SHOWBOAT MEDLEY" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra! Here is Your Hit Parade Star...  
Ethel Smith, with her second selection for the men in our  
Armed Forces. And Ethel's ready and waiting to give out  
with a Jerome Kern "Showboat" Medley.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

("MANHATTAN SERENADE" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK:

LUCKY STRIKE GREEN HAS GONE TO WAR! and *your Hit Parade*  
*moves on with the song that number one*  
Joan Edwards sings the ballad of New York that hits  
the Survey in ninth spot this week ... "MANHATTAN  
SERENADE".

(MUSIC SWELLS AND FINISHES)

(NO APPLAUSE)

RUYSDAEL:

(COLD) LUCKY STRIKE GREEN HAS GONE TO WAR!

fr

("I CAME HERE TO TALK FOR JOE" . . . . .WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK:

And, friends, in SIXTH place, is the third newcomer to Your Hit Parade this week. So it's Barry Wood .. with ~~the song "I Came Here to Talk for Joe"~~ *the song that #6* "I CAME HERE TO TALK FOR JOE" LUCKY STRIKE GREEN HAS GONE TO WAR.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

fr



YOUR HIT PARADE

-14-

11/7/42

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(HIT THEME.....)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR. We pause for  
station identification. This is the COLUMBIA ...  
BROADCASTING SYSTEM.

(THEME UP TO FINISH)

....STATION BREAK.....

fr

ATX01 0072339

("CARINOSO" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Your third Lucky Strike Extra! Yes, it's Ethel  
Smith playing for the boys in service! This time,  
she offers the scintillating samba . . . "CARINOSO"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

fr

11/7/42

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

BLOCK: Do you ever day dream? Ever relax and build castles in the air? It's fun. You ought to try it some time. The other night after dinner I sort of relaxed, and lit up a Lucky, and watched the smoke build up into air castles and imagined what it would be like if I had everything I wanted at my command. Boy, what a life that would be! It's amazing what you can do in your day dreams. But you know, as I sat there dreaming all these things, I looked at that Lucky I held in my hand, and you know something -- a thought struck me! That Lucky Strike, so round, so firm, so fully packed--- so free and easy on the draw, was one thing that just couldn't be any better. You see, in a cigarette, it's the tobacco that counts! And since we all know for a fact that Lucky Strike means fine tobacco, and since our buyers select finer, lighter, milder leaf for each and every Lucky, there isn't any doubt in my mind that if I were the richest, most powerful guy in the whole world, Luckies would still be my smoking preference. Now, friends, that's why I think you ought to try Lucky Strike this very night. Yes, sree, Lucky Strike means fine tobacco!

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(FANFARE NUMBER THREE)

BLOCK:           And that fanfare friends is the signal for the  
                  nation's three top songs! Here's a tune that keeps  
                  right on in popular favor and stays with the leaders  
                  for the eighth consecutive week. The Hit Paraders  
                  sing the romantic ballad that's in THIRD place ...  
                  "MY DEVOTION"

("MY DEVOTION" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL:       LUCKY STRIKE GREEN HAS GONE TO WAR!

FR

(FANFARE NUMBER TWO)

BLOCK:           Number TWO! Last week this sensational tune written by Private Frank Loesser of the United States Army Air Corps, jumped seven notches to land in second place and, tonight, it's still up there. Barry Wood and the Hit Paraders are on with the tune that's knocking at the door for top honors -- in second position ... "PRAISE THE LORD AND PASS THE AMMUNITION"

("PRAISE THE LORD AND PASS THE AMMUNITION". . . .WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL:       LUCKY STRIKE GREEN HAS GONE TO WAR!

FR

(FANFARE NUMBER ONE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

BLOCK: X The big winner! There's not much more you can say about a song than that it's Number ONE on Your Hit Parade -- except that Joan Edwards is going to sing it. So here's Joan with the song that's first in all America ... "WHITE CHRISTMAS" X

("WHITE CHRISTMAS" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

FR

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.

BLOCK: Yes, friends, that's all for now. LUCKY STRIKE GREEN  
HAS GONE TO WAR! But next Saturday we'll be back  
with Your Hit Parade. And each day between now and  
then we can all be helping to bring Victory closer  
by buying war bonds and stamps. Remember -- every  
time you buy a bond, you're helping to save American  
lives. Think that over carefully the next time you  
decide you're buying all the bonds you want. And  
now, until next week, this is Martin Block, speaking  
for Lucky Strike, saying goodnight for Joan Edwards,  
Mark Warnow, the Hit Paraders, and Ethel Smith ...

WOOD: This is Barry Wood saying...LUCKY STRIKE GREEN HAS  
GONE TO WAR!

(THEME. . . . .20 SECONDS)

fr

YOUR HIT PARADE

-21-

11/7/42

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

Basil Ruysdael speaking. LUCKY STRIKE GREEN HAS GONE TO WAR!

This is the COLUMBIA .. BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC.....NEW YORK

fr

RTX01 0072346



R O U T I N E

YOUR HIT PARADE

NOVEMBER 14, 1942

*The Broadcast*

1. Why Don't You Fall In Love With Me (10) Wood & Girls
2. Manhattan Serenade (8) Edwards
3. Serenade In Blue (7) Hit Paraders
- 3A. Binsara Smith

Commercial #1

4. I Got A Gal In Kalamazoo (6) Wood
5. There'll Never Be Another You (5) Edwards  
(Tea For Two)
- 5A. Sometimes I'm Happy Smith
6. Be Careful, It's My Heart (9) Hit Paraders
7. When The Lights Go On Again (4) Wood

Station Break

- 7A. Os Quindins de Yaya Smith

Commercial #2

8. My Devotion (3) Hit Paraders
9. Praise The Lord and Pass The Ammunition (2) Wood
10. White Christmas (1) Edwards

*Beca de Sin*  
*Vace Imensas*

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #590

SATURDAY, NOVEMBER 14, 1942

9:00 - 9:45 PM, EWT

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

RUYSDAEL: (HIT IT) LUCKY STRIKE GREEN HAS GONE TO WAR!

RIGGS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE--SOLD AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco -- so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies two to one.

LUCKY STRIKE GREEN HAS GONE TO WAR!

(OPENING THEME.....20 SECONDS)

ems

ATX01 0072348

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! And now for YOUR HIT PARADE! A carefully-checked seven-day survey 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 nation's bandleaders. An accurate, authentic report of the ten leading songs of the week -- America's taste in popular music -- YOUR HIT PARADE! And here's Martin Block with tonight's ratings.

BLOCK: Thank you, Basil Ruysdael. Hello, friends.  
LUCKY STRIKE GREEN HAS GONE TO WAR. Your Hit Parade starts sending out melody tonight with the brand new song that's Number TEN. Barry Wood greets the tenth place newcomer ...  
"WHY DON'T YOU FALL IN LOVE WITH ME".

("WHY DON'T YOU FALL IN LOVE WITH ME". . . . . WOOD & GIRLS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

ems

BLOCK: Friends, <sup>tonight</sup> ~~beginning~~ your singing star, Barry Wood, start ~~ing~~ <sup>ed</sup> off Your Hit Parade with the new tenth ranking song, "Why Don't You Fall In Love With Me." Of course, that leaves nine more of your favorite tunes to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. And for those Lucky Strike Extras for the men of our Armed Forces, we have lovely ETHEL SMITH. LUCKY STRIKE GREEN HAS GONE TO WAR. And now, from the top ten tunes in the nation's favor, Joan Edwards is going to sing "MANHATTAN SERENADE", which is your Number EIGHT song tonight.

("MANHATTAN SERENADE" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

be

("SERENADE IN BLUE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SEVEN! LUCKY STRIKE GREEN HAS GONE TO WAR. And, friends, ~~it is the Hit Parade honor with the number seven title.~~ You told the Survey ~~and~~ the Survey told us <sup>+ we told the Hit Parade</sup> that seventh place tonight goes to ... "SERENADE IN BLUE".

(MUSIC SWELLS AND FINISHES)

(NO APPLAUSE)

RUYSDAEL: (COLD) LUCKY STRIKE GREEN HAS GONE TO WAR!

be

FIRST EXTRA

("BINARA" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, it's ETHEL SMITH with a Lucky Strike Extra for the men in our armed Forces! Our charming Hit Parade star salutes each and every soldier, sailor, coastguard and marine with a special South American samba. The title ... "BINARA".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

be

11/14/42

- 6 -

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

BLOCK: I am sure that most of the ladies listening right now make it a habit of going to market a couple of times a week to buy the things that you need to feed your family. And I'm sure that most of the men listening have either gone along with their wives or have had to do the family marketing once in a while. You know the importance of careful buying! Well, the makers of Lucky Strike Cigarettes have their shoppers too ... only we call them tobacco buyers. And while, when you buy for your family, you buy for only a few, our tobacco buyers, when they go to market, realize that they are buying tobacco to provide smoking enjoyment for millions. Let's see, through reenactment, how they go about it.

(MORE)

be

RTX01 0072353

(SNEAK IN CHANT - CROWD NOISE)

RUYSDAEL: Picture a huge tobacco warehouse, ladies and gentlemen - crowded with people - over a dozen buyers competing for the leaf - and, the whole crowd tense with excitement as the bids go up - up!

(CHANT UP - SOLD AMERICAN AT 46)

WHSMAN: Good tobacco, boys! 42! (CHANT)

RUYSDAEL: 42 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 43 - Lucky Strike raises it to 44 - that leaf company again 45 - another cigarette company bids 46 - an export company 47 - 47 - but Lucky Strike raises it to 48 - and yes - it's going - going -

(CHANT UP - SOLD AMERICAN)

BLOCK: Thanks to Basil Ruysdael in the reenactment of that auction scene, we have taken you folks marketing with us as our buyers select the finer, milder, smoother smoking leaf upon which depends our ability to give you fine tobacco in every Lucky Strike, so round, so firm, so fully packed, so free and easy on the draw, that you can't help but like it. Yes, friends, Lucky Strike means fine tobacco, and there's no doubt about it, it's unquestionably the fine tobacco in Luckies that accounts for the fact that with men who know tobacco best, it's Luckies 2 to 1.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR ...

ebm



("I GOT A GAL IN KALAMAZOO" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: LUCKY STRIKE GREEN HAS GONE TO WAR, and here is  
Number SIX! The "a, b, c" song that's been your  
favorite week after week. Barry Wood's on deck with  
the sixth place winner ... "I GOT A GAL IN KALAMAZOO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

be

("THERE'LL NEVER BE ANOTHER YOU" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: LUCKY STRIKE GREEN HAS GONE TO WAR! Let's make way  
for ... Number FIVE ... Joan Edwards comes in for the  
vocal on the song that's in fifth position ...

"THERE'LL NEVER BE ANOTHER YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

be

SECOND EXTRA

("TEA FOR TWO" . . . . .ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time out for a Lucky Strike Extra by ETHEL SMITH!  
For her second selection for the men in Uncle Sam's  
Service, Ethel Smith plays a medley of "TEA FOR TWO"  
and "SOMETIMES I'M HAPPY".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

ebm

("BE CAREFUL, IT'S MY HEART" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends, LUCKY STRIKE GREEN HAS GONE TO WAR and here's the song that's Number NINE on Your Hit Parade. The Hit Paraders sing your ninth place choice ... "BE CAREFUL, IT'S MY HEART".

(MUSIC SWELLS AND FINISHES)

(NO APPLAUSE)

RUYSDAEL: (COLD) LUCKY STRIKE GREEN HAS GONE TO WAR!

elm

("WHEN THE LIGHTS GO ON AGAIN" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: LUCKY STRIKE GREEN HAS GONE TO WAR. And here's a tune that took a brief, one week vacation from the Parade, and came right back in fourth place! Barry Wood sings . . . "WHEN THE LIGHTS GO ON AGAIN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

edm

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(HIT THEME . . . . .)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR. We pause for station identification. This is the COLUMBIA ... BROADCASTING SYSTEM.

(THEME UP TO FINISH)

... STATION BREAK ...

ebm

YOUR HIT PARADE

11/14/42

THIRD EXTRA

("OS QUINDINS DE YAYA".....ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra! ETHEL SMITH brings up a South American specialty for the boys in service! It's the sparkling, spirited samba...."OS QUINDINS DE YAYA".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

11/14/42

- 15 -

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

BLOCK: Friends, many times in the past, I've talked to you about independent tobacco experts who, because it's their business to attend public auctions, can't help but see who buys what tobacco. And I've told you how with these men who know tobacco best, it's Luckies 2 to 1. Now I have met some of these independent tobacco experts, and they are just plain ordinary people like you and me. They work hard all day, and spend quiet evenings at home with their family. Just like the rest of us. They're just hard workers who know their business. So, when by an overwhelming majority these men tell us they smoke Luckies, it's more than just cold impersonal fact. It's like Mrs. Jones leaning over the back fence and telling her neighbor about the new flour that makes cakes so much better. Why don't you take a tip from the <sup>three</sup> experts the next time you buy a pack of cigarettes? Remember to ask for Lucky Strike!

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

be

ATX01 0072362



(FANFARE NUMBER THREE)

BLOCK: The top tune trio on Your Hit Parade --- numbers three, two and one! And the order of events calls first for Number THREE -- a love song that's been among the leaders for nine consecutive weeks. The Hit Paraders rally round with the third place winner... "MY DEVOTION".

("MY DEVOTION" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(FANFARE NUMBER TWO)

BLOCK: LUCKY STRIKE GREEN HAS GONE TO WAR and here's  
Number TWO! Private Frank Loesser of the United  
States Army wrote it; your old Professor, Kay Kyser,  
introduced it; and Barry Wood sings it! Here it is-  
your choice for second place...."PRAISE THE LORD AND  
PASS THE AMMUNITION".

("PRAISE THE LORD AND PASS THE AMMUNITION".....WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(FANFARE NUMBER ONE)

BLOCK: Number ONE! The tune that tops Your Hit Parade!  
 And it looks like all America agrees on the big winner,  
 because the tabulation brings in your choice for the  
 third time in a row! Joan Edwards sings the song  
 that's first all over the nation tonight...  
"WHITE CHRISTMAS".

"WHITE CHRISTMAS".....EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

le

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.

BLOCK: Friends, that's all for now. LUCKY STRIKE GREEN HAS GONE TO WAR! But next Saturday we'll be back again with -- Your Hit Parade. And in the intervening days, don't forget about war bonds and stamps. If you like the looks of your paper's recent headlines ... and who doesn't ... why remember that you can help make them even better by your purchases. Let's show those boys how grateful we are by buying bonds this week and next week and every week. And now, this is Martin Block, speaking for Lucky Strike, saying goodnight for ~~BARRY~~

*Wood: And this is Barry Wood saying so long for a while and Ethel Smith ... and remember -- Lucky Strike Green Has Gone to War*  
~~LEE GOODES WARR~~

(THEME . . . . . 20 SECONDS)

YOUR HIT PARADE

- 20 -

11/14/42

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

Basil Ruysdael speaking, LUCKY STRIKE GREEN HAS GONE TO WAR!

ANNOUNCER: This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

be

ATX01 0072367

REBROADCAST SUNDAY,  
NOVEMBER 22, 1942  
12:00 to 12:45 A.M.

ROUTINE  
YOUR HIT PARADE  
NOVEMBER 21, 1942

*Edwards*

- |     |                                    |                     |
|-----|------------------------------------|---------------------|
| 1.  | Dearly Beloved (5)                 | Wood & Hit Paraders |
| 2.  | When The Lights Go On Again (4)    | Edwards             |
| 3.  | Daybreak (9)                       | Hit Paraders        |
| 3A. | Tico Tico                          | Smith               |
| 4.  | Mr. Five By Five (6)               | Edwards             |
| 5.  | There'll Never Be Another You (10) | Wood                |

COMMERCIAL

- |     |                      |                                   |
|-----|----------------------|-----------------------------------|
| 5A. | Artists Lives        | Smith                             |
| 6.  | Serenade In Blue (7) | <del>Edwards</del> / Hit Paraders |
| 7.  | My Devotion (8)      | Wood                              |

STATION BREAK

- |     |  |                      |
|-----|--|----------------------|
| 7A. | The Continental                                | Smith                |
| 8.  | Manhattan Serenade (3)                         | Hit Paraders         |
| 9.  | Praise The Lord and Pass the<br>Ammunition (2) | Wood & Hit Paraders. |
| 10. | White Christmas (1)                            | Edwards              |

ems

ATX01 0072368

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #591

SATURDAY, NOVEMBER 21, 1942

9:00 to 9:45 PM - EWT

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

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE  
GREEN HAS GONE TO WAR!

RIGGS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE--SOLD AMERICAN)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE  
GREEN HAS GONE TO WAR and soon throughout the  
country you will meet that same fine Lucky Strike  
tobacco in Luckies' smart new uniform.

(OPENING THEME . . . . . 20 SECONDS)

ems

ATX01 0072369

RUYSDAEL:     LUCKY STRIKE GREEN HAS GONE TO WAR!   Yes LUCKY STRIKE GREEN HAS GONE TO WAR!   And now for YOUR HIT PARADE!

The result of a carefully checked, seven-day survey 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 nation's bandleaders. An accurate, authentic reflection of America's taste in popular music -- the ten leading songs of the week -- YOUR HIT PARADE! Now, to give you this week's standings, here's Martin Block!

BLOCK:         Thank you, Basil Ruysdael. Hello friends.

LUCKY STRIKE GREEN HAS GONE TO WAR!   Yes LUCKY STRIKE GREEN HAS GONE TO WAR!   And YOUR HIT PARADE gets under way tonight with the ballad the Survey says wins fifth position. Barry Wood and the Hit Paraders come in for your Number FIVE song .... "DEARLY BELOVED".

("DEARLY BELOVED" . . . . . WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL:     (COLD) LUCKY STRIKE GREEN HAS GONE TO WAR!

ems



BLOCK: Yes, LUCKY STRIKE GREEN HAS GONE TO WAR! And that was your singing star, Barry Wood, starting things with the song that captured the Number Five mark, "Dearly Beloved". That leaves nine more of your current favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. And for those three Lucky Strike Extras for the men of our Armed Forces, we have lovely Ethel Smith. LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR! But now it's on with Your Hit Parade and the Number FOUR tune throughout the nation! Here it is -- with Joan Edwards to sing the lyrics -- the fourth place winner ... "WHEN THE LIGHTS GO ON AGAIN".

("WHEN THE LIGHTS GO ON AGAIN" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FADE FOR:)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR!

ems

("DAYBREAK" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE! A beautiful song returns to Your Hit Parade after one week's absence. The Hit Paraders stand by for a chorus of the ballad you've chosen for ninth position . . . . "DAYBREAK".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR! And soon, throughout the country you will meet that same fine Lucky Strike tobacco in Luckies' smart new uniform.

ems

FIRST EXTRA

("TICO TICO" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, it's the brilliant new star of Your Hit Parade,  
lovely ETHEL SMITH with a Lucky Strike Extra at her  
fingertips! One of her swell South America sambas goes  
spinning out to every soldier, sailor, coastguard and  
marine in Uncle Sam's Armed Forces, as she plays . . . . .  
"TICO TICO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE  
GREEN HAS GONE TO WAR!

ebm

("MISTER FIVE BY FIVE" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Back to Your Hit Parade for the Number SIX song.  
Joan Edwards greets the new rhythm tune that has  
been sweeping the country and starts its Hit Parade  
career tonight in sixth position . . . . "MISTER FIVE  
BY FIVE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE  
GREEN HAS GONE TO WAR!

ebm

("THERE'LL NEVER BE ANOTHER YOU" . . . . .WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number TEN! Your votes brought this tune to the Hit Parade and tonight it's in the Number Ten position. Barry Wood sings . . . "THERE'LL NEVER BE ANOTHER YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

~~RECORDED BY THE BROADCASTING BOARD FOR THE UNITED STATES OF AMERICA~~

~~ORIGINALLY BROADCAST BY THE BROADCASTING BOARD FOR THE UNITED STATES OF AMERICA~~

COMMERCIAL

ebm

~~LUCKY STRIKE~~: LUCKY STRIKE GREEN HAS GONE TO WAR.

BLOCK: Yes, LUCKY STRIKE GREEN HAS GONE TO WAR. And, friends, here's Basil Ruysdael who's prepared to demonstrate by reenactment that a Southern tobacco auction is really quite as exciting as any of those football games you've seen or heard today.

(SNEAK IN CHANT - CROWD NOISE)

RUYSDAEL: Picture a huge tobacco warehouse, ladies and gentlemen - crowded with people - over a dozen buyers competing for the leaf - and, the whole crowd tense with excitement as the bids go up - up!

(CHANT UP - SOLD AMERICAN AT 45)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: 41 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 42 - LUCKY STRIKE raises it to 43 - that leaf company again 44 - another cigarette company bids 45 - an export company 46 - 46 - but Lucky strike raises it to 47 - and yes - it's going - going -

(CHANT UP - SOLD AMERICAN)

(MORE)

ebm

ATX01 0072376

BLOCK: Yes, ladies and gentlemen, at auctions like that all over Tobaccoland, year after year, the makers of Luckies consistently select and buy the riper, lighter, milder tobacco - the real Lucky Strike tobacco. Yes, friends, to put it in a nutshell Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw - and - going on the basis of my own smoking experience - I'm sure that every time you light a Lucky you'll like a Lucky.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR. Yes, LUCKY STRIKE GREEN HAS GONE TO WAR. And soon throughout the country you will meet that same fine Lucky Strike tobacco in Luckies' smart new uniform.

SECOND EXTRA

("ARTIST'S LIVES" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time for a Lucky Strike Extra! And it's Ethel Smith at the electric organ to salute the men of our Armed Forces in waltztime . . . as she plays . . . "ARTIST'S LIVES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR!

ebm



("SERENADE IN BLUE" . . . . . EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's that haunting tune that continues its successful Hit Parade career by coming in at Number SEVEN this week. The Survey lists it in that Lucky Seven spot and ~~Just~~ the Hit Paraders join forces to sing it... "SERENADE IN BLUE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR!

ebm

("MY DEVOTION" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK:           Number eight. Tonight your choice places the  
                  Number EIGHT ribbon on this grand tune.  
                  Barry Wood sings . . . "MY DEVOTION".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR and soon, throughout the country, you will meet that same fine Lucky Strike tobacco in Luckies' smart new uniform.

(THEME IN BIG)

(FADE FOR:)

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

... STATION BREAK ...

(MUSIC UP TO FINISH)

ems

ATX01 0072381

THIRD EXTRA

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR!

("THE CONTINENTAL" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra by Ethel Smith! This time your lovely Hit Parade star, playing again for the boys in Service, brings us the sophisticated rhythm of ... "THE CONTINENTAL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: (COLD) LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR and soon, throughout the country, you will meet that same fine Lucky Strike tobacco in Luckies' smart new uniform.

bo

(FANFARE NUMBER THREE)

BLOCK: That's it! The fanfare for the Big Three winners! The tunes that you placed at the very top of the Survey ranks this week! And the big news is the song that's Number THREE ... bouncing from eighth place to third from the top in one short week. The Hit Paraders do the honors for the tune that's third in America tonight ... "MANHATTAN SERENADE".

("MANHATTAN SERENADE" . . . . . HIT PARADERS)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes, LUCKY STRIKE GREEN HAS GONE TO WAR!

be

(FANFARE NUMBER TWO)

BLOCK: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE  
GREEN HAS GONE TO WAR! And here's Number TWO! The song  
a lad in uniform wrote, your old Professor Kay Kyser  
introduced, and an entire nation adopted. Yes, it's  
Private Frank Loesser's great song <sup>sung by Larry Wood & the Hit Parade</sup> ... "PRAISE THE LORD  
AND PASS THE AMMUNITION".

("PRAISE THE LORD AND PASS THE AMMUNITION" . . . . WOOD & HIT  
PARADERS)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE  
GREEN HAS GONE TO WAR!

be

(FANFARE NUMBER ONE)

~~REMARKS: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR!~~

~~GREEN HAS GONE TO WAR!~~

BLOCK: And here's this week's king of them all! Wherever America sings or dances, the Survey is at work -- and it reports that the tune that you and you and you like best of all is ..... "WHITE CHRISTMAS". And here's Joan Edwards to sing it.

("WHITE CHRISTMAS" . . . . . JOAN EDWARDS)

(APPLAUSE)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR! And soon, throughout the country, you will meet that same fine Lucky Strike Tobacco in Luckies' smart new uniform.

(PYRAMID)

be

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.

BLOCK: Yes, friends, that's all for now. LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR! And next Saturday we'll be back again with Your Hit Parade. Meanwhile, let's keep in mind the tremendous courage and ability of the men who are making American history the world over. But just thinking about it won't build more ships, more tanks and more guns. Your purchases of War Bonds and War Stamps will buy the ships and guns and tanks our men must have for new victories.

And now, until next week, this is Martin Block, speaking for Lucky Strike, saying good night for Joan Edwards, Mark Warnow, the Hit Paraders, and Ethel Smith ...

**LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR!**

WOOD: And this is Barry Wood saying ...

(THEME . . . . . 20 SECONDS)

be



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

Basil Ruysdael speaking. LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR and soon throughout the country you will meet that same fine Lucky Strike tobacco in Luckies' smart new uniform..

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

be

ATX01 0072387

*As Broadcast*

R O U T I N E

YOUR HIT PARADE

REBROADCAST SUNDAY, 11/29/42  
12:00-12:45 A.M.

NOVEMBER 28, 1942

- |     |  |              |
|-----|--|--------------|
| 1.  | My Devotion (7)                                | Wood & Girls |
| 2.  | Mister Five By Five (4)                        | Edwards      |
| 3.  | Manhattan Serenade (8)                         | Hit Paraders |
| 3A. | Samba Medley (Boca de Siri<br>(Voce Tem Asucer | Ethel Smith  |

COMMERCIAL #1

- |     |  |              |
|-----|--|--------------|
| 4.  | When The Lights Go On Again (5)                | Wood         |
| 5.  | Serenade In Blue (10)                          | Hit Paraders |
| 5A. | Medley (Dearly Beloved<br>(Everything I've Got | Ethel Smith  |
| 6.  | There'll Never Be Another You (9)              | Edwards      |
| 7.  | I Came Here To Talk For Joe (6)                | Wood         |

STATION BREAK

- |     |          |             |
|-----|----------|-------------|
| 7A. | Doidinha | Ethel Smith |
|-----|----------|-------------|

COMMERCIAL #2

- |     |  |                     |
|-----|--|---------------------|
| 8.  | Dearly Beloved (3)                             | Hit Paraders        |
| 9.  | Praise The Lord and Pass The<br>Ammunition (2) | Wood & Hit Paraders |
| 10. | White Christmas (1)                            | Edwards             |

COMMERCIAL #3

ATX01 0072388

COLUMBIA BROADCASTING SYSTEM  
THE AMERICAN TOBACCO COMPANY  
"YOUR HIT PARADE"- #592  
SATURDAY, NOVEMBER 28, 1942  
9:00 - 9:45 EWT

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANG ENDING BETWEEN 45 and 48 INCLUSIVE --SOLD  
AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco -- so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies two to one.

(OPENING THEME . . . . . 20 SECONDS)

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! An accurate authentic report of America's taste in popular music determined by a carefully checked, seven-day survey 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 nation's bandleaders. The ten leading songs in the country -- YOUR HIT PARADE! And here's Martin Block with this week's rankings.

BLOCK: Thank you, Basil Ruysdael, and hello friends. Your Hit Parade starts off tonight in sentimental mood, with the song the survey places at Number SEVEN. Barry Wood and the Hit Paraders sing ... "MY DEVOTION".

("MY DEVOTION" . . . . . WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And, friends, that was your singing star, Barry Wood, leading off Your Hit Parade with the ballad that's seventh this week, "My Devotion". That leaves nine more of your favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And to play those Lucky Strike Extras for the men in our armed forces, we have lovely Ethel Smith -- so on with the music. Coming right up is the tune that's Number FOUR ... with Joan Edwards on for the lyrics. Here it is -- your fourth ranking choice ... "MISTER FIVE BY FIVE".

("MISTER FIVE BY FIVE" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MANHATTAN SERENADE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number EIGHT! When it comes to sweet music, all America apparently likes a Serenade. Here are the Hit Paraders with the tune that you've picked for Eighth place ... "MANHATTAN SERENADE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FIRST EXTRA

(MEDLEY OF SAMBAS . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's charming ETHEL SMITH with a Lucky Strike Extra for the soldiers, sailors, coastguards and marines in Uncle Sam's armed forces! Tonight, she has selected a medley of scintillating South American sambas, called ... "BOCA DE SIRI" and "VOCE TEM ASUCER".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

BLOCK: X You know friends, I've always felt that any time you permit me to come into your home and tell you about a product, that since I personally <sup>am</sup> ~~was~~ recommending it, unless the makers of that particular product have sufficient confidence to permit me to tell the truth in my own way - I just <sup>don't</sup> ~~wouldn't~~ want to talk about it. I only mention that tonight because I always want you to feel that anything I tell you about Lucky Strike cigarettes comes from my own knowledge of the facts, or from my having seen conclusive proof. X So when I tell you that Lucky Strike means fine tobacco, I base that statement on my own observance of sworn records which show that with independent tobacco experts, men who know tobacco best, it's Luckies 2 to 1. In fact, with these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, friends, between you and me and the lamppost, as I see it, there's only one thing that matters in a cigarette, and that's the quality of its tobacco. My personal suggestion to you tonight is that you smoke the smoke tobacco experts smoke...Lucky Strike - so round, so firm, so fully packed - so free and easy on the draw.



("WHEN THE LIGHTS GO ON AGAIN". . . . .WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade moves on with the song that's Number FIVE. Barry Wood's in for a chorus on the ballad that hits the half-way mark on the Survey ladder tonight ... in fifth place ... "WHEN THE LIGHTS GO ON AGAIN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SERENADE IN BLUE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: And, friends, the Survey sends this tune in at  
NUMBER TEN. The Hit Paraders step up to sing the  
tenth place song this week ... "SERENADE IN BLUE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

(MEDLEY OF POPULAR TUNES . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra by ETHEL SMITH! Our brilliant Hit Parade star salutes the men of our armed forces, as she plays ... "DEARLY BELOVED" and "EVERYTHING I'VE GOT".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THERE'LL NEVER BE ANOTHER YOU". . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade swings along with -- the NINTH  
ranking song of the week. Here's Joan Edwards with  
this week's number niner ... "THERE'LL NEVER BE ANOTHER  
YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I CAME HERE TO TALK FOR JOE" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SIX! Barry Wood sings the song that places  
sixth from Boston's Back Bay to San Francisco's Golden  
Gate ... "I CAME HERE TO TALK FOR JOE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

STATION BREAK

(MUSIC UP TO FINISH)

THIRD EXTRA

("DOIDINHA" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends, it's time for our third Lucky Strike  
Extra! This time, for the boys in service ETHEL SMITH  
plays the exciting Latin American rhythm of ...  
"DOIDINHA".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

BLOCK: Friends, it's a proven fact that with men who know tobacco best, it's Luckies two to one. Let's see why, as with the help of Basil Ruysdael, we look in upon some of these independent tobacco experts. We take you now by reenactment to a huge warehouse in tobaccoland. As we enter, we hear the auctioneer ...

(FADE IN CHANT - CROWD NOISE - SOLD AMERICAN)

WHSMAN: 32!

RUYSDAEL: Ladies and gentlemen, buying tobacco is like buying most things - the ability to distinguish between good-better-best is what counts - and your Lucky Strike buyer knows how to pick and choose!

(CHANT UP - SOLD TO EVANS AT 39)

WHSMAN: 41!

(CHANT)

RUYSDAEL: 41 dollars a hundred pounds is the warehouseman's starting price - but quick as a flash the Lucky Strike buyer bids 42. Yes, he's out to buy this riper, lighter, milder leaf for you. But the sale's not made yet - no sir! Already the price has been bid up to 43 dollars - and Lucky Strike bids 44 - another cigarette company 45 - a leaf company 46 - an export company 47 - 47 - but Lucky Strike raises it to 48 - yes, 48 dollars. Any more bids? No - no - so here's another basket of truly Lucky Strike tobacco headed for your enjoyment .....

(CHANT UP - SOLD AMERICAN AT 48)

(MORE)



BLOCK: Now, friends, if we could have actually been in that warehouse, we would not have been the only ones to have seen and heard what just happened, because in attendance at the tobacco auctions you would find auctioneers, buyers, and warehousemen in no way connected with any cigarette company. These are the men we refer to as independent tobacco experts. It's their business to know the quality of tobacco. At auctions all over the South they can't help but see who buys what leaf, and with these independent experts, who naturally know the importance of tobacco in a cigarette, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Friends, I know that when you light a Lucky, you will like a Lucky, because Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0072403

(FANFARE NUMBER THREE)

BLOCK: ~~XXXXXXXXXX~~, <sup>now</sup> it's <sup>Time for</sup> the Big Three -- this weeks top tunes  
in the nation! <sup>(FANFARE)</sup> Here's the Number THREE winner --  
the Hit Paraders come in with the words to your third  
place song ... "DEARLY BELOVED".

("DEARLY BELOVED" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: X The fanfare for the Number TWO song in all America!  
It's a song that's been holding down second place on  
the Parade for four solid weeks in a row. You've  
guessed it! It's ... "PRAISE THE LORD AND PASS THE  
AMMUNITION". X

("PRAISE THE LORD AND PASS THE AMMUNITION". . . . WOOD & PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK:     And here it is --- the great big winner -- Number ONE!  
          It arrived in first place one month ago and it's been  
          in first place ever since. Joan Edwards sings the  
          Number One song all around the country ... "WHITE  
          CHRISTMAS".

("WHITE CHRISTMAS" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: Ladies and gentlemen, make no mistake. In a cigarette it's the tobacco that counts and LUCKY STRIKE means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1.

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.

BLOCK: Yes, friends, that's all for now. But next Saturday  
we'll be back again with Your Hit Parade. And during  
those seven days between now and then, let's be  
mindful of one of the reasons that have made the  
recent war news good. Those war bonds you and I have  
been buying were right behind those victories in  
North Africa, The Solomons and Guadalcanal. If  
you're anxious to hear of victories in Tokio and  
Berlin -- do your part and keep on buying 'em.

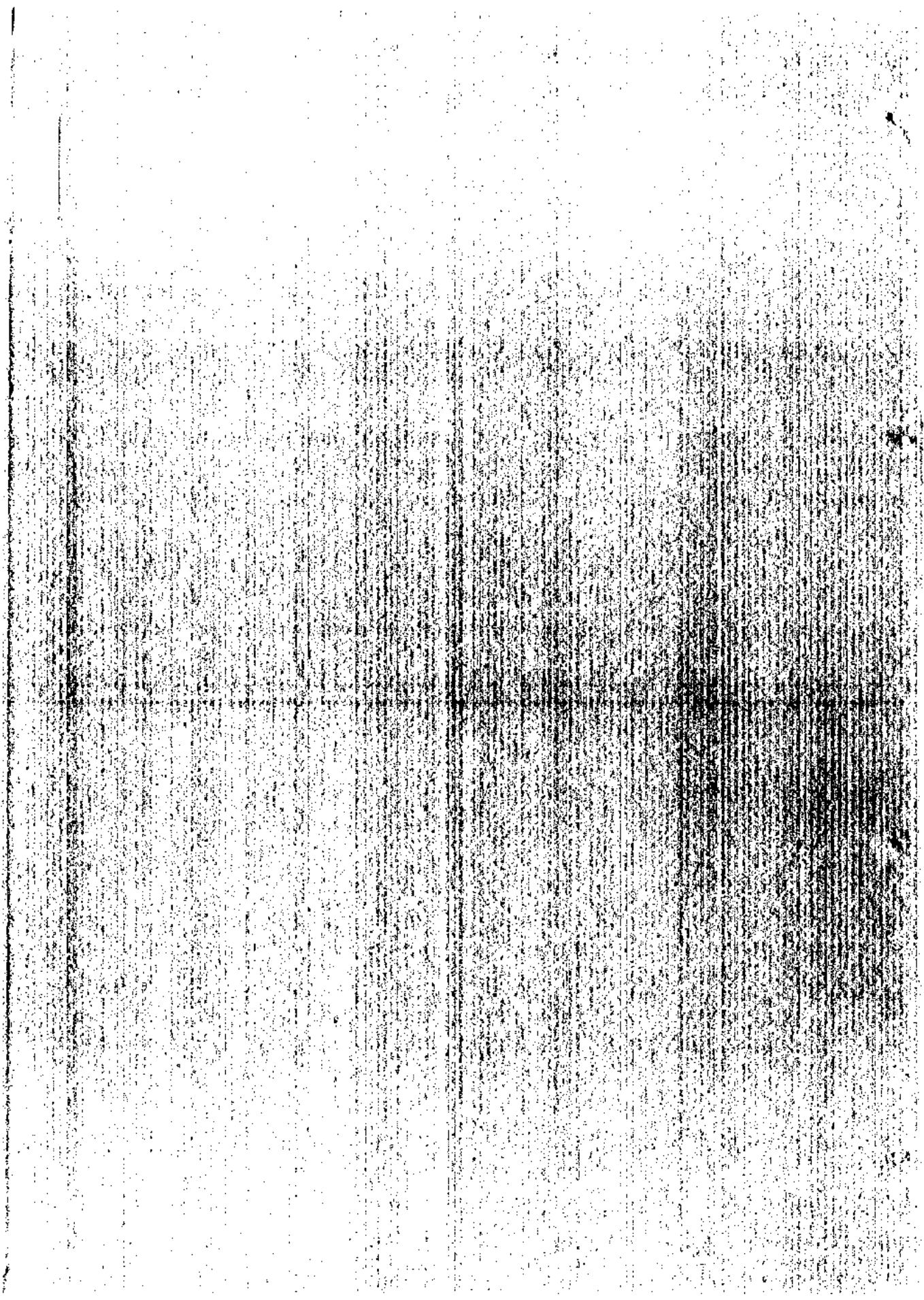
And now, until next week, this is Martin Block,  
speaking for Lucky Strike, saying goodnight for  
Joan Edwards, Mark Warnow, the Hit Paraders, and  
Ethel Smith.

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME . . . . . 20 SECONDS)

RUYSDAEL: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina, Basil Ruysdael speaking. This is the COLUMBIA ... BROADCASTING SYSTEM.

ATK01 0022410





REBROADCAST SUNDAY, 12/6/42  
12:00 - 12:45 A.M.

R O U T I N E

YOUR HIT PARADE

DECEMBER 5, 1942

*As Broadcast*  
9

- |   |                     |
|---|---------------------|
| 1. Dearly Beloved (4)                   | Wood & Hit Paraders |
| 2. I'm Getting Tired So I Can Sleep (8) | Edwards             |
| 3. Manhattan Serenade (5)               | Hit Paraders        |
| 3A. Bem-Te-Vi-Atreivideo                | Ethel Smith         |

Commercial #1

- |   |                     |
|---|---------------------|
| 4. My Devotion (9)                              | Wood                |
| 5. Daybreak (7)                                 | Hit Paraders        |
| 5A. Waltz Medley (My Hero<br>(Stars in My Eyes) | Ethel Smith         |
| 6. There Are Such Things (10)                   | Edwards             |
| 7. Praise The Lord and Pass The Ammunition (6)  | Wood & Hit Paraders |

Station Break

- |             |             |
|-------------|-------------|
| 7A. Carioca | Ethel Smith |
|-------------|-------------|

Commercial #2

- |                                    |              |
|------------------------------------|--------------|
| 8. Mister Five By Five (3)         | Edwards      |
| 9. When The Lights Go On Again (2) | Hit Paraders |
| 10. White Christmas (1)            | Wood         |

ATX01 0072411

COLUMBIA BROADCASTING SYSTEM

THE AMERICA TOBACCO COMPANY

"YOUR HIT PARADE" - #593

SATURDAY, DECEMBER 5, 1942

9:00 to 9:45 P.M., EWT

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE -- SOLD AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco -- so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who  
know tobacco best, it's Luckies two to one.

(OPENING THEME . . . . . 20 SECONDS)

ems

ATX01 0072412

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! A carefully checked, seven-day survey 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 nation's bandleaders. An accurate, authentic accounting of America's favorites in popular music -- the ten leading songs of the week --

YOUR HIT PARADE! Now, here's Martin Block with this week's ratings.

BLOCK: Thank you, Basil Ruysdael. Hello, friends. Tonight, Your Hit Parade gets under way in a romantic frame of mind with the song that's Number FOUR. Barry Wood joins the Hit Paraders to sing ... "DEARLY BELOVED".

("DEARLY BELOVED" . . . . . WOOD & PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

YOUR HIT PARADE

12/5/42

BLOCK: Friends, that was your singing star, Barry Wood, starting Your Hit Parade rolling with this week's fourth ranking song, "Dearly Beloved". And that leaves nine more of your favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And, to play those Lucky Strike Extras for the men in our armed services we have lovely Ethel Smith. But right now it's Joan Edwards with tonight's first newcomer ... bowing on the Parade at Number EIGHT ... "I'M GETTING TIRED SO I CAN SLEEP".

("I'M GETTING TIRED SO I CAN SLEEP". . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0072414

("MANHATTAN SERENADE" . . . . . HIT PARADES)

(FADE FOR ANNOUNCEMENT)

BLOCK:        Number FIVE! And, friends, the survey shows that  
America's choice for the midway marker tonight, is  
the ballad hit ... "MANHATTAN SERENADE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

FIRST EXTRA

("BEM-TE-VI-ATREIVIDEO" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time out for our first Lucky Strike Extra! And, ladies and gentlemen, I have a message from Ethel Smith for all our listeners. Last Saturday night, while Ethel was playing her first number, an electrical connection failed on stage, cutting off the current from the electric organ. Charles Magnani, accordionist on Your Hit Parade, stepped right in to carry the melody of Ethel's selection when she was unable to play. Well, Ethel, just wanted me to say how much she appreciated Charley's split-second pinch-hitting. Right now -- with all electrical connections secure! -- Ethel Smith plays for the boys in service .. "BEM-TE-VI-ATREIVIDEO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

ems

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

BLOCK: Well friends, the old Christmas spirit is sure enough in the air; all you have to do is walk into any store and see the crowds to know that Santa <sup>Claws</sup> can't be very far away. The few weeks before Christmas are always days of hectic shopping, buying this gift and that gift, to give at Christmas time. Now if you think Christmas shopping is a problem, how would you like to be one of the tobacco buyers who purchase tobacco for LUCKY STRIKE Cigarettes? They have a shopping problem almost all year around. They must be constantly on the alert, attending tobacco auctions whenever and wherever they are held, in order to secure that fine tobacco that gives you that fine smoking quality in Luckies. Yes sir, our buyers have a real responsibility, not only at Christmas but all throughout the year, to buy the finer, lighter tobacco that makes Luckies such an outstanding smoke, which is just one way of saying, friends, that year in and year out you will find ~~in~~ Luckies ~~a cigarette~~ so round, so firm, so fully packed -- so free and easy on the draw ... To make sure that you get <sup>that</sup> ~~your~~ full measure of ~~real~~ <sup>or</sup> smoking pleasure - smoke the smoke tobacco experts smoke -- remember that with men who know tobacco best it's LUCKIES 2 to 1.

ems

ATX01 0072417

("MY DEVOTION" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE! A smooth combination of words and music that's been packing your votes in solid for sixteen consecutive weeks. Barry Wood with your Ninth place choice . . . "MY DEVOTION".

(MUSIC SWELLS AND FINISHES)

~~(APPLAUSE)~~

ems



("DAYBREAK" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Number SEVEN coming up! The Hit Paraders take the spotlight to sing the tune that holds seventh place on the Parade this week ... "DAYBREAK".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

ATX01 0072419

SECOND EXTRA

(WALTZ MEDLEY . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: A Lucky Strike Extra by Ethel Smith! <sup>This time</sup> Ethel has selected a medley of popular waltzes, this time, for the men of our armed forces, she plays ... "MY HERO" and "STARS IN <sup>your</sup> EYES".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

12/5/42

("THERE ARE SUCH THINGS" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's Number TEN! Your Hit Parade welcomes in the second newcomer of the evening, as Joan Edwards introduces to the big time your tenth place winner ... "THERE ARE SUCH THINGS".

(MUSIC SWELLS AND FINISHES)

~~(MUSIC SWELLS AND FINISHES)~~

be

YOUR HIT PARADE

- 11 -

12/5/42

("PRAISE THE LORD AND PASS THE AMMUNITION". . . .WOOD & HIT  
PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number SIX! This favorite winds up a busy week in  
sixth position. Barry Wood and the Hit Paraders  
move in to sing... "PRAISE THE LORD AND PASS THE  
AMMUNITION".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hf

ATX01 0072422

YOUR HIT PARADE

- 12 -

12/5/42

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

STATION BREAK

(MUSIC UP TO FINISH)

hf

ATX01 0072423

THIRD EXTRA

("CARIOCA". . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra by our brilliant star of the electric organ! Yes, it's lovely Ethel Smith sending greetings to the boys in Uncle Sam's Armed Service with that famous Latin-American dance tune...  
...."THE CARIOCA".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

hf

BLOCK: And now, Mr. and Mrs. Expert from coast to coast and border to border... (STOP... PAUSE)... Yes, I mean you. Everyone of you is an expert at something or other. Maybe, it's plowing, or typing, or writing or sewing or house-cleaning, or fishing, or shooting.... I don't know what it might be. But, I bet you're an expert at something.... and you know how many years it's taken you to acquire that expert knowledge and ability. And you know perfectly well that when you talk about the thing you are most expert in, you know what you're talking about. Now, I would like you to listen to Basil Ruysdael, as he reenacts a typical tobacco auction scene, where tobacco experts are in attendance.

(MORE)

le

ATX01 0072425

(CHANT -- CROWD NOISE- SOLD AMERICAN AT 45)

WHSMAN: 33!

RUYSDAEL: Ladies and gentlemen, this huge tobacco warehouse is crowded with hundreds of baskets of tobacco-- and each basket goes to the highest bidder!

(CHANT UP- SOLD EVANS AT 39)

WHSMAN: Good tobacco, boys! 40! (CHANT)

RUYSDAEL: 40 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 41-- Lucky Strike raises it to 42-- that leaf company again 43 - another cigarette company bids 44-- an export company 45- 45-- but Lucky Strike raises it to 46-- and yes -it's going- going-

(CHANT UP- SOLD AMERICAN)

(MORE)

1e

ATX01 0072426



LUCKY STRIKE "YOUR HIT PARADE"  
Commercial #2 - 12/5/42 (CONTD)

BLOCK: Friends, at auctions like that all over the South, you'll find independent tobacco experts ... warehousemen, auctioneers, and buyers ... men who make it their business to know tobacco just as you know the one particular thing in which you're an expert. I want to single out one of these experts. His name is Macon Jasper Moye of Greenville, North Carolina ... Jack for short, and he's been a warehouseman for twenty-one years. Listen to this independent expert's opinion of Luckies: "Maybe we tobacco men know better than most smokers how important good tobacco is in getting real smoking enjoyment. We know that the light, better smoking, sweeter tobacco that Lucky Strike buys gives a milder and better tasting smoke ... That's the opinion of a man who's started the bidding on over 100 million pounds of tobacco ... who's seen what all the cigarette companies buy, and who knows that when you ask for Lucky Strike at a cigarette counter, you get fine tobacco." Thank you, Jack Moye. And there, friends, you have the opinion of an independent tobacco expert. And when men like Mr. Moye choose Luckies two to one ... when sworn records show that among these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, you as an expert in your own particular line, can well understand why it's to your own advantage to smoke Lucky Strike, so round, so firm, so fully packed - so free and easy on the draw.

be

ATX01 0072427

(FANFARE NUMBER THREE)

BLOCK:           And here they are -- the top tune trio in America!  
                  And coming out first is the Number THREE winner -- a  
                  song that sensationally hopped, skipped and jumped  
                  into the inner circle in three short weeks. Joan  
                  Edwards takes over the vocal of your third place  
                  choice... "MISTER FIVE BY FIVE".

("MISTER FIVE BY FIVE" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

hf

YOUR HIT PARADE

12/5/42

(FANFARE NUMBER TWO)

BLOCK: Number TWO! And, friends, another song climbs into the winners' circle for the first time -- a sentimental ballad that you say you like plenty. The Hit Paraders get set to sing your choice for second place ... "WHEN THE LIGHTS GO ON AGAIN".

("WHEN THE LIGHTS GO ON AGAIN" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

be

YOUR HIT PARADE

12/5/42

(FANFARE NUMBER ONE)

BLOCK: The king of 'em all -- Number ONE! And it's six times in a row at the top of the heap for this great song -- which puts it in a class with such former favorites as "Scatterbrain", "Daddy", and "A Tisket, A Tasket". Barry Wood comes in to sing the song all America wants to hear this week ... "WHITE CHRISTMAS".

("WHITE CHRISTMAS" . . . . . WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

be

YOUR HIT PARADE

12/5/42

RUYSDAEL: Ladies and gentlemen, make no mistake. In a cigarette it's the tobacco that counts and LUCKY STRIKE means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1.

be

ATX01 0072431

YOUR HIT PARADE

12/5/42

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.

BLOCK: Yes, friends, that's all for now. But next Saturday we'll be back again with Your Hit Parade. And between now and then, let's remember that our soldiers right around the globe are giving all they've got for their country. It really should be easy for us to give at least ten per cent of what we've got. Just ten per cent of your income will help pave the way to one hundred per cent victory.

And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders, and Ethel Smith.

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME . . . . . 20 SECONDS)

be

YOUR HIT PARADE

12/5/42

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

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

be

ATX01 0072433

ROUTINE

YOUR HIT PARADE

DECEMBER 12, 1942

*As Broadcast*  
*W*

- |  |                     |
|--|---------------------|
| 1. Dearly Beloved (4)                      | Wood & Hit Paraders |
| ✓ <del>2.</del> There Are Such Things (10) | Edwards             |
| 3. Daybreak (9)                            | Hit Paraders        |
| 3A. Brazil                                 | Ethel Smith         |

Commercial #1

- |  |                     |
|--|---------------------|
| 4. Praise The Lord and Pass the Ammunition (5) | Wood & Hit Paraders |
| 2 <del>5.</del> I Had The Craziest Dream (8)   | Edwards             |
| 5A. Medley (Cheek to Cheek<br>The Piccolino)   | Ethel Smith         |
| 6. Manhattan Serenade (6)                      | Hit Paraders        |
| 7. Why Don't You Fall In Love<br>With Me (7)   | Wood                |

Station Break

- |                                     |             |
|-------------------------------------|-------------|
| 7A. Eighteenth Century Drawing Room | Ethel Smith |
|-------------------------------------|-------------|

Commercial #2

- |                                    |              |
|------------------------------------|--------------|
| 8. When The Lights Go On Again (3) | Edwards      |
| 9. Mister Five By Five (2)         | Hit Paraders |
| 10. White Christmas (1)            | Wood         |

bh

ATX01 0072434





RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! An accurate, authentic report of America's taste in popular music determined by a carefully-checked, seven-day survey 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 nation's bandleaders. The ten leading songs of the week-- the tunes that are tops in the nation's favor -- YOUR HIT PARADE! And here's Martin Block to tell you how your favorites rate tonight.

BLOCK: Thank you, Basil Ruysdael, and hello, friends. Your Hit Parade gets off in sentimental mood, this week, with the song that makes the Survey list at Number FOUR. Barry Wood's on with the vocal of your fourth place choice ... "DEARLY BELOVED."

("DEARLY BELOVED" . . . . .WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK:     And, friends, that was Your Hit Parade's fourth ranking song of the week, sung by your singing star, Barry Wood. That leaves nine more of your favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And, of course, we have lovely Ethel Smith to play those Lucky Strike Extras for the men in our armed services. But right now, Your Hit Parade carries on with the week's Number TEN song. Here's Joan Edwards to sing your tenth place winner ... "THERE ARE SUCH THINGS".

"THERE ARE SUCH THINGS" . . . . . (EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bh

(DAYBREAK" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE! A little over a month ago this smooth ballad made its first appearance on the Parade, and it's been making America dance and sing ever since. The Hit Paradars take a turn on the chorus of the song all America likes ninth best of all this week ... "DAYBREAK".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bh

FIRST EXTRA

("BRAZIL" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Ethel Smith with her first Lucky Strike Extra for the men in Uncle Sam's service! You know, friends, ever since Ethel Smith joined the cast of Your Hit Parade she has been catching the fancy of our listeners with her brilliant impressions of lively South American tunes. Tonight, she's chosen from the heart of Latin America one that she hopes you'll enjoy. It's called.... "BRAZIL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

bh

BLOCK: Friends, there's an old saying that "actions speak louder than words", and it's very true. I also believe that auctions speak louder than words, and so I am going to ask Basil Ruysdael to re-enact for us a typical tobacco auction.

(CHANT - CROWD NOISE - SOLD AMERICAN AT 46)

WHSMAN: 32!

RUYSDAEL: Ladies and gentlemen, over a dozen buyers are competing for the tobacco in this huge warehouse. Each basket is sold individually - sold to the highest bidder!

(CHANT UP - SOLD TO VALENTINE AT 37)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: The warehouseman opens the bidding on this next basket at 41 dollars! Is this more of that fine Lucky Strike leaf? I think - yes - after examining the basket, your Lucky Strike buyer bids 42. But it's not "Sold" yet. For another cigarette company bids 43 - a leaf company 44 - an export company 45 - Lucky Strike raises it to 46 - 46 - 46 - that other cigarette company bids 47 - but Lucky Strike comes back with 48 - 48 dollars - and it's going - going -

(CHANT UP - SOLD AMERICAN)

(MORE)

ebm

ATX01 0072440

BLOCK: Friends, you have just heard the actions of one of our buyers at a typical auction purchasing fine tobacco to go into Lucky Strike cigarettes, and it takes a very few words to tell you that by similar actions of our other buyers at auctions throughout the South you can rest assured that every Lucky Strike cigarette will give you the utmost in smoking enjoyment. You can't get away from it ... in a cigarette, it's the tobacco that counts. Lucky Strike means fine tobacco, which certainly should explain why with men who know tobacco best, it's Luckies two to one. Right now, there's only one action missing.....and you must supply it. Next time you are buying cigarettes, just say, "Luckies, please!"

ebm

ATX01 0072441

(PRAISE THE LORD AND PASS THE AMMUNITION" . . . . .WOOD & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's the midway marker on Your Hit Parade -- Number FIVE! And, friends, this song's been receiving your cheers and votes for eight full weeks. The nod goes to Barry Wood and the Hit Paradars to sing your fifth place favorite ... "PRAISE THE LORD AND PASS THE AMMUNITION!"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ebm



("I HAD THE CRAZIEST DREAM" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: And we roll out the carpet to welcome in a Hit Parade  
newcomer! A song that didn't take long to find its  
place among your favorites. It makes its debut tonight  
at Number EIGHT ... and Joan Edwards gets to sing it.  
In eighth place ... "I HAD THE CRAZIEST DREAM".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bh

SECOND EXTRA

(MEDLEY . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time for our second Lucky Strike Extra, and again it's lovely Ethel Smith in the Hit Parade spotlight. To the men in our armed forces goes an exciting medley, set in Ethel's own incomparable style, as she plays ... "CHEEK TO CHEEK" and "THE PICCOLINO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bh

(MANHATTAN SERENADE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: We reach into the niche marked Number SIX and come up with the tune that's holding a firm place in your musical fancy. The Hit Paraders are on for a chorus of your sixth place choice "MANHATTAN SERENADE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

bh

("WHY DON'T YOU FALL IN LOVE WITH ME" . . . . .WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: And friends, here's a tune that, after a three week vacation from the Parade, hiked back up the Survey to take over the Number SEVEN spot tonight. Barry Wood will be right along with the words. It's number seven ... "WHY DON'T YOU FALL IN LOVE WITH ME".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

pw

YOUR HIT PARADE

-13 -

12/12/42

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

STATION BREAK

(MUSIC UP TO FINISH)

DW

ATX01 0072447

THIRD EXTRA

("EIGHTEENTH CENTURY DRAWING ROOM" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Lucky Strike Extra Time once more and Ethel Smith takes over to salute the men in Uncle Sam's Armed Services. This time our lovely star lends her own sparkling personality to a favorite of a few seasons back ...

"IN AN EIGHTEENTH CENTURY DRAWING ROOM".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

PW

ATX01 0072448

LUCKY STRIKE "YOUR HIT PARADE"  
COMMERCIAL #2 - December 12, 1942

12/12/42

BLOCK: You know, friends, I have an odd habit. Whenever I talk to you through this microphone, I invariably put both of my hands in my coat pocket. I don't know why ... it's just a habit, that's all. As I stepped up to the microphone just now and put my hands in my pocket, I found in my left pocket an unopened package of Lucky Strike Cigarettes, and in my right pocket an open pack of Lucky Strike Cigarettes with only two cigarettes left. Now, I'll tell you why I mention this fact. One night last week, it was bitter cold, and the wind was howling around the house. I was working late, and <sup>at</sup> two o'clock in the morning where I live, in particular, it's no cinch to find a store where you can buy cigarettes. I think you would have laughed to see me ... I ransacked every drawer in the house, all of my coat pockets, even my wife's pocketbooks, trying to find just one cigarette.

(MORE)

pw

ATX01 0072449

LUCKY STRIKE "YOUR HIT PARADE"  
COMMERCIAL #2 (CONT'D) - December 12, 1942

12/12/42

BLOCK:  
CONT'D.

Well, bright and early the next morning, I asked my wife to do me a favor. In the future, buy Luckies by the carton ... which explains the two packs of cigarettes in my pocket. You see, I keep the carton standing on a little table by the front door, and each day as I go out, I put two packs in my pocket and in that way I never run out of cigarettes. And, incidentally, Mrs. Block let me in on a little secret. She says that for more than one reason, that's the way to buy cigarettes. And so friends, to make sure that that moment shall never come when you'll want a cigarette and not have one handy, especially a cigarette as good as Luckies, I want to suggest that you buy your Lucky Strike Cigarettes by the carton. Then, if unexpected guests drop in, or its cold and blustery at night, well, you will always have handy that fine tobacco in Lucky Strike - so round, so firm, so fully packed - so free and easy on the draw...!

pw

ATX01 0072450



(FANFARE NUMBER THREE)

BLOCK: And that fanfare friends; signals the approach of the Hit Parades's three top tunes of the week ... the tunes you've chosen for us to play for you. We're leading off with Number THREE. Joan Edwards sings your third place winner... "WHEN THE LIGHTS GO ON AGAIN".

("WHEN THE LIGHTS GO ON AGAIN" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DW



(FANFARE NUMBER ONE)

BLOCK: Number One! Again this week Your Hit Parade Survey checked the four corners of the Nation to find the song you want crowned champ of them all. And here it is - Barry Wood sings the ballad of holly and sentiment, Santa Claus and snow -- the first place song from coast to coast - "WHITE CHRISTMAS".

("WHITE CHRISTMAS" . . . . .WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

pw

12/12/42

RUYSDAEL: Ladies and gentlemen, make no mistake. In a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. By the way, have you seen that Lucky Strike - (lift) "CHRISTMAS GIFT"? Five hundred Luckies - twenty-five packages of twenty each -- in a handsomely embossed gift box. It's an ideal Christmas present - a (lift) "Christmas Gift" packaged in the modern smart color - "Winter White". And you will be glad to know that there is no extra charge for this exquisite packaging.

pw

ATX01 0072454

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.

BLOCK: Yes, friends, that's all for now. But next Saturday  
we'll be back again with Your Hit Parade. And in the  
meantime, let's all increase our efforts to help win the  
war. If you haven't been putting ten per cent of your  
income into war bonds, make it your first New Year's  
resolution. And if you have, why not see if you can't  
raise the ante just a bit. Hitler won't appreciate it.

And now, until next week, this is Martin Block, speaking  
for Lucky Strike, saying goodnight for Joan Edwards,  
Mark Warnow, the Hit Paraders, and Ethel Smith.

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME . . . . .20 SECONDS)

pw

RUYSDAEL: The famous tobacco auctioneer heard on Tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina. Basil Ruysdael speaking.

This is the COLUMBIA ... BROADCASTING SYSTEM

--fade theme 20 seconds--

WABC ... NEW YORK

pw

ATX01 0072456

12/19/42

R O U T I N E  
YOUR HIT PARADE  
DECEMBER 19, 1942

REBROADCAST SUNDAY, 12/20/42  
12:00 TO 12:45 A.M.

*As Broadcast*

- |   |                     |
|---|---------------------|
| 1. Why Don't You Fall in Love With Me (7)                     | Wood & Hit Paraders |
| 2. Manhattan Serenade (9)                                     | Edwards             |
| 3. There's a Star Spangled Banner Waving<br>Somewhere (10)    | Hit Paraders        |
| 3A. Apenheito Corequino                                       | Ethel Smith         |
| <u>Commercial #1</u>  |                     |
| 4. Dearly Beloved (6)   | Wood                |
| 5. There Are Such Things (4)                                  | Edwards             |
| 5A. Medley (It's a Lovely Day Tomorrow<br>(Louisiana Purchase | Ethel Smith         |
| 6. When the Lights Go On Again (5)                            | Wood                |
| 7. I Had the Craziest Dream (8)                               | Edwards             |
| <u>Station Break</u>  |                     |
| 7A. Who   | Ethel Smith         |
| <u>Commercial #2</u>  |                     |
| 8. Praise the Lord and Pass the Ammunition<br>(3)             | Wood & Hit Paraders |
| 9. Mister Five By Five (2)                                    | Hit Paraders        |
| 10. White Christmas (1)                                       | Edwards             |

RTX01 0072457

12/19/42

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #595

SATURDAY, DECEMBER 19, 1942

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

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 45 and 48 INCLUSIVE ... SOLD  
AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. And, ladies and gentlemen, this Christmas especially, when appropriate presents are so hard to find, the Lucky Strike (LIFT) "Christmas Gift" is an ideal answer to your shopping problems. Five hundred Luckies - twenty-five packages of twenty each - packed in a handsomely embossed gift box in the modern smart color, "Winter White". Remember, service men themselves have voted cigarettes among the most desirable of gifts. So don't fail to see the Lucky Strike (LIFT) "Christmas Gift" at your favorite cigarette counter. You'll be glad to know that there's no extra charge for this exquisite packaging.

(OPENING THEME . . . . . 20 SECONDS)



RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The ten top-ranking songs in America this week, 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 nation's bandleaders. An accurate, authentic reflection of America's taste in popular music -- giving you the ten leading songs of the week. Now, here's Martin Block to tell you the rankings of this week's favorites.

BLOCK: Thank you, Basil Ruysdael. Hello, friends. Tonight Your Hit Parade gets under way with the song you say you like SEVENTH best of all. The Hit Paraders join Barry Wood to sing your choice for Number Seven ...  
"WHY DON'T YOU FALL IN LOVE WITH ME."

("WHY DON'T YOU FALL IN LOVE WITH ME" . . . WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Friends, there you have the seventh ranking song of the week, sung by Your Hit Parade's singing star, Barry Wood. That leaves nine more of your favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And, of course, there's lovely Ethel Smith to give her own brilliant interpretation to those Lucky Strike Extras. Now it's on with Your Hit Parade and the Number NINE song of the week. Joan Edwards sings tonight's romantic Number Niner ... "MANHATTAN SERENADE."

("MANHATTAN SERENADE" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

"THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE". . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Friends, a brand new tune bows in on the Hit Parade tonight as Number TEN. The Hit Paraders are ready with America's tenth ranking favorite ... "THERE'S A STAR SPANGLED BANNER WAVING SOMEWHERE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FIRST EXTRA

("APENHEITO COREQUIHO" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Ethel Smith at the keyboard with her first  
Lucky Strike Extra! It's one of her sensational  
South American sambas in the brilliant arrangement  
that has made her a favorite throughout the nation.  
Here is Ethel Smith with ... "APENHEITO COREQUIHO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

BLOCK: You know, friends, it's interesting to note that some of the greatest men in the history of American industry never had the opportunity of going to college. They became great in spite of this, of course ... not because of it. Yes, education will teach a man to think, but unless he has that natural business ability, all the teaching in the world can't make a great business man out of him. And it's pretty much the same with a cigarette. Nothing in the world can make a fine cigarette out of anything but fine tobacco ... tobacco like we buy at public auctions such as this one reenacted by Basil Ruysdael.

(MORE)

(CHANT - CROWD NOISE - SOLD AMERICAN AT 45)

WHSMAN: 31: (CHANT)

RUYSDAEL: Ladies and gentlemen, picture a huge warehouse -  
jam-packed with tobacco - over a dozen buyers  
competing for the leaf - and remember, each basket  
goes to the highest bidder!

(CHANT UP - SOLD TO VALENTINE AT 37)

WHSMAN: Good tobacco, boys! 41: (CHANT)

RUYSDAEL: 41 dollars a hundred pounds is the warehouseman's  
opening bid on this next basket. But right away a  
leaf company bids 42 - Lucky Strike raises it to 43 -  
another cigarette company bids 44 - an export  
company 45 - 45 - but Lucky Strike raises it to 46 -  
and - yes - it's going - going -

(CHANT UP - SOLD AMERICAN at 46)

(MORE)

BLOCK: Friends, when our buyer bought that basket of tobacco for Lucky Strike, undoubtedly there were many technical reasons for it. Among other things it had to be milder and lighter ... but in a nutshell, it was because it was fine tobacco. We know that only through the use of this fine tobacco can we give you a fine smoke in Lucky Strikes. All the natural goodness of that better-tasting tobacco is in every Lucky Strike cigarette you smoke. And just as it's the job of our buyers to pick out that finer tobacco that smokes best, so it's my job to remind you that in a cigarette, it's the tobacco that counts, that Lucky Strike means fine tobacco, and that the men who know tobacco best choose Luckies two to one. If you bear those facts in mind next time you step up to a cigarette counter, I'm certain you will be in line for greater smoking enjoyment.

("THERE ARE SUCH THINGS" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR -- a tune that made a six point rise  
in just one week. Joan Edwards is on deck with the  
lyrics of the tune that jumped from tenth to fourth  
place ... "THERE ARE SUCH THINGS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("DEARLY BELOVED" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Barry Wood and Mark Warnow get together on the SIXTH  
place song from Coast to Coast. Here is, all  
America's choice for Number Six on the Parade ...  
"DEARLY BELOVED."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

(POPULAR MEDLEY . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: And now back to Ethel Smith with another Lucky Strike  
Extra! Our lovely star gives her sparkling  
interpretation of a beautiful medley. Your Hit Parade  
spotlight's on Ethel Smith playing ... "IT'S A LOVELY  
DAY TOMORROW" and "LOUISIANA PURCHASE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHEN THE LIGHTS GO ON AGAIN" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade moves on with the song that holds  
down the Number FIVE spot. Here is Barry Wood to  
sing your choice for fifth place ... "WHEN THE  
LIGHTS GO ON AGAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HAD THE CRAZIEST DREAM" .. . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here is Number EIGHT! Joan Edwards takes the chorus on the song that tonight finds itself snug in the eighth place berth ... "I HAD THE CRAZIEST DREAM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Your Hit Parade

- 14 -

12/19/42

RUYSDAEL: YOUR HIT PARADE continues in just a moment over the  
COLUMBIA BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

- 14 -

ATX01 0072470

THIRD EXTRA

("WHO" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade marks time for a Lucky Strike Extra!  
It's an ever popular hit styled in Ethel Smith's own  
toe-tapping fashion. Ethel plays ... "WHO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

BLOCK: Many years ago, friends, an old friend of mine once said something to me that I never forgot. We were talking about buying ties. He asked me what I paid for my ties. And when I told him, he said: "Martin, always remember one thing. True economy lies in buying the best you can afford, and making the most of it." And you know, friends, I never forgot that, because that was one of the soundest pieces of logic I ever heard. "Buy the best you can afford, and then make the most of it." The only trouble is that too often we don't stop to find out, to inquire what constitutes the best. Let's take a look at this package of Lucky Strike Cigarettes that I have here in my hand ... the package with the famous red bull's eye. It's a good-looking package of cigarettes, and when we open it, as I do now, we find inside twenty cigarettes. Removing one, we see that we have paid our money for twenty little white pieces of paper filled with tobacco. I guess I would be safe in saying that ninety-nine per cent of the entire package is tobacco, so that we have the assurance that since only the finer tobacco is bought for Lucky Strike, that when you buy Luckies, you are buying the best, especially when each and every one of those Luckies as you see by examination is so round, so firm, so fully packed, so free and easy on the draw.

(MORE)

12/19/42

BLOCK:  
(CONTD)

Remember, too, how little this fine tobacco in Luckies costs you. If you can afford to smoke cigarettes, you can afford to smoke Luckies. And to make the best of what you have bought, well, just light a Lucky, and take a long, deep puff, and you will admit it's a real pleasure to make the most of that finer tobacco in Lucky Strike Cigarettes.



(FANFARE NUMBER THREE)

BLOCK: That fanfare heralds in the Big Three -- the  
trio of top tunes that head YOUR HIT PARADE!  
And Barry Wood leads off with the song that's  
THIRD from Coast to Coast ... the Number Three  
song in all America ... "PRAISE THE LORD AND PASS  
THE AMMUNITION."

("PRAISE THE LORD AND PASS THE AMMUNITION . . . . WOOD & HIT  
PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK:       Number TWO! And, friends, second place this week goes to that sensational favorite that is knocking at the door for top honors. . The Hit Paraders sing the song that's runner-up ... "MISTER FIVE BY FIVE."

("MISTER FIVE BY FIVE" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: X And now the Number ONE song in all America -- it's been your choice for first place eight consecutive times and becomes the third eight-time winner in Hit Parade history. Joan Edwards honors America's Number ONE favorite ... "WHITE CHRISTMAS." y

("WHITE CHRISTMAS" . . . . . EDWARDS)

(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.

BLOCK: Yes, friends, that's all for now. But next Saturday we'll be back again with Your Hit Parade. And between now and then, let's all concentrate good and hard on War Bonds. You can take at least ten per cent of your income and buy War Bonds and help win the war ... or you can keep that same ten per cent under your mattress and help lose the war. It's up to you.

And now, until next week, this is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, Mark Warnow, the Hit Paraders, and Ethel Smith.

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME . . . . . 20 SECONDS)

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

This is the COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC ... NEW YORK

12/26/42

R O U T I N E  
YOUR HIT PARADE  
DECEMBER 26, 1942

*As Broadcast*

- |  |                     |
|--|---------------------|
| 1. Praise the Lord and Pass the Ammunition (5) | Wood & Hit Paraders |
| 2. Why Don't You fall in Love With Me (6)      | Edwards             |
| 3. Manhattan Serenade (9)                      | Hit Paraders        |
| 3A. Tic-Tac-do Mew Coraedo                     | Ethel Smith         |

COMMERCIAL #1

- |   |              |
|---|--------------|
| 4. Dearly Beloved (7)   | Wood         |
| 5. I Had the Craziest Dream (8)                                   | Edwards      |
| 5A. Medley (Somebody Loves Me<br>(S'Wonderful<br>(Embraceable You | Ethel Smith  |
| 6. Rose Ann of Charing Cross (10)                                 | Wood         |
| 7. Mister Five By Five (4)  | Hit Paraders |

STATION BREAK

- |                   |             |
|-------------------|-------------|
| 7A. Anything Goes | Ethel Smith |
|-------------------|-------------|

COMMERCIAL #2

- |                                    |              |
|------------------------------------|--------------|
| 8. When the Lights Go On Again (3) | Hit Paraders |
| 9. There Are Such Things (2)       | Edwards      |
| 10. White Christmas (1)            | Wood         |

12/26/42

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #596

SATURDAY, DECEMBER 26, 1942

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

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 45 & 48 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Let that chant remind you that Lucky Strike means fine  
tobacco -- so round, so firm, so fully packed, so free  
and easy on the draw. No wonder that with men who know  
tobacco best, it's Luckies two to one.

(OPENING THEME . . . . . 20 SECONDS)

ATX01 0072480

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! -- the ten favorite songs in America this week. Each week Your Hit Parade carefully checks 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 nation's bandleaders. The result is an accurate, authentic report of America's taste in popular music -- the ten songs you say are tops from coast to coast -- YOUR HIT PARADE! And here's Martin Block with the ratings of this week's favorites.

BLOCK: Thank you, Basil Ruysdael, and hello, friends. YOUR HIT PARADE starts rolling musically, tonight, with the song the Survey lists at Number FIVE. Yes, here's the song you said rates half-way up the Parade ladder -- with Barry Wood and the Hit Paraders singing ...  
"PRAISE THE LORD AND PASS THE AMMUNITION."

("PRAISE THE LORD AND PASS THE AMMUNITION" . . . WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



BLOCK: Friends, that was Your Hit Parade's singing star, Barry Wood, with the fifth ranking song of the week, "Praise the Lord and Pass the Ammunition." That leaves nine more of your favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Paraders, and Mark Warnow and the Lucky Strike Orchestra. And we have lovely Ethel Smith to play three Lucky Strike Extras, in her own brilliant and exciting fashion. But now it's on with Your Hit Parade ... here's Joan Edwards to sing your sixth place choice ... "WHY DON'T YOU FALL IN LOVE WITH ME."

("WHY DON'T YOU FALL IN LOVE WITH ME" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MANHATTAN SERENADE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK:       Number NINE! The Hit Paraders take the spotlight to  
sing the tune that holds ninth place in your affections,  
this week . . . "MANHATTAN SERENADE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FIRST EXTRA

("TIC TAC DO MEW CORAEDO" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time out for a Lucky Strike Extra by Ethel Smith  
Tonight our versatile young Hit Parade star plays a  
scintillating South American samba in the style that  
has made her radio's newest musical favorite. Ethel  
Smith offers ... "TIC TAC DO MEW CORAEDO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

12/26/42

BLOCK: Did you ever try shining your shoes with a piece of steak ... or making a hat out of a pumpkin ... or having a felt hat for dinner? They may sound like silly questions to you, because we all know that a good steak was meant to be eaten, a pumpkin goes into a pie, and a felt hat is meant to be worn. Different articles have different uses, we use them differently. Take a cigarette for example. You wouldn't eat it, or use it as an ornament for your hat. You smoke it. Now common sense will tell you that to get a quality smoke, you must have quality tobacco. No cigarette can be any better than the tobacco that's in it ... And how the makers of Lucky Strike cigarettes acquire that fine tobacco is best demonstrated by Basil Ruysdael in this reenactment of a typical tobacco auction.

(MORE)

12/26/42

(CHANT UP - CROWD NOISE)

RUYSDAEL: ... The bid's up to 44 now, 44 dollars - now an export company bids 45 - 45 - but Lucky Strike raises it to 46 and I think - yes - it's going - going -

(CHANT UP - SOLD AMERICAN AT 46)

WHSMAN: 33 (CHANT)

RUYSDAEL: Ladies and gentlemen, as you just heard, tobacco is sold in open competition - on the open market. In this huge warehouse are hundreds of baskets of the leaf - each to be sold to the highest bidder!

(CHANT UP - SOLD MOORE AT 39)

WHSMAN: Good tobacco, boys - 43! (CHANT)

RUYSDAEL: 43 dollars a hundred pounds is the warehouseman's opening bid - 43 - and your Lucky Strike buyer is eyeing this leaf eagerly. Now, he raises his hand, signaling a bid of 44 dollars. But they all want this fine mild leaf. An export company bids 45 - a leaf company 46 - another cigarette company 47 - 47 - but your Lucky Strike buyer comes back with a bid of 48 dollars - and here's the sale.

(CHANT UP - SOLD AMERICAN)

(MORE)

12/26/42

BLOCK: It's that kind of tobacco, friends, finer, lighter, milder leaf, that makes Luckies such a wonderful cigarette. And had we been able to attend auctions like that we would have mingled with the tobacco auctioneers, buyers, warehousemen - independent tobacco experts, who can't help but see the makers of Luckies buy that finer, better smoking tobacco to go into Luckies. And so it would be just as clear to you as it is to them that Lucky Strike means "fine tobacco." And remember, with these independent tobacco experts Luckies have twice as many exclusive smokers as have all other brands of cigarettes combined. ~~It's just~~ Remember ~~that~~ Lucky Strike cigarettes are designed for your smoking pleasure, ~~you'll find that with increased regularity~~ <sup>just</sup> saying to the man behind the counter, "Luckies, please," ~~and~~ you'll be right.

("DEARLY BELOVED" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's Number SEVEN! Barry Wood takes a chorus on  
the song that comes in as seventh winner from  
New York to Los Angeles tonight ... "DEARLY BELOVED."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HAD THE CRAZIEST DREAM" . . . . . EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: And, friends, here's the ballad that stops off on  
the Parade, this week, at Number EIGHT! Joan Edwards  
sings your choice for eighth position ... "I HAD THE  
CRAZIEST DREAM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



SECOND EXTRA

(GERSHWIN MEDLEY . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike Extra by Ethel Smith. Our charming organ stylist lends her buoyant personality to the keyboard, as she plays a medley of George Gershwin tunes. It's Ethel Smith playing ...  
"SOMEBODY LOVES ME," "S'WONDERFUL," and  
"EMBRACEABLE YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("ROSE ANN OF CHARING CROSS" . . . . . WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK:      Number TEN! We make way for a Hit Parade newcomer!  
            The Hit Paraders sing the tune that's tenth on the  
            survey list tonight ... "ROSE ANN OF CHARING CROSS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

*Barry Wood - only on perfect only.*

("MISTER FIVE BY FIVE" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK:   × Number FOUR: The Hit Paraders are on deck with the  
          song that rates fourth place in the nation's favor  
          this week "MISTER FIVE BY FIVE." ×

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Your Hit Parade

- 14 -

12/26/42

RUYSDAEL: YOUR HIT PARADE continues in just a moment over the  
COLUMBIA BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

- 14 -

ATX01 0072493

THIRD EXTRA

("ANYTHING GOES" . . . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade stands by for our third Lucky Strike  
Extra. Again it's Ethel Smith's brilliant keyboard  
styling to the fore, as she sets another of your  
favorites in a smart new pattern. An Ethel Smith  
arrangement of ... "ANYTHING GOES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

12/26/42

BLOCK:

*Will Friends*

Come New Year's, most people resolve to start the new year right and turn over a new leaf. I often wonder what happens to all the new year's resolutions that are made.

But I guess, that's something I will never know. ~~z~~

*G*uess the trouble with new year's resolutions is that we resolve to do things we don't like to do ... and the

first thing you know ... BINGO ... they go into discard!

May I suggest <sup>*new year's resolution*</sup> one you will like keeping so that when

next December 31st comes around, you'll say, "I sure am

glad I made that resolution." Resolve to rely on Lucky

Strike for your smoking pleasure, because, friends, in

so doing, you are following the footsteps of men who

really know tobacco. And after all, that's what a

cigarette is ... tobacco. No cigarette can be any better

than the tobacco it contains, and when I tell you that

among independent tobacco experts Luckies have more than

twice as many exclusive smokers as have all other brands

of cigarettes combined, that's a pretty clear indication

of the quality of the tobacco in Lucky Strike cigarettes.

I know that there are years of smoking pleasure ahead

for you if <sup>*to*</sup> ~~to~~ your list of new year's resolutions you

~~will~~ add, "From now on, I am smoking Luckies, so round,

so firm, so fully packed - so free and easy on the draw."

(ANNOUNCE NUMBER THREE)

BLOCK: Here they are, friends -- the Big Three -- the tunes that head YOUR HIT PARADE this week! And way up there in the big time and holding the Number THREE spot is the romantic ballad that's been a consistent high rater for the past month. The Hit Paraders rally round to sing the third place song of the nation ... "WHEN THE LIGHTS GO ON AGAIN ALL OVER THE WORLD."

("WHEN THE LIGHTS GO ON AGAIN" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PANFARE NUMBER TWO)

BLOCK:       Number TWO -- and friends, the runner-up spot, this week, goes to a ballad that's jumped from tenth to second place in three weeks. Joan Edwards is on for a chorus of the song that you like second best of all ...  
"THERE ARE SUCH THINGS."

("THERE ARE SUCH THINGS" . . . . . EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



(FANFARE NUMBER ONE)

BLOCK: X Number ONE! And here's a song that's breaking Survey records! It has been America's number one favorite for nine consecutive weeks and so becomes the second song in Hit Parade history to rate this honor. Barry Wood sings ... <sup>number ONE</sup> "WHITE CHRISTMAS." X

("WHITE CHRISTMAS" . . . . . WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Your Hit Parade  
Closing Commercial

- 19A -

12/26/42

RUYSDAEL: Ladies and gentlemen, make no mistake. In a cigarette it's the tobacco that counts and LUCKY STRIKE means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1.

- 19A -

ATX01 0072499

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.

BLOCK: Yes, friends, that's all for now. But next Saturday  
we'll be back again with Your Hit Parade. And during  
that in-between week, we can do both ourselves and our  
country a lot of good. In just a few days now, we'll  
be welcoming in the New Year. Let's all help to make  
it a victorious one for our side by putting at least  
ten per cent of our income in War Bonds and Stamps.

And now, until next week, this is Martin Block, speaking  
for Lucky Strike, saying goodnight for Joan Edwards,  
Mark Warnow, the Hit Paraders, and Ethel Smith.

WOOD: And this is Barry Wood saying ... so long for a while.

(THEME . . . . . 20 SECONDS)

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

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK