

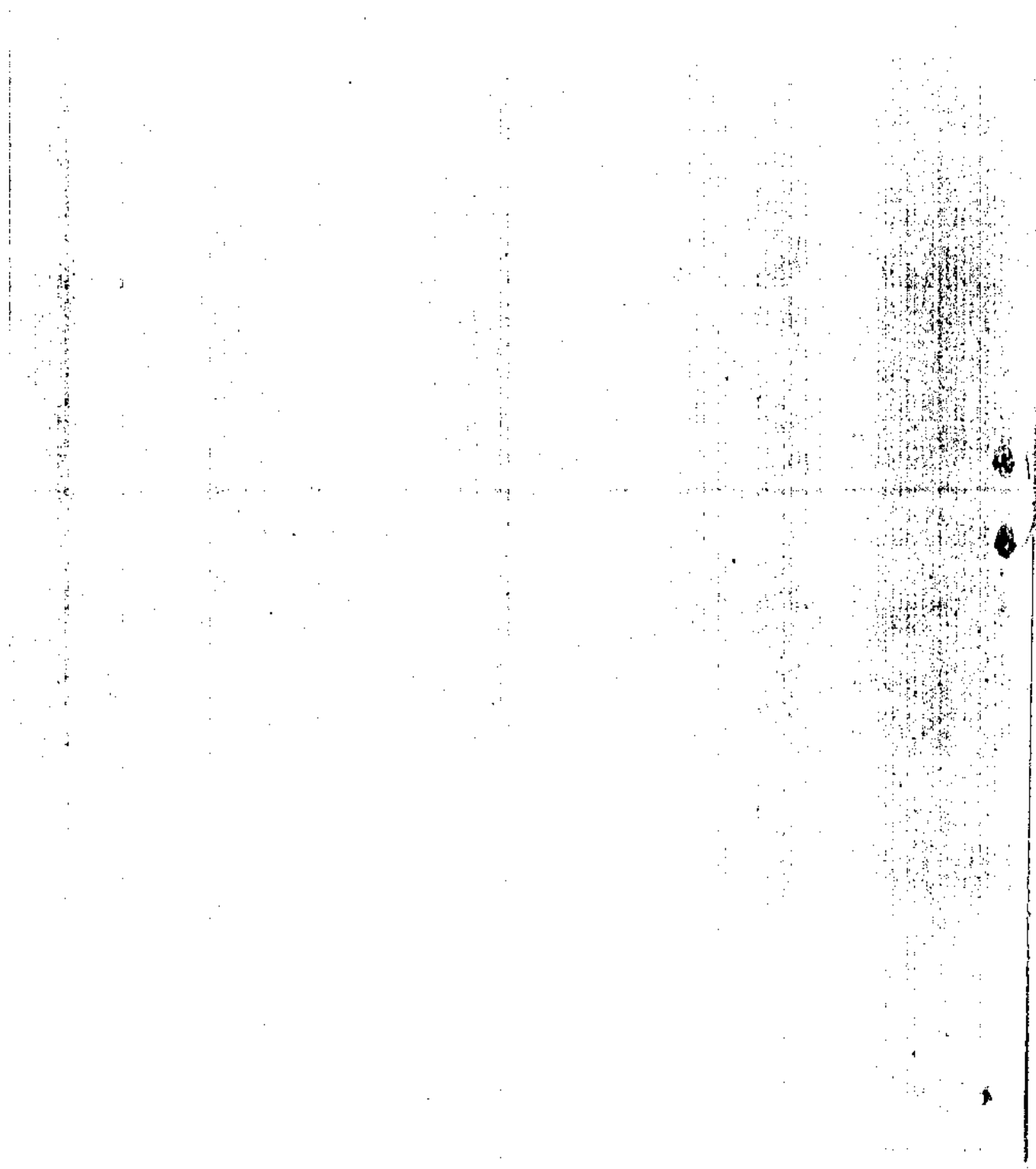
RADIO
CONTINUITY

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RTX01 0072502

JANUARY



COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #597

SATURDAY, JANUARY 2, 1943

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

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (C .ANT 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! 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 ... that gives you an accurate, authentic report of America's taste 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. Your Hit Parade gets under way, tonight, with the song that's Number SEVEN. Barry Wood sings the lucky seven winner in this week's Survey ... "DEARLY BELOVED".

("DEARLY BELOVED" WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: X Friends, that was your singing star, Barry Wood, with the seventh ranking song of the nation this week, "Dearly Beloved". X That leaves nine more of your current favorites to be sung and played by Barry Wood, Joan Edwards, the Hit Parade, and Mark Warnow and the Lucky Strike Orchestra --- for those Lucky Strike Extras, we have lovely Ethel Smith to play them in her own pleasing and sparkling arrangement. And later on in the program we will bring you a special presentation. Now, Your Hit Parade steps along in full stride with the novelty song that's making its seventh appearance tonight in the chosen ten. Joan Edwards sings the song that you vote in at Number EIGHT... "MISTER FIVE BY FIVE".

("MISTER FIVE BY FIVE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Your Hit Parade - Pg. 4

("WHEN THE LIGHTS GO ON AGAIN" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade brings on the midway marker --
Number FIVE! It's a ballad that America seems to
have taken to its heart. The Hit Paraders offer
the song that's fifth all over the country ...
"WHEN THE LIGHTS GO ON AGAIN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ATX01 0072507

FIRST EXTRA

(MEDLEY ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Lucky Strike Extra time! And that means time out from the Big Ten for our dynamic young star of the organ, Ethel Smith. Tonight it's two spirited South American sambas set into a medley by our lovely artist. We hear Ethel Smith play ... "BOCA DE SIRI" and "VOCE TEN ASUGER".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

BLOCK: Friends, I have used the words "tobacco expert" so often, that the other day I picked up a dictionary to see what definition it gave for the word "expert". Here it is.... "experienced, taught by use or practice, skillful, a skilled or practiced person, a scientific or professional witness who gives evidence on matters connected with his profession". I think that definition is so important to us as smokers of cigarettes that I'm going to ask Basil Ruysdael to describe for us the reenactment of a typical tobacco auction where independent tobacco experts are in attendance.

(CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, your Lucky Strike buyer's job calls for careful picking and choosing. Only the baskets of riper, lighter, milder leaf are good enough for Luckies.

(CHANT UP - SOLD X AT 38)

WHSMAN: 30! (CHANT)

RUYSDAEL: Now here's a basket offered at 30 - but it doesn't measure up to Luckies standards - so your Lucky Strike buyer passes it by without a bid!

(CHANT UP - SOLD TO Y AT 36)

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

MORE

ATX01 0072509

RUYSDAEL: But here's a basket of really fine tobacco and quick as a flash the Lucky Strike buyer raises the opening bid of 41 dollars a hundred pounds to 42. Now a leaf company makes it 43. Lucky Strike 44. An export company 45. Another cigarette company 46 - 46 - but Lucky Strike raises it to 47 - 47 dollars - and - yes - it's going - going -
(CHANT UP - SOLD AMERICAN)

BLOCK: For many, many years, friends, these tobacco auctioneers, buyers, and warehousemen, through their buying and selling of the leaf which certainly gives them lots of practice, have acquired a skill in judging tobacco. They are skillful and practiced people and certainly by the last line of that definition, they are in a position to give ~~scientific~~ professional witness on matters pertaining to their profession. These men live with tobacco, they attend auctions ... they can't help but see who buys what tobacco; and the sworn evidence concerning these independent tobacco experts is that, with them, Luckies have twice as many exclusive smokers as all other brands of cigarettes combined. To my way of thinking, this expert opinion of tobacco experts borne out by the fact that they practice what they preach by smoking Luckies should be the clearest indication to you that Luckies are the cigarette you, too, should smoke. It will take only one pack to convince you, so try Luckies tonight.

("PRAISE THE LORD AND PASS THE AMMUNITION" ...WOOD & H. P.)

(FADE FOR ANNOUNCEMENT)

BLOCK: X Number SIX! And, friends, it's eleven times on
for this bigtime favorite you say you like sixth
best of all this week. X The Hit Paraders rally
round Barry Wood to sing ... "PRAISE THE LORD AND
PASS THE AMMUNITION".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHY DON'T YOU FALL IN LOVE WITH ME" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's Number NINE! Joan Edwards steps up to sing the song that's on Your Hit Parade in ninth position tonight ... "WHY DON'T YOU FALL IN LOVE WITH ME".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

("I GOT RHYTHM" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: For everyone listening from coast to coast --
another Lucky Strike Extra by Ethel Smith! Our
lovely star of the keyboard is ready with another
of those sparkling arrangements that have brought
her to Nationwide Radio fame. Ethel Smith
brings you ... "I GOT RHYTHM".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MOONLIGHT BECOMES YOU" WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR! ^{*a lucky strike*} ~~Right on the heels of one~~ newcomer
~~come~~ ^{*the*} -- and biggest surprise of the
night -- making its first visit to the Parade
way up in fourth place! Barry Wood comes in for
the song you like fourth best ... "MOONLIGHT
BECOMES YOU".

(MUSIC SWELLS AND FINISHES)

(..PFLAUSE)

Your Hit Parade - Pg. 12

RUYSDAEL: YOUR HIT PARADE continues in just a moment over
the COLUMBIA BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

ATX01 0072515

("YOU'D BE SO NICE TO COME HOME TO" HIT PARADERS)

(PAUSE FOR ANNOUNCEMENT)

BLOCK: ^{begin on the lead of one minute from the} Number TEN ~~--- continues to the Parade~~ that ranks among the Survey winners for the first time! The Hit Paraders put words and music to the new tenth ranking song ... "YOU'D BE SO NICE TO COME HOME TO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: You know, folks, when you sit down to the table and eat a delicious piece of cake, you never stop to think about the flour, the eggs, and the milk that went into the making of that cake. The cake itself is so different from the original ingredients that you never give them a thought. But it's quite a bit different when you smoke a cigarette. In a cigarette you are always conscious of its main ingredient. That, of course, is easy to understand, because the all important thing in a cigarette is the tobacco. Luckies are so round, so firm, so fully packed, so free and easy on the draw...but even with these advantages, it's still the tobacco that counts. And how well a cigarette will smoke is determined by the quality of the tobacco. Our buyers recognize this to be a fact, and so they are constantly on their toes to select the finer, lighter, milder leaf. That they accomplish this is best indicated by the fact that with men who know tobacco best, with the independent tobacco experts, it's Luckies two to one. Next time you have a piece of cake, look at it carefully. See if there's any resemblance between the eggs and the flour and the milk, that were used in the making of the cake, and the piece of cake in front of you. You won't see the faintest resemblance. But the first time you light a Lucky, you'll be immediately impressed by the close connection between its main ingredient, fine tobacco, and your greater smoking pleasure. Just remember to say to the man behind your favorite tobacco counter, "Luckies, please!"

(PANFARE 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 here's the song that's Number THREE tonight, the romantic bit that's been packing your votes in solid all week. The Hit Paraders take a turn on the chorus of tonight's third place winner ... "THERE ARE SUCH THINGS".

("THERE ARE SUCH THINGS" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO! Here's a tune that's enjoyed a one-week spectacular rise to fame, jumping from eighth to second place -- and, friends, that's getting where you want to go in a hurry. Joan Edwards sings your second ranking favorite of the week ... "I HAD THE CRAZIEST DREAM".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PANEL NUMBER ONE)

BLOCK: The big winner - Number ONE! Your first place song tonight breaks all records in Hit Parade history. ^X For the first time the same song has been your Number One choice for ten consecutive weeks. Here's Barry Wood to sing the current first ranking song in America - the now all-time record breaker ... "WHITE CHRISTMAS", ^X

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(STAR SPANGLED BANNER TRIBUTE SPOT)

VOICE #1: Ladies and gentlemen, this is the first
broadcast of "Your Hit Parade" for the New Year -
a year that will bring you many great new songs.
Some will hold your fancy for a time, and then
they will be replaced by others. (START MUSIC...
SNEAK UNDER) But there are songs born in the
hearts of men that live on and grow rich with
the passing of years. One such song had its
birth in the heart of a man inspired by a people's
fight for their freedom - a song inspired by
love of country and love of peace.

(MUSIC SWELLS AND FADES FOR:)

VOICE #2: It was first sung along the eastern seaboard. Then America began to expand and with it grew the song's powerful appeal. It was on the lips of the pioneers as they traveled west to stake new territory for the United States. It found its way into the timber lands and cotton fields, into the factories and schools. It became the symbol of unity of a country vast and varied enough for ten countries. It meant more and more as America moved forward ... through the years of her ~~growing pains~~ .. til the time when America took her place as a great free country of the world. It then became America's song of hope in time of peace ... its song of victory in time of war. Today, we are facing a new crisis, a new struggle. And with that struggle, that same song is with us again ... with Eisenhower in North Africa ... Chenault in China ... MacArthur in Australia -- with us ~~here~~ on our farms, in our factories, and in our homes -- with every real American. Again that song will be our song of Victory ... for all over our nation we are united in a common cause -- and from the woods of Maine to the shores of California ... from the Lake of the Woods to the winding Rio Grande, you can hear America singing ...

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

(MUSIC UP TO TREMENDOUS FINISH)

(APPLAUSE)

RUYSDAEL: This is the COLUMBIA ... BROADCASTING SYSTEM.
WABC.....NEW YORK

REBROADCAST SUNDAY, 1/10/43
12:30 TO 12:45 A.M.

R O U T I N E
YOUR HIT PARADE
JANUARY 9, 1943

As Broadcast
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- | | |
|--|---------------------|
| 1. Praise The Lord and Pass The Ammunition (8) | Wood & Hit Paraders |
| 2. I Had The Craziest Dream (6) | Edwards |
| 3. Dearly Beloved (9) | Hit Paraders |
| 3A. Just One Of Those Things | Ethel Smith |

COMMERCIAL #1

- | | |
|------------------------------------|---------------------|
| 4. Brazil (10) | Wood & Hit Paraders |
| 5. When The Lights Go On Again (5) | Edwards |
| 5A. Louise | Ethel Smith |
| 6. Moonlight Becomes You (4) | Wood |
| 7. Mister Five-By-Five (7) | Hit Paraders |

STATION BREAK

- | | |
|-------------|-------------|
| 7A. Cae Cae | Ethel Smith |
|-------------|-------------|

COMMERCIAL #2

- | | |
|---|--------------|
| 8. Why Don't You Fall In Love With Me (3) | Edwards |
| 9. White Christmas (2) | Wood |
| 10. There Are Such Things (1) | Hit Paraders |

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ATX01 0072523

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" --- #399

SATURDAY, JANUARY 9, 1943

9:00 - 9:45 PM, 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 historic 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)

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ATX01 0072524

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 -- YOUR HIT PARADE....Now, here's Martin Block to tell you the rankings of this week's favorites.

BLOCK: Thank you, Basil Ruysdael, and Hello, friends.
Your Hit Parade starts rolling tonight with the song that's in EIGHTH position. Barry Wood and the Hit Paraders rally round to sing your Number Eight song....
"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 singing star, Barry Wood, raising the curtain on Your Hit Parade with this week's eighth ranking song. 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 our three Lucky Strike extras for us in her very special way, we have our dynamic young star, Ethel Smith. But now Your Hit Parade carries on with the grand ballad that holds down SIXTH place tonight. Here's Joan Edwards to sing... "I HAD THE CRAZIEST DREAM".

("I HAD THE CRAZIEST DREAM".....EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("DEARLY BELOVED"HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE! This beautiful ballad continues its
Hit Parade career to finish the week in Ninth place.
The Hit Paraders are in to sing.... "DEARLY BELOVED".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

FIRST EXTRA

("JUST ONE OF THOSE THINGS".....ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Ethel Smith at the keyboard with her first
Lucky Strike Extra! Tonight her dancing fingers
bring you her own brilliant version of a rhythm
favorite as she plays ... "JUST ONE OF THOSE THINGS".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

1/9/43

BLOCK: You know, friends, for several years now, every time I finish a broadcast, I always make a bee-line for the telephone. It's getting so that any time they want to find me here in the studio, at the end of a broadcast, they need only look in the telephone booth. There's a reason for that. The first thing I do at the end of a broadcast is to call my wife at home, and say, "How was the program, dear?" And she always gives me a ~~straight~~ straight from the shoulder answer. You see, I've learned that our severest critics are always the people who know us best. They are the ones who will give you a really truthful, unbiased answer. And in finding out about the quality of a cigarette, I have found that it pays to get the opinion of those people who know the most about its main ingredient ... tobacco. Independent tobacco experts ... warehousemen, auctioneers, and buyers are a little different from ^{just} ordinary business men. They live their business. They are completely wrapped up in tobacco. Show a tobacco expert an extra fine hand of tobacco and he will go into rhapsodies over it.

(MORE)

LUCKY STRIKE "YOUR HIT PARADE"
Commercial #1 (CONTD)

- 7 -

1/9/43

BLOCK: It's to these kind of people that we go for honest
opinions on Lucky Strike ^{Tobacco & on Lucky Strike} Cigarettes. And with these
men who know tobacco best, it's Luckies two to one.
And personally, I'm mighty glad that Luckies enjoy such
popularity with men who really know tobacco, because in
a cigarette, it's the tobacco that counts, and Lucky
Strike means fine tobacco. The fact that these men
smoke Lucky Strikes by an overwhelming majority, is the
best reason I could give you for making your next pack
Luckies.

ATX01 0072530

("BRAZIL". WOOD & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Back to your Hit Parade for tonight's new arrival in the Survey standings. A swell tune which found its way to Your Hit Parade from down South America way. Barry Wood and the Hit Paraders get together on your Number TEN song ... "BRAZIL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

BLOCK: Your FIFTH Place winner -- the song that holds down
the half way position tonight. Joan Edwards comes in
to sing the ^{time with} ~~song that has~~ the Number Five rating ...
"WHEN THE LIGHTS GO ON AGAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

("LOUISE". ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade marks time for another Lucky Strike
Extra! And again it's one of those distinctively
different interpretations by lovely Ethel Smith ...
a new setting for one of the most pleasant melodies
ever to come from the musical stage. Ethel Smith
plays ..."LOUISE"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MOONLIGHT BECOMES YOU".....WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR! A new tune that really came up with a
rush. Barry Wood sings the romantic ballad you've
put in Fourth place tonight ... "MOONLIGHT BECOMES YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

("MISTER FIVE BY FIVE" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your lucky SEVEN winner is a tune that has been a natural all the way and is still going strong. The Hit Paraders are in to take the musical measure of... "MISTER FIVE BY FIVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

RUYSDAEL: YOUR HIT PARADE continues in just a moment over the
COLUMBIA BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

ep

ATX01 0072536

BLOCK: X Friends, for many years your Lucky Strike Hit Parade has had the pleasure of performing for you each week the ten top songs of America. X You've heard them, you've hummed them, you've whistled them, and enjoyed them, but here's another song that you've also heard on Your Hit Parade. ^{But} No one has ever danced to it. Hardly anyone has ever sung it. But, it, too, is a chant which I am sure has brought much pleasure to you in the past, and I know will continue to bring much pleasure to you in the future. It is the historic chant that for years has rung in warehouses throughout the South where tobacco is sold. Listen:

(CHANT 50-54 SOLD AMERICAN)

(MORE)

BLOCK: Let that historic chant remind you that Lucky Strike
(cont'd) means fine tobacco. And believe you me, ladies and gentlemen, that is why the chant of the tobacco auctioneer is such a mighty popular song with smokers. Popular, because it has always been synonymous with quality tobacco in Lucky Strike ... because it assures you that our buyers are constantly on their toes, and through careful selection, have been able to acquire the finer, lighter, milder tobacco to go into Lucky Strike Cigarettes. I think all people are willing to listen to reason, and friends, isn't it only reasonable since the main ingredient in a cigarette is tobacco, that the finer the tobacco the finer the cigarette? Just remember that independent tobacco experts, men who have spent their whole lives in the tobacco business, men who know tobacco, prefer Luckies two to one. To my way of thinking their choice can be based on only one thing. They like the way Luckies smoke. They know that in a cigarette, it's the tobacco that counts.

(CHANT.....48-54.....)

Friends, there you have the melody of a real hit song, and the words ... may I supply them? "In a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco!"

(FANFARE NUMBER THREE)

BLOCK: Fanfare for the Hit Parade's three top tunes of the week ... the win, place, and show tunes from Coast to Coast. We are leading off with Number THREE as Joan Edwards sings the third place winner

"WHY DON'T YOU FALL IN LOVE WITH ME."

("WHY DON'T YOU FALL IN LOVE WITH ME". EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

(FANFARE NUMBER TWO)

ELOCK: Your runner-up song ... Number TWO! After a sensational career in which it smashed all previous Hit Parade records at number one, this tune rides in this week at Number Two. Here's Barry Wood to sing a great ballad that's in second place tonight ...

"WHITE CHRISTMAS."

("WHITE CHRISTMAS"WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

(FANFARE NUMBER ONE)

BLOCK: X Number ONE! From the four corners of America where
 Your Hit Parade Survey checks the musical preferences
 of you and you and ^{possibly} you, comes word of a new champion
 this week. Yes, here's the song that made the top
 of the heap in just five weeks. X The Hit Paraders
 sing ^{... your favorite} your first place favorite from Coast to Coast ...
 "THERE ARE SUCH THINGS."

ep from only

("THERE ARE SUCH THINGS"HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

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. In the
meantime, ~~seconds~~, a few plain words about our
Government's War Bonds. Your purchase of war bonds
is your aid in the protection of your country, your
home and your life. We must increase our purchases.
Every additional bond we buy increases our protection...
it's as simple as that.

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.

(THEME20 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

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ATX01 0072545

R O U T I N E
YOUR HIT PARADE
JANUARY 16, 1943

As Broadcast

REBROADCAST SUNDAY, 1/17/43
12:00 TO 12:45 A.M.

- | | | |
|-----|-------------------------|---------------------|
| 1. | Dearly Beloved (8) | Wood & Hit Paraders |
| 2. | White Christmas (7) | Edwards |
| 3. | Mister Five By Five (4) | Hit Paraders |
| 3A. | Who | Ethel Smith |

Commercial #1

OWL

- | | | |
|-----------------|--|--|
| 4. | Brazil (9) | Wood & Hit Paraders |
| 5. 6 | Why Don't You Fall In Love With Me (6) | Edwards |
| 5A. | Samba Medley (Lero Lero
(Niga do Gabelle Duro | Ethel Smith |
| 6. 6 | Rose Ann of Charing Cross (10) | Wood |
| 7. | When The Lights Go On Again (5) | Wood
Hit Paraders |

Station Break

- | | | |
|-----|--|-------------|
| 7A. | (You've Got That Thing
(It's Delovely | Ethel Smith |
|-----|--|-------------|

Commercial #2

- | | | |
|-----|------------------------------|--------------|
| 8. | Moonlight Becomes You (3) | Wood |
| 9. | I Had The Craziest Dream (2) | Edwards |
| 10. | There Are Such Things (1) | Hit Paraders |

ATX01 0072546

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" --- #400

SATURDAY, JANUARY 16, 1943

9:00 - 9:45 PM - EWT

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 50 and 54 INCLUSIVE...SOLD AMERICAN)

RUYSDAEL: Let that historic 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 THEME20 SECONDS)

ATX01 0072547

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The ten songs that rate America's popularity prize this week, the ten favorites determined by Your Hit Parade Survey, which checks the best-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. It's an up to the minute tabulation of America's taste in popular music, bringing you the ten top songs of the week -- YOUR HIT PARADE. Now, here's Martin Block to tell you the rankings of this week's favorites.

BLOCK: Thank you, Basil Ruysdael, and hello, friends. Your Hit Parade gets under way with the ballad that's moved up to the spot marked with a big Number EIGHT. Barry Wood and the Hit Paraders lead off, and in Eighth position is ... "DEARLY BELOVED".

("DEARLY BELOVED" WOOD AND HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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ATX01 0072548

BLOCK: That was Barry Wood, your singing star, starting things off on Your Hit Parade with the song that ranks eighth this week. To bring you the rest of this week's favorites we have Barry, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. And to play those three Lucky Strike Extras, in her distinctive instrumental style we have our captivating young star, Ethel Smith. Right now, Your Hit Parade turns eyes right, as Joan Edwards presents the record-breaking hit tune that's Number SEVEN. It's everybody's lucky seven song ... "WHITE CHRISTMAS".

("WHITE CHRISTMAS"EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

("MISTER FIVE BY FIVE" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR. From coast to coast the Hit Parade survey says this rhythm favorite wins fourth place tonight. The Hit Paraders make room for ... "MISTER FIVE BY FIVE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ems

FIRST EXTRA

("WHO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time for Ethel Smith to set toes tapping with her first Lucky Strike extra. It's the sort of scintillating style, the musical magic, that's made her your newest star. In her own special way, Ethel Smith brings you ... "WHO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

BLOCK: Well, friends, this week it was my pleasure to spend two days at the big Lucky Strike plant in Richmond, Virginia, where Lucky Strike Cigarettes are made, and when I say "made", I really have that word underlined! While I was there, I went out to our huge storage houses where millions and millions of pounds of fine Lucky Strike tobacco lay sleeping, aging and mellowing to acquire that excellence that we know will make Luckies an outstanding cigarette. Later, I watched them making Luckies and as I walked along the blending line, I picked up a souvenir. Now you know how it is when you go away on a trip... you always like to bring back a souvenir. I did just that, and I have it right here tonight. It's what we call a hand of tobacco. And it's outstanding quality tobacco, typical of the tobacco used in Luckies. I'm going to remove one of the leaves and hold it up here in front of the microphone. *(hold for you to see - now) / Explain only* As I hold it before the microphone, I place my hand in back of it, and I do wish you could see, as well as our friends seated in the audience can see right now, this long, silken leaf, so fine, so delicate in texture. Actually, folks, I can see my hand right through this leaf. It's a lovely golden color, and boy, does it look good.

(MORE)

ems

ATX01 0072552

BLOCK: I can't give you ~~you~~, over the air, a souvenir of my trip to Richmond, but I can assure you that fine tobacco just like this will be found in each and every Lucky Strike Cigarette. Tobacco like this beautiful golden leaf unquestionably proves that Lucky Strike means fine tobacco.

(CHANT ... SOLD AMERICAN)

Yes, friends, for increased smoking enjoyment, smoke the smoke tobacco experts smoke, for remember, with men who know tobacco best, it's Luckies 2 to 1.

pw

ATX01 0072553

"BRAZIL" ^{Orch} ~~WOOD AND HIT PARADES~~

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade rolls along with tonight's NINTH ranking
song. ^{Mark Ismore} ~~Mark Ismore~~ and the ^{Lucky Strike Orch} ~~Mark Ismore~~ bring you now ...
Number Nine ... "BRAZIL"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

pw

("ROSE ANN OF CHARING CROSS" WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: We're saying hello to the song that ranks TENTH this week ... Barry Wood presents your Number Ten winner...
"ROSE ANN OF CHARING CROSS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

SECOND EXTRA

(SAMBA MEDLEY ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another Lucky Strike extra and I'm sure you know what those dancing fingers mean ... another South American specialty phrased in the sensational Ethel Smith manner. Rhythm that dances, melody that sings ... it's Ethel Smith with a ... SAMBA MEDLEY

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

("WHY DON'T YOU FALL IN LOVE WITH ME" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: We're climbing up the Hit Parade ladder, to
Number SIX. It's Joan Edwards in to sing the song
you like Sixth best of all this week

"WHY DON'T YOU FALL IN LOVE WITH ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

("WHEN THE LIGHTS GO ON AGAIN" ^{Wood} ~~HIT PARADES~~)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE ... here ^{is Barry Wood} ~~and the Hit Parade~~ with the ballad that's made a secure place for itself in the list of America's favorites. In fifth position tonight ... "WHEN THE LIGHTS GO ON AGAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ep

RUYSDAEL: YOUR HIT PARADE continues in just a moment over the
COLUMBIA BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

es

ATX01 0072559

THIRD EXTRA

(MEDLEY ETHEL SMITH

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade stands by as we listen to another of the individual Ethel Smith arrangements that make a Lucky Strike Extra really extra-special. This time, Ethel offers a personalized treatment of two swell tunes ... "YOU'VE GOT THAT THING" and "IT'S BELOVELY".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

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

BLOCK: You know, friends, there are two words in the dictionary that sound very much alike, but differ greatly in meaning, and those two words are quantity and quality. When we go about buying tobacco to go into Lucky Strike Cigarettes, while naturally, we must have sufficient quantity to meet our needs, our prime requirement always has been and always will be quality. Yes, at auctions all over the South, year after year, the tobacco "Sold American" is the riper, lighter, milder leaf.

(CHANT -- SOLD AMERICAN)

(MORE)

BLOCK: Let that historic chant remind you that Lucky Strike means fine tobacco. For, when a basket of tobacco is offered for sale, our buyers have just one thought in mind ... Quality ... because in their many years of experience, both as buyers and as smokers, they have learned that no cigarette can be any better than the quality of the tobacco it contains. And our constant effort to maintain the high quality of Lucky Strike Cigarettes can only be accomplished through the purchase of finer tobacco. Years of careful training have been required to enable our buyers to recognize the kind of tobacco that makes the best smoke. And the most conclusive proof that that finer tobacco is in Luckies lies in the smoking. You have only to light a Lucky to like a Lucky ... to realize why with men who know tobacco best, it's Luckies two to one. The quality of that fine tobacco in Luckies is responsible for the quantity of Lucky Strike smokers today. Remember ... (CHANT UP - FADE AND HOLD UNDER) ... Lucky Strike means fine tobacco. For maximum smoking enjoyment, light a Lucky, so round, so firm, so fully packed - so free and easy on the draw.

(CHANT UP - SOLD AMERICAN)

Considered -
pw

*see they are - the three top times in the
nation this week*

ATX01 0072562

(FANFARE NUMBER THREE)

BLOCK: ~~Here they are, Number Three, Number Two and Number One,~~
~~the trio of tunes that top the nation's favor this week.~~
And here's Barry Wood with ^{#3} a song that says I love
you in a brand new way. It's Number THREE ...
"MOONLIGHT BECOMES YOU".

(MOONLIGHT BECOMES YOUWOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

pw

(FANFARE NUMBER TWO)

BLOCK: Now for the song that's just SECOND from the top ... last week you listed it in sixth place. Tonight it's in the runner-up position and Joan Edwards is here to sing it. Number TWO ... "I HAD THE CRAZIEST DREAM".

("I HAD THE CRAZIEST DREAM" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

pw

(FANFARE NUMBER ONE)

BLOCK: Number ONE. From coast to coast, this tune has topped them all. Last week, it moved into first position as you hummed it and sang it all over the country, and tonight it's in for a repeat performance .!.: The Hit Paraders bring you the song that this week's Hit Parade Survey tells us you like best of all ... "THERE ARE SUCH THINGS".

("THERE ARE SUCH THINGS"HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

pw

(CHANT 8 to 10 SECONDS - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, let that historic chant always remind you that Lucky Strike means fine tobaccos, 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. In the meantime, friends, take a look at your War Stamp Album. Is it full? If it isn't, fill up those empty spaces by taking your change in War Stamps. If it is full, turn it in for a War bond --- and start another book. One stamp, one bond, won't win this war. A lot of them will.

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.

(THEME20 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

es

ATX01 007256B

1/23/43

Rebroadcast
8

R O U T I N E
YOUR HIT PARADE
JANUARY 23, 1943

- | | |
|---------------------------------------|--------------|
| 1. WHY DON'T YOU FALL IN LOVE WITH ME | WOOD |
| 2. BRAZIL | ORCHESTRA |
| 3. DEARLY BELOVED | EDWARDS |
| 3A. LOVE ME OR LEAVE ME | ETHEL SMITH |
| 4. MISTER FIVE BY FIVE | HIT PARADERS |
| 5. WHITE CHRISTMAS | WOOD |
| 5A. ESPANA CANTI | ETHEL SMITH |

COMMERCIAL

- | | |
|-------------------------------------|--------------|
| 6. WHEN THE LIGHTS GO ON AGAIN | EDWARDS |
| 7. YOU'D BE SO NICE TO COME HOME TO | HIT PARADERS |

STATION BREAK

- | | |
|-----------------------------|--------------|
| 7A. LADY BE GOOD | ETHEL SMITH |
| 8. I HAD THE CRAZIEST DREAM | EDWARDS |
| 9. THERE ARE SUCH THINGS | HIT PARADERS |
| 10. MOONLIGHT BECOMES YOU | WOOD |

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

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RIGGS: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Let that historic 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.

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(OPENING THEME 20 SECONDS)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The ten top-ranking songs in America this week, determined by Your Hit Parade Survey, which checks the best-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 band leaders. It's an accurate, up-to-the-minute tabulation of the nation's preference in popular music ... giving you the week's ten top tunes ... YOUR HIT PARADE. Now, here's Martin Block to tell you the rankings of this week's favorites.

BLOCK: Thank you, Basil Ruysdael, and hello, friends. Your Hit Parade starts rolling tonight with the song you like FOURTH best of all this week. Barry Wood gets things under way with your Number Four winner ...
"WHY DON'T YOU FALL IN LOVE WITH ME."

("WHY DON'T YOU FALL IN LOVE WITH ME" WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: ^{Your Hit Parade led off with} Friends, ~~the~~ your singing star, Barry Wood, ~~leading off the Hit Parade~~ ^{selection} this week's fourth ranking song. Ready to bring you the rest of the week's Hit Parade winners are Barry, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike orchestra. And to dress up three Lucky Strike extras in her sparkling musical style, we have Ethel Smith, our dynamic new Hit Parade personality.

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...
 Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Right now, Your Hit Parade carries on to the tune of a big Number TEN. Here's Mark Warnow and the Lucky Strike Orchestra to bring you the song you've chosen for Tenth place tonight ... "BRAZIL."

("BRAZIL" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
 Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

("DEARLY BELOVED" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade turns to the ballad marked Number
NINE in this week's survey standings. Joan Edwards
sings you the Ninth ranking song ... "DEARLY BELOVED."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

FIRST EXTRA

("LOVE ME OR LEAVE ME" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
It's Ethel Smith with one of her extra-special
Lucky Strike Extras! Get set for a rhythmic round-up
of notes that sparkle with musical excitement as
Ethel Smith in her own unique way plays ...

"LOVE ME OR LEAVE ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

("MISTER FIVE BY FIVE" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's the Lucky SEVEN spot that's open now ... and
filling it from side to side and from top to bottom ...
"MISTER FIVE BY FIVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

("WHITE CHRISTMAS" WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: At the Number EIGHT step on Your Hit Parade, a lovely ballad that's been your favorite for a long, long time. Barry Wood sings the song that continues on the Hit Parade tonight in Eighth place ... "WHITE CHRISTMAS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

SECOND EXTRA

("ESPANA CANI" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL...

BLOCK: Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Another Lucky Strike extra -- and that means a
musical treat you won't forget, an Ethel Smith
arrangement with all the exciting rhythm that's
come to be her radio trademark. Listen to her own
version of the stirring Spanish tune ... "ESPANA
CANI."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

LUCKY STRIKE "YOUR HIT PARADE" - 9A -
Commercial #1

1/23/43

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

AUCTIONEER: (CHANT - SOLD AMERICAN)

BLOCK: You know, friends there are no two ways about it ...
the all-important thing in a fine cigarette is fine
tobacco. The men who purchase tobacco for Luckies
really know tobacco, and in their mind's eye as they
look at a basket of tobacco resting on a warehouse
floor, the first thing they think of is how that
tobacco will smoke. After all that is the final test
of good tobacco -- how it will smoke. (CHANT - SOLD
AMERICAN) And those baskets of better-tasting, finer,
lighter, milder Lucky Strike tobacco that are "Sold
American" find their way to our storage houses, where
from two to four years, they are carefully aged to
bring them to the peak of smoking perfection, and then
carefully blended into a cigarette so round, so firm,
so fully packed - so free and easy on the draw, that
it's really little wonder that with independent tobacco
experts ^{with} - auctioneers, ^{and} buyers, and warehousemen ^{in their words} - with ^{actual} ^{only}
men who know tobacco best - it's Luckies two to one.
We put that fine tobacco into Luckies so that you may
get out of them superior smoking pleasure, and now's
as good a time as any for you to reap the benefit of
that better-smoking tobacco by saying to the man
behind your favorite tobacco counter, "Luckies, please!"

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

ATX01 0072578

("YOU'D BE SO NICE TO COME HOME TO" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SIX! Here's the ballad the survey tells us you rate Sixth from the top this week ... The Hit Paradars and Mark Warnow are in with ... "YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Curly


THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

~~(HIT THEME FADE FOR RUTSBABE)~~

regard

("WHEN THE LIGHTS GO ON AGAIN" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Just half way up the Hit Parade ladder, sitting pretty at Number FIVE is the melody that Joan Edwards sings now ... in fifth place ...

"WHEN THE LIGHTS GO ON AGAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

~~VOICE~~ ^{VOICE} - THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...

Dolmar - Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

THEME BIG

FADE FOR

YOUR HIT PARADE

- 12 -

1/23/43

RUYSDAEL: YOUR HIT PARADE continues in just a moment over the
COLUMBIA ... BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

ATX01 0072581

DELMAR: (COLD) THE BEST TUNES OF ALL - MOVE TO CARNEGIE
HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE
HALL.

THIRD EXTRA

("LADY BE GOOD" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Another of Ethel Smith's highly individual
arrangements. Her third Lucky Strike Extra, packed
with her own musical magic is ... "LADY BE GOOD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(FANFARE NUMBER THREE)

BLOCK: Fanfare for Number Three, Number Two, and Number One ... the trio of tunes that stand at the very top of YOUR HIT PARADE. Leading off, the song that's your Third place winner from coast to coast. Joan Edwards sings your Number THREE choice ...
"I HAD THE CRAZIEST DREAM."

("I HAD THE CRAZIEST DREAM" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(FANFARE NUMBER TWO)

BLOCK: Number TWO. In the big three last week ... the week
 before ... and right among the winners again tonight.
 That's the story of your second place favorite,
 brought to you now by the Hit Paraders ... "THERE ARE
 SUCH THINGS."

("THERE ARE SUCH THINGS" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
 Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(PANFARE NUMBER ONE)

BLOCK: . X Number ONE! All over America, your musical preference tells us that tonight's the night to welcome a new first place winner. This song broke into the top three just last week, and tonight it's gone all the way ... Barry Wood sings America's first place favorite ... "MOONLIGHT BECOMES YOU." X

("MOONLIGHT BECOMES YOU" WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Yes, friends, that's all for now. But next Saturday
we'll be back again with Your Hit Parade. Be sure
to listen next Wednesday night over another network,
when Lucky Strike presents Kay Kysor's College of
Musical Knowledge to the boys of the Maritime Service
at Catalina. In the meantime, friends, remember
this. 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 you're 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, and
Ethel Smith.

WOOD: And this is Barry Wood saying ... THE BEST TUNES OF
ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES
OF ALL - MOVE TO CARNEGIE HALL.

(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.

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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

REBROADCAST SUNDAY 1/31/43
12:15 TO 1:00 A.M.

The Broadcast
R

ROUTINE

YOUR HIT PARADE

JANUARY 30, 1943

- | | | |
|-----|---|------------------------|
| 1. | Dearly Beloved (9) | Wood |
| 2. | When The Lights Go On Again (4) | Edwards |
| 3. | Rose Ann Of Charing Cross (10) | Hit Paraders |
| 3A. | Clap Your Hands | Ethel Smith |
| 4. | Moonlight Mood (8) | Wood |
| 5. | Brazil (6) | Edwards & Hit Paraders |
| 5A. | Indian Summer
Waters of the Minnetonka | Ethel Smith |

-----COMMERCIAL-----

- | | | |
|-----|--------------------------------------|--------------|
| 6. | You'd Be So Nice To Come Home To (7) | Hit Paraders |
| 7. | Moonlight Becomes You (5) | Wood |
| 7A. | Parampampin | Ethel Smith |

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

- | | | |
|-----|---|--------------|
| 8. | Why Don't You Fall In Love With Me
(3) | Hit Paraders |
| 9. | I Had The Craziest Dream (2) | Edwards |
| 10. | There Are Such Things (1) | Wood |

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ATX01 0072588

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" --- #402

SATURDAY, JANUARY 30, 1943

9:00 - 9:45 PM, EWT

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

DELMAR: THE BEST TUNES OF ALL-- MOVE TO CARNEGIE HALL.

VOICE: THE BEST TUNES OF ALL-- MOVE TO CARNEGIE HALL.

RUYSDAEL: THE BEST TUNES OF ALL- MOVE TO CARNEGIE HALL.

BOONE: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE--SOLD AMERICAN)

RUYSDAEL: Let that historic 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.

DELMAR: THE BEST TUNES OF ALL --MOVE TO CARNEGIE HALL.

Yes, THE BEST TUNES OF ALL- MOVE TO CARNEGIE HALL.

(OPENING THEME..... 20 SECONDS)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! America's
ten favorite songs of the week determined by Your
Hit Parade Survey, which checks the best 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.
It's an authentic, accurate, up-to-the-minute
tabulation of America's taste in popular music,
bringing you the ten top songs of the week ...
YOUR HIT PARADE. Now, here's Martin Block to tell
you the rankings of this week's favorites.

BLOCK: Thank you, Basil Ruysdael, and hello, friends.
Your Hit Parade raises the curtain tonight with
the song that ranks NINTH from Maine to California.
Here's Barry Wood to sing your Number Nine choice ...
"DEARLY BELOVED".

"DEARLY BELOVED" WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

ems

BLOCK: X Leading off Your Hit Parade was your singing star, Barry Wood, with this week's ninth ranking song. Ready to bring you the rest of the songs that tonight make up America's list of favorites are Barry, Joan Edwards, the Hit paraders and Mark Warnow and the Lucky Strike orchestra. X And to add her own unique brand of musical magic to three Lucky Strike Extras, we have Ethel Smith, our brilliant new Hit Parade personality.

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Your Hit Parade comes to attention for the song that's marked Number FOUR this week. Joan Edwards now brings you the ballad that the Survey tells us you like Fourth best of all ... "WHEN THE LIGHTS GO ON AGAIN".

("WHEN THE LIGHTS GO ON AGAIN" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

ems

YOUR HIT PARADE

-1-

1/30/43

("ROSE ANN OF CHARING CROSS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number TEN. Your Hit Parade survey says this love song rates Tenth position in your list of favorites all over America. The Hit Paraders are in to sing ... "ROSE ANN OF CHARING CROSS".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

ems

RTX01 0072592

FIRST EXTRA

("CLAP YOUR HANDS" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Now, it's time for a Lucky Strike Extra with all the
dash and sparkle that only Ethel Smith can bring to
a song. Rhythm's the order of the day, as Ethel
Smith sets the pace with her unique styl~~ization~~ of ...
"CLAP YOUR HANDS".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

ems

("MOONLIGHT MOOD" WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's welcome to a new-comer to Your Hit Parade, a
tune that starts off tonight wearing a big
Number EIGHT ... Barry Wood introduces this week's
Eighth place winner ... "MOONLIGHT MOOD".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

ems

RTX01 0072594

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade moves up the ladder to Number SIX.
Joan Edwards and the Hit Paraders bring you this
week's Sixth ranking song ... "BRAZIL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

SECOND EXTRA

(INDIAN MEDLEY ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Another Lucky Strike Extra ... and that means music
personalized in the truly individual manner of
Ethel Smith ... ten dancing fingers and ten dancing
toes, sparkling, scintillating melody that has made
her an eagerly-awaited highlight on Your Hit Parade...
Here's Ethel Smith with her own unmistakable version
of an ... INDIAN MEDLEY.

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

1/30/43

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: You know, friends, you have ~~only~~ ^{to} look inside of a
package of cigarettes to be thoroughly convinced that
the important thing in each and every cigarette is the
tobacco. The men who buy tobacco for Lucky Strike
Cigarettes never lose sight of this fact for one
moment. The chant of the tobacco auctioneer is their
constant reminder that they must be keenly alert to
select the finer, lighter, milder tobacco if Luckies
are to be a finer cigarette.

RIGGS: (CHANT SOLD AMERICAN)

BLOCK: And let that historic chant remind you that Lucky
Strike means fine tobacco. Since all cigarettes are
made from tobacco, and it's only logical to assume
that the finer the tobacco, the finer the cigarette,
it becomes increasingly easy to understand why the
Lucky Strike buyers make it their business to select
only that tobacco which measures up to Lucky Strike's
high standard. Now, friends, knowing that Lucky
Strike Cigarettes are made from fine tobacco, and that
with independent tobacco experts ^{know the} ... auctioneers, ^{the}
buyers, and ^{the} warehousemen ... with men who know tobacco
best, it's Luckies two to one, you have in a nut-shell,
what it takes to help you in your selection of a
cigarette that will give you the utmost in smoking
pleasure. Make that next pack LUCKIES!

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ...
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

ATX01 0072597

("YOU'D BE SO NICE TO COME HOME TO"HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's the Lucky SEVEN spot coming up now, and the tune that fills it is a love song that you're all humming. The Hit Paraders present your Seventh place winner... "YOU'D BE SO NICE TO COME HOME TO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

DELMAR: Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

pw

("MOONLIGHT BECOMES YOU"WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE. Here's the song that rates just halfway
up the Hit Parade ladder. Barry Wood sings the song
that's in Fifth position this week ... "MOONLIGHT
BECOMES YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

pw

THIRD EXTRA

("PARAMPAMPIN" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Your Hit Parade stands by to hear another of the
extra-special Lucky Strike Extras that bear the musical
signature of Ethel Smith. It means dancing rhythm
and magical melody in her own unusual musical manner...
to the rumba rhythm of ... ^{Cochita} "PARAMPAMPIN".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(HIT THEME ... FADE FOR RUYSDAEL)

pw

YOUR HIT PARADE

-13-

1/30/43

RUYSDAEL: YOUR HIT PARADE continues in just a moment over the
COLUMBIA ... BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

pw

ATX01 0072601

DELMAR: (COLD) THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL..
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(FANFARE NUMBER THREE)

BLOCK: Here they are, the big Three, the trio of tunes that top the nation's list of musical hits this week, to stand at the very head of Your Hit Parade. The Hit Paraders lead off with your THIRD ranking tune, and the song that rates a Number Three tonight is ...
"WHY DON'T YOU FALL IN LOVE WITH ME".

("WHY DON'T YOU FALL IN LOVE WITH ME"...HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(PANFARE NUMBER TWO)

BLOCK: Now for the song that you've put in the top trio for three weeks running ... tonight just one step away from first place. Joan Edwards sings your SECOND place winner ... "I HAD THE CRAZIEST DREAM".

("I HAD THE CRAZIEST DREAM" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes.
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(FANFARE NUMBER ONE)

BLOCK: X Number ONE ... Yes, friends, here's the song that tops Your Hit Parade. In second position last week, tonight finds it the winner. Barry Wood brings you America's First place favorite.... "THERE ARE SUCH THINGS". X

("THERE ARE SUCH THINGS" WOOD)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Yes, friends, that's all for now. But next Saturday we'll be back with Your Hit Parade. Be sure to listen next Wednesday night over another network, when Lucky Strike presents Kay Kyser's College of Musical Knowledge to the boys of the Desert Troops at Palm Springs, California. In the meantime, friends, remember that our enemies don't stop fighting ... not for one minute. Remember that you're fighting this war with your purchases of War Bonds and stamps. To win this war you can't afford to stop fighting either ... not for one minute.

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 ... THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(THEME 20 SECONDS)

es

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

THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL ... Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

This is the COLUMBIA ... BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC NEW YORK

FEBRUARY

As Broadcast REVISED

R

ROUTINE

YOUR HIT PARADE

FEBRUARY 6, 1943

REBROADCAST SUNDAY, FEBRU-
ARY 7, 1943
12:00 TO 12:45 A.M.

- | | |
|---|---------------------|
| 1. WHEN THE LIGHTS GO ON AGAIN (5) | WOOD & HIT PARADERS |
| 2. BRAZIL (7) | ORCHESTRA |
| 3. WHY DON'T YOU FALL IN LOVE WITH ME (4) | EDWARDS |
| 3A. LOUISIANA HAYRIDE | ETHEL SMITH |
| 4. MOONLIGHT MOOD (8) | WOOD |
| 5. DEARLY BELOVED (9) | EDWARDS |
| 5A. OS PINTINHOS NO TERREIRO | ETHEL SMITH |

COMMERCIAL

- | | |
|--|--------------|
| 6. YOU'D BE SO NICE TO COME HOME TO (6) | HIT PARADERS |
| 7. I'M GETTING TIRED SO I CAN SLEEP (10) | WOOD |
| 7A. I KNOW THAT YOU KNOW | ETHEL SMITH |

STATION BREAK

- | | |
|---------------------------------|--------------|
| 8. I HAD THE CRAZIEST DREAM (3) | HIT PARADERS |
| 9. THERE ARE SUCH THINGS (2) | EDWARDS |
| 10. MOONLIGHT BECOMES YOU (1) | WOOD |

ATX01 0072608

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE " - #403

9:00 - 9:45 PM EDT

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

VOICE #1: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

VOICE #2: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

VOICE #3: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RIGGS: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD
AMERICAN)

RUYSDALE: Let that historic 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.

DELMAR: THE BEST TUNES OF ALL- MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
TUNE IN NEXT FRIDAY NIGHT, LINCOLN'S BIRTHDAY,
FEBRUARY 12, WHEN THE BEST TUNES OF ALL - MOVE TO
CARNEGIE HALL.

(OPENING THEME.....20 SECONDS)

RUYSDAEL:

Lucky Strike presents ... YOUR HIT PARADE! The ten favorite songs in all America this week determined by Your Hit Parade Survey, which checks the best-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. It's an accurate, authentic, up-to-the-minute tabulation of America's taste in popular music, bringing you the ten top songs of the week - Your Hit Parade. Now, here's Martin Block to tell you the rankings of this week's favorites.

BLOCK:

Thank you, Basil Ruysdael, and hello, friends. Your Hit Parade gets under way with the song that rates just half-way up the Hit Parade ladder this week, Number FIVE. Here's Barry Wood with your Fifth place winner ... "WHEN THE LIGHTS GO ON AGAIN."

("WHEN THE LIGHTS GO ON AGAIN" WOOD & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: Friends, that was your singing star, Barry Wood, with this week's fifth ranking song. To bring you the rest of this week's favorites, we have Barry, Joan Edwards, the Hit Paraders and Mark Warnow and the Lucky Strike Orchestra. And to play those three Lucky Strike Extras in her captivating, unique musical style, we have our dynamic Hit Parade personality, Ethel Smith. Right now, Your Hit Parade moves into the Lucky SEVEN spot. It's Mark Warnow and the Lucky Strike Orchestra with the song you like Seventh best of all this week ... "BRAZIL."

("BRAZIL" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
 Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
 TUNE IN NEXT FRIDAY NIGHT, LINCOLN'S BIRTHDAY,
 FEBRUARY 12th, WHEN THE BEST TUNES OF ALL - MOVE
 TO CARNEGIE HALL.

("WHY DON'T YOU FALL IN LOVE WITH ME" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR! The Hit Parade Survey tells us that
from Maine to California this tune rates just
four paces from the very head of the list.
Joan Edwards sings ... "WHY DON'T YOU FALL IN
LOVE WITH ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

VOICE: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

FIRST EXTRA

("LOUISIANA HAYRIDE" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Now, it's Ethel Smith at the keyboard with her first Lucky Strike Extra, full of the musical magic that you've come to identify with this brilliant young star. Rhythm that's packed with excitement, melody that sparkles with charm ... Ethel Smith playing ... "LOUISIANA HAYRIDE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. TUNE IN NEXT FRIDAY NIGHT, LINCOLN'S BIRTHDAY, FEBRUARY 12TH WHEN THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

("MOONLIGHT MOOD" WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number EIGHT. Here's the love song Your Hit
Parade Survey finds in Eighth Place in your
list of favorites. Barry Wood sings ...

"MOONLIGHT MOOD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

YOUR HIT PARADE

- 7 -

REVISED
2/6/13

("DEARLY BELOVED" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade moves on to this week's ^{NINTH} ~~TENTH~~
place winner. Here to sing the ballad ~~and~~
rates Number Nine is Joan Edwards, with ...
"DEARLY BELOVED."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 7 -

RTX01 0072615

SECOND EXTRA

("OS PINTINHOS NO TERREIRO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Your Hit Parade marks time for another Lucky Strike Extra by Ethel Smith. And that means another of the distinctively different melodic interpretations that have made her name a rhythmic byword from coast to coast. Here she is, to thrill you with her inimitable version of ...
"OS PINTINHOS NO TERREIRO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
TUNE IN NEXT FRIDAY NIGHT, LINCOLN'S BIRTHDAY,
FEBRUARY 12th, WHEN THE BEST TUNES OF ALL -
MOVE TO CARNEGIE HALL.

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

BLOCK: You know, that historic chant of the tobacco auctioneer, which rings throughout warehouses in the South whenever tobacco is sold, is almost as much a part of every Lucky Strike Cigarette as the tobacco it contains. ^{And} That chant is loud and clear, and independent tobacco experts attending auctions can't help hearing and seeing who buys what tobacco, and when they see our buyers purchasing the finer, lighter, milder leaf, ^{well} it's easy to understand why with these independent tobacco experts, it's Luckies two to one. Add to that the fact that Lucky Strike means fine tobacco ... carefully aged, mellowed, and blended to give you a better-smoking cigarette, and you'll agree that it pays to smoke the smoke tobacco experts smoke ... to smoke the smoke that means fine tobacco ... Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

("YOU'D BE SO NICE TO COME HOME TO" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK:

Number SIX! The Hit Paraders sing the love
song that's in Sixth place tonight ... "YOU'D
BE SO NICE TO COME HOME TO".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR:

THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

VOICE:

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL

("I'M GETTING TIRED SO I CAN SLEEP" WOOD)

(FADE FOR ANNOUNCEMENT)

BLOCK:

Number TEN. Here's the melody that you've
chosen for the number ten spot this week.

Barry Wood sings ... "I'M GETTING TIRED SO I
CAN SLEEP."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

THIRD EXTRA

("I KNOW THAT YOU KNOW" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: And now another Lucky Strike Extra by Ethel Smith in her own extra-special manner. It's a musical treat phrased in a superb combination of rhythm and melody ... a dazzling array that makes her keyboard performances completely individual ... here's Ethel Smith playing ... "I KNOW THAT YOU KNOW".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMOR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. TUNE IN NEXT FRIDAY NIGHT, LINCOLN'S BIRTHDAY, FEBRUARY 12th, WHEN THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

YOUR HIT PARADE

- 13 -

2/6/43

RUYSDAEL:

YOUR HIT PARADE continues in just a moment over
the COLUMBIA ... BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

- 13 -

RTX01 0072621

VOICE: (COLD) THE BEST TUNES OF ALL - MOVE TO CARNEGIE
HALL. Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE
HALL.

(FANFARE NUMBER THREE)

BLOCK: Here they are, Number Three, Number Two, Number One,
the trio of tunes that top the Hit Parade, the
melodies that stand at the very head of the list.
Here we go with Number THREE ... the ballad you
like third best of all this week ... it's the Hit
Paraders with ... "I HAD THE CRAZIEST DREAM".

("I HAD THE CRAZIEST DREAM" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO. Marking its seventh week up among
the big three is the song, that's proved its
popularity with you all over America. Joan
Edwards sings your second place winner ...
"THERE ARE SUCH THINGS".

("THERE ARE SUCH THINGS" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE
HALL. TUNE IN NEXT FRIDAY NIGHT, LINCOLN'S
BIRTHDAY, FEBRUARY 12th, WHEN THE BEST TUNES OF
ALL - MOVE TO CARNEGIE HALL.

(FANFARE NUMBER ONE)

BLOCK: X Number ONE! From the four corners of America,
where Your Hit Parade Survey checks the musical
preference of you and you and you, ^{Especially} comes word
that this tune rides high at the very head of
the Parade. Barry Wood sings your number one
choice ... "MOONLIGHT BECOMES YOU". X

("MOONLIGHT BECOMES YOU" WOOD)

(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.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. TUNE IN NEXT FRIDAY NIGHT, LINCOLN'S BIRTHDAY, FEBRUARY 12th, WHEN THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

BLOCK: Yes, friends, that's all for now. But next Saturday we'll be back with YOUR HIT PARADE. Be sure to listen next Wednesday night, over another network, when Lucky Strike presents Kay Kyser's College of Musical Knowledge to the Nurses of the Army, Navy and Red Cross. In the meantime friends ... remember this. Every War Bond you buy is a contribution to the protection of your country, your home, and your life. Every War Bond you buy increases that protection. It's only common sense to keep that protection as strong as you can make it. Buy War Bonds for your country... and for yourself.

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!
Tonight friends, it's really so long, because I'm
leaving YOUR HIT PARADE. I want to thank all of you
-- and everyone here on the show -- It's Been Swell!

Next Saturday night, FRANK SINATRA will be here to
sing your favorite songs for you -- and I know you'll
enjoy hearin' him. Well, thanks again -- AND SO LONG
FOR A WHILE!

(AUDIENCE APPLAUSE)

BLOCK: (OVER APPLAUSE) So long Barry -- and lots of luck
to you.

MUSIC: THEME...LUCKY STRIKE TIME

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

THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. TUNE
IN NEXT FRIDAY NIGHT, LINCOLN'S BIRTHDAY, FEBRUARY 12TH,
WHEN THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

Basil Ruysdael speaking ... This is the
COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC ... NEW YORK

2/12/43

Revised

R O U T I N E
YOUR HIT PARADE
FEBRUARY 13, 1943

REBROADCAST SUNDAY, 2/14/43
12:00 to 12:45 A.M.

As Broadcast
&

- | | |
|--|-------------|
| 1. DEARLY BELOVED (10) | ORCHESTRA |
| 2. ROSE ANN OF CHARING CROSS (6) | SINATRA |
| 3. WHY DON'T YOU FALL IN LOVE WITH ME (5) | EDWARDS |
| 3a. SIBONY (SINATRA) <i>Sine Sine</i> | ETHEL SMITH |

COMMERCIAL #1

- | | |
|---|-----------------------|
| 4. YOU'D BE SO NICE TO COME HOME TO (4) | HIT PARADERS |
| 5. WHEN THE LIGHTS GO ON AGAIN (7) | SINATRA |
| 5A. PARADE OF THE WOODEN SOLDIERS | ETHEL SMITH |
| 6. BRAZIL (8) | EDWARDS, HIT PARADER. |
| 7. MOONLIGHT MOOD (9) | SINATRA |

STATION BREAK

- | | |
|-------------------|-------------|
| 7A. ANYTHING GOES | ETHEL SMITH |
|-------------------|-------------|

COMMERCIAL #2

- | | |
|---------------------------------|--------------|
| 8. MOONLIGHT BECOMES YOU (3) | HIT PARADERS |
| 9. I HAD THE CRAZIEST DREAM (2) | EDWARDS |
| 1a. THERE ARE SUCH THINGS (1) | SINATRA |

ATX01 0072627

2/13/43

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #404

SATURDAY, FEBRUARY 13, 1943

9:00 - 9:45 PM EWT

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD
AMERICAN)

RUYSDAEL: Let that historic 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 ten top songs in all America this week determined by Your Hit Parade Survey, which checks the best-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. It's an up to the minute tabulation, an accurate reflection of America's taste in popular music ... YOUR HIT PARADE!

Your Hit Parade gets under way with the love song that rates TENTH in America's favor this week. Mark Warnow and the Lucky Strike Orchestra play your Number Ten song ... "DEARLY BELOVED."

("DEARLY BELOVED" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL: That was this week's tenth ranking song. Joan Edwards, Mark Warnow and the Hit Paraders are standing by ready to bring you the rest of this week's favorites. And to play three Lucky Strike extras, in her own inimitable style, ~~is lovely~~ ^{is lovely} - Ethel Smith.

Right now, Your Hit Parade introduces a new personality - a young singer ~~whose name is~~ ^{whose name is} ~~is~~ ^{is} ~~stepping in~~ ^{stepping in} ~~to~~ ^{to} sing the SIXTH place favorite . . . "ROSE ANN OF CHARING CROSS," is Frank Sinatra!

("ROSE ANN OF CHARING CROSS" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 4 -

2/13/43

("WHY DON'T YOU FALL IN LOVE WITH ME" EDWARDS)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL:

We're moving up the Hit Parade ladder to the
song that's marked for FIFTH place honors this
week. Joan Edwards sings your Number Five
song ... "WHY DON'T YOU FALL IN LOVE WITH ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 4 -

RTX01 0072631

FIRST EXTRA

Two Ties

~~.....~~ ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL:

Time for Ethel Smith to set toes tapping with one of her excitingly unique Lucky Strike Extras. She sets the pace with a South American rhythm, phnased in the completely individual manner that's become her musical trademark ... Ethel Smith plays ... "~~.....~~" *Two Ties*

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

ANNOUNCER: "To what do you attribute your success?" ... This question was asked of a very famous gentlemen who replied: "The way of achieving success is to have the right thing at the right time in the right place ..." And, ladies and gentlemen, that's a first-rate description of your Lucky Strike cigarette. For the right thing in a cigarette, is fine tobacco - and Lucky Strike means fine tobacco! The right time to enjoy fine tobacco is after it has been patiently aged, thoroughly mellowed, perfectly blended - and, remember, it takes two to four years for a Lucky to be born. The right place - well, the right place for fine tobacco is in your Lucky Strike cigarette, so round, so firm, so fully packed, so free and easy on the draw. So you see, it's not by accident that Luckies have won the approval of the overwhelming majority of independent tobacco experts, auctioneers, buyers and warehousemen. In fact, with these experts, with men who know tobacco best, it's Luckies 2 to 1. Next time you buy cigarettes, remember Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

(CHANT - SOLD AMERICAN)

("YOU'D BE SO NICE TO COME HOME TO" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Your Hit Parade moves along to the tune that rates a big Number FOUR in this week's listing. The Hit Paraders are in with the song you like fourth best of all ... "YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHEN THE LIGHTS GO ON AGAIN" SINATRA)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL:

Frank Sinatra's second song on his Hit Parade
debut is the ballad that all America marks
for its ^{number} ~~number~~ SEVEN winner this week. A natural
for Frank and a natural all over America ...
your Seventh place choice ... "WHEN THE LIGHTS
GO ON AGAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

("PARADE OF THE WOODEN SOLDIERS" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Ethel Smith and a Lucky Strike extra -- This
time it's a melody full of musical magic ...
Ethel's ten dancing fingers give melodic
marching orders to ... "THE PARADE OF THE
WOODEN SOLDIERS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: \ It's your Number EIGHT song swinging into
line now. Joan Edwards and the Hit Paraders
sing the song that you've put into Eighth
place all over America ... "BRAZIL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MOONLIGHT MOOD" SINATRA)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Your Hit Parade Survey tells us that you award
NINTH place to the song coming up. Here is
Frank Sinatra to sing the Number NINE song ...
"MOONLIGHT MOOD".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

STATION BREAK

Your Hit Parade

- 12 -

2/13/43

RUYSDAEL: YOUR HIT PARADE continues in just a moment
over the COLUMBIA ... BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

- 12 -

RTX01 0072639

THIRD EXTRA

("ANYTHING GOES" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL:

Here's Ethel Smith, all set to bring you another Lucky Strike Extra. A rhythmic round-up in the true Ethel Smith style ... a scintillating specialty in her own original manner ... Ethel plays ... "ANYTHING GOES".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

ANNOUNCER: Ladies and gentlemen, on Your All-Time Hit Parade last night, Basil Ruysdael pointed out an all-time fact for smokers. It's just this: in a cigarette, it's the tobacco that counts. The better the tobacco, the better the cigarette - and, smokers, Lucky Strike means fine tobacco. At auctions all over the South, year after year, your Lucky Strike buyers have just one thought in mind: to get the riper, the lighter, the naturally milder leaf for you. (CHANT - SOLD AMERICAN) Yes, ladies and gentlemen, at those tobacco auctions, the watchword of your Lucky Strike buyers has always been: "Fine tobacco". These men, in their many years of experience in judging the leaf, both as buyers and as smokers, have learned that no cigarette can be any better than the quality of the tobacco it contains. And their careful training on the tobacco markets enables them to recognize at a glance the quality of tobacco that smokes best. The result is that, truly, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw ... Frankly, ladies and gentlemen, the most conclusive proof you can get that the riper, lighter, milder tobacco is in Luckies lies in - smoking Luckies! You have only to light a Lucky to like a Lucky - and to realize why with men who know tobacco best, it's Luckies 2 to 1.

(FANFARE NUMBER THREE)

RUYSDAEL: Here they are, the Big Three, the trio of tunes that top the list from Maine to California, the songs that stand at the very head of Your Hit Parade! The Hit Paraders lead off, singing the song that rates Number THREE this week ...

"MOONLIGHT BECOMES YOU".

("MOONLIGHT BECOMES YOU" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

RUYSDAEL: Number TWO! Joan Edwards sings the song that
 our coast-to-coast survey says America likes
 second best of them all... "I HAD THE CRAZIEST
 DREAM".

("I HAD THE CRAZIEST DREAM" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

RUYSDAEL: Number ONE! Yes, friends, here's the song that stands all by itself, ~~highlight~~^{highlight} at the head of Your Hit Parade. Frank Sinatra sings your Number ONE tune ... "THERE ARE SUCH THINGS".

("THERE ARE SUCH THINGS" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

AUCTIONEER: (CHANT ENDING "SOLD AMERICAN" - 50 to 54
INCLUSIVE)

ANNOUNCER: Let that historic chant remind you, Ladies and
gentlemen, 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.

SINATRA: (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.

RUYSDAEL: Yes, friends ... that's all for tonight. But next Saturday we'll be back again with YOUR HIT PARADE. Be sure to listen Wednesday night to Kay Kyser's College of Musical Knowledge when Lucky Strike entertains the boys of the United States Navy at San Pedro, California -- and remember, every Friday Your All-Time Hit Parade brings you The Best Tunes Of All From Carnegie Hall.

In the meantime, ladies and gentlemen, don't forget this. Ten percent of your salary invested in war bonds is still just ten percent. The men in our front lines don't fight ten percent ... they add another ninety percent without having to be told. For you to buy War Bonds over and above ten percent of your salary isn't much. Think it over.

This is Basil Ruysdael speaking for Lucky Strike, saying goodnight for Frank Sinatra, Joan Edwards, Mark Warnow, the Hit Paraders and Ethel Smith.

(THEME 20 SECONDS)

RUYSDAEL:

The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina. ^{Caland Winters} ~~Boone and Riggs~~ speaking.

This is the COLUMBIA ... BROADCASTING SYSTEM.

- fade theme 20 seconds -

WABC NEW YORK

As Broadcast FINAL
& 2/20/43

R O U T I N E

YOUR HIT PARADE REBROADCAST SUNDAY, 2/21/43
12:00 to 12:45 A.M.

FEBRUARY 20, 1943

- | | |
|---|--------------|
| 1. Why Don't You Fall in Love With Me (5) | EDWARDS |
| 2. I've Heard That Song Before (4) | SINATRA |
| 3. Moonlight Becomes You (6) | HIT PARADERS |
| 3A. Liza | ETHEL SMITH |

COMMERCIAL #1

- | | |
|------------------------------------|--------------|
| 4. Rose Ann of Charing Cross (9) | SINATRA |
| 5. I Had the Craziest Dream (7) | EDWARDS |
| 5A. Pracaleden Eleven | ETHEL SMITH |
| 6. For Me and My Gal (10) | HIT PARADERS |
| 7. When The Lights Go On Again (8) | SINATRA |

STATION BREAK

- | | |
|---------|-------------|
| 7A. Why | ETHEL SMITH |
|---------|-------------|

COMMERCIAL #2

- | | |
|---|---------------------------|
| 8. You'd Be So Nice to Come Home To (3) | HIT PARADERS |
| 9. Brazil (2) | EDWARDS &
HIT PARADERS |
| 10. There Are Such Things (1) | SINATRA |

RTX01 0072648

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #405

February 20, 1943

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD
AMERICAN)

RUYSDAEL: Let that historic 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 0072649

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The ten top songs in all America this week, determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, the tunes most requested of the nation's bandleaders. It's an accurate, authentic, up-to-the-minute tabulation of America's preference in popular music ... YOUR HIT PARADE!

Your Hit Parade gets moving with the love song that Your Hit Parade Survey tells us ranks just midway in the week's rankings ... FIFTH place. Joan Edwards sings your Number Five song ... "WHY DON'T YOU FALL IN LOVE WITH ME".

("WHY DON'T YOU FALL IN LOVE WITH ME" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RUYSDAEL :

That was Joan Edwards with the week's fifth place song. Joan, Mark Warnow, the Hit Paraders, and Frank Sinatra, are standing by, ready to bring you the rest of this week's favorites. To play those three Lucky Strike Extras in the style that's made her a favorite every Saturday night on this program as well as every Friday night on Your All-Time Hit Parade, that dynamic young musical personality, Ethel Smith.

Right now, it's time for Frank Sinatra, whose voice is thrilling millions. His song is a ^{romantic} ~~lyrical~~ new-comer that came from nowhere right into FOURTH place. Frank Sinatra sings the Number Four tune ... "I'VE HEARD THAT SONG BEFORE."

("I'VE HEARD THAT SONG BEFORE" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 4 -

2/20/43

("MOONLIGHT BECOMES YOU" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Your Hit Parade moves on to the song that rates a big number SIX in this week's listing. The Hit Paraders are on deck to bring you the melody that ranks Sixth from the top. . . . "MOONLIGHT BECOMES YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 4 -

ATX01 0072652

FIRST EXTRA

("LIZA" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Yes, a Lucky Strike Extra! And that means that Ethel Smith is all set with the exciting combination of melody and rhythm that characterizes her own brand of musical entertainment ... Ethel Smith plays ... "LIZA".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

(CHANT - SOLD AMERICAN)

WINTERS: Ladies and gentlemen, did you ever think of that historic chant as a challenge? ... Well, that's just what it is to the men who buy tobacco for Luckies. It's a challenge to their life-long knowledge of tobacco - their skill and ability to select the riper, lighter, milder leaf for Luckies ... And how do your Lucky Strike tobacco buyers accept that challenge? Well, the answer is seen in the way they examine each basket of tobacco they buy. They feel the texture of the leaf, inhale its fragrance, hold it up to the light - they critically weigh and consider all its good points before it ever can be "Sold American". (CHANT - SOLD AMERICAN) - let that historic chant serve as a challenge to you, to make sure that you're enjoying the finer, the lighter, the naturally milder tobacco. For remember, in a cigarette it's the tobacco that counts - the better the tobacco, the better the cigarette. Why not make your next pack Luckies - and see for yourself that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

("ROSE ANN OF CHARING CROSS" SINATRA)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Number NINE! ... and to bring you the song that
Your Hit Parade Survey tells us you like Ninth
best of all, is Frank Sinatra singing ...

"ROSE ANN OF CHARING CROSS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HAD THE CRAZIEST DREAM" EDWARDS)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Here's our Lucky SEVEN song. Yes, the tune that's a natural all over America this week. Joan Edwards brings you the Seventh place favorite ... "I HAD THE CRAZIEST DREAM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

("PRACALEDEN ELEVEN" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: That samba-samba beat means only one thing ...
a Lucky Strike extra full of the sparkling
rhythm that's Ethel Smith's invitation to real musical
~~enjoyment~~ enjoyment. Her unique and completely
individual phrasing of ... "PRACA^{ONCE}~~LEDEN ELEVEN~~."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR ME AND MY GAL" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Starting its Hit Parade career tonight in TENTH place is a grand song that hit the ~~countdown~~ trail via the new Judy Garland movie, to make Your Hit Parade in the Number Ten position ... The Hit Paraders give you ... "FOR ME AND MY GAL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHEN THE LIGHTS GO ON AGAIN" SINATRA)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: It's your Number EIGHT song ... and Frank Sinatra
to sing it. He's in with the melody that you
like Eighth best of all this week ... "WHEN THE
LIGHTS GO ON AGAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 12 -

Revised:
2/20/43

RUYSDAEL: YOUR HIT PARADE continues in just a moment over
the COLUMBIA ... BROADCASTING SYSTEM.

STATION BREAK

- 12 -

ATX01 0072660

THIRD EXTRA

("WHY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Here's Ethel Smith to thrill you with ~~her~~
her completely unique musical styl~~e~~
The scintillating measures of Ethel Smith's
own version of ... "WHY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

(CHLANT - SOLD AMERICAN)

RUYSDAEL: With independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies two to one.

WINTERS: Yes, Mr. Ruysdael, with men who know tobacco best, it's Luckies two to one. So tonight, let's listen to a statement about Luckies from one of these experts - James H. Callis, Jr. of Willow Springs, North Carolina. Mr. Callis started in the tobacco business twenty-one years ago, first working on his father's tobacco farm, next in a tobacco warehouse, and then fourteen years ago, he began to work as a tobacco warehouseman. Mr. Callis states that he has sold about thirty million pounds of tobacco to all the different cigarette companies ... and that he does business with ~~them~~ on a fair and impartial basis. Yet for the past nineteen years, he says he has smoked Luckies. His reason? Well, he states "time and time again I have seen Luckies get finer, lighter, milder tobacco ..." Yes, ladies and gentlemen, there it is in his own words - Mr. Callis says he smokes Luckies because he knows that Lucky Strike means fine tobacco. ^{And} That bears out what Basil Ruysdael said on Your All-Time Hit Parade last night: "There's no guesswork in the selection of a cigarette by the independent tobacco experts who prefer Luckies 2 to 1" ... Why not make their choice your choice? Smoke the smoke tobacco experts smoke - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

(FANFARE NUMBER THREE)

RUYSDAEL: Here they are, Number Three, Number Two, Number One, the trio of tunes that top Your Hit Parade! The Hit Paraders lead off with the song that's your THIRD place favorite from Maine to California, a newcomer to big three honors ... "YOU'D BE SO NICE TO COME HOME TO."

("YOU'D BE SO NICE TO COME HOME TO" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

RUYSDAEL: Number TWO! And it's a tune that tonight makes
the Hit Parade big-time for the first time.
Joan Edwards sings your second place winner ...
"BRAZIL."

("BRAZIL" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

2/20/43

- 17 -

YOUR HIT PARADE

(FANFARE NUMBER ONE)

RUYSDAEL: Number ONE! At the very head of Your Hit Parade
is America's favorite song from coast to coast.
Frank Sinatra sings this week's Number One tune ...
"THERE ARE SUCH THINGS."

("THERE ARE SUCH THINGS" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 17 -

ATX01 0072665

AUCTIONEER: (CHANT ENDING "SOLD AMERICAN" - 50 to 54 INCLUSIVE)

ANNOUNCER: Let that historic chant remind you, ladies and gentlemen, 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.

SINATRA: (SINGS) So long for a while ... That's all the songs for a while.

CHORUS: So long to Your Hit Parade ... and the tunes that you picked to be played.

RUYSDAEL: Yes, friends ... that's all for tonight. But next Saturday we'll be back with Your Hit Parade. Be sure to listen next Wednesday night to Key Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at the Marine Barracks in San Diego, California. And remember every Friday night Your All-Time Hit Parade brings you your all time all-time favorites from Carnegie Hall.

In the meantime, ladies and gentlemen, remember this. The Axis powers would like nothing better than for you to stop buying War Bonds and stamps -- Every time you forget ... or postpone ... they're delighted. Every time you remember ... they're in the dumps. Let's keep them there ... where they belong ... in the dumps.

This is Basil Ruysdael speaking for Lucky Strike, saying goodnight for Frank Sinatra, Joan Edwards, Mark Warnow, the Hit Paraders and Ethel Smith.

(THEME20 SECONDS)

WINTERS
~~REVISION:~~

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

This is the COLUMBIA ... BROADCASTING SYSTEM.

- fade them 20 seconds -

WABC NEW YORK

2-27-43

REBROADCAST SUNDAY, 2/28/43
12:00 TO 12:45 A.M.

R O U T I N E
YOUR HIT PARADE
FEBRUARY 27, 1943

Rebroadcast

- | | | |
|-----|--|-----------------------------|
| 1. | Why Don't You Fall In Love With Me (8) | Hit Paraders |
| 2. | Moonlight Becomes You (4) | Sinatra |
| 3. | Brazil (5) | Edwards and
Hit Paraders |
| 3a. | Just One Of Those Things | Ethel Smith |

Commercial #1

- | | | |
|-----|------------------------------|--------------|
| 4. | For Me And My Gal (7) | Sinatra |
| 5. | Moonlight Mood (6) | Edwards |
| 5a. | Begin The Beguine | Ethel Smith |
| 6. | I Had The Craziest Dream (9) | Hit Paraders |
| 7. | Black Magic (10) | Sinatra |

Station Break

- | | | |
|-----|--|-------------|
| 7a. | Medley:
Somebody Loves Me
S'Wonderful
Embraceable You | Ethel Smith |
|-----|--|-------------|

Commercial #2

- | | | |
|-----|--------------------------------------|--------------|
| 8. | I've Heard That Song Before (3) | Sinatra |
| 9. | You'd Be So Nice To Come Home To (2) | Hit Paraders |
| 10. | There Are Such Things (1) | Edwards |

ATX01 0072669

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #406

SATURDAY, FEBRUARY 27, 1943

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

RUYSDAEL: Smoke the smoke tobacco experts smoke,

RIGGS: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD
AMERICAN)

RUYSDAEL: Let that historic 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, up-to-the-minute tabulation of America's taste in popular music. The result of a 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 tunes most requested of the nation's bandleaders -- the ten leading songs of the week -- YOUR HIT PARADE! Now, here's the man with tonight's ratings ... Martin Block.

BLOCK: Thank you, Basil Ruysdael, and hello, friends. Here's Number EIGHT to start Your Hit Parade off tonight, and the song that comes in eighth from New York to Los Angeles is ... "WHY DON'T YOU FALL IN LOVE WITH ME".

("WHY DON'T YOU FALL IN LOVE WITH ME" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: That was Mark Warnow and the Lucky Strike Orchestra with the eighth place song of the week, "Why Don't You Fall In Love With Me". Mark, Joan Edwards, the Hit Paraders and Frank Sinatra are on hand to bring you the nine other top-flight favorites. And ready and waiting to play those three Lucky Strike Extras in the same captivating style that highlights her performances every Friday night on Your All-Time Hit Parade is that brilliant musical personality, Ethel Smith. Right at the moment, it's time to listen to the boy whose voice is thrilling millions ... Frank Sinatra. Frank comes on to sing the song that's jumped into the Number FOUR spot tonight. In fourth place ... "MOONLIGHT BECOMES YOU".

("MOONLIGHT BECOMES YOU" , SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE. Your Hit Parade Survey shows that you've placed this South American Melody in the number five spot tonight. Joan Edwards and the Hit Paraders sing it for you now ... "BRAZIL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FIRST EXTRA

("JUST ONE OF THOSE THINGS" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: We move right along with a Lucky Strike Extra! And it's Ethel Smith about to make musical magic with one of your great favorites. It's a perfect blend of harmony and rhythm, as Ethel Smith plays ... "JUST ONE OF THOSE THINGS".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #1

(CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco...Ladies and gentlemen, I wonder if you noticed in your newspapers, Tuesday, February 23rd, mentions of a report about the manufacture of cigarettes issued by the War Production Board of the Government. I have right here a complete copy of this report and I'd like to read one important sentence to you. (BUSINESS) Now here it is...quote - The real factor in maintaining the quality of cigarettes has been the quality of the tobacco itself - end quote...Yes, ladies and gentlemen, that's how this Government Agency states the simple facts about smoking that we have said so often on this program - we say - "in a cigarette it's the tobacco that counts!" The War Production Board in this release says - "the real factor - the quality of the tobacco itself". Doesn't this help to make clear how important has been Luckies' year-in, year-out concentration on fine tobacco? Remember that at market after market all over the South we consistently select and buy the riper, the lighter, the naturally milder tobacco. Remember that with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best it's Luckies 2 to 1. Yes, remember and act upon this clear-cut fact: "Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw."

("FOR ME AND MY GAL" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SEVEN. Here's the song that you've given seventh place honors tonight. Frank Sinatra steps in to sing ... "FOR ME AND MY GAL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MOONLIGHT MOOD" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SIX! Joan Edwards takes the spotlight to sing the song that holds sixth place in America's affections this week ... "MOONLIGHT MOOD".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

("BEGIN THE BEGUINE" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's another Lucky Strike Extra by Ethel Smith! Again it's sparkling rhythm and bright styling to the fore, as our highly individual artist sets another of your musical favorites in a smart new pattern. An exciting Ethel Smith arrangement of . . . "BEGIN THE BEGUINE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HAD THE CRAZIEST DREAM" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE on Your Hit Parade is coming right up.
 The Hit Paraders are all set for the tune that's
 holding down ninth position ... "I HAD THE CRAZIEST
 DREAM".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THAT OLD BLACK MAGIC" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: We welcome in a newcomer tonight at Number TEN!
Frank Sinatra sings the song that makes its first
visit to the Parade in tenth place ... "THAT OLD
BLACK MAGIC".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 12 -

2-27-43

RUYSDAEL: YOUR HIT PARADE continues in just a moment over the
COLUMBIA ... BROADCASTING SYSTEM.

STATION BREAK

- 12 -

ATX01 0072681

THIRD EXTRA

(MEDLEY ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, it's Ethel Smith to make your heart beat faster with another Lucky Strike Extra! Playing in the same sensational style that is thrilling Friday night audiences of Your All-Time Hit Parade, Ethel Smith offers her own impression of three of your favorites ... "SOMEBODY LOVES ME", "S' WONDERFUL", and "EMBRACEABLE YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL #2

BLOCK: Friends, returning a few days ago from an extended trip to many of the United States Naval Air Training Stations in the South, where it was my pleasure and privilege to put on shows for the men in the Service, my train pulled into Penn Station, New York, about noon, and in a hurry to get ^{to the} ~~to my~~ office, I jumped into a taxi, and gave the driver ^{the} ~~my~~ address. As I traveled ^{uptown} through the crowded business streets, I ~~became very~~ ^{noticed} ~~conscious of~~ the thousands of folks pouring in and out of the office and factory buildings ... tens of thousands of people going to lunch or to work, going home or shopping. And suddenly, I became conscious of something that had never occurred to me before ... All those people milling about me ... in fact, practically, 130 million people in this country ... I work for these people. They are really my bosses! Because to each and everyone who is a Lucky Strike smoker ... Lucky Strike is their cigarette, their brand of cigarette. And then the thought occurred to me, "But where does the American Tobacco Company, makers of Luckies, fit into that picture?" And instantly, there was the answer ^{just} as clear as daylight. Lucky Strike means fine tobacco, the lighter, the finer, the naturally milder tobacco ... Lucky Strike, so round, so firm, so fully packed - so free and easy on the draw.

MORE

ATX01 0072683

BLOCK: And the manufacturers of Lucky Strike have a great obligation to the consumers of Lucky Strike ... to those people who smoke Luckies ... who speak of Luckies to each other as "MY cigarette." The manufacturers assume the obligation of maintaining that same high quality in Luckies year in and year out. ^{you} The next time you step up to a tobacco counter, remember that Luckies are YOUR cigarette. Luckies belong to you. They're made to please your taste, and with those thoughts in mind, say to the man behind the counter, "Luckies, please."

^{you} It's just as Basil Ruysdael remarked last night on Your All-Time Hit Parade, "Common sense says, 'Smoke the smoke tobacco experts smoke. Smoke Luckies, so round, so firm, so fully packed - so free and easy on the draw.'"

(FANFARE NUMBER THREE)

RUYSDAEL: Here they are -- the Big Three -- the trio of tunes
that head YOUR HIT PARADE this week!

BLOCK: And way up there in the big time and holding the
Number THREE spot is the sensational new song
that climbed on board the Parade for the first time
last Saturday night. Frank Sinatra sings your
third place favorite ... "I'VE HEARD THAT SONG BEFORE".

("I'VE HEARD THAT SONG BEFORE" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO And, friends, the runner-up spot, this week, goes to the tune that all America is taking to its heart. The Hit Paraders sing your Second place winner ... "YOU'D BE SO NICE TO COME HOME TO".

("YOU'D BE SO NICE TO COME HOME TO" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: X Number ONE And tonight top honors go to the
tune that was in first place on the Parade
two weeks ago ... first last week ... first
tonight! Joan Edwards sings the number one
song in all America... "THERE ARE SUCH THINGS". Y

("THERE ARE SUCH THINGS" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

AUCTIONEER: (CHANT ENDING "SOLD AMERICAN" - 50 to 5¢
INCLUSIVE)

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

SINATRA: (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 with Your Hit Parade. Be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at March Field, Riverside, California. And remember every Friday night Your All-Time Hit Parade brings you your all time "all time favorites" from Carnegie Hall.

And in the meantime, friends, think this over. Ten per cent of your income means only ten per cent of your income to you. But that same ten per cent means one step nearer victory to Uncle Sam when you invest it in war bonds. Weigh the balances carefully, see which means more to you -- the income or the victory -- and act accordingly.

This is Martin Block speaking for Lucky Strike, saying goodnight for Frank Sinatra, Joan Edwards, Mark Warnow, the Hit Paraders, and Ethel Smith.

(THEME 20 SECONDS)

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

This is the COLUMBIA ... BROADCASTING SYSTEM.

- fade theme 20 seconds -

WABC NEW YORK

MARCH

REBROADCAST SUNDAY, MARCH 7, 1943
12:00-12:45 A.M.

As Broadcast

3-6-43 *R*

R O U T I N E

YOUR HIT PARADE

MARCH 6, 1943

- | | |
|---------------------------------|--------------|
| 1. I Had The Craziest Dream (6) | Hit Paraders |
| 2. There Are Such Things (4) | Sinatra |
| 3. Moonlight Mood (8) | Edwards |
| 3A. Hallelujah | Ethel Smith |

Commercial #1

- | | |
|---|--|
| 4. Taking A Chance On Love (10) | <i>Edwards</i>
Sinatra and Hit Paraders
Sinatra
Edwards |
| 5. Moonlight Becomes You (5) | |
| 5A. In An 18th Century Drawing Room | Ethel Smith |
| 6. Why Don't You Fall In Love With Me (9) | Hit Paraders |
| 7. That Old Black Magic (7) | Sinatra & <i>Hit Paraders</i> |

Station Break

- | | |
|-------------|-------------|
| 7A. Siboney | Ethel Smith |
|-------------|-------------|

Commercial #2

- | | |
|---|--------------------------|
| 8. You'd Be So Nice To Come Home To (3) | Hit Paraders |
| 9. I've Heard That Song Before (20) | Sinatra |
| 10. Brazil (1) | Edwards and Hit Paraders |

ATX01 0072692

3-6-43

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #407

SATURDAY, MARCH 6th, 1943

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Let that historic 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)

RTX01 0072693

RUYSDAEL: Lucky Strike presents..... Your Hit Parade! An up to the minute tabulation that's an accurate, authentic reflection of America's taste in popular music this week. Your Hit Parade survey conducts a 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 tunes most requested of the nation's bandleaders to find--- the ten top songs of the week..... Your Hit Parade. Now, to tell you the rankings of this week's songs, here's Martin Block.

BLOCK: Thank you, Basil Ruysdael, and hello friends. Your Hit Parade starts rolling with the song the Survey tells us rates a Number SIX tonight. Here come the Hit Paraders with your sixth place favorite.....
"I HAD THE CRAZIEST DREAM"

("I HAD THE CRAZIEST DREAM". HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MOONLIGHT MOOD".....JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER EIGHT: Joan Edwards sings the song
the Survey tells us ranks eighth in America
tonight....."MOONLIGHT MOOD"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FIRST EXTRA

("HALLELUJAH".....ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Now for a Lucky Strike Extra-----a musical
treat for your pleasure by Ethel Smith!
Listen to the rhythmic zip and sparkle that's
made her your Hit Parade favorite, as she plays --
....."HALLELUJAH"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(Commercial #1)

RUYSDAEL:

Quiet please! ... Tobacco Asleep! ... The riper, lighter, milder Lucky Strike leaf that we select and buy at auction after (SNEAK IN MUSIC - VERY SOFT AND SOOTHING) auction is put to bed in Lucky Strike's great storage warehouses - immense airy buildings set among wide open grounds at Richmond, Virginia -- or Durham, or Reidsville, North Carolina - or Lexington, Kentucky - or elsewhere in the tobacco country. And then (MUSIC) this fine tobacco sleeps and sleeps. (MUSIC). Days, months, years pass - the tobacco sleeps on, unhurried, tranquil. (MUSIC) Quiet Please ... Tobacco Asleep! (MUSIC) Actually this "beauty sleep" of Lucky Strike's fine tobacco continues from two to four years, as the precious leaf acquires the rich mellowness that only the magic of Time (MUSIC OUT) can contribute.

(CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL:

Ladies and gentlemen, many hundreds of millions of pounds of fine tobacco that's "Sold American" lie aging and mellowing for your Lucky Strike. Doesn't this fact help to illustrate how important fine tobacco is to your smoking enjoyment. Before you light your first Lucky Strike, just stop and think that it took two to four years for that Lucky to be born. Then light up your Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - and enjoy to the full the mildness and mellowness of fine tobacco - carefully selected, patiently aged, perfectly blended. Remember, Lucky Strike means fine tobacco.

(CHANT - SOLD AMERICAN)

("TAKING A CHANCE ON LOVE". JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER THIRTY: - - - - and sitting pretty at tenth
place is a newcomer to Your Hit Parade tonight.
Joan Edwards sings... "TAKING A CHANCE ON LOVE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

nf

("MOONLIGHT BECOMES YOU". FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE -- Your Hit Parade moves along to the melody that rates just halfway up the list of your favorites....Frank Sinatra sings the song that tonight is just five steps from the top..."MOONLIGHT BECOMES YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SECOND EXTRA

("IN AN 18TH CENTURY DRAWING ROOM".....ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends, it's Ethel Smith all set to bring
you another Lucky Strike extra that's full of a
unique combination of melodic beauty and rhythmic
excitement. Ethel Smith playing --
....."IN AN 18TH CENTURY DRAWING ROOM".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHY DON'T YOU FALL IN LOVE WITH ME" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE coming up.....and it's the Hit Paraders
with this week's Ninth Placer ... "WHY DON'T YOU FALL
IN LOVE WITH ME".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THAT OLD BLACK MAGIC". SINATRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's the Lucky SEVEN tune coming up. A new
song that rates seventh place honors tonight ---
here's Frank Sinatra to sing.....

"THAT OLD BLACK MAGIC"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

YOUR HIT PARADE

- 12 -

3-6-43

RUYSDAEL:

YOUR HIT PARADE continues in just a moment over the
COLUMBIA, . . . BROADCASTING SYSTEM.

(STATION BREAK)

(MUSIC UP TO FINISH)

- 12 -

ATX01 0072705

THIRD EXTRA

("SIBONEY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time for another Lucky Strike Extra - - - and that means time to get set for another exciting specialty, phrased in the inimitable pattern made famous by Ethel Smith. It's her can't-be-copies, unique arrangement of....."SIBONEY"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(Commercial #2)

(CHANT - SOLD AMERICAN)

BLOCK:

"In a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco." Ladies and gentlemen, time and time again in the past year, I have emphasized that fact to you. More than that it's what the makers of Lucky Strike cigarettes have been saying for many years, and a recent report about the manufacture of cigarettes issued by the War Production Board of the Government also says, and I quote... "The real factor in maintaining the quality of cigarettes has been the quality of the tobacco itself..." ^{and that's the end of the} quote. Well, ladies and gentlemen, the quality of Lucky Strike cigarettes has always been based on the quality of the tobacco they contain. You've heard me say again and again, "In a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco." Independent tobacco experts, with years of knowledge and experience, must certainly know the smoking quality of tobacco. With these men who know tobacco best, with these tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

- 14 -

ATX01 0072707

BLOCK:

And so, I again say to you, it pays to base your selection of a cigarette on the quality of the tobacco. ^{is just} As Basil Ruysdael said last night on Your All-Time Hit Parade: "Remember and act upon this clear-cut fact: Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw." ... Yes, friends, for greater smoking enjoyment, smoke the smoke tobacco experts smoke - Lucky Strike.

RUYSDAEL: Here they are.....the three top tunes of the
week!

(FANFARE NUMBER THREE)

BLOCK: Riding right along in the Number THREE position
is the love song the Hit Paraders sing for you
now - - - your THIRD place favorite.....
"YOU'D BE SO NICE TO COME HOME TO."

("YOU'D BE SO NICE TO COME HOME TO". HIT PARADERS)

(MUSIC SWELLS & FINISHES)

(APPLAUSE)

nf

(FANFARE NUMBER TWO)

BLOCK: Number TWO! Here's a song that was on the
Parade for the first time two weeks ago....
third place last week...and tonight...just one
step away from the top! Frank Sinatra sings...
"I'VE HEARD THAT SONG BEFORE"

("I'VE HEARD THAT SONG BEFORE SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: Number ONE! Tonight sees a new winner... a tune that rates a big Number One for the first time tonight ... Joan Edwards sings the South American melody that's in very first place on Your Hit Parade....."BRAZIL".

("BRAZIL" EDWARDS & HIT PARADERS)

(MUSIC SWELLS AND FINISHERS)

(APPLAUSE)

AUCTIONEER: (CHANT ENDING "SOLD AMERICAN" - 50 to 54
INCLUSIVE)

ANNOUNCER: Let that historic chant remind you, ladies
and gentlemen, 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.

3-6-43

SINATRA: (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 night we'll be back with Your Hit Parade. Be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys ^{of the Army Ordnance Training Center at Fort Ord, California} ~~at March Field, Riverside, California~~. And remember, every Friday night Your All-Time Hit Parade brings you your all-time all-time favorites from Carnegie Hall, and in the meantime, friends ... in the small six-day interim between "Your Hit Parade" and "Your All-Time Hit Parade", you can do something big. You can put ten percent of your income into war bonds and stamps and help beat Hitler and Hirohito. You want to do that, don't you? This is Martin Block, speaking for Lucky Strike, saying goodnight for Joan Edwards, ^{the Hit Parade} Mark Warnow and ~~Edith Smith~~ ^{the Hit Parade}.

SINATRA: And this is Frank Sinatra ^{friends} saying that's all for now ^{and don't forget} ... We'll be back next week long about this time.

THEME

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

This is the COLUMBIA ... BROADCASTING SYSTEM.

- fade theme 20 seconds -

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

11 FINE AVENUE, NEW YORK 17, NEW YORK 17, N.Y.

CLIENT: AMERICAN TOBACCO CO.

PRODUCT: LUCKY STRIKE

DATE: MARCH 13, 1943 - #408

REVISION: THIRD

APPROVAL: FINAL

NETWORK: CBS

BROADCAST: 9-9:45 EWT

REPEAT: 12-12:45 EWT

As Broadcast
E

"YOUR HIT PARADE"

ROUTINE

- | | | |
|-----|---|--------------|
| 1. | Why Don't You Fall In Love With Me (10) | Hit Paraders |
| 2. | Moonlight Becomes You (6) | Sinatra |
| 3. | Taking A Chance On Love (8) | Edwards |
| 3A. | Limehouse Blues | Ethel Smith |

Commercial #1

- | | | |
|-----|---------------------------------|---------------------------|
| 4. | There Are Such Things (4) | Sinatra |
| 5. | For Me And My Gal (9) | Hit Paraders |
| 5A. | Medley: Bim Bam Bim
My Shawl | Ethel Smith |
| 6. | I Had The Craziest Dream (7) | Edwards |
| 7. | That Old Black Magic (5) | Sinatra & Hit
Paraders |

Station Break

- | | | |
|-----|---------|-------------|
| 7A. | Rosalie | Ethel Smith |
|-----|---------|-------------|

Commercial #2

- | | | |
|-----|--------------------------------------|---------------------------|
| 8. | You'd Be So Nice To Come Home To (3) | Hit Paraders |
| 9. | I've Heard That Song Before (2) | Sinatra |
| 10. | Brazil (1) | Edwards & Hit
Paraders |

ATX01 0072715

3-13-43

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #408

SATURDAY, MARCH 13th, 1943

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

(CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD
AMERICAN)

RUYSDAEL: Let that historic 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 ten favorite songs in all America this week as determined by Your Hit Parade Survey, which checks the best-sellers in sheet music and phonograph records, the songs most played on the air and in automatic coin machines, the songs most requested of the nation's bandleaders. It's an accurate, authentic, up-to-the-minute tabulation of America's taste in popular music, bringing you the ten top songs of the week - Your Hit Parade. Now, here's the man with tonight's ratings ... Martin Block.

BLOCK: Thank you, Basil Ruysdael, and hello, friends!
Here's the Number TEN song to lead off tonight's doings---and the song that rates tenth place honors is..."WHY DON'T YOU FALL IN LOVE WITH ME".

("WHY DON'T YOU FALL IN LOVE WITH ME" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And that was this week's number ten song. Ready and waiting to bring you the rest of Your Hit Parade favorites we have Joan Edwards, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra---and the boy whose voice is thrilling millions---Frank Sinatra.

And To make those three Lucky Strike Extras an unforgettable musical treat, the sparkling melody magic of Ethel Smith. *put* (Right now, time to listen to the Number SIX winner -- here's Frank Sinatra with the song that's sixth place~~s~~ from the top all over the country-----
"MOONLIGHT BECOMES YOU").

("MOONLIGHT BECOMES YOU" FRANK SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TAKING A CHANCE ON LOVE". EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's the song that rates EIGHTH place tonight. It
broke into the listing last week, and it's up two
places this week---at Number Eight...Joan Edwards
sings....."TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FIRST EXTRA

"LIMEHOUSE BLUES" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time for a Lucky Strike Extra created for your
enjoyment by Ethel Smith. Listen to another of
her can't-be-copied melodic stylings that make her
your favorite both on this program and on Friday
night on Your All-Time Hit Parade.....

Ethel Smith plays....."LIMEHOUSE BLUES".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

(CHANT - SOLD AMERICAN)

RUYSDAEL: That historic chant, ladies and gentlemen, has been heard throughout tobaccoland for many years ... heard by independent tobacco experts in attendance at public tobacco sales, men in no way connected with any cigarette company ... auctioneers, buyers and warehousemen, who are truly independent. These men make it their business to know tobacco. Careful inspection undoubtedly tells them how any particular leaf of tobacco will smoke. And at market after market, year after year, they can't help but see the makers of Luckies consistently select and buy the finer, the lighter, the naturally milder leaf. So, when I tell you that with these men who know tobacco best, it's Luckies 2 to 1, it's clearly evident that this is the unbiased opinion of the independent tobacco experts. Since in a cigarette it's the tobacco that counts, there can be no better guide to your smoking pleasure. (CHANT - SOLD AMERICAN).
Yes, ladies and gentlemen, I am sure that once you have given yourself the opportunity of enjoying the truly fine tobacco in Luckies, you will add your approval of Luckies to that of the experts. We know that once you light a Lucky, you will like a Lucky - for, remember, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco.

("THERE ARE SUCH THINGS". SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: NUMBER FOUR this week. Frank Sinatra is in with the love song that's right on the rim of the big three. In fourth place....."THERE ARE SUCH THINGS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

MEDLEY - ("BIM BAM BIM"
("MY SHAWL" , ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: That ~~samba-samba~~^{rhythmic} beat means only one thing...Ethel
Smith and another Lucky Strike Extra in the exciting
~~rhythm~~^{style} that's become her musical trademark! It's
her unique medley arrangement of ~~and~~^{and} "BIM BAM BIM"....
and "MY SHAWL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

3-13-43

("I HAD THE CRAZIEST DREAM" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Here it is --- the song that rates Your Hit Parade's
lucky SEVEN listing...It's Joan Edwards singing the
ballad that ranks seventh from the Atlantic to the
Pacific...."I HAD THE CRAZIEST DREAM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THAT OLD BLACK MAGIC" SINATRA AND HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number Five - a swell ballad that began its Hit
Parade career three weeks ago, and tonight, we
find it up two places at Number FIVE. Frank Sinatra
thrills you with...."THAT OLD BLACK MAGIC".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 12 -

3-13-43

(THEME)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: YOUR HIT PARADE continues in just a moment over
the COLUMBIA....BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

- 12 -

RTX01 0072726

THIRD EXTRA

(ROSALIE ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's another Lucky Strike extra, in the extra special manner of that sparkling musical personality Ethel Smith. Listen to the breath-taking melody the dazzling rhythm, as Ethel Smith thrills you with her own interpretation of "ROSALIE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

3-13-43

BLOCK: One and one make two. Two and one make three. Simple facts, ladies and gentlemen, ^{facts} that no one can dispute. And I ~~would~~ like to call your attention to three more simple facts which when added together really make sense. One: Millions of people daily have achieved the ultimate in smoking pleasure through the use of Lucky Strike cigarettes, depending upon the finer, lighter, naturally milder tobacco in Luckies for their smoking enjoyment. Two: The War Production Board of the Government in a recent report said, and I quote: 'The real factor in maintaining the quality of cigarettes has been the quality of the tobacco itself.' And three: With independent tobacco experts, with men who know tobacco best, with men undoubtedly qualified to judge tobacco, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. In a cigarette, it's the tobacco that counts. One and one make two and one makes three. And these three facts prove this statement ... "In a cigarette, it's the tobacco that counts." It's this fact that compels our buyers at public tobacco sales to exert their every effort to buy the kind of tobacco that makes Luckies a better smoke. Basil Ruysdael on Your All-Time Hit Parade, last night spoke of "Luckies' year-in, year-out concentration on fine tobacco" - and how true that is.

(MORE)

3-13-43

BLOCK: Beginning with the original purchase of the tobacco on through the years of aging and mellowing, and finally to that package containing twenty fine Luckies, so round, so firm, so fully packed - so free and easy on the draw, the emphasis of Lucky Strike is always on fine tobacco. For your greater smoking enjoyment, smoke the smoke tobacco experts smoke. Smoke Lucky Strike, the cigarette that means fine tobacco.

(CHANT - SOLD AMERICAN)

(MUSICAL PLAY OFF)

RUYSDAEL: Here they are...the three top tunes of the week!

(FANFARE NUMBER THREE:)

BLOCK: Number THREE! The Hit Paraders lead off with a song that's right at home in the big ~~time~~^{three}.....a melody that's your third place favorite this week....."YOU'D BE SO NICE TO COME HOME TO."

(YOU'D BE SO NICE TO COME HOME TO HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: NUMBER TWO After four weeks on Your Hit Parade...
three of them on the big time, this week's survey
finds this song in second place. Frank Sinatra sings
your runner up tune---"I'VE HEARD THAT SONG BEFORE".

("I'VE HEARD THAT SONG BEFORE" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: < Number ONE! From the four corners of America comes
word that your favorite of favorites, your choice
for the very head of Your Hit Parade, is this
South American rhythm tune. Joan Edwards sing now
your Number One choice "BRAZIL". <

("BRAZIL" EDWARDS AND HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 18 -

3-13-43

AUCTIONEER: (CHANT ENDING "SOLD AMERICAN" - 50 to 54
INCLUSIVE)

ANNOUNCER: Let that historic chant remind you, ladies
and gentlemen, 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.

- 18 -

ATX01 0072733

SINATRA: (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 night we'll be back with Your Hit Parade.
Be sure to listen next Wednesday night to Kay
Kyser's College of Musical Knowledge, when Lucky
Strike entertains the boys at the Navy Destroyer
Base at San Diego, California. And remember,
every Friday night Your All-Time Hit Parade brings
you your all-time all time favorites from
Carnegie Hall. And in the meantime, friends....
in the small six day interim between Your Hit
Parade and Your All-Time Hit Parade - every time
you buy a War Bond, remember this---you're buying
a bond to end a war.....and that means you're
buying a bond to begin the peace. Each additional
War Bond you buy means that victory is nearer...
and that you're ready for it when it comes. It's
a long, tough job...and buying War Bonds is the
way to do it. ^(with you) This is Martin Block, speaking for
Lucky Strike, saying goodnight for Joan Edwards,
the Hit Paraders, Mark Warnow...and Ethel Smith.

SINATRA: And this is Frank Sinatra, friends, saying that's
all for now--we'll be back next week long about
this time.

YOUR HIT PARADE

- 20 -

(REVISED*)
3-13-43

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. Basil Ruysdael speaking.

This is the COLUMBIA ... BROADCASTING SYSTEM.

- fade theme 20 seconds -

WABC NEW YORK

- 20 -

ATX01 0072735

FOOTE, CONE & BELDING

Advertising

70 PARK AVENUE, NEW YORK 17, NEW YORK 17, N.Y.

CLIENT: AMERICAN TOBACCO CO.

REVISION: FIRST

NETWORK: CBS

PRODUCT: LUCKY STRIKE

APPROVAL: FINAL

BROADCAST: 9-9:45 PM

DATE: MARCH 20, 1943 - #409

EWT

REPEAT: 12-12/45 AM

EWT

"YOUR HIT PARADE"

As Broadcast

ROUTINE

- | | | |
|-----|---|------------------------|
| 1. | For Me And My Gal (10) | Hit Paraders |
| 2. | There Are Such Things (5) | Sinatra |
| 3. | I Had the Craziest Dream (8) | Edwards |
| 3A. | Hora Staccato | Ethel Smith |
| 4. | Moonlight Becomes You (7) | Sinatra |
| 5. | Brazil (4) | Edwards & Hit Paraders |
| 5A. | Medley: Indian Summer
Waters of the Minnetonka | Ethel Smith |

Commercial

- | | | |
|----|-----------------------|---------|
| 6. | As Time Goes By (6) | Sinatra |
| 7. | It Can't Be Wrong (9) | Edwards |

Station Break

- | | | |
|-----|--------------------------------------|--------------|
| 7A. | You're The Top | Ethel Smith |
| 8. | That Old Black Magic (3) | Sinatra |
| 9. | You'd Be So Nice To Come Home To (2) | Hit Paraders |
| 10. | I've Heard That Song Before (1) | Edwards |

RTX01 0072736

3-20-43

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #409

SATURDAY, MARCH 20, 1943

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

BOONIE: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Let that historic 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 ten favorite songs in all America this week as determined by Your Hit Parade Survey, which checks the best-sellers in sheet music and phonograph records, the songs most played on the air and in automatic coin machines, the songs most requested of the nation's bandleaders. It's an accurate, authentic, up-to-the-minute tabulation of America's taste in popular music, bringing you the ten top songs of the week - Your Hit Parade. Now here's the man with tonight's ratings ... Martin Block.

BLOCK: ^W Thank you, Basil Ruysdael, and hello, friends. We start things off with the week's tenth ranking song -- and here come the Hit Paraders with the tune that's tagged Number TEN ... "FOR ME AND MY GAL."

("FOR ME AND MY GAL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And that was this week's Number TEN song.
And Ready and waiting to bring you the rest of Your
 Hit Parade favorites we have Joan Edwards, the
 Hit Paraders, Mark Warnow and the Lucky Strike
 Orchestra---and the boy whose voice is thrilling
 millions---Frank Sinatra. *with* To make those three
 Lucky Strike extras an unforgettable musical
 treat, the sparkling melody magic of Ethel
 Smith, whose unique style has also become a
 feature on your Friday night All-Time Hit Parade.
 Right now, ^{with lights on it} time to listen to the song Your Hit
 Parade Survey tells us you like Fifth best of
 all from Coast to Coast. Here's Frank Sinatra
 to sing your Number FIVE song ... "THERE ARE
SUCH THINGS."

("THERE ARE SUCH THINGS" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HAD THE CRAZIEST DREAM" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's your Eighth place favorite ... and Joan
Edwards is going to sing it for you. Number
EIGHT this week ... "I HAD THE CRAZIEST DREAM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FIRST EXTRA

("HORA STACCATO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time to enjoy a Lucky Strike Extra, styled
the Ethel Smith way. Inimitable ... unique ...
brilliant, are the words for the wholly
individual melodic creations that you've come
to identify with her name on this program as
well as Your All-Time Hit Parade ^m Friday night . . .
Listen, as Ethel Smith plays ... "HORA
STACCATO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MOONLIGHT BECOMES YOU" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends ... it's the Lucky Seven tune
coming up, and here's Frank Sinatra to thrill
you as he sings the song that rates Number
SEVEN in all America ... "MOONLIGHT BECOMES YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BRAZIL" EDWARDS AND HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: And here's the tune you like Fourth best of
 all. Joan Edwards and the Hit Paraders sing
 your Number FOUR song ... "BRAZIL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("INDIAN MEDLEY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Ethel Smith ... here to add her own extra-
special Charm to another Lucky Strike extra.
Rhythm that dances ... melody that sings ...
it's Ethel Smith playing her ... "INDIAN MEDLEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

(MOUNT VERNON)

RIGGS: (CHANT --- SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw...for this same historic chant goes echoing back through the years of America's history...

BOONE: (CHANT --- IN AND OUT)

CROSS: Up from the broad Potomac, rising above the green and rolling hills, stands America's most hallowed shrine... the mansion and the estate of Mount Vernon. Here, over the Serpentine Drive that curves up to the gleaming portico, came prominent men and women from all over the Union and from all over the world. And here they found the warm hospitality of the Old South...here they strolled among the flowering gardens and danced upon the cool verandas and banqueted in the great dining hall. Here the huntsman's horn woke the morning and the hills rang with the shouts of horsemen riding to hounds. And here ... a great man found peace, and passed the happiest years of his life. He was known as the Commander-in-Chief of the Continental Army. He was called President of the Republic. But the title that was nearest his heart was ... George Washington, First Farmer of America.

(MORE)

(MOUNT VERNON)

GROSS: For he was most content when he could ride out among the rich and fertile acres of his farms. Most content he was, when after a day's riding, he could return to the comfort of his library, and write of his crops and his bountiful harvest. Here, one night some two hundred years ago, he dispatched a letter to his tobacco brokers in London, in which he said "Gentlemen"... this week I expect to get on board the Cery, for your house, fifty hogshead of my own tobacco..." Yes, out of the sundrenched earth of Mount Vernon, George Washington grew the fragrant, the mellow tobacco like that still sold in the Southland today. Ladies and gentlemen, the story of the First Farmer of America, is another page of the true tradition, the history of fine tobacco. And all this is for your remembrance when you hear the historic chant of the tobacco auctioneer...

BOONE: (CHANT --- IN AND OUT)

(MORE)

(MOUNT VERNON)

RUNSDALE

~~CHANN:~~

Ladies and gentlemen, today America's historic tradition of fine tobacco is carried on by the makers of Lucky Strike cigarettes. At market after market, year after year, we consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. Independent tobacco experts, auctioneers, buyers, and warehousemen, who are present at the auctions, obviously see just who buys what tobacco. And when it comes to choosing their own cigarette, these experts show an overwhelming preference for Lucky Strike. Indeed, sworn records show that among independent tobacco experts - Lucky Strike has twice as many exclusive smokers as have all other cigarettes put together. Yes, with men who know tobacco best, it's Luckies 2 to 1.

RIGGS:

(CHANT - SOLD AMERICAN)

RUNSDALE
~~CHANN:~~

Smokers, let that historic chant remind you that in a cigarette it's the tobacco that counts, and that first, last, and always -- Lucky Strike means fine tobacco.

RIGGS:

(CHANT - SOLD AMERICAN)

("AS TIME GOES BY" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Time now to say hello to a newcomer to
Your Hit Parade. It starts its Hit Parade
career tonight in Sixth place --- Frank Sinatra
sings this week's Number SIX song ... "AS TIME
GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT CAN'T BE WRONG" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE - and another song makes its bow
on Your Hit Parade for the first time tonight.
Joan Edwards is here to sing it ... The Number
NINE winner ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 13 -

3-20-43

(THEME)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: YOUR HIT PARADE continues in just a moment over
the COLUMBIA ...BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

- 13 -

ATX01 0072750

("YOU'RE THE TOP" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends -- it's Ethel Smith and a Lucky
Strike extra ... a musical package crammed with
zip and sparkle -- and addressed to you. Listen
to Ethel Smith's delightful rhythmic styling of ...
"YOU'RE THE TOP."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

RUYSDAEL: Here they are ... the three top tunes of the week!

BLOCK: Number THREE! ... After just four weeks on the Parade, it's breaking into the big time for the first time tonight. Here's Frank Sinatra with the third-place favorite ... "THAT OLD BLACK MAGIC."

("THAT OLD BLACK MAGIC"..... SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO^{First} Tonight makes the fifth consecutive week this tune has been among the big three. Your Hit Parade Survey tells us you like it second best of all this week. Here are the Hit Paraders with ... "YOU'D BE SO NICE TO COME HOME TO."

("YOU'D BE SO NICE TO COME HOME TO" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK Number ONE! Yes, it's this week's favorite
of favorites -- the tune that all America
puts all the way out front on Your Hit Parade!
Joan Edwards is in to sing America's Number One
song ... "I'VE HEARD THAT SONG BEFORE."

("I'VE HEARD THAT SONG BEFORE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BoorE

~~ANNOUNCER:~~ (CHANT ENDING "SOLD AMERICAN" - 50 to 54 INCLUSIVE)

ANNOUNCER: Let that historic chant remind you, ladies and gentlemen, 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.

SINATRA: (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 night we'll be back with Your Hit Parade. Be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at the Marine Air Station, at Santa Barbara, California. And remember, every Friday night Your All-Time Hit Parade brings you your all-time, all time favorites from Carnegie Hall. And in the meantime, ~~extended~~ ... in the small six-day interim between Your Hit Parade and Your All-Time Hit Parade -- remember this. Every time you buy a War Bond ... every time you buy a War Stamp, you're doing yourself a favor, helping to build a world where you want to live. Every time you forget to buy one -- or postpone buying one -- you're doing Hitler a favor ... helping him to build the sort of world in which he wants to live. There's no more to it than that -- who do you want to help -- yourself -- or Hitler? What kind of world do you want -- yours -- or Hitler's?

and now This is Martin Block saying goodnight for Joan Edwards, the Hit Paraders, Mark Warnow ... and Ethel Smith.

SINATRA: And this is Frank Sinatra, friends, saying that's all for now -- ^{and} we'll be back next week long about this time.

(CLOSING THEME)

(APPLAUSE)

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

This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABCNEW YORK

FOOTE, CONE & BELDING

Advertising

107 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-6696

CLIENT: THE AMERICAN TOBACCO CO.

PRODUCT: LUCKY STRIKE

DATE: MARCH 27, 1953 - #410

REVISION: FIRST

APPROVAL: FINAL

NETWORK: CBS

BROADCAST: 9-9:45PM

REPEAT: 12-12:45AM

"YOUR HIT PARADE"

ROUTINE

A Broadcast

- | | | |
|-----|------------------------------------|--------------|
| 1. | TAKING A CHANCE ON LOVE (10) | EDWARDS |
| 2. | MOONLIGHT BECOMES YOU (8) | SINATRA |
| 3. | FOR ME AND MY GAL (9) | HIT PARADERS |
| 3A. | YOU | ETHEL SMITH |
| 4. | THERE ARE SUCH THINGS (6) | SINATRA |
| 5. | DON'T GET AROUND MUCH ANY MORE (7) | EDWARDS |
| 5A. | WALTZ IN SWINGTIME | ETHEL SMITH |

COMMERCIAL

- | | | |
|----|--------------------------------------|------------------------|
| 6. | YOU'D BE SO NICE TO COME HOME TO (4) | SINATRA |
| 7. | BRAZIL (5) | EDWARDS & HIT PARADERS |

STATION BREAK

- | | | |
|-----|---------------------------------|------------------------|
| 7A. | TICO TICO | ETHEL SMITH |
| 8. | AS TIME GOES BY (3) | HIT PARADERS |
| 9. | THAT OLD BLACK MAGIC (2) | SINATRA & HIT PARADERS |
| 10. | I'VE HEARD THAT SONG BEFORE (1) | EDWARDS |

ATX01 0072758

3-27-43

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #410

SATURDAY, MARCH 27, 1943

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

RIGGS: (CHANT ENDING BETWEEN 50 & 54 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Let that historic 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 ten favorite songs in all America this week as determined by Your Hit Parade Survey, which checks the best-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. It's an accurate, authentic, up-to-the-minute tabulation of America's taste in popular music, bringing you the ten top songs of the week - Your Hit Parade. Now here's the man with tonight's ratings ... Martin Block.

BLOCK: ^{W.L.} Thank you, Basil Ruysdael, and hello, friends.

We ^{are starting} start things rolling with the tune that rates tenth place honors this week --- and Joan Edwards is here to sing it for you ... Number TEN "TAKING A CHANCE ON LOVE."

("TAKING A CHANCE ON LOVE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And that was this week's Number TEN song. Ready and waiting to bring you the rest of Your Hit Parade favorites, are Joan Edwards, the Hit Paraders, ~~Frank Sinatra~~ ^{Frank Sinatra} "the boy whose voice is thrilling millions", and the Lucky Strike Orchestra under the musical direction of Mark Warnow, whose brilliant conducting has become a highlight on your Friday night All Time Hit Parade. To make those three Lucky Strike extras an unforgettable musical treat --- the sparkling melody magic of Ethel Smith. ^{Right now, well} Right now, get set for Frank Sinatra, to sing you the song that ranks eighth in your musical favor all over America. Here it is, Number EIGHT...."MOONLIGHT BECOMES YOU."

("MOONLIGHT BECOMES YOU"SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR ME AND MY GAL" HIT PARADERS)

- (FADE FOR ANNOUNCEMENT)

BLOCK: Here's the song Your Hit Parade Survey tells us
is the country's Ninth place favorite. The Hit
Paraders sing the song that's Number NINE
"FOR ME AND MY GAL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: That sparkling rhythm means only one thing....
time for Ethel Smith to bring you a Lucky Strike
extra, packed with musical enchantment, rhythmic
excitement --- the melodic magic that she weaves
so well. Ethel Smith plays....."YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THERE ARE SUCH THINGS" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: And next in line is the ballad that rates just
six places from the top. Frank Sinatra sings
the song that all America awards SIXTH place
honors....."THERE ARE SUCH THINGS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("DON'T GET AROUND MUCH ANY MORE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends, it's a new-comer --- a tune that
steps into Your Hit Parade for the first time
tonight, starting off at the Lucky SEVEN spot.
Joan Edwards sings the nation's new Number SEVEN
song....."DON'T GET AROUND MUCH ANY MORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WALTZ IN SWINGTIME". ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Ethel Smith with another of her unique musical creations --- a Lucky Strike extra phrased with all the zip and sparkle that's made her a highlight on this show, as well as Friday nights on Your All-Time Hit Parade... Listen to Ethel Smith's unusual presentation of"WALTZ IN SWINGTIME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

3/27/43

BOONE: (CHANT -- SOLD AMERICAN)

WINTERS: Let that historic chant remind you that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw ... for this same historic chant goes echoing back through the years of America's history ...

RIGGS: (CHANT -- SOLD AMERICAN)

RUYSDAEL: The place ... first crown colony of Jamestown, Virginia. The time ...1607. Here they came, the English gentlemen-adventurers, in search of gold. But there was no need to tunnel the earth -- for growing out of the rich soil of Virginia they found another treasure ... a strange and beautiful and significant plant. Tobacco!

(MORE)

3/27/43

RUYSDAEL:
(CONTD)

By 1613, seven years before the Pilgrims touched at Plymouth Rock, John Rolfe had already sent off the first shipment of Virginia leaf to England. And because of tobacco, good tobacco, the crown colony prospered ... Time passed ... and the young country slowly grew to manhood. And wherever there were cities building, wherever a tract of land was cut from the wilderness, wherever there were American pioneers ... there was always the demand for the friendly comfort of fine tobacco. Up and down the broad Mississippi, the riverboats brought the oaken hogsheads of tobacco ... Across the prairieland westward to the Pacific, tobacco was carried on the new railroads - a vital part of American life. All this is for your own remembrance when you hear the historic chant of the tobacco auctioneer.

RIGGS:

(CHANT - IN AND OUT)

(MORE)

3/27/43

WINTERS: Today ... to these same historic acres of Virginia, to the Kentucky blue grass country, and to the sunny farmlands of Georgia and the Carolinas ... the world still comes to buy tobacco. Yes, ladies and gentlemen, there's a long historic story behind your Lucky Strike cigarette ... And in Lucky Strike you yourself can discover how much fine tobacco means to you as a smoker. For down through the years, at auctions all over the South, Lucky Strike has bought -- for your greater enjoyment -- the riper, the lighter, the naturally milder tobacco. So whenever you hear the historic chant of the tobacco auctioneer, remember that in a cigarette it's the tobacco that counts, and that first, last, and always -- Lucky Strike means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

YOUR HIT PARADE

- 12 -

3-27-43

("YOU'D BE SO NICE TO COME HOME TO" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR - And here's the song that's just on the
rim of the big time.....Frank Sinatra sings the song
that this week's survey rates in fourth place.....
"YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 12 -

ATX01 0072770

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FIVE! Time to listen to the song that finds it's place Midway on Your Hit Parade ladder. Joan Edwards and the Hit Paraders are in with the fifth place winner....."BRAZIL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 14 -

3-27-43

(THEME)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: YOUR HIT PARADE continues in just a moment over
the COLUMBIA ... BROADCASTING SYSTEM.

STATION BREAK

(MUSIC UP TO FINISH)

- 14 -

ATX01 0072772

("TICO TICO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's the unique samba samba tempo that signals
another Lucky Strike extra by Ethel Smith---a
toe-tapping, completely captivating musical
origination for your enjoyment...Listen to Ethel
Smith as she plays..."TICO TICO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

RUYSDAEL: Here they are...the three top tunes of the week!

BLOCK: Number THREE! And here's a song that lost no time getting to the top of the heap! Starting in on Your Hit Parade last week at sixth place, tonight it's three places up....at Number THREE ... The Hit Paraders and your third place winner.... "AS TIME GOES BY."

("AS TIME GOES BY" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO: And this tune broke into the big three listing just last week...tonight finds it up one placejust one step away from top.... Frank Sinatra sings your SECOND place favorite..."THAT OLD BLACK MAGIC."

("THAT OLD BLACK MAGIC" SINATRA & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: Number ONE! Yes, friends, it's time to bring you the song that stands at the very head of Your Hit Parade...your favorite of favorites! Joan Edwards sings it, and for the second week in a row, your number ONE song is..."I'VE HEARD THAT SONG BEFORE."

("I'VE HEARD THAT SONG BEFORE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-19-

3-27-43

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 50 to 54 INCLUSIVE)

RUYSDAEL: Let that historic chant remind you, ladies and gentlemen, 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.

-19-

ATX01 0072777