

FEBRUARY

WEAF

YOUR HIT PARADE

() ()
8:00 - 9:00 P.M.

FEBRUARY 1 1936

SATURDAY

(OPENING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade, bringing you fifteen hit tunes of this week, played by Carl Hoff and the Lucky Strike Orchestra.

Each week our search for popular numbers takes us here, there, everywhere in America -- to the large cities and the small towns, to the snow covered North and the sunny South to find the Fifteen tunes of the week. Countrywide radio reports bring us your favorites over the air; sheet music and record sales all over the nation inform us what pieces you take home with you. To date, out only seven weeks, 560,000 copies of "The Music Goes Round and Around" have been sold. Then when we're sure what melodies you wish to hear, we bring you Your Hit Parade - All America's program. And now Carl Hoff and the Lucky Strike Orchestra play "Rhythm in My Nursery Rhymes" the tune that holds tenth place on Your Hit Parade this week.

("RHYTHM IN MY NURSERY RHYMES".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME".....CROSS AND ORCHESTRA)

FADES FOR ANNOUNCEMENT)

ANNOUNCER: This tune "Cling To Me" is a particular favorite in the Middle West. Tonight in its first appearance on Your Hit Parade it stands in eleventh place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Tonight the melody "Alone" holds second place on Your Hit Parade, and at three widely separated universities - Syracuse, North Carolina and Stanford, the students have chosen it as their hit of the week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Since 1911, The Research Department of The American Tobacco Company has had the following objective: To control and modify by treatment cigarette tobaccos so as to produce the desired characteristics in their smoke: In other words - To produce A Light Smoke - A Light Smoke of rich, ripe-bodied tobacco. In the newspapers and magazines you pick up nowadays, you see frequent reference to the question of acidity. So, we have this fact to give you: Scientific chemical analysis of LUCKIES and other leading brands of cigarettes shows that LUCKIES are decidedly less acid than the others. Other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100%. LUCKIES are less acid.

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("HAPPY AS THE DAY IS LONG" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra bring you an old favorite: "Happy As The Day Is Long".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH ALL MY HEART" SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "With All My Heart" from the motion picture "Her Master's Voice" has this rare distinction. It won a place on Your Hit Parade even before the picture was released -- and tonight it ranks third in "Your Hit Parade".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE BROKEN RECORD" TRIO AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Twenty-one out of thirty of the nation's leading orchestras list "The Broken Record" among their most requested numbers. Tonight it's number six on "Your Hit Parade."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOUR GREEN EYES" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra play a Spanish favorite: "Your Green Eyes".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: "Have you said thank you to each customer you served today?" Years ago this question was flashed one evening by telegraph to each clerk in the employ of a great merchant, and each telegram was signed personally by him. What do you suppose his meaning was? What was he trying to do? Simply to emphasize the importance of courtesy when combined with swift efficient service. And courtesy has always characterized the man on the other side of the tobacco counter.

Saying "Thank You" to a customer is in itself one of those small but important amenities which make life worth living, but more than that, those two words "Thank You" repeated as they are, millions and millions of times every day, have become a symbol of the tobacco business. They typify the service, the courtesy, the gracious efficiency you meet with whenever you step up to a tobacco counter anywhere. The manufacturers of LUCKY STRIKE Cigarettes take satisfaction in acknowledging this universal courtesy daily extended to you by over 950,000 retail stores throughout the country.

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("THE MUSIC GOES ROUND AND AROUND"DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Well, here it is -- "The Music Goes Round and Around" -- not at the top this week but in fourth place, and Al Donahue, leader of the orchestra at the Bermudian Hotel sends word that this tune has skipped the seas to become the most popular piece there in Bermuda.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RED SAILS IN THE SUNSET"ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Week after week, this song from England continues high in America's favor. Exactly three months ago "Red Sails in the Sunset" stood seventh on Your Hit Parade and that's just where it stands tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DINNER FOR ONE PLEASE, JAMES"CROSS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: And now another song from England -- This week "Dinner For One Please, James" jumps from tenth to fifth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU'RE GONNA LOSE YOUR GAL"ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Carl Hoff and the Lucky Strike Orchestra play "You're Gonna Lose Your Gal."

(MUSIC SWELLS AND FINISHES)

S T A T I O N B R E A K

(INSIDE SIGNATURE....."HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: This is Your Hit Parade, all America's program, featuring fifteen hit tunes of the week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

You will be interested in watching the way these tunes rate on "Your Hit Parade", for they echo all over the country and you are the people who decide the degree of their popularity. For example: swinging into favor as it did a few weeks ago "The Music Goes Round and Around" jumped into seventh place in the LUCKY STRIKE "Your Hit Parade", from there next week it jumped to first place, stayed there three weeks and now its back into fourth place. "Red Sails In The Sunset" has stayed for three consecutive months on "Your Hit Parade", and tonight as we told you it occupies seventh place just where it stood three months ago. We wonder why this is. You decide - you know. We report your decision, and now we play for you "Moon Over Miami", number one song of this week - and from Guy Lombardo we learn that it was the favorite request tune at the six Washington hotels at which his orchestra played this week on the occasion of the President's Birthday Ball. They like that Guy so much in Washington that they did troupe him around to all those hotels that night.

("MOON OVER MIAMI".SIMMONS & ORCH)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M BUILDING UP TO AN AWFUL LETDOWN".DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Tonight we have a new tune holding fourteenth place on Your Hit Parade. It's called, "I'm Building Up To An Awful Letdown" and the music is by none other than that dancing marvel Fred Astaire.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: For twenty-five years the Research Staff of The American Tobacco Company has worked steadily to produce a measurably finer cigarette - namely, a cigarette having a minimum of volatile components, with an improved richness of taste -- "A LIGHT SMOKE" --- And LUCKIES are A Light Smoke - A Light Smoke of rich, ripe-bodied tobacco.

Then, too, LUCKIES are less acid - recent chemical tests show that other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100%.

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("WHEN YOU'RE SMILING", ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Now Carl Hoff and the Lucky Strike Orchestra play "When You're Smiling".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT", SIMMONS & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Lights Out" wins ninth place on Your Hit Parade this week, but you folks in Butte, Montana and New Orleans like this melody best of all.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME", ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: First called "You're An Angel", this song gained little attention, but when it was changed to "Please Believe Me" it became such a favorite that it wins twelfth place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I FEEL LIKE A FEATHER IN THE BREEZE", DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I Feel Like A Feather In The Breeze" was heard fifty-eight times on six New York radio stations during the week. Tonight it's in eighth place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: We believe that LUCKY STRIKE Cigarettes embody a number of genuinely basic improvements.

Here is one quality that we know you all will appreciate ... the fact that LUCKIES, A Light Smoke of rich, ripe-bodied tobacco, are definitely less acid than other popular cigarettes. For recent impartial scientific tests show that other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100%. Think what this means to you. LUCKIES are less acid.

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("DINAH" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra selects a tune that we believe
will live forever: "Dinah".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Beautiful Lady In Blue" is our thirteenth ranking song
this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("EENY MEENIE MINEY MO" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Completing this week's hour is "Eenie Meenie Minie Mo"
fifteenth on All America's program. Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Join us next Saturday night at this same time when the Lucky Strike Orchestra will bring you fifteen hit tunes of next week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

And speaking of pleasure, may we suggest that you'll get real smoking pleasure from Luckies themselves? Luckies are delightful to your taste, easy on your throat. They're a Light Smoke of rich, ripe-bodied tobaccos. And please remember - Luckies are less acid. Recent independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100%, Luckies are less acid.

(CLOSING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN".....)

THIS IS THE NATIONAL BROADCASTING COMPANY.....

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"YOUR HIT PARADE"

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8:00 - 9:00 P.M.

FEBRUARY 8 1936

SATURDAY

(OPENING SIGNATURE. . . . "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen most popular tunes of the week, played tonight by an old favorite, B. A. Rolfe, who brings you the Lucky Strike Orchestra as special guest conductor. This is All America's program, because you pick these tunes yourselves, one hundred and twenty million of you from Coast to Coast. You pick 'em -- we play 'em. Each week our search to find your fifteen favorite tunes takes us throughout the length and breadth of the nation -- to teeming cities and quiet towns, north, south, east and west. We check the sheet music and phonograph records you are buying. Radio reports tell us your favorites over the air and from the nation's well-known orchestra leaders -- such as Guy Lombardo, Hal Kemp, Jan Garber, Orville Knapp, Eddie Duchin, Ben Bernie, Ted Lewis and others, we learn what tunes you request when you're out dancing. Put all this information together and out come the fifteen tunes you like best this week -- Your Hit Parade. And now B. A. Rolfe and the Lucky Strike Orchestra bring you the song that all America has chosen as its fifteenth ranking favorite "I'm Gonna Sit Right Down and Write Myself a Letter".

("I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This tune "Cling to Me," a newcomer on Your Hit Parade last week, moves up three notches to become the eighth ranking song on all America's program.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RED SAILS IN THE SUNSET" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Red Sails in the Sunset", in twelfth place tonight, ties Your Hit Parade record for continued popularity - sixteen weeks among the nation's first fifteen tunes. The only other tune that has been welcomed this long on the Hit Parade was "In a Little Gypsy Tea Room".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER:

A quarter-century ago, The American Tobacco Company
felt that the trend toward cigarettes merited
systematic laboratory research with a view to
improving its products and creating A LIGHT SMOKE.
If you haven't tried A LIGHT SMOKE, try a package
of LUCKIES.....tonight. For Luckies are A LIGHT
SMOKE of rich, ripe-bodied tobacco. Remember....
recent independent chemical tests of the leading
cigarettes prove this important fact...that other
popular brands have an excess of acidity over
LUCKY STRIKE of from 53 to 100%. Think of this when
next you want a cigarette -- a modern cigarette....
remember LUCKIES are less acid -- LUCKIES are
A LIGHT SMOKE OF RICH, RIPE-BODIED TOBACCO.

Book #6
Hammer #9

* * *

("WAITING FOR THE ROBERT E. LEE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Waiting for the Robert E. Lee" was written in nineteen twelve and more than a million copies of the sheet music of this song have been sold to date.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" LAMBERT AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Lights Out" started at the very bottom of Your Hit Parade, lasted only two weeks, and then fell from the Big Fifteen. But it suddenly became popular again, climbed to eighth place, and tonight moves on and up to fourth ranking in all America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SHOOTING HIGH" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week this song "I'm Shooting High" from the picture "King of Burlesque" dropped from among our fifteen song hits, but sudden strong support from California and Nebraska help bring it back this week to eleventh place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("VARSITY DRAG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: B. A. Rolfe and the Lucky Strike Orchestra in "The Varsity Drag" from "Good News".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The wooden Indian is the real "vanishing American". But, though he's gone, the institution he symbolized remains and flourishes. There are more than nine hundred and fifty thousand retail dealers who sell tobacco and cigarettes throughout the country. And it's safe to say that no other business activity in America is conducted with more courtesy, thoughtfulness and service. For millions of you, the tobacco dealer's cheery smile and "thank you" starts the day off right as you purchase your morning supply of cigarettes or tobacco. A small thing perhaps, but when repeated millions of times throughout the country it becomes a mighty contribution by the retail tobacco industry to pleasant living. Next time you say, "Luckies, please" reflect upon this. Your tobacco retailer deserves your good-will -- he earns it by courteous, efficient, friendly service. His reward is a small percentage of the cost of your purchase and the satisfaction of your continued patronage.

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("THE BROKEN RECORD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After three weeks in sixth position, "The Broken Record" stands fifth in your favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's last week's hit of hits -- "Moon Over Miami" -- this week your second ranking favorite. Six out of seven of Chicago's best known orchestra leaders say it's their most requested number.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DINNER FOR ONE PLEASE, JAMES" LAMBERT AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Ninth place goes to "Dinner For One Please, James", but this song is such a favorite around New York that it was heard on the air sixty-one times during the week, on New York radio stations.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LADY OF SPAIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra in that ever popular favorite: "Lady of Spain".

(MUSIC SWELLS AND FINISHES)

(S T A T I O N B R E A K)

ANNOUNCER: This is Your Hit Parade, the fifteen most popular tunes of the week, brought to you by the manufacturers of Lucky Strike cigarettes. These are your favorites over the air, the melodies you choose for dancing, the numbers you bring home with you in sheet music and on records.

Tonight a new top song appears on Your Hit Parade as "Alone" from the motion picture "A Night at the Opera" becomes the number one melody of the nation. Though not sensational in its rise to the top, "Alone" nevertheless has been remarkable in the steadiness of its climb. Unlike the tune "Lights Out", about whose up and down progress on Your Hit Parade we have already told you, "Alone" appeared for the first time on December twenty-eighth in fourteenth place. Then from fourteenth it moved steadily to ninth, then to seventh, then to third, then to second, and finally it reaches the top of the heap, the number one song on All America's program.

("ALONE" QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU HIT THE SPOT" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Hit the Spot" jumps from nowhere into seventh place in your favor this week, equalling the first quick rise of "The Music Goes 'Round and Around". Watch it next week and see if it follows the performance of "The Music Goes 'Round and Around" to jump into first place.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER:

An insurance of the rich flavor and of our
consideration to acid-alkaline balance in
Lucky Strike Cigarettes is the use of the
center leaves of each plant. It is only
the center leaves which approach in Nature
the most palatable acid-alkaline balance.

You know what an acid reaction is.... you
know its effects and LUCKIES are less acid.
How much pleasanter, how much more enjoyable,
how much easier on you is a cigarette that
is truly A LIGHT SMOKE -- A LIGHT SMOKE of
rich, ripe-bodied tobacco.

Book #11
Book #13 (part)
Hammer #5
(part) plus
toasting

And don't forget that famous Lucky Strike
process -- IT'S TOASTED -- Your throat
protection against irritation, against cough.

("BLUE GRASS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now, B. A. Rolfe and the Lucky Strike Orchestra play
"Blue Grass".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I FEEL LIKE A FEATHER IN THE BREEZE"QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Hundreds of requests from dancers in New York, Columbus,
Dallas, Cleveland and Chicago help to raise "I Feel Like
a Feather in the Breeze" from eighth to third place on
Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH ALL MY HEART" LAMBERT AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Tenth in the nation's favor this week is "With All My
Heart" from the motion picture "Her Master's Voice", but
it's the hit of the week in Decatur, Illinois and Pueblo,
Colorado.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M BUILDING UP TO AN AWFUL LETDOWN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The phrase "building up to a let down" was used first by a
New York Columnist. From it comes the title of your
fourteenth ranking song "I'm Building Up to an Awful
Letdown".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER:

The characteristic flavor of good tobacco depends on both acid and base constituents. The ideal cigarette should produce a smoke with consideration to acid-alkaline balance. Behind the best car on the road is the modern skill of the engineer who designed it to give a balanced drive, and behind every LUCKY STRIKE Cigarette on the market is a quarter of a century of striving toward a modern balanced smoke. LUCKY STRIKE, A LIGHT SMOKE of rich, ripe-bodied tobacco offers the best of modern quality. LUCKIES are distinctly less acid. Recent chemical tests prove this when they show that other popular brands have an excess of acidity over LUCKIES of from 53 to 100%.

Book #8
Hammer #7

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("SINGIN' IN THE RAIN".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: B. A. Rolfe and the Lucky Strike Orchestra play an old favorite "Singin' in the Rain".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE AT A TABLE FOR TWO".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Alone at a Table for Two" a new song on Your Hit Parade, ranks fourteenth in your favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE MUSIC GOES 'ROUND AND AROUND".DICK, QUARTETTE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Recently forty members of the University of Wisconsin faculty were asked to name their favorite popular song. Thirty-two of them selected "The Music Goes 'Round and Around" but in national favor it's in sixth place this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The manufacturers of Lucky Strike cigarettes invite you to join us here next Saturday night at this same time when Carl Hoff and the Lucky Strike Orchestra will bring you Your Hit Parade, all America's program. And now just a word to those of you who have not tried a Lucky lately. Luckies offer you A Light Smoke of rich, ripe-bodied tobacco, a cigarette that is delightfully fine tasting, a smoke that is wonderfully easy on your throat. And...Luckies are less acid. Recent independent chemical tests show that other leading brands have an excess of acidity over Luckies of from fifty-three to one hundred percent.

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY....

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"YOUR HIT PARADE"

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8:00 - 9:00 P.M.

FEBRUARY 15, 1936

SATURDAY

ANNOUNCER: Lucky Strike presents Your Hit Parade, all America's program, featuring the Fifteen Hit Tunes of this week played by Carl Hoff and the Lucky Strike Orchestra. Every week Lucky Strike's musical spotlight sweeps the country to find the Big Fifteen melodies. From San Francisco's Golden Gate to New York's Statue of Liberty these are the songs acclaimed by all of you as your national favorites -- tunes that captivate the city's smartest night clubs, songs that are whistled down on the farm. Nationwide radio reports tell us what melodies you like to hear over the air; -- orchestra leaders all over the country inform us of your requests for popular dances; and sheet music and phonograph record sales from North, South, East and West tell us what pieces you play in your homes. Then, when we've learned just what songs you want to hear, we play them on Your Hit Parade, all America's march of melody -- the program that you yourselves request. And now the Lucky Strike Orchestra in the song that ranks fifteenth in your favor this week -- "Rhythm in My Nursery Rhymes."

("RHYTHM IN MY NURSERY RHYMES", ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The authors of "Cling To Me" seem to know the secret of the country's musical favor. In ten months four of their previous songs reached the tiptop of Your Hit Parade... and each week, for three weeks, "Cling To Me" has moved up three places, tonight gaining fifth on All America's list.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune about Florida that's popular even in California -- "Moon Over Miami" for the fourth time ranks second from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: Since 1911, the Research Department of The American Tobacco Company has endeavored to establish the relationship between components of Tobacco and their products of combustion. Its findings have been repeatedly checked by independent research groups, though there has been comparatively little publication owing to the extremely competitive conditions within the tobacco industry.

The objective of the Research Department was to produce, in Luckies, A LIGHT SMOKE, with consideration to acid-alkaline balance. ~~Over~~ Over the air, in the newspapers, in the magazines you find much reference to acidity these days.

Although it is only in recent years that science has become fully aware of the importance of acid-alkaline balance, LUCKY STRIKE has kept pace with the research and experimental work conducted in other fields relative to acidity. That is why we put so much stress on current independent chemical laboratory tests which show that other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100 percent. Yes, the smoke of LUCKIES is distinctly LESS ACID.

Book #7
Hammer #16

("I'LL NEVER SAY NEVER AGAIN AGAIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you "I'll Never Say Never Again Again".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU HIT THE SPOT" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT:)

ANNOUNCER: "You Hit the Spot", twelfth ranking nationally, but at the University of Minnesota 13,000 students, in a special election, gave it the place of honor at their Junior Ball last Tuesday.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH ALL MY HEART" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This is the tenth straight week that you've voted "With All My Heart" into Your Hit Parade. Tonight you place it eleventh. You will be interested to know that only one hit song in every eight remains in your favor so long.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SOME OF THESE DAYS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Some of These Days" ... played for you by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Caveat emptor ... Latin words for the English expression "Let the buyer beware!" In ancient Rome that was fair warning... and the buyer had to watch his step. But today in America business ethics have changed ... and it's the seller who must watch his step and make sure that you, the buyer, be pleased with the goods and services he sells. No longer must you, as buyer ... beware. You can step up to any tobacco counter in America with full confidence that you'll get what you ask for... and at a fair price. Service is friendly, efficient... and the attitude behind the counter is ... that the customer is always right. This courteous and understanding service is regularly offered daily by the tobacco shops of America and it confers a great benefit to the purchaser.

The manufacturers of Lucky Strike Cigarettes take satisfaction in acknowledging this attitude on the part of over 950,000 tobacco retailers in the United States who serve you so well and bring you Lucky Strike -- A LIGHT SMOKE of rich, ripe-bodied tobacco.

("I FEEL LIKE A FEATHER IN THE BREEZE".TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The old Maestro, Ben Bernie, tells us that "I Feel Like a Feather In The Breeze" is his most requested number -- but America doesn't quite agree, you rank it fourth from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME".CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now...you dancers in Pittsburgh, Detroit, Spokane and Palm Beach, here's "Please Believe Me" -- your favorite this week. But it's thirteenth in America's favor tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT".SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Fifteenth in popularity six weeks ago. Tonight in third place. That's the brilliant record of "Lights Out".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE PEANUT VENDOR". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Six years ago the "Peanut Vendor" jumped over from Havana to become an American sensation...and how...and start the country on a new dance craze -- the rhumba.... and how!

(MUSIC SWELLS AND FINISHES)

(S T A T I O N B R E A K)

ANNOUNCER: This is Your Hit Parade, all America's program, the fifteen hit tunes of this week presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. The popular musical picture of a nation -- that's Your Hit Parade, bringing you the songs you've picked yourselves -- your favorites over the air, the tunes you choose for dancing, the numbers you buy in sheet music and on records. From all over American we hear that a favorite game is the guessing of the fifteen tunes on Your Hit Parade in the order of their ranking -- and so, for thousands of you here's the most important announcement. Tonight for the second consecutive week, "Alone" is top ranking song on Your Hit Parade... America's public melody number one. Just another tune when it was first played on the air on November sixteenth, tonight, only ninety-one days later, "Alone" rides the crest of the nation's musical favor.

("ALONE"SIMMONS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER".. DICK & ORCH...)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: In contrast to the swift rise of "Alone", your favorite favorite, this tune "I'm Gonna Sit Right Down and Write Myself a Letter", caused no stir when first published last May. But "Fats" Waller liked it, made a best-selling record of it -- then suddenly the tune began to click, and tonight, although born nearly a year ago, it wins eighth place among this week's up-to-the minute hits.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #3)

ANNOUNCER: (COMMERCIAL NO. 3)

For hundred of years, tobaccos were selected - and gradations in flavor secured -- by the roughest sort of rule of thumb methods. But the tobacco plant is nearly as sensitive to soil and climatic variations as the grape -- and tobaccos vary from year to year and from district to district almost as much as vintage wines. One of the most important innovations made by the Research Department (and still, so far as we know, exclusive with Lucky Strike Cigarettes) was provision for chemical analysis of selected tobacco-samples before purchase: the resulting reports offer the professional buyer an accurate guide and reinforce his expert judgment based on the senses of sight, smell and touch.

This is typical of the care necessary to the production of A LIGHT SMOKE -- A LIGHT SMOKE of rich, ripe-bodied tobacco. A Light Smoke is less acid than a heavy one. That is why it is particularly interesting to know that the smoke of LUCKY STRIKE is distinctly less acid than that of other leading brands. And only in Luckies do you have the benefit of that exclusive process known as "IT'S TOASTED". It is your throat protection against irritation, against cough.

Books #9
& 10
Hanmer #17
(part)
plus
toasting

("GOOD NEWS" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the title song from the musical comedy "Good News".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week the only new song to break into the Big Fifteen is "It's Been So Long", the tune that holds fourteenth place in all America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Of 116 songs that you've elected to Your Hit Parade since last April only four have been waltzes. After a week's absence, "Beautiful Lady in Blue", one of these four, returns tonight in ninth place, stronger than ever, with the phenomenal sheet music sale of almost 100,000 copies in two weeks.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SHOOTIN' HIGH" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The little town of Darien, Connecticut, and the southern city of Atlanta, Georgia, both pick as their favorite the tune that holds seventh position nationally tonight -- "I'm Shootin' High" from the motion picture, "King of Burlesque."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:

It is a rather surprising fact that the leaves of the same tobacco plant may vary far more than the leaves from plants of quite different types. The top leaves of all tobacco plants tend to give a definitely harsh, alkaline taste. The bottom leaves tend to acidity in the smoke. It is only the center leaves which approach in nature the most palatable, acid-alkaline balance, consideration of which is so essential to A LIGHT SMOKE. In Lucky Strike Cigarettes, the center leaves are used. There's no saying more true than "a word to the wise is sufficient". LUCKIES are less acid. Recent chemical tests show that other popular brands have an excess acidity over LUCKIES of from 53% to 100%. We give no warnings about excess acidity; we make no rash claims. We ask only that you remember that LUCKIES are distinctly less acid and that they are A LIGHT SMOKE of rich, ripe-bodied tobacco.

Books #12
& 13
Hanmer #10

("PUTTIN' ON THE RITZ", ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you the title song of the musical film, "Puttin' On The Ritz".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DINNER FOR ONE PLEASE, JAMES". CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After tying Your Hit Parade's record for continued popularity last week, "Red Sails in the Sunset", a tune from England, disappears tonight, but another English song continues among the leaders -- "Dinner For One, Please James" ranks tenth in all America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M BUILDING UP TO AN AWFUL LETDOWN". DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune that's building up fast, especially in New York, Kansas and Indiana. It jumps from thirteenth last week to sixth place tonight. Is the name prophetic?... it's "I'm Building Up To An Awful Letdown".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The manufacturers of Lucky Strike Cigarettes invite you to join us here next Saturday night at this same time when the Lucky Strike Orchestra will bring you the fifteen hit tunes of next week. And now as we say good night to you over the air, light a Lucky. You'll find that Luckies are A Light Smoke of rich, ripe-bodied tobacco, wonderfully fine tasting, yet delightfully easy on your throat. Remember, if you please, Luckies are less acid. Recent independent chemical tests show that other leading brands have an excess of acidity over Luckies of from fifty-three to one hundred per cent, Luckies are less acid.

THIS IS THE NATIONAL BROADCASTING COMPANY.....

wjk
2-14-36...

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

() ()
8:00 - 9:00 P.M.

FEBRUARY 22 1936

SATURDAY

(OPENING SIGNATURE. "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade, the fifteen most popular songs of this week from one end of the country to the other, played for you by Carl Hoff and the Lucky Strike Orchestra.

This is Your Hit Parade - YOURS in every sense of the word, for these are your selections - the sum total of the songs YOU request at the places you dance - the tunes YOU have most frequently purchased on sheet music and on records - the melodies you like to hear best over the air. Each week Lucky Strike scours the country, checks reports from cities, towns and villages from Maine to California, contacts band leaders, radio stations, music publishers, record manufacturers, to find what tunes 120 million of you consider "tops" and from this vast store of information come the big fifteen songs that all America rates as the favorites of the week from coast to coast..... Your Hit Parade.

And now the Lucky Strike Orchestra swings into "I'm Shootin' High", fifth ranking tune from one end of the country to the other.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG" DICK AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "It's Been So Long". A newcomer to Your Hit Parade last week, but already so popular that it jumps from fourteenth to seventh place in one short week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Only two tunes in Your Hit Parade this week were among the big fifteen in 1935 - and tonight one of these - "Moon Over Miami" - for the fifth time is second in popularity the country over.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:

"All cigarette tobacco, though 'cured' by the grower before sale, is unsuited for use without further aging: Lucky Strike tobaccos are aged from more than one-and-a-half to three years."

This is only one of the many steps taken to assure you, in Luckies, A LIGHT SMOKE of rich, ripe-bodied tobacco. "A LIGHT SMOKE," you know, "is less acid than a heavy one." And so it is important for you to know that "recent chemical tests show that other popular brands of cigarettes have an excess of acidity over Lucky Strike of from 53 to 100%. Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco - LUCKIES are less acid."

Book #14
Hanmer #14
Hanmer #17
(part)

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("FROM THE TOP OF YOUR HEAD" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "From the Top of Your Head" - Played for you by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" CROSS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Please Believe Me" - ninth ranking song nationally, but the favorite in - of all places - Reno, Nevada.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I FEEL LIKE A FEATHER IN THE BREEZE" TRIO & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Statler Hotel in Boston - the Morrison in Chicago - the Mark Hopkins in San Francisco all report this week an avalanche of requests from dancers for "I Feel Like a Feather in the Breeze." Nationally it is in sixth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BYE BYE BLUES" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you now "Bye Bye Blues."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Ever since the day when the use of tobacco became popular in the genial coffee houses of 17th century England, smoking has somehow been associated with the warm, friendly things in life, - with the kindly business of good living. And through the years, this pleasant attitude has always been reflected in the cheerful, courteous service of the man who sells you your smokes. Although his unit of sale is small, you have come to expect the efficient friendly attention to your demands that you invariably receive when you enter his store. The purchase you make at the tobacco counter undoubtedly adds something to your physical enjoyment of life. And the thoughtfulness of the man behind that counter plays its part too in making life just a bit more pleasant. Just pause for a moment and consider this the next time you ask for Luckies. Then you, too, will realize why the American Tobacco Company takes such satisfaction in its long and happy association with the 950,000 retail dealers who sell cigarettes throughout the country.

("I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER"..DICK & ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Gonna Sit Right Down and Write Myself a Letter" stands fifteenth nationally, but for some reason this tune clicks faster in the South. In Biloxi, Mississippi, Henderson, Kentucky, and Selma and Dothan, Alabama, it's the Hit of the Week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT". SIMMONS AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: From North, South, East and West comes evidence that once again you've elected "Lights Out" third ranking song of the country.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME". CROSS AND ORCHESTRA)

ANNOUNCER: It is not often that the same authors have two hit tunes on Your Hit Parade at the same time, but for four weeks now "Cling to Me", written by the two men responsible for "Moon Over Miami" has been up with the leaders. Tonight it is eleventh, exactly where it was when first introduced a month ago.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PANAMA". ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Panama" - a rhumba tune - played for you by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(STATION BREAK)

ANNOUNCER: This is Your Hit Parade - Lucky Strike's presentation of the fifteen most popular songs of the entire nation this week. These are your favorite tunes - the songs you have requested most frequently at the places where you dance - the numbers you have purchased most often in sheet music and on phonograph records -- the melodies most played on nearly two hundred leading radio stations contacted by Lucky Strike each week - a huge compilation of the preference of over 120,000 people in every section of the country. And now, here's your tip top tune -- the nation's leading song for the third consecutive week. Only five others have ever held the lead so long -- Here it is -- the tune that has been played over the air this year more times than any other hit - America's number one melody - "Alone".

("ALONE"SIMMONS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU HIT THE SPOT"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now, you dancers in Missouri - Wisconsin - Pennsylvania - Ohio and California, here's a tune that you have requested of your favorite orchestra leaders all week - "You Hit the Spot" - thirteenth ranking song in all forty-eight states tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: "The blending of tobaccos to secure a given flavor -- uniformly, season after season and year after year -- is both an art and a science. Every fresh blending of Lucky Strike tobacco contains more than 100 different types produced on thousands of different farms. These farms comprise not only areas in Virginia, North and South Carolina, Georgia, Tennessee, Kentucky, Maryland and other States, but tobacco-lands in Macedonia and Xanthia in Greece, Smyrna and Samsoun in Turkey -- where the finest Turkish tobacco is grown."

The skillfull blending of these fine tobaccos is essential to the production of A LIGHT SMOKE -- and Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco -- a smoke that is wonderfully easy on your throat because an exclusive process known as "IT'S TOASTED" removes certain harsh irritants naturally present in all tobacco. And, because the question of acidity is so much discussed today, we ask you to remember that "independent chemical laboratories and research groups say to you that the smoke of Luckies is less acid."

Book #15
& 16
Toasting
Hammer #13
(part)

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("BUTTON UP YOUR OVERCOAT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra in "Button Up Your Overcoat"
from the musical comedy "Follow Thru".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SING AN OLD FASHIONED SONG TO A YOUNG SOPHISTICATED LADY" CROSS & ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: How are tunes born? - Here's a true story - Two songwriters
idling over the piano - a request from the mother of one for
an old time melody - a demand from the young sister for the
modern tempo - Result - "Sing an Old Fashioned Song To a
Young Sophisticated Lady" - fourteenth ranking song
nationally.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Beautiful Lady in Blue" - tenth nationally but the number
most frequently requested on the country's most powerful
radio station - and still the only waltz on "Your Hit
Parade".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M BUILDING UP TO AN AWFUL LETDOWN" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one that seems to be headed for the top of the heap -
From Fourteenth to fourth place in one short month - that's
the story behind "I'm Building Up to an Awful Letdown".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: "Proper blending" of the many fine tobaccos that go into your Lucky Strike "means that every shred of these varied tobaccos has absorbed something of the flavor and aroma of every other shred, and has given in return something of itself. The Research Department, following its original tests of samples before purchase, makes two further analyses in every case: one, a test of all tobaccos before blending; second, an elaborate test of the completed blend. The result is a uniformity of flavor in Lucky Strike cigarettes which we believe is unique in the cigarette field. And here is an interesting thing - a thing that will interest all smokers - that LUCKIES are less acid. The smoke of LUCKY STRIKE is distinctly less acid than that of other leading brands. Results verified by independent chemical laboratories and research groups prove that other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100%." When next you purchase cigarettes just remember - Luckies are less acid.

Books #17
& 18
Hammer #23

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("EVERYBODY LOVES MY BABY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays for you "Everybody Loves My Baby".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DINNER FOR ONE PLEASE, JAMES" CROSS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The University of Michigan votes "Dinner for One, Please James" a two to one favorite over any other song. Northampton Massachusetts, home of Smith College, says it's tops there, too. But the nation ranks it eighth this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RHYTHM IN MY NURSERY RHYMES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra completes Your Hit Parade for this week with the twelfth ranking number of the country, "Rhythm in My Nursery Rhymes."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: The manufacturers of Lucky Strike Cigarettes invite you to join us here next Saturday night at this same time when the Lucky Strike Orchestra will bring you the fifteen hit tunes of next week. And now as we say good night to you over the air, light a Lucky. You'll find that Luckies are A Light Smoke of rich, ripe-bodied tobacco, wonderfully fine tasting yet delightfully easy on your throat. Remember, "if you please," Luckies are less acid. Recent independent chemical tests show that other leading brands have an excess of acidity over Luckies of from fifty-three to one hundred per cent. Luckies are less acid.

THIS IS THE NATIONAL BROADCASTING COMPANY....

WEAF

LUCKY STRIKE

() ()
8:00 - 9:00 P.M.

FEBRUARY 29, 1936

SATURDAY

(OPENING SIGNATURE. . . . "HAPPY DAYS ARE HERE AGAIN" . . .)

ANNOUNCER: Lucky Strike presents "Your Hit Parade"! For the next hour the manufacturers of Lucky Strike Cigarettes will bring you the fifteen most popular songs in America this week....played tonight by Ray Sinatra and the Lucky Strike Orchestra..... the songs that 120 million of you are humming and singing this week.....the tunes that have caught the public fancy. And here's a curious fact - Dynamic, aggressive America has gone romantic - for on 34 of the 45 weeks that "Your Hit Parade" has been on the air, your tip-top hit-of-the-week has been a romantic ballad. Each week Lucky Strike covers the nation from Coast to Coast in search of your musical preference. From the country's principal orchestra leaders we learn what numbers you've requested at places where you dance. Sales of sheet music and phonograph records in cities, towns and villages everywhere show us what tunes you've bought to play in your homes and scores of radio stations tell us what are your favorites over the air. It's literally true when we say "You pick 'em - we play 'em," because it's America's all-request program - "Your Hit Parade." And now we open with the twelfth ranking song of the country tonight, the words of which were written by an author who weighs 287 pounds and, believe it or not, he gave it the title "I Feel Like A Feather In The Breeze."

("I FEEL LIKE A FEATHER IN THE BREEZE" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME" STOKES & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: First in popularity in Little Rock, Arkansas, second in Miami, Florida, third in Beverly Hills, California -- but nationally "Cling To Me" ranks ninth the country over.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's an "in-and-outer". Five weeks ago "Please Believe Me" was in ninth place - the next week it slipped to twelfth - then dropped out altogether. But last week it bounded back to thirteenth place - and this week - helped by increased sales of sheet music in Buffalo, Boston, Pittsburgh and Cleveland it earns seventh place from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: A smoker recently said to us:

WOMAN: Wherever I go today I hear and see a great deal about acidity, and acid-alkaline balance. Is this balance between acids and alkalis important in the smoke of a cigarette, too?

ANNOUNCER: Yes, indeed it is. "Recent research has shown that it is difficult to over-emphasize the importance of a delicately-adjusted balance in producing A LIGHT SMOKE, particularly A LIGHT SMOKE of rich, ripe-bodied tobacco."

WOMAN: And do you consider acid-alkaline balance in the tobacco you use and the way you make Luckies?

ANNOUNCER: Indeed we do. "How successfully this balance has been considered in LUCKIES may be best ascertained from the fact that the smoke of LUCKY STRIKE is distinctly less acid than that of other leading brands. Recent chemical tests show that other popular brands have an excess of acidity over LUCKIES of from 53 to 100 percent. LUCKIES are decidedly LESS ACID."

Book #28
Hammer #20
(part)

("COLLEGIATE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "Collegiate" - played for you by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" LAMBERT AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On January 4th, two new tunes appeared on Your Hit Parade.

One of these -- "The Music Goes Round and Around", had a meteoric rise and just as quickly fell from the first fifteen. "Lights Out", the other song, climbed slowly and steadily from week to week - from fifteenth place to second **ranking song** of the entire nation tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER" . . . GIRL & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's real news. Tonight "I'm Gonna Sit Right Down and Write Myself a Letter" scores the biggest jump ever made on Your Hit Parade - from fifteenth place to third place **IN ONE WEEK.**

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: "Some years after the organization of the Research Department of The American Tobacco Company, a series of experiments were undertaken in the laboratory to determine whether pre-heating of tobaccos to temperatures much higher than those ordinarily employed in their preparation would not carry the "natural process" of curing and aging "a step further."

It was these experiments which led to the development of that famous and exclusive Lucky Strike process known as - IT'S TOASTED - which removes certain harsh irritants naturally present in all tobacco. It is your throat protection against irritation, against cough.

And so, it is not surprising that, in Luckies, you have A LIGHT SMOKE of rich, ripe-bodied tobacco. Nor is it surprising to learn that the smoke of Luckies is distinctly less acid than that of other popular brands. Naturally "A LIGHT SMOKE is less acid than a heavy one". And so we ask you, as you enjoy the rich taste of your Lucky Strike, to remember that "each puff is less acid".

Book #20
(part)
Toasting
Hammer #17
(part)

("BUGLE CALL RAG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays for you now -- "Bugle Call Rag".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SHOOTIN' HIGH" GIRL AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the song that's sixth in your favor this week -- "I'm Shootin' High".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: 200,000 of you have bought the sheet music of "Beautiful Lady In Blue". That's one reason why it gets the rating of tenth in national favor tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVE AND A DIME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings "Love And A Dime", written by a Princeton undergraduate for the Princeton Triangle Show.

(MUSIC SWELLS AND FINISHES)

S T A T I O N B R E A K

ANNOUNCER: This is Your Hit Parade - the big fifteen songs of the week brought to you by the manufacturers of Lucky Strike cigarettes. Each week all of you - North, South, East and West - men, women and children - tell us the songs you like best - you tell us by your purchases of sheet music and records - by your requests to orchestra leaders at the places where you dance, by the tunes that are your favorites on radio stations everywhere. Then, after this information is carefully compiled and tabulated, the selections you rate as tops are brought to you on Your Hit Parade. And now for this week's Number One Tune of the country from coast to coast. It's been played over three national networks more than 250 times since the first of the year. For the fourth straight week -- "Alone" is first choice of over 120,000,000 Americans everywhere.

("ALONE"GIRL AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LITTLE RENDEZVOUS IN HONOLULU"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Little Rendezvous in Honolulu" -- a newcomer that jumps into eleventh place tonight.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: Years ago, when life was much simpler than it is today, the proprietor of the town's smoke shop knew almost all of his customers by name. His cheery smile of greeting and warm kindness was the symbol of the friendly feeling which seemed to envelop you the moment you stepped into the pleasant atmosphere of his store. Although the complexities of modern business sometimes make it impossible for the man behind the tobacco counter today to know all of his customers intimately, the friendly courtesy and cheerful service of the "good old days" are traditions that are still maintained by over nine hundred and fifty thousand retail tobacco dealers. There's a certain something about the thoughtful attention of that man behind the tobacco counter which adds a warm glow to the pleasure that he sells you. The American Tobacco Company takes this means of extending its greetings to these men who play such an admirable part in bringing you your favorite smoke.

("IT DON'T MEAN A THING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra in the tune -- "It Don't Mean A Thing".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SING AN OLD FASHIONED SONG TO A YOUNG SOPHISTICATED LADY"..GIRL & ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sing an Old Fashioned Song to a Young Sophisticated Lady" remains fourteenth in your favor - but in Savannah, Georgia; Elkhart, Indiana, Norfolk, Nebraska and Seattle, Washington it's the hit of the week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DINNER FOR ONE PLEASE, JAMES" LAMBERT AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Orchestra leaders Jack Denny, Ted Fiorito, Benny Goodman and Phil Harris tell us that they've been kept busy all week filling dancers' requests for "Dinner For One Please, James". The country ranks it thirteenth tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU HIT THE SPOT" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Hit The Spot" scores a bull's eye at both the Tennessee and Oklahoma Military Academies. It's elected top tune of the week in both schools - and the nation jumps it from thirteenth last week to fifth position tonight.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

ANNOUNCER: "Every one of the distinctive methods employed in making Lucky Strike Cigarettes plays a part in our consideration of acid-alkaline balance; analysis of tobacco before purchase; proper blending; use of center leaves; preheating treatment at higher temperatures".

"In recent months much has been said about the necessity of avoiding too much acidity. You read about it - you hear about it - everywhere. Let us tell you this about LUCKY STRIKE Cigarettes. LUCKIES are distinctly less acid. Current chemical tests in the laboratories of independent research groups show that other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100%. It is important for every smoker to know that LUCKIES are less acid."

Book #29
Hammer #25

("THAT'S MY WEAKNESS NOW" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you "That's My Weakness Now".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: AFTER a musical picture clicks, one or more tunes from it usually become hits. Here's a melody -- "It's Been So Long" -- that jumped into the hit class even BEFORE the picture it comes from was released. Your votes give it fifteenth place tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Ten weeks on Your Hit Parade and only twice lower than fourth position. That's the record of "Moon Over Miami," tonight fourth throughout the nation.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M BUILDING UP TO AN AWFUL LETDOWN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Forty one times during the week - equivalent to almost six times a night - radio stations in New York City alone played "I'm Building Up To An Awful Letdown" -- and no wonder - because it's eighth in the nation's favor tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Next Saturday at this same time, the manufacturers of Lucky Strike cigarettes again present Your Hit Parade, the big fifteen songs of next week played for you by ~~Ray Sinatra~~ ^{Carl Hoff} and the Lucky Strike Orchestra. Until that time - just remember this --- If you care for a finer tasting cigarette -- a cigarette that is surprisingly easy on your throat -- try Luckies -- A Light Smoke of rich, ripe-bodied tobacco. And remember, too, that Luckies are less acid, for independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

THIS IS THE NATIONAL BROADCASTING COMPANY

jgs
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