

RADIO
CONTINITY

LUCKY STRIKE
YOUR HIT
PARADE

APR. 1942

0798535-003

RIK01 0072779

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FOURTH
PRODUCT: LUCKY STRIKE APPROVAL: FINAL
DATE: APRIL 3, 1943 - #1111

NETWORK: CBS
BROADCAST: 9-9:15 PM
EWT
REPEAT: 12-12:15 AM
EWT

"YOUR HIT PARADE"

ROUTINE

- | | | |
|-----|--------------------------------------|--------------|
| 1. | FOR ME AND MY GAL (10) | HIT PARADERS |
| 2. | DON'T GET AROUND MUCH ANY MORE (8) | EDWARDS |
| 3. | YOU'D BE SO NICE TO COME HOME TO (4) | SINATRA |
| 3A. | LA CUMPARSITA | ETHEL SMITH |
| 4. | TAKING A CHANCE ON LOVE (6) | EDWARDS |
| 5. | MOONLIGHT BECOMES YOU (9) | SINATRA |

COMMERCIAL

- | | | |
|-----|---|-----------------------------|
| 5A. | ALL TIMER MEDLEY
(WHEN DAY IS DONE
(DINAH
(THERE'S A GREAT DAY COMING MANANA | ORCHESTRA
AND COMPANY |
| 6. | THERE ARE SUCH THINGS (7) | SINATRA |
| 7. | BRAZIL (5) | EDWARDS AND
HIT PARADERS |

STATION BREAK

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

As Broadcast

81X01 0072781

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #411

SATURDAY, APRIL 3, 1943

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

RUYSDAHL: Smoke the smoke tobacco experts smoke.

BOONE: (CHANT ENDING BETWEEN 50 & 51 INCLUSIVE - SOLD
AMERICAN)

RUYSDAHL: 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.

(MUSIC: (FEW BARS) ... "OVER THERE")

RUYSDAEL: Friends, our fighting men want cigarettes. What our fighting men want they shall have. And so, starting tonight, for every song that Joan Edwards sings on this program Lucky Strike will send two hundred and fifty thousand - a quarter of a million Luckies free to our fighting men across the sea. Listen to Joan - hear her songs, and take pride and satisfaction in each quarter million Luckies sent to our boys abroad every time Joan Edwards sings on "Your Hit Parade."

BLOCK: Thank you Basil Ruysdael, that's great news, for each song Joan Edwards sings on "Your Hit Parade" - "A quarter million Luckies free greet our boys across the sea," 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. Ready and waiting to bring you the rest of Your Hit Parade are Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDAEL: And starting tonight let me again explain that added thrill. Every time Joan Edwards sings a song on Your Hit Parade two hundred and fifty thousand -- a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, "a quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

BLOCK: Here we go. The first "quarter million Luckies free, greet our boys across the sea" and Joan Edwards sings ... "DON'T GET AROUND MUCH ANY MORE" ... Number EIGHT.

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 5 -

(REVISED**)

4-3-43

("LA CUMPARSITA" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: For your enjoyment ---- a Lucky Strike extra
phrased in the unique musical manner of
Ethel Smith. Listen to the exciting rhythm ...
the suave melody ... the scintillating
individuality that Ethel Smith brings to
Your Hit Parade as she plays ...

"LA CUMPARSITA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 5 -

ATX01 0072785A

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

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's the song that rates Number FOUR on this week's list. Frank Sinatra sings the tune that's your Fourth place favorite ... "YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TAKING A CHANCE ON LOVE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SIX: Joan Edwards sings it ... and "a quarter million Luckies free, greet our boys across the sea." Here's Joan Edwards with the song that's Number SIX ... "TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 7 -

(REVISED**)
4-3-43

("MOONLIGHT BECOMES YOU" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: From Coast to Coast, Your Hit Parade Survey
shows this tune in Ninth place ... Frank
Sinatra sings the song that's Number NINE ...
"MOONLIGHT BECOMES YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 7 -

ATX01 0072787

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: 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 - SOLD AMERICAN)

RUYSDAEL: Turn back the clock two and a half centuries ... 250 years - back to the early beginnings of Yorktown, Virginia ... the same historic Yorktown where many years later General Cornwallis is fated to surrender to General George Washington, Commander in Chief of the Continental Army. Here, within this little village, settled among the green and rolling hills, many things have actually happened in this month of June, 1695. Things that from the written records we will picture now - For here a strange kind of currency passes from hand to hand, a currency that comes not from the mint or the counting house but out of the dark and fertile earth. Early one morning, for example, over the door of the courthouse, the banns were published for John Manning and Lydia Richardson. That service was paid for by the groom - not in gold, nor coin of the realm, but in tobacco ... 50 pounds of good Virginia tobacco.

(MORE)

RUYSDAEL:
(CONTD)

And when Squire Henry Westgate saw the banns, he went home to write a clause in his will providing for one hogshead of tobacco to pay for the two wedding rings of his daughters, Elizabeth and Anne. At two o'clock one afternoon, James Bullock the tailor was fined 100 pounds of tobacco for taking part in an illegal horse race. And just about the same time, the Secretary of State was weighing in his annual salary -- 70,000 pounds of Virginia leaf. One evening you could have seen old Doctor Haddon riding up the hill on horseback to bring a new child into the world, the fourth son of William Vincent -- for which he received the usual honorarium of 65 pounds of tobacco. And even at a late hour, there's a great dinner going on within the mansion of Francis Carter -- a dinner which, incidentally, includes ten turkeys worth 400 pounds of tobacco, and three casks of the choicest malaga wine valued at no less than 4000 pounds of the finest leaf. And so it went in the colony of Virginia ... 250 years ago ... tobacco paid for wedding rings, for salaries, for medical care, for food, and for all the numberless items of human commerce. For these early colonists set so high a value upon the tobacco they grew that, for them, the leaf was literally as good as gold. Yes, ladies and gentlemen, all this is a page of the true tradition, the history of fine tobacco. And all this is for your own remembrance when you hear the historic chant of the tobacco auctioneer

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, doesn't this page from the history of our Southland help to make clear how important has been Luckies' year-in, year-out concentration on fine tobacco. Today, as always, the enjoyment of fine tobacco is a vital part of American life - and, smokers, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. At markets all over the South, year after year, we consistently select and buy the riper, the lighter, the naturally milder Lucky Strike tobacco. No wonder that with independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. A friendly suggestion: smoke the smoke tobacco experts smoke - Lucky Strike. For remember: in a cigarette it's the tobacco that counts and first, last, and always, Lucky Strike means fine tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

(MUSIC: SPECIAL MEDLEY INTRODUCTION).

(FADE FOR)

BLOCK: And now for your own remembrance - three great all time songs that have become a permanent part of America's heart! Mark Warnow will make your heart beat faster, as he brings you this medley of all-time "All-Timers" that you so greatly applauded last night on "YOUR ALL-TIME HIT PARADE." An all time all-timer medley starting off with "WHEN DAY IS DONE," followed by "DINAH," and "THERE'S A GREAT DAY COMING MANANA."

("WHEN DAY IS DONE" ORCHESTRA)
{"DINAH" AND)
("THERE'S A GREAT DAY COMING MANANA" COMPANY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 12 -

(REVISED**)
4-3-43

("THERE ARE SUCH THINGS" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends, here's the tune that rates
Number SEVEN this week ... and Frank Sinatra
to sing it. In Seventh Place ...
"THERE ARE SUCH THINGS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 12 -

ATX01 0072792

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Now here's the song that's just five places from
the top ... and --- "a quarter million Luckies
free greet our boys across the sea" --- That means
Joan Edwards sings the Number FIVE song ... "BRAZIL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 14 -

(REVISED*)
4-3-43

(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 0072794

("LULLABY OF BROADWAY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's another Lucky Strike extra ... and that means Ethel Smith, making your toes tap to the sparkling rhythm that's become her musical trademark on this program --- as well as on Your Friday night All-Time Hit Parade. Ethel Smith plays ... "THE LULLABY OF BROADWAY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

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

BLOCK: Number THREE ... and this tune is just all threes
... third week on Your Hit Parade ... third place
last week ... third place tonight ... the Hit
Paraders sing your Number THREE winner ... "AS
TIME GOES BY."

("AS TIME GOES BY" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO! Yes, it's the song that's just one step away from the very top of Your Hit Parade list... Frank Sinatra sings the tune that rates Second from coast to coast "THAT OLD BLACK MAGIC".

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: Number ONE! And with the Number One song tonight
 "a quarter million Luckies free, greet our boys
 across the sea", for Joan Edwards sings it. And,
 folks, listen in next Friday night and hear who
 sings the songs on Your All-Time Hit Parade that
 send "a quarter million Luckies free, to our boys
 across the sea." Joan ^{Edwards} sings the song whose title
 is a description of any of the great all time all-
 time songs on Your Friday night All-Time Hit Parade ...
 your Number One choice this week ...

"I'VE HEARD THAT SONG BEFORE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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. And remember, every time Joan Edwards sings on Your Hit Parade, two hundred and fifty thousand -- "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at the Pomona Ordnance Base, Pomona, California. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time, all time favorites from Carnegie Hall. And somebody's songs on that program, too, will send "a quarter million Luckies free to our boys across the sea." And now this is Martin Block saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow ... and Joan Edwards.

SINATRA: And this is Frank Sinatra, friends, saying
that's all for now -- 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 -

WABC.....NEW YORK

FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK • WICKERSHAM 2 6000

CLIENT: THE AMERICAN TOBACCO CO.
PRODUCT: LUCKY STRIKE
DATE: APRIL 10, 1943

REVISION: FIRST

APPROVAL: FINAL

NETWORK: CBS

BROADCAST: 9-9:45 PM

EWT

REPEAT: 12-12:45 AM

EWT

"YOUR HIT PARADE"

R O U T I N E

1. FOR ME AND MY GAL (8)
2. IT CAN'T BE WRONG (9)
3. AS TIME GOES BY (4)
- 3A. BEM TI VI ATREVIDO
4. THERE'S A HARBOR OF DREAMBOATS (10)
5. TAKING A CHANCE ON LOVE (7)

As Broadcast
X

HIT PARADERS

EDWARDS

SINATRA

ETHEL SMITH

HIT PARADERS

EDWARDS

COMMERCIAL

- 5A. ALL-TIMER MEDLEY
 OLD MAN RIVER)
 CAROLINA IN THE MORNING)
 GREAT DAY)

ORCHESTRA
AND COMPANY

STATION BREAK

6. YOU'D BE SO NICE TO COME HOME TO (5)
7. DON'T GET AROUND MUCH ANY MORE (6)
- 7A. I WON'T DANCE
8. THAT OLD BLACK MAGIC (3)
9. I'VE HEARD THAT SONG BEFORE (2)
10. BRAZIL (1)

SINATRA

EDWARDS

ETHEL SMITH

SINATRA AND
HIT PARADERS

HIT PARADERS

EDWARDS & HIT
PARADERS

ATX01 0072801

4-10-43

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #412

SATURDAY, APRIL 10, 1943

CUE: { COLUMBIA BROADCASTING SYSTEM }
 {30 seconds..... }

RUYSDAEL: Smoke the smoke tobacco experts smoke.

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.

(OPENING THEME 20 SECONDS)

RTX01 0072802

RUYSDAEL: Lucky Strike presents ... YOUR HIT PARADE! The ten favorite songs in all America this week as determined by Your Hit Parade Survey.

(MUSIC: (FEW BARS) ... "OVER THERE")

RUYSDAEL: Friends, our fighting men across the sea want cigarettes. What our fighting men want they shall have. And so, for every song that Joan Edwards sings on this program Lucky Strike will send two hundred and fifty thousand - a quarter of a million Luckies free to our fighting men across the sea. Listen to Joan - hear her songs, and as listeners who make Your Hit Parade possible take pride and satisfaction in each quarter million Luckies sent to our boys abroad every time Joan Edwards sings on "Your Hit Parade."

BLOCK: That's solid, Basil Ruysdael, for each song Joan Edwards sings on Your Hit Parade -- "A quarter million Luckies free, greet our boys across the sea."

(MUSIC HITS AND FADES)

BLOCK: Your Hit Parade starts rolling with Number EIGHT ...
"FOR ME AND MY GAL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BLOCK: And that was this week's Number EIGHT song. And this is Martin Block, ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDAEL: And let me again explain that added thrill. Every time Joan Edwards sings a song on Your Hit Parade two hundred and fifty thousand -- a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, "a quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

BLOCK: Here we go with Number NINE and the first "quarter million Luckies free, greet our boys across the sea" because Joan Edwards sings ... "IT CAN'T BE WRONG" ... Number NINE.

("IT CAN'T BE WRONG" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("AS TIME GOES BY" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: From coast to coast, this song rates just four places from the top. Frank Sinatra sings the song that's Number FOUR this week ... "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BEM-TE-VI-ATREVIDO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's a Lucky Strike extlat - Four days from now,
April 14th, we join our sister republics to the
South in celebration of Inter-American friendship,
Pan American Day. As a tribute to our good neighbors,
Ethel Smith plays in her own inimitable style full
of scintillating zip and sparkle ... "BEM-TE-VI-
ATREVIDO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THERE'S A HARBOR OF DREAMBOATS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's a newcomer to Your Hit Parade ... starting
out tonight at Number TEN. The Hit Paraders sing
the song that's your Tenth place favorite ...

"THERE'S A HARBOR OF DREAMBOATS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TAKING A CHANCE ON LOVE". EDWARDS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SEVEN! ^{and} A Lucky Seven, for Joan Edwards
sings it and again "a quarter million Luckies
free, greet our boys across the sea." Here's
Joan Edwards with the song that's in Seventh
Place ... "TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL

(CHANT - SOLD AMERICAN)

DELMAR: 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 ...

(CHANT - SOLD AMERICAN)

VOICE: "May 6, 1836 ... The President with his respects to Major Trudo and his Lady requests the pleasure of their company to dine with him tomorrow at five o'clock P.M. with a few friends ..."

RUYSDAEL: As the sun sets over the Cumberland River, you can see the carriages rolling down the old Lebanon Turnpike Road from Nashville ... turning at the cut-stone pillars and clattering up the long cedar-lined driveway to the graceful portico of the white and magnificent Hermitage, home of Andrew Jackson, seventh President of the United States. Sam Houston has come along, and Colonel Hayne, and Martin Van Buren, and young Jefferson Davis. For they are all good friends of the tall, slender man who waits upon the porch of the mansion to greet them ... this man with the military bearing, the bristly ^{gray} hair, and the look of an old campaigner in his piercing, blue eyes.

(MORE)

RUYSDAEL: The world knows him well ... for he is the hero of
(CONTD)
the Battle of New Orleans, the idol of the
frontiersmen, their own "Old Hickory" - their own
Andy Jackson. And now the guests move beyond the
wide central hall with its superb circular staircase
and the priceless scenic wallpapers, beyond the
parlors with their marble mantles and crystal
chandeliers, into the long mahogany dining room.
And here from Jackson's own well-stocked kitchens
a great feast is served up ... wild turkey and
pheasant, canvasback ducks, and partridges, and
succulent old Virginia ham. Later, while the ladies
walk among the gardens, Jackson will sit in the
library with his friends talking of his crops, his
race horses, and the affairs of state. And to each
of his guests he will present his own mixture of fine
tobacco ... nut-brown burley from the bluegrass country
of Kentucky, bright mellow leaf from his native
Carolina, and flavorful, easy-burning tobacco from
Maryland ... the same kind of choice tobacco that is
still sold in the Southland today. Yes, ladies and
gentlemen, the story of Jackson's life at the Hermitage
is a page of the true tradition, the history of fine
tobacco. And all this is for your own remembrance
when you hear the historic chant of the tobacco
autocloneer ...

(CHANT - SOLD AMERICAN)

DELMAR: Ladies and gentlemen, in selecting your own
(Closing E-1) cigarette, bear in mind the good time-honored rule
that in a cigarette it's the tobacco that counts.
And, smokers, Lucky Strike means fine tobacco - so
round, so firm, so fully packed, so free and easy
on the draw. At market after market, year after
year, independent tobacco experts, auctioneers,
buyers and warehousemen, who are present at the
auctions, can't help seeing who buys what tobacco.
Yes, they see the makers of Luckies consistently
select and buy the riper, the lighter, the
naturally milder Lucky Strike tobacco. No wonder
that with these experts - with men who know tobacco
best, it's Luckies 2 to 1.

(CHANT - SOLD AMERICAN)

DELMAR: 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 - so round, so firm, so fully packed, so
free and easy on the draw.

(CHANT - SOLD AMERICAN)

(MUSIC: SPECIAL MEDLEY INTRODUCTION.)

(FADE FOR ANNOUNCEMENT)

BLOCK: And now for your own remembrance - three great all time songs that have become a permanent part of America's heart! Mark Warnow will make your heart beat faster, as he brings you this medley of all-time "All-Timers" that you so greatly applauded last night on "YOUR ALL-TIME HIT PARADE." An all time all-timer medley starting off with "OLD MAN RIVER," followed by "CAROLINA IN THE MORNING," and "GREAT DAY."

("OLD MAN RIVER" ORCHESTRA)
("CAROLINA IN THE MORNING" AND)
("GREAT DAY" COMPANY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

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

STATION BREAK

(MUSIC UP TO FINISH)

RUYSDAEL: Your Hit Parade continues with the top songs of
the week.

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

(FADE FOR ANNOUNCEMENT)

BLOCK: ~~Time~~ now for the song that's just halfway up
Your Hit Parade ladder, in Fifth place. Frank
Sinatra sings the song that's Number FIVE this
week "YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: "A quarter million Luckies free, greet our boys
across the sea!"

BLOCK: Yes, Joan Edwards is about to sing the song that
rates Sixth place this week and that means another
quarter million Lucky Strike Cigarettes go to our
fighting forces overseas. Here's Joan with your
Number SIX winner . . . "DON'T GET AROUND MUCH ANY
MORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I WON'T DANCE" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's a Lucky Strike extra ... and that means time to get set for music the Ethel Smith way ... rhythm and melody in a brilliant, unique combination that's become a highlight on this program ...and on Your Friday night All-Time Hit Parade ... Ethel Smith plays ... "I WON'T DANCE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

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

BLOCK: x Number THREE ... yes, it's the tune that rates just
three places away from top honors all over America.
Frank Sinatra sings the song that's Number THREE from
Maine to California ... "THAT OLD BLACK MAGIC," x

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO1 ... and the song that ranks second in
your affection this week is one whose title is a
description of any of the great all time all-time
songs on Your Friday night All-Time Hit Parade ...
the Hit Paraders sing your second place winner
"I'VE HEARD THAT SONG BEFORE."

("I'VE HEARD THAT SONG BEFORE". HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: Number ONE! And with the Number One song tonight
 once more "a quarter million Luckies free greet our
 boys across the sea," for Joan Edwards sings it. And
 folks, listen in Friday night to Your All-Time Hit
 Parade when songs by Jerry Wayne send "a quarter
 million Luckies free to our boys across the sea."
 X Now, here's Joan Edwards to sing the song that's first
 in your favor all over America ... This week's
 favorite of favorites ... Number ONE ... "BRAZIL." X

("BRAZIL" EDWARDS & HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BOONE: (CHANT ENDING "SOLD AMERICAN" - 53 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.

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. And remember, every time Joan Edwards sings on Your Hit Parade, two hundred and fifty thousand -- "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at ^{of the Marine Corps} ~~the~~ Camp Elliott ~~Marine Base~~, California. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time all-time favorites from Carnegie Hall. And on that program Jerry Wayne's songs send "A quarter million Luckies free to our boys across the sea." And now this is Martin Block saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow ... and Joan Edwards.

SINATRA: And this is Frank Sinatra, friends, saying that's all for now -- 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

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FIRST NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: APRIL 17, 1943 - #413 REPEAT: 12-12:45 AM EWT

YOUR HIT PARADE

R O U T I N E

As Broadcast
h

- | | |
|---|--------------|
| 1. THERE'S A HARBOR OF DREAMBOATS (9) | HIT PARADERS |
| 2. TAKING A CHANCE ON LOVE (10) | EDWARDS |
| 3. YOU'D BE SO NICE TO COME HOME TO (6) | SINATRA |
| 3A. LADY IN RED | ETHEL SMITH |
| 4. FOR ME AND MY GAL (8) | HIT PARADERS |
| 5. DON'T GET AROUND MUCH ANY MORE (4) | EDWARDS |

COMMERCIAL

- | | |
|--|---------------------------------|
| 5A. ALL-TIME MEDLEY
(GOODNIGHT SWEETHEART
(ROSES OF PICARDY
(OVER THERE | ORCHESTRA AND
ENTIRE COMPANY |
|--|---------------------------------|

STATION BREAK

- | | |
|-------------------------------------|---------------------------|
| 6. IT CAN'T BE WRONG (7) | SINATRA |
| 7. BRAZIL (5) | EDWARDS &
HIT PARADERS |
| 7A. FINE AND DANDY | ETHEL SMITH |
| 8. THAT OLD BLACK MAGIC (3) | SINATRA &
HIT PARADERS |
| 9. AS TIME GOES BY (2) | HIT PARADERS |
| 10. I'VE HEARD THAT SONG BEFORE (1) | EDWARDS |

RTX01 0072823

4-17-43

THE COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE" - #413

SATURDAY, APRIL 17, 1943

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

Rip
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.

(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.

(MUSIC: FEW BARS ... "OVER THERE")

RUYSDAEL: Friends, our fighting men across the sea want cigarettes. What our fighting men want they shall have. And so, for each and every song that Joan Edwards sings on tonight's HIT PARADE Lucky Strike will send two hundred and fifty thousand - a quarter of a million Luckies free to our fighting men across the sea. Listen to Joan - hear her songs, and as listeners who make Your Hit Parade possible you'll take pride and satisfaction in each quarter million Luckies sent to our boys abroad every time Joan Edwards sings on "Your Hit Parade".

BLOCK: ^{That's} That's solid, Basil Ruysdael, for each song Joan Edwards sings on Your Hit Parade -- another "quarter million Luckies free, greet our boys across the sea."

(MUSIC HITS AND FADES)

BLOCK: Your Hit Parade gets under way with the song that's Number NINE ... "THERE'S A HARBOR OF DREAMBOATS."

(MUSIC SWELLS AND FINISHES)

BLOCK: And that was this week's Number NINE song. And this is Martin Block ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDEL: And let me again explain that added thrill. For each song Joan Edwards sings on Your Hit Parade two hundred and fifty thousand -- a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, another "quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

BLOCK: Here we go with Number TEN and tonight's first "quarter million Luckies free, greet our boys across the sea" because it's Joan Edwards singing ... "TAKING A CHANCE ON LOVE ... Number TEN.

("TAKING A CHANCE ON LOVE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's the song that rates sixth place honors in Your Hit Parade Survey. Frank Sinatra sings the song that's Number SIX this week . . . "YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THE LADY IN RED" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's a Lucky Strike extra ... a musical treat created
for your pleasure by Ethel Smith. It's the musical
magic she weaves so well, sparkling to the tune of ...
"THE LADY IN RED".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR ME AND MY GAL" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Number EIGHT now ... the song that Your Hit
Parade Survey shows in Eighth place all over America ...
The Hit Paraders sing ... "FOR ME AND MY GAL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

BLOCK: Number FOUR! ... and it's Joan Edwards' song, so once
again "a quarter million Luckies free greet our boys
across the sea." Here's Joan Edwards with your Fourth
place favorite ... "DON'T GET AROUND MUCH ANY MORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

YOUR HIT PARADE
Commercial
("The Show Boat")

- 8 -

REVISED*
4-17-43

BOONE: (CHANT - SOLD AMERICAN)

CROSS: 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 Mississippi River is tranquil and unruffled ... this broad, sprawling river that once tumbled the canoes of Marquette and Joliet and of Sieur de LaSalle ... this Old Man River immortalized in the music of Jerone Kern and in the poetry of Whitman ... this timeless and majestic Mississippi, Father of the Waters. Along its banks, the little towns, the landing stages and plantations, are still asleep ... and there is a vast silence over everything. But all at once, a tremendous sound breaks upon the air... and the sound makes music -- glorious, jubilant, overpowering music. And now you can see the people -- merchants, housewives, farmers, backwoodsmen - all racing down to the riverbank and the levee. They know the meaning of this mighty sound ... for this is the iron voice of the calliope proclaiming the approach of the "Creole Belle", Queen of the Show Boats, the most luxurious Floating Palace that ever sailed up from the bayous of Louisiana.

- 8 -

(MORE)

ATX01 0072831

RUYSDAEL:
(contd)

This sunny afternoon late in the year 1875 the 10-piece band - in scarlet coats trimmed with magnificent gold braid - will march through the wooden streets of the rivertown of Memphis. And the good captain of the ship will announce that "the most stupendous, dazzling array of talent will perform tonight -- come one, come all, and bring the children." Yes, there will be magic on the river tonight ... the immemorial magic of the theatre. And seated in the audience, there will be many tobacco planters of the region - perhaps a Carter or a Carrington from South Carolina, or a Lee or a Randolph from Virginia, ~~or a Lee~~ for the tobacco men loved the Show Boats as they loved the warm and gracious spirit of the old South ... as they loved their own fertile acres out of which they harvested the finest tobacco in the world. And so the story of the Show Boat becomes part of the true tradition, the history of fine tobacco. And all this, ladies and gentlemen, is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

BOONE:

(CHANT - SOLD AMERICAN)

More

CROSS:
(CLOSING C)

Ladies and gentlemen, today America's historic tradition of fine tobacco is carried on by the makers of Lucky Strike cigarettes. 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 - so round, so firm, so fully packed, so free and easy on the draw.

BOONE:

(CHANT - SOLD AMERICAN)

(MUSIC: SPECIAL MEDLEY INTRODUCTION)

(FADE FOR ANNOUNCEMENT)

BLOCK: And now for your own remembrance -- three great all time songs that have become a permanent part of America's heart! Mark Warnow will make your heart beat faster, as he brings you this medley of all-time "All-Timers" that you so greatly applauded last night on "YOUR ALL-TIME HIT PARADE." An all time all-timer medley starting off with "GOODNIGHT SWEETHEART," followed by "ROSES OF PICARDY," and "OVER THERE."

("GOODNIGHT SWEETHEART" ORCHESTRA)
 ("ROSES OF PICARDY" AND)
 ("OVER THERE" COMPANY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 12 -

4-17-43

(THEME)

(FADE FOR ANNOUNCEMENT)

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

STATION BREAK

(MUSIC UP TO FINISH)

- 12 -

RTX01 0072835

RUYSDAEL: Your Hit Parade continues with the top songs of the week.

("IT CAN'T BE WRONG" SINATRA)

(PADE FOR ANNOUNCEMENT)

BLOCK: Yes, friends ... it's the Lucky SEVEN song ...
America's choice for seventh place honors on Your Hit
Parade ... Frank Sinatra sings ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: *Again* "A quarter million Luckies free, greet our boys across the sea!"

BLECK: Yes, Joan Edwards sings the song that's halfway up Your Hit Parade ladder, at Number FIVE, and that means still another quarter million Lucky Strike cigarettes go to our fighting forces overseas. Here's Joan with your Fifth place winner ... "BRAZIL".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FINE AND DANDY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's a Lucky Strike extra ... music in the scintillating
Ethel Smith style that's a feature on this program --
as well as on Your Friday night All-Time Hit Parade.
It's Ethel Smith ... and it's ... "FINE AND DANDY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

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

BLOCK: Number THREE ... the song that celebrates its fifth week in the big time with third place honors tonight. Frank Sinatra sings ... "THAT OLD BLACK MAGIC".

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: X NUMBER TWO! ... from border to border and coast to coast, this tune is America's choice for second place honors. The Hit Paraders sing ... "AS TIME GOES BY". X

("AS TIME GOES BY HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLCK: Number ONE! ... and with the Number One song tonight, once more "a quarter million Luckies free greet our boys across the sea" because Joan Edwards sings it. And folks, listen in Friday night to Your All-Time Hit Parade when every song by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." Joan sings the tune whose title is a description of any of the great all time all-time songs on Your Friday night All-Time Hit Parade ... your Number One choice this week ... "I'VE HEARD THAT SONG BEFORE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BOONE: (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.

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. And remember, each and every time Joan Edwards sings on Your Hit Parade, two hundred and fifty thousand -- "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at the Camp Callen Army Base. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time all-time favorites from Carnegie Hall. And on that program every song by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." And now this is Martin Block saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow ... and Joan Edwards.

SINATRA: And this is Frank Sinatra, friends, saying that's all for now -- 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. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN), and Mr. F. E. Boone of Lexington, Kentucky, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - so round, so firm, so fully packed -- so free and easy on the draw. This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

212 PARK AVENUE, NEW YORK • WICKERSHAM 2 6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FIRST NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9- 9:45 PM EWT
DATE: APRIL 24, 1943 - #414 REPEAT: 12-12:45 AM EWT

"Y O U R H I T P A R A D E"

ROUTINE

As Broadcast &

- | | |
|---|-----------------------------|
| 1. TAKING A CHANCE ON LOVE (10) | HIT PARADERS |
| 2. WHAT'S THE GOOD WORD, MR. BLUEBIRD (8) | EDWARDS |
| 3. YOU'D BE SO NICE TO COME HOME TO (5) | SINATRA |
| 3A. NIGHT AND DAY | ETHEL SMITH |
| 4. I'VE HEARD THAT SONG BEFORE (4) | HIT PARADERS |
| 5. BRAZIL (7) | EDWARDS AND
HIT PARADERS |

COMMERCIAL

- | | |
|--|---------------------------------|
| 5A. ALL-TIME MEDLEY
(RIO RITA
(WITH A SONG IN MY HEART
(RIFF SONG | ORCHESTRA AND
ENTIRE COMPANY |
|--|---------------------------------|

STATION BREAK

- | | |
|---------------------------------------|-----------------------------|
| 6. DON'T CRY (9) | SINATRA |
| 7. IT CAN'T BE WRONG (6) | HIT PARADERS |
| 7A. EASTER PARADE | ETHEL SMITH |
| 8. DON'T GET AROUND MUCH ANY MORE (3) | EDWARDS |
| 9. THAT OLD BLACK MAGIC (2) | SINATRA AND
HIT PARADERS |
| 10. AS TIME GOES BY (1) | EDWARDS |

RTX01 0072845

WABC

THE AMERICAN TOBACCO COMPANY

4-24-43

"YOUR HIT PARADE" - #414

9:00-9:45 PM EWT

APRIL 24, 1943

SATURDAY

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.

(MUSIC: FEW BARS ... "OVER THERE")

RUYSDAEL: Friends, our fighting men across the sea want cigarettes. What our fighting men want they shall have. And so, on tonight's Hit Parade from coast to coast for each and every song that Joan Edwards sings Lucky Strike will send two hundred and fifty thousand a quarter of a million Luckies free to our fighting men across the sea. Listen to Joan - hear her songs, and as listeners who make Your Hit Parade possible you'll take pride and satisfaction in each quarter million Luckies sent to our boys abroad every time Joan Edwards sings on "Your Hit Parade".

BLOCK: ~~There~~ Solid, Basil Ruysdael, for each song Joan Edwards sings on Your Hit Parade -- another "quarter million Luckies free, greet our boys across the sea."

(MUSIC HITS AND FADES)

BLOCK: Your Hit Parade gets under way with the song that's Number TEN ... "TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

BLOCK: And that was this week's Number TEN song. And this is Martin Block ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDAEL: And let me again explain that added thrill. For each song from coast to coast that Joan Edwards sings on Your Hit Parade two hundred and fifty thousand -- a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, another "quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

BLOCK: *And* Here we go with Number EIGHT and tonight's first "quarter million Luckies free, greet our boys across the sea" because it's Joan Edwards singing from coast to coast a Hit Parade newcomer, starting off tonight at Number EIGHT ... "WHAT'S THE GOOD WORD, MR. BLUEBIRD."

("WHAT'S THE GOOD WORD, MR. BLUEBIRD" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

BLOCK: Here's the song that rates just halfway up the
list on Your Hit Parade Survey in fifth place.
Frank Sinatra sings the song that's Number FIVE
this week ... "YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("NIGHT AND DAY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's a Lucky Strike extra ... another magical
 musical creation designed for your enjoyment by
 Ethel Smith. Here she is, with a brilliant
 blend of rhythm and melody, her scintillating
 version of "NIGHT AND DAY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT CAN'T BE WRONG" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's your Number SIX song ... the tune that's just
 six places from the top in America's musical
 preference tonight ... the Hit Paraders sing ...
 "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number SEVEN ... and from coast to coast, it's
 Joan Edwards' song, so once again "a quarter
 million Luckies free greet our boys across the
 sea." Here's Joan Edwards with this week's
 Seventh place favorite ... "BRAZIL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

BOONE: (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 ...

RIGGS: (CHANT - SOLD AMERICAN)

CROSS: The house still stands ... you can still see
it today, closed and shuttered, on the corner
of an old street in Yorktown, Virginia. And
perhaps seeing this small, ivy-covered building,
you would pass it by without a second glance.
And yet there was a time ... long, long ago --
years before the American Revolution ... when
this was the best-known building in the whole
crown colony of Virginia. For this solid
little rectangle of red-brick was the First
Customs House built in America.

(MORE)

CROSS:
(CONTD)

Those were the days when sailing ships came from all over the world to this thriving port along the York River. And the ship captains would climb up the hill toward Main Street and walk to the center of the town and the Customs House. Here they mingled with fellow shippers and spoke in many languages of the tobacco crops they were taking on as cargo. Here they met the Honorable Richard Ambler, Collector of Ports, and exchanged news with Alexander Spotswood, the Royal Governor. And here, talking with such famous planters as Benjamin Read, they learned to know the value of the fragrant Virginia leaf, and to prize it as the finest tobacco in all the world. Yes, ladies and gentlemen, here within this First American Customs House at Yorktown, Virginia, another page of the true tradition was written, another significant page in the history of fine tobacco. And all this is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

RIGGS: (CHANT - SOLD AMERICAN)

Commercial - ("The First Customs House in America")
(CONTD)

RUYSDAEL:
(Closing "A")

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 - so round, so firm, so fully packed, so free and easy on the draw.

BOONE:

(CHANT - SOLD AMERICAN)

(MUSIC: SPECIAL MEDLEY INTRODUCTION)

(FADE FOR ANNOUNCEMENT)

BLOCK: And now for your own remembrance -- three great
all time songs that have become a permanent
part of America's heart! Mark Warnow will make
your heart beat faster, as he brings you this
medley of all-time "All-Timers" that you so
greatly applauded last night on "YOUR ALL-TIME
HIT PARADE." An all time all-timer medley
starting off with "RIO RITA" followed by
"WITH A SONG IN MY HEART" and ^{the} "THE RIFF SONG."

("RIO RITA"	ORCHESTRA)
("WITH A SONG IN MY HEART"	AND
("THE RIFF SONG"	COMPANY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-12-

4-24-43

(THEME)

(FADE FOR ANNOUNCEMENT)

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

STATION BREAK

(MUSIC UP TO FINISH)

-12-

ATX01 0072857

RUYSDAEL: Your Hit Parade continues with the top songs of
the week.

("DON'T CRY" SINATRA)

(FADE FOR ANNOUNCEMENT)

BLOCK: Number NINE ... and it's another new-comer to
Your Hit Parade list. Frank Sinatra brings on
the song that starts tonight in Ninth place ...
"DON'T CRY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I'VE HEARD THAT SONG BEFORE" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's Number FOUR and the Hit Paraders sing the song whose title is a description of any of the great all-time all-time songs on Your Friday night All-Time Hit Parade ... America's choice for Fourth place this week ... "I'VE HEARD THAT SONG BEFORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("EASTER PARADE" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

BLOCK: It's time for a Lucky Strike extra ... music in the unique fashion of Ethel Smith that has become a feature on this program -- as well as on Your Friday Night All-Time Hit Parade. Ethel Smith plays a timely tune as she likes to play it ... "EASTER PARADE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

RUYSDAEL: Here they are ... the three top tunes of the week! -
and ... "a quarter million Luckies free greet our
boys across the sea!"

BLOCK: Yes, it's Number THREE ... and still another quarter
million Lucky Strike cigarettes go to our fighting
forces overseas, because from coast to coast it's
Joan Edwards singing the third place winner ...
"DON'T GET AROUND MUCH ANY MORE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

BLOCK: Number TWO! ... all over America, wherever a song
is sung, this tune rates just one place away from
the very head of the list ... Frank Sinatra sings
the Nation's choice for Second place ... "THAT OLD
BLACK MAGIC."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: Number ONE! ... and with the Number ONE song tonight, once more "a quarter million Luckies free greet our boys across the sea" because from coast to coast Joan Edwards sings it. And folks, listen in Friday night to Your All-Time Hit Parade when every song by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." ^{and now and} Now, here's Joan with this week's favorite of favorites, Number ONE ... "AS TIME GOES BY."

("AS TIME GOES BY EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

BLOCK: Number ONE! ... and with the Number ONE song tonight, once more "a quarter million Luckies free greet our boys across the sea" because from coast to coast Joan Edwards sings it. And folks, listen in Friday night to Your All-Time Hit Parade when every song by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." Now, here's Joan with this week's favorite of favorites, Number ONE ... "AS TIME GOES BY."

("AS TIME GOES BY EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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!

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. And remember, each and every time Joan Edwards sings on Your Hit Parade from coast to coast two hundred and fifty thousand -- "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the WAACS, WAVES and Red Cross Nurses at Treasure Island, California. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time all-time favorites from Carnegie Hall. And on that program every song from coast to coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." And now this is Martin Block saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow ... and Joan Edwards.

4-24-43

SINATRA: And this is Frank Sinatra, friends, saying that's all for now -- 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. L. A. (Speed) Riggs, of Goldsboro, North Carolina, (CHANT - SOLD AMERICAN), and Mr. F. E. Boone of Lexington, Kentucky, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - so round, so firm, so fully packed -- so free and easy on the draw.
This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC ... NEW YORK

MAY

FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FIRST NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00-9:45 PM EWT
DATE: MAY 1, 1943 - #415 REPEAT: 12-12:45 AM EWT

"Y O U R H I T P A R A D E"

ROUTINE

As Broadcast
L

- | | |
|---|-----------------------------|
| 1. FOR ME AND MY GAL (8) | HIT PARADERS |
| 2. I'VE HEARD THAT SONG BEFORE (6) | EDWARDS |
| 3. THAT OLD BLACK MAGIC (7) | SINATRA AND
HIT PARADERS |
| 3A. THREE LITTLE WORDS | ETHEL SMITH |
| 4. YOU'D BE SO NICE TO COME HOME TO (5) | HIT PARADERS |
| 5. TAKING A CHANCE ON LOVE (9) | EDWARDS |

COMMERCIAL

- | | |
|--|------------------------------------|
| 5A. ALL-TIME MEDLEY
(APRIL SHOWERS
(KEEP YOUR SUNNY SIDE UP
(SING YOU SINNERS | ORCHESTRA AND
ENTIRE
COMPANY |
|--|------------------------------------|

STATION BREAK

- | | |
|--|-----------------------------|
| 6. BRAZIL (4) | EDWARDS AND
HIT PARADERS |
| 7. LET'S GET LOST (10) | SINATRA |
| 7A. I KNOW THAT YOU KNOW | ETHEL SMITH |
| 8. IT CAN'T BE WRONG (3) | HIT PARADERS |
| 9. AS TIME GOES BY (2) | SINATRA |
| 10. DON'T GET AROUND MUCH ANY MORE (1) | EDWARDS |

ATX01 0072869

WABC

THE AMERICAN TOBACCO COMPANY

5-1-43

"YOUR HIT PARADE" - #415

9:00-9:45 PM EWT

MAY 1, 1943

SATURDAY

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

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!

(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.

(MUSIC: FEW BARS ... "OVER THERE")

RUYSDAEL: Friends, our fighting men across the sea want cigarettes. What our fighting men want they shall have. And so, on tonight's Hit Parade from Coast to Coast for each and every song that Joan Edwards sings, Lucky Strike will send two hundred and fifty thousand -- a quarter of a million Luckies free to our fighting men across the sea. Listen to Joan - hear her songs, and as listeners who make Your Hit Parade possible you'll take pride and satisfaction in each quarter million Luckies sent to our boys abroad every time Joan Edwards sings on "Your Hit Parade," from Coast to Coast.

THORGERSEN: That's solid, Basil Ruysdael, for each song Joan Edwards sings on Your Hit Parade -- another "quarter million Luckies free, greet our boys across the sea."

(MUSIC HITS AND FADES)

THORGERSEN: Your Hit Parade gets under way with the song that's Number EIGHT ... "FOR ME AND MY GAL"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

THORGERSEN: And that was this week's Number EIGHT song. And this is Ed Thorgersen ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDAEL: And let me again explain that added thrill. For each song from Coast to Coast that Joan Edwards sings on Your Hit Parade, two hundred and fifty thousand -- a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, another "quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

THORGERSEN: Here we go with Number SIX and tonight's first "quarter million Luckies free, greet our boys across the sea" because it's Joan Edwards singing from Coast to Coast the song that rates sixth place all over America ... the song whose title is a description of any of the great all-time all-time songs on Your Friday night All-Time Hit Parade ... "I'VE HEARD THAT SONG BEFORE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

THORGERSEN: It's your Lucky SEVEN tune now ... and Frank Sinatra
to sing it. And the tune that rates seventh in the
Nation's favor this week is ... "THAT OLD BLACK MAGIC."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THREE LITTLE WORDS" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

THORGERSEN: Time for a Lucky Strike extra ... brilliant rhythm, enchanting melody, phrased in the ultra-enjoyable style of Ethel Smith. Here she is, to play her unique and captivating version of ... "THREE LITTLE WORDS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

THORGERSEN: Number FIVE: Yes, the tune the Hit Paraders bring you now ranks just half-way up Your Hit Parade ladder all over the Nation ... from Maine to California, Your Hit Parade Survey shows this song in Fifth place this week ... "YOU'D BE SO NICE TO COME HOME TO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TAKING A CHANCE ON LOVE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

THORGERSEN: It's Number NINE ... and from Coast to Coast,
it's Joan Edwards' song, so once again, "a
quarter million Luckies free greet our boys
across the sea." Here's Joan Edwards with
this week's Ninth place favorite ...

"TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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 - SOLD AMERICAN)

THORGERSEN: In the city of Louisville, Kentucky, ^{a little less than} ~~only~~ 3 hours ago, ~~40,000~~ ^{65,000} ~~(7)~~ people were on their feet, cheering at the top of their lungs...as a magnificent 3-year old thoroughbred, named Count Fleet, raced across the finish line at Churchill Downs and became the 69th Winner of the Kentucky Derby. And at the race there was one man present this afternoon, Colonel Matt Winn, whose thoughts must have turned back to another memorable day long ago...For just after sunrise, on that morning of May 17, 1875, the streets of Louisville were crowded with people...the mule-drawn trolley cars were packed to overflowing...and every available buggy, every cart and carriage was moving in a solid cavalcade. And where were they going, these good people, so early in the morning?

(MORE)

THORGERSEN:
(CONTD)

Any one in town could have told you ... any man, woman or child would have given you the same answer -- "To the Derby, Sir, to the Derby!" For this was the day, the historic day of the First Kentucky Derby, the greatest classic of blue-blood horse racing in America. This was the day when a little boy came riding to Churchill Downs in his father's wagon -- little Matt Winn they called him -- the same Colonel Winn who today is the only man to have seen every single Kentucky Derby in sixty-eight years. This was a day of festival, a day of picnicking upon the broad green lawns stretching around the track, a day of carnival for all the great families of Kentucky, for the famous visitors from abroad, for the handsome beaux and the lovely belles who came from all over the Southland. And this was the day when Colonel Johnson of Nashville started the race that sent the magnificent 3 year-old Aristedes thundering down the turf to a record-making victory. Yes, this was the spirit of old Kentucky ... the rich and fertile blue grass country that produced not only thoroughbred horses but the finest burley tobacco in all the world -- the same kind of fragrant, nut-brown leaf that is still sold in Louisville today.

(MORE)

THORGERSEN: All this, ladies and gentlemen, is a page of
(CONT'D) the true tradition, the history of fine tobacco.
And all this is for your own remembrance when you
hear the historic chant of the tobacco auctioneer.

BOONE: (CHANT -- SOLD AMERICAN)

RUYSDAEL: Today ... to this same Kentucky blue grass country,
to the historic acres of Virginia, 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 --
so round, so firm, so fully packed, so free and
easy on the draw.

RIGGS: (CHANT -- SOLD AMERICAN)

(MUSIC: SPECIAL MEDLEY INTRODUCTION)

(FADE FOR ANNOUNCEMENT)

THORGERSEN: And now for your own remembrance -- three great
all-time songs that have become a permanent part
of America's heart! Mark Warnow will make your
heart beat faster, as he brings you this medley
of all-time "All-Timers" that you so greatly
applauded last night on "YOUR ALL-TIME HIT PARADE."
An all time all-timer medley starting off with
"APRIL SHOWERS" - followed by "KEEP YOUR SUNNY SIDE
UP," and "SING YOU SINNERS."

("APRIL SHOWERS" ORCHESTRA)
("KEEP YOUR SUNNY SIDE UP" AND)
("SING YOU SINNERS" COMPANY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-12-

5-1-43

(THEME:)

(FADE FOR ANNOUNCEMENT)

RUYSDAEL: Your Hit Parade with the top songs of the week -- including the Big Three at the head of the Nation's list -- will continue in just a moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

-12-

ATX01 0072881

RUYSDAEL: (COLD AS THEME FINISHES) And "another quarter million Luckies free greet our boys across the sea!"

("BRAZIL" EDWARDS AND HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

THORGERSEN: Yes, another quarter million Lucky Strike cigarettes go to our fighting forces overseas, because from coast to coast, it's Joan Edwards singing the tune that's Fourth from the top this week. Your Number FOUR song ... "BRAZIL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LET'S GET LOST" SINATRA)

(FADE FOR ANNOUNCEMENT)

THORGERSEN: Number TEN ... and it's a Hit Parade new-comer,
starting its career on the nation's list of
favorites tonight ... Frank Sinatra sings the
song that's Tenth ... "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I KNOW THAT YOU KNOW" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

THORGERSEN: It's another Lucky Strike extra ... another
creation in the magical musical style of Ethel
Smith that has become a highlight on this program
as well as on your Friday night All-Time Hit
Parade. Ethel Smith plays ... "I KNOW THAT YOU KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE:)

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

THORGERSEN: Number THREE! And the tune that rates Third place honors tonight is in the winners circle for the first time. The Hit Paraders sing it ... your new Third place song ... "IT CAN'T BE WRONG" ...

("IT CAN'T BE WRONG" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

THORGERSEN: Number TWO! Here's Frank Sinatra with the melody that's just one step away from the very top on Your Hit Parade Survey. All over America, Second honors go to ... "AS TIME GOES BY."

("AS TIME GOES BY" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

THORGERSEN: Number ONE! ... and with the Number ONE song tonight, once more "a quarter million Luckies free greet our boys across the sea" because from coast to coast it's Joan Edwards' song. And folks, listen in Friday night to Your All-Time Hit Parade when every song from coast to coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea. Now, here's Joan with this week's favorite of favorites, Number ONE ... "DON'T GET AROUND MUCH ANY MORE."

("DON'T GET AROUND MUCH ANYMORE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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!

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.

THORGERSEN: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. And remember, each and every time Joan Edwards sings on Your Hit Parade from coast to coast two hundred and fifty thousand -- "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at Gardner Field, California. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time all-time favorites from Carnegie Hall. And on that program every song from coast to coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." And now this is Ed. Thorgersen saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow ... and Joan Edwards.

SINATRA: And this is Frank Sinatra, friends, saying that's all for now -- 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, (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - so round, so firm, so fully packed -- so free and easy on the draw. This program was broadcast by short-wave to our armed forces over-seas. This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC ... NEW YORK

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: _____ B'CAST: 9-9:45 PM EWT
DATE: MAY 8, 1943 - #416 REPEAT: 12-12:45 AM EWT

"YOUR HIT PARADE"

As Broadcast

ROUTINE

- | | |
|--|-----------------------------|
| 1. THERE'S A HARBOR OF DREAM BOATS (8) | HIT PARADERS |
| 2. TAKING A CHANCE ON LOVE (6) | EDWARDS |
| 3. IT CAN'T BE WRONG (5) | SINATRA |
| 3A. (FALLING IN LOVE WITH LOVE &
(LOVER | ETHEL SMITH |
| 4. BRAZIL (7) | EDWARDS AND
HIT PARADERS |
| 5. YOU'LL NEVER KNOW (9) | SINATRA |

COMMERCIAL

- | | |
|---|------------------------------------|
| 5A. ALL-TIME MEDLEY
(MOANIN' LOW
(DARKTOWN STRUTTER'S BALL
(LIZA | ORCHESTRA
AND ENTIRE
COMPANY |
|---|------------------------------------|

STATION BREAK

- | | |
|--|-----------------------------|
| 6. I'VE HEARD THAT SONG BEFORE (4) | EDWARDS |
| 7. COMIN' IN ON A WING AND A PRAYER (10) | HIT PARADERS |
| 7A. ALABAMA BOUND | ETHEL SMITH |
| 8. THAT OLD BLACK MAGIC (3) | SINATRA AND
HIT PARADERS |
| 9. DON'T GET AROUND MUCH ANY MORE (2) | HIT PARADERS |
| 10. AS TIME GOES BY (1) | EDWARDS |

RTX01 0072891

WABC

THE AMERICAN TOBACCO COMPANY

5-8-43

"YOUR HIT PARADE" - #416

9:00-9:45 PM EWT

MAY 8, 1943

SATURDAY

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.

(MUSIC: FEW BARS ... "OVER THERE")

RUYSDAEL: Friends, our fighting men across the sea want
cigarettes. What our fighting men want they shall
have. And so, on tonight's Hit Parade from Coast
to Coast for each and every song that Joan Edwards
sings, Lucky Strike will send two hundred and fifty
thousand -- a quarter of a million Luckies free to
our fighting men across the sea.

DELMAR: That's solid, Basil Ruysdael, for each song Joan
Edwards sings on Your Hit Parade -- another "quarter
million Luckies free, greet our boys across the sea."

(MUSIC HITS AND FADES)

DELMAR: Your Hit Parade starts off with the song that's
Number EIGHT ... "THERE'S A HARBOR OF DREAM BOATS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number EIGHT song. And this is Kenneth Delmar ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDAEL: And let me again explain that added thrill. For each song from Coast to Coast that Joan Edwards sings on Your Hit Parade, two hundred and fifty thousand - a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, another "quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

DELMAR: Here we go with Number SIX and tonight's first "quarter million Luckies free, greet our boys across the sea" because it's Joan Edwards singing from Coast to Coast the song that rates Sixth place all over America
"TAKING A CHANCE ON LOVE."

("TAKING A CHANCE ON LOVE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT CAN'T BE WRONG" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: And here's Frank Sinatra with the song that's just
half-way up Your Hit Parade ladder at Number FIVE.
Frank sings the song that's Fifth on the Nation's list
this week ... "IT CAN'T BE WRONG".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

{ "FALLING IN LOVE WITH LOVE" ETHEL SMITH }
{ "LOVER" }

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for a Lucky Strike Extra by Ethel Smith --
another of the captivating, wholly unique musical
creations which have made her a favorite both on this
program and on Your Friday night All-Time Hit Parade.
Ethel Smith plays her romantic medley of ... "FALLING
IN LOVE WITH LOVE" and ... "LOVER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BRAZIL" EDWARDS AND HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number SEVEN ... and from Coast to Coast,
it's Joan Edwards' song, so once again, "a quarter
million Luckies free greet our boys across the sea."
Here's Joan with this week's Seventh place favorite
... "BRAZIL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'LL NEVER KNOW" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a new-comer to Your Hit Parade, starting off tonight at Number NINE. Frank Sinatra sings the song which Your Hit Parade Survey tells us rates Ninth place all over America this week ... "YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

LUCKY STRIKE ("YOUR HIT PARADE")
HISTORICAL COMMERCIAL (Early Career of Patrick Henry)

5-8-43

BOONE: (CHANT - SOLD AMERICAN)

CROSS: 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: "I know not what course others may take, but as for me -- give me liberty or give me death!" The voice rings out in the stillness of St. John's Church... here in the city of Richmond, Virginia, on this memorable morning of March 23, 1775. And all the people crowding around the open windows stand as if spell-bound... and within this little church, the patriots of Virginia -- Colonel Washington, Mr. Jefferson, Peyton Randolph, George Mason, Richard Henry Lee and the others -- know that this, indeed, is the voice of prophecy, the voice that cries out their own creed, their own slogan of battle. For this is the voice of Patrick Henry, who in another year will become the first American Governor of Virginia.

5-8-43

RUYSDAEL: This is Patrick Henry at the pinnacle of his career... the fiery, fearless golden-tongued orator of the Revolution. Only ten years earlier, this same man was an unknown, untried country lawyer practicing before the bar in Hanover County. And there was a day, back in the year 1763, when he came to court to plead a case for the tobacco planters of Virginia... a case that turned out to be a milestone in his career. For on that day there was something in the speech of this young man of law, something in the ringing eloquence of his voice, that marked him for history. He won that case for the tobacco farmers... and with that victory Patrick Henry started on his long and brilliant career -- Patrick Henry the greatest spokesman of his time for freedom. And so the story of this gifted, young lawyer -- the story of Patrick Henry -- becomes part of the true tradition, the history of fine tobacco. And all this, ladies and gentlemen, is for your own remembrance when you hear the historic chant of the tobacco auctioneer,....

RIGGS: (CHANT SOLD AMERICAN)

5-8-43

CROSS:
(D-1)

Ladies and gentlemen, there are five words that stand for the tradition of fine tobacco in America today: Lucky Strike means fine tobacco! Yes, year after year, at auctions all over the South the makers of Luckies consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. Truly, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Smokers, this fact is important for your greater cigarette enjoyment, for make no mistake - in a cigarette it's the tobacco that counts. The better the tobacco the better the cigarette.

BOONE: (CHANT - SOLD AMERICAN)

CROSS: 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.

BOONE: (CHANT - SOLD AMERICAN)

(MUSIC: SPECIAL MEDLEY INTRODUCTION)

(FADE FOR ANNOUNCEMENT)

DELMAR: And now for your own remembrance -- three great all-time songs that have become a permanent part of America's heart! Mark Warnow will make your heart beat faster, as he brings you this medley of all-time "All-Timers" that you so greatly applauded last night on "YOUR ALL-TIME HIT PARADE." An all time all-timer medley starting off with "MOANIN' LOW" - followed by "DARKTOWN STRUTTER'S BALL," and "LIZA."

("MOANIN' LOW"	ORCHESTRA)
("DARKTOWN STRUTTER'S BALL"	AND
("LIZA"	COMPANY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-10-

5-8-43

(THEME:)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week -- including the Big Three at the head of the Nation's list -- will continue in just a moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

-10-

RTX01 0072903

RUYSDAEL: (COLD AS THEME FINISHES) And "another quarter million Luckies free greet our boys across the sea."

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Yes, another quarter million Lucky Strike cigarettes go to our fighting forces overseas, because from Coast to Coast, it's Joan Edwards singing this week's Number FOUR song. It's title is a description of any of the great all-time all-time songs on Your Friday night All-Time Hit Parade ... America's choice for Fourth place this week ... "I'VE HEARD THAT SONG BEFORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("COMIN' IN ON A WING AND A PRAYER" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another new arrival on Your Hit Parade. It starts off at Tenth place, and the Hit Paraders introduce the new-comer to you ... Number TEN ...
"COMIN' IN ON A WING AND A PRAYER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("ALABAMY BOUND" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Ethel Smith with another Lucky Strike
Extra ... a ragtime old-timer that's been
in there setting feet tapping for a long time
now. You've heard it before, but never with
more zip and sparkle than Ethel Smith brings
it now ... "ALABAMY BOUND."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

HUYSDAEL: Here they are ,,, the three top tunes of the week!

DELMAR: Number THREE ,,, and it's Frank Sinatra singing the song that Your Hit Parade Survey tells us you liked Third best of all from Maine to California this week. Frank sings ...
"THAT OLD BLACK MAGIC."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! and the tune that rates second
 place honors tonight is in the big three for
 the third consecutive week. ^{Mark Wasson tonight} ~~The Hit Parade~~
~~sing~~ America's choice for Number TWO ...
"DON'T GET AROUND MUCH ANY MORE."

("DON'T GET AROUND MUCH ANY MORE" HIT PARADES)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... and with the Number ONE song tonight, once more "a quarter million Luckies free greet our boys across the sea" because from Coast to Coast it's Joan Edwards' song. And folks, listen in Friday night to Your All-Time Hit Parade when every song from Coast to Coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." Now, here's Joan with this week's favorite of favorites, Number ONE ... "AS TIME GOES BY."

("AS TIME GOES BY" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BOONE: (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!

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

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. And remember, each and every time Joan Edwards sings on Your Hit Parade from Coast to Coast two hundred and fifty thousand -- "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the Marines at Camp Gillespie. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time, all-time favorites from Carnegie Hall. And on that program every song from Coast to Coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." And now this is Kenneth Delmar saying goodnight for Frank Sinatra, Ethel Smith, the Hit Paraders, Mark Warnow, and Joan Edwards.

(CLOSING THEME)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN) - and Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - so round, so firm, so fully packed - so free and easy on the draw.

(APPLAUSE)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas.

This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC ... NEW YORK

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6660

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: MAY 15, 1943 - #416 REPEAT: 12-12:45 AM EWT

As Broadcast.

"Y O U R H I T P A R A D E"

ROUTINE

- | | |
|---|--------------|
| 1. I'VE HEARD THAT SONG BEFORE (6) | HIT PARADERS |
| 2. DON'T GET AROUND MUCH ANY MORE (4) | EDWARDS |
| 3. YOU'LL NEVER KNOW (9) | SINATRA |
| 3A. LIZA | ETHEL SMITH |
| 4. COMING IN ON A WING AND A PRAYER (7) | HIT PARADERS |
| 5. IT'S ALWAYS YOU (8) | EDWARDS |

COMMERCIAL

- 5A. ~~ALL TIME MEDLEY~~
~~(SOMETIMES I'M HAPPY~~
~~(LOUISIANA HAYRIDE~~
~~(HALLELUJAH~~

~~ORCHESTRA AND~~
~~ENTIRE COMPANY~~

STATION BREAK

- | | |
|---------------------------------------|-----------------------------|
| 6. <u>TAKING A CHANCE ON LOVE (5)</u> | EDWARDS |
| 7. IN THE BLUE OF EVENING (10) | SINATRA |
| 7A. ALLA EN EL RANCHO GRANDE | ETHEL SMITH |
| 8. IT CAN'T BE WRONG (3) | HIT PARADERS |
| 9. THAT OLD BLACK MAGIC (2) | SINATRA AND
HIT PARADERS |
| 10. AS TIME GOES BY (1) | EDWARDS |

RTX01 0072913

WABC

THE AMERICAN TOBACCO COMPANY

5-15-43

"YOUR HIT PARADE" - #416

9:00-9:45 PM EWT

MAY 15, 1943

SATURDAY

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

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!

(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.

(MUSIC; FEW BARS ... "OVER THERE")

RUYSDAEL: Friends, our fighting men across the sea want cigarettes. What our fighting men want they shall have. And so, on tonight's Hit Parade from Coast to Coast for each and every song that Joan Edwards sings, Lucky Strike will send two hundred and fifty thousand -- a quarter of a million Luckies free to our fighting men across the sea.

DELMAR: That's solid, Basil Ruysdael, for each song Joan Edwards sings on Your Hit Parade -- another "quarter million Luckies free, greet our boys across the sea."

(MUSIC HITS AND FADES)

DELMAR: Your Hit Parade gets going with the song that's Number SIX ... its title is a description of any of the great all-time all-time songs on Your Friday night All-Time Hit Parade. Here are the Hit Paraders with your sixth place favorite ... "I'VE HEARD THAT SONG BEFORE."

("I'VE HEARD THAT SONG BEFORE" *Alfred Brundage* SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number SIX song. And this is Kenneth Delmar ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDAEL: And let me again explain that added thrill. For each song from Coast to Coast that Joan Edwards sings on Your Hit Parade, two hundred and fifty thousand - a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, another "quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

DELMAR: Here we go with Number FOUR and tonight's first "quarter million Luckies free, greet our boys across the sea" because it's Joan Edwards singing from Coast to Coast the song that rates Fourth place all over the nation ... "DON'T GET AROUND MUCH ANY MORE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'LL NEVER KNOW" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's your Number NINE song ... and Frank Sinatra
to sing it ... here he is to thrill you with the
tune that is Ninth in your favor this week ...

"YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LIZA" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra ... melody in the toe-tapping, completely captivating style of Ethel Smith ... the style that's made her your favorite both on this program and on Your Friday night All-Time Hit Parade. Ethel Smith plays ... "LIZA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("COMING IN ON A WING AND A PRAYER" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the Lucky SEVEN tune coming up now ... a
newcomer that rode in last week in tenth place,
and is up three places tonight ... the Hit Paraders
bring you the song that rates Seventh this week
on Your Hit Parade Survey ... "COMING IN ON A
WING AND A PRAYER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT'S ALWAYS YOU" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number EIGHT ... a newcomer to Your Hit Parade!
And from coast to coast it's Joan Edwards' song, so
once again, "a quarter million Luckies free greet
our boys across the sea." Here's Joan with the new
Eighth place winner ... "IT'S ALWAYS YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

5-15-43

Boone
~~BOONE:~~

(CHANT - SOLD AMERICAN)

Ryanhall
~~CROSS:~~

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
~~RIGGS:~~

(CHANT - SOLD AMERICAN)

Cross
~~RHYSDALE:~~

Go back two hundred years and more ... back to the sweeping landscape, the untamed rivers, the towering forests of early Virginia ... go back to a day in the year 1691 and meet the most famous man in the Colony ... the Right Honorable Robert Carter. This man is a scholar -- proud that his library holds the finest collection of law books in America. This man is a statesman - a member of the House of Burgesses and Treasurer of the Council. And he is a soldier -- commander-in-chief of the armies of Lancaster and Northumberland Counties. Yet to the people of Old Virginia he is known as "King" Carter -- King Carter of Corotoman, the magnificent estate on the hills above Chesapeake Bay.

(MORE)

Brace
~~RUYSDAEL~~
(CONTD)

For scholar, statesman, soldier that he is, he is best known as a "king" among the great tobacco planters, and as the founder of a family that would shape much of the political and cultural thought of America. Yes, more than his books, more than public office or military career, Robert Carter loved the good earth of his plantation ... the rich and fertile earth out of which he harvested the greatest tobacco crop in all Virginia. And this love of the land, this precious heritage of tobacco cultivation, Robert Carter handed down to his children ... to his sons and grandsons who were friends of the Washingtons, the Jeffersons, and the John Marshalls, to his daughters and granddaughters who married into the families of the Nelsons, the Amblers and the Lees. And so it was King Carter himself, the Master of Corotoman, who wrote one of the early chapters in the true tradition, one of the most significant chapters in the history of fine tobacco. And all this, ladies and gentlemen, is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

Brace
~~RUYSDAEL~~

(CHANT - SOLD AMERICAN)

(MORE)

5-15-43

- 10 -

Rugens

~~GROSS:~~

(B-1)

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 - so round, so firm, so fully packed, so free and easy on the draw. 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.

Rugens

BOONE:

(CHANT - SOLD AMERICAN)

Rugens

GROSS:

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 ... so round, so firm, so fully packed, so free and easy on the draw.

Rugens

BOONE:

(CHANT - SOLD AMERICAN)

RUYSDAEL: (~~REVEREND~~) "another quarter million Luckies free
greet our boys across the sea."

("TAKING A CHANCE ON LOVE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Yes, another quarter million Lucky Strike Cigarettes
go to our fighting forces overseas, because from
Coast to Coast, it's Joan Edwards singing the song
that's Number FIVE ... and here's Joan with your
Fifth place favorite ... "TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week --
including the Big Three at the head of the Nation's
list -- will continue in just a moment over the
Columbia Broadcasting System.

STATION BREAK

(MUSIC UP TO FINISH)

("IN THE BLUE OF EVENING" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: In at Number TEN . . . another newcomer tonight.
Frank Sinatra introduces it to you . . . the song
that all America puts in Tenth place this week . . .
"IN THE BLUE OF EVENING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 14 -
- 25 -

5-15-43

("ALLA EN EL RANCHO GRANDE" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: Ethel Smith again with another Lucky Strike extra ...
a familiar tune - a brilliant interpretation. Ethel
Smith offers the exciting rhythm of ... "ALLA EN EL
RANCHO GRANDE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

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

DELMAR: Number THREE ... and it's the Hit Paraders singing the song that Your Hit Parade Survey tells us rates Third all over America ... "IT CAN'T BE WRONG."

("IT CAN'T BE WRONG" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE: ... and with the Number ONE song tonight, once more "a quarter million Luckies free greet our boys across the sea" because from Coast to Coast it's Joan Edwards' song.

And folks, listen in Friday night to Your All-Time Hit Parade when every song from Coast to Coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." Now, here's Joan with this week's favorite of favorites, Number ONE ... "AS TIME GOES BY."

("AS TIME GOES BY" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-18-
~~-19-~~

5-15-43

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!

SINATRA: So long for a while ... that's all the songs for a while.

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

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. And remember, each and every time Joan Edwards sings on Your Hit Parade from Coast to Coast two hundred and fifty thousand -- "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at the Army Air Force Flexible Gunnery School, Kingman, Arizona. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time all-time favorites from Carnegie Hall. And on that program every song from Coast to Coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." And now this is Kenneth Delmar saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow, and Joan Edwards.

5-15-43

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

(SHORT THEME)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky, (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - so round, so firm, so fully packed - so free and easy on the draw.

(FULL LUCKY STRIKE THEME)

(APPLAUSE)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas.

This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

242 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: MAY 22, 1943 - #419 REPEAT: 12-12:45 AM EWT

"YOUR HIT PARADE"

ROUTINE

As Broadcast

- | | | |
|-----|---------------------------------|------------------------|
| 1. | IT CAN'T BE WRONG (4) | HIT PARADERS |
| 2. | TAKING A CHANCE ON LOVE (10) | EDWARDS |
| 3. | THAT OLD BLACK MAGIC (7) | SINATRA & HIT PARADERS |
| 3A. | WHY | ETHEL SMITH |
| 4. | I'VE HEARD THAT SONG BEFORE (8) | EDWARDS |
| 5. | LET'S GET LOST (6) | SINATRA |

COMMERCIAL

- | | | |
|----|------------|------------------------|
| 6. | BRAZIL (9) | EDWARDS & HIT PARADERS |
|----|------------|------------------------|

Station Break

- | | | |
|-----|------------------------------------|--------------|
| 7. | YOU'LL NEVER KNOW (5) | SINATRA |
| 7A. | THE BREEZE AND I | ETHEL SMITH |
| 8. | COMING IN ON A WING & A PRAYER (3) | HIT PARADERS |
| 9. | DON'T GET AROUND MUCH ANY MORE (2) | EDWARDS |
| 10. | AS TIME GOES BY (1) | SINATRA |

RTX01 0072934

WABC

THE AMERICAN TOBACCO COMPANY

5-22-43

"YOUR HIT PARADE" - #419

9:00-9:45 PM EWT

MAY 22, 1943

SATURDAY

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 -- Yes, 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 Lucias 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.

(MUSIC: FEW BARS ... "OVER THERE")

RUYSDAEL: Friends, our fighting men across the sea want cigarettes. ^{What} What our fighting men want they shall have. And so, on tonight's Hit Parade from Coast to Coast for each and every song that Joan Edwards sings, Lucky Strike will send two hundred and fifty thousand -- a quarter of a million Luckies free to our fighting men across the sea.

DELMAR: That's solid, Basil Ruysdael, for each song Joan Edwards sings on Your Hit Parade -- another "quarter million Luckies free, greet our boys across the sea."

(MUSIC HITS AND FADES)

DELMAR: Your Hit Parade gets going with the song that's Number FOUR on Mr. and Mrs. America's list of favorites. Here are the Hit Paraders with your Fourth place winner ... "IT CAN'T BE WRONG."

("IT CAN'T BE WRONG" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number FOUR song. And this is Kenneth Delmar ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, the Hit Paraders, Mark Warnow and the Lucky Strike Orchestra, the boy whose voice is thrilling millions, Frank Sinatra, and lovely Joan Edwards.

RUYSDAEL: And let me again explain that added thrill. For each song from Coast to Coast that Joan Edwards sings on Your Hit Parade, two hundred and fifty thousand - a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- on each package a greeting, together with Joan's facsimile autograph. Yes, friends, another "quarter million Luckies free, greet our boys across the sea" for every song Joan sings on Your Hit Parade.

DELMAR: Here we go with Number TEN and tonight's first "quarter million Luckies free, greet our boys across the sea" because it's Joan Edwards singing from Coast to Coast the song that stands Tenth in the Nation's favor ...
"TAKING A CHANCE ON LOVE."

("TAKING A CHANCE ON LOVE" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Lucky SEVEN song! ... and Frank Sinatra to sing
it. Here he comes to thrill you with the week's
Seventh place choice ... "THAT OLD BLACK MAGIC."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR:

Time now for a Lucky Strike extra from Ethel Smith. That means a truly different musical creation that will set your feet tapping. Here she is with all the zip and sparkle that make each of her performances a listening delight. Ethel Smith plays, "WHY".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Next on Your Hit Parade ... Number EIGHT ... and once again ... a quarter million Luckies free greet our boys across the sea because from coast to coast it's Joan Edwards singing the song that's in eighth place. Its title is a description of any of the great all-time all time songs on Your Friday night All-Time Hit Parade ... "I'VE HEARD THAT SONG BEFORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LET'S GET LOST" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's Number SIX ... a song by Frank Sinatra.
Frank brings you the song that Americans from
coast to coast award Sixth place honors on Your
Hit Parade survey -- "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

OGLESBY: (CHANT - SOLD AMERICAN)

CROSS: Let that historic chant remind you that Lucky Strike means fine tobacco - Yes, 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: On a night like this almost 150 years ago ... the carriages would go rolling down the narrow, cobblestoned streets of Old Charleston, in South Carolina. And if you had been standing on the corner of Queen and Church Streets, on a Spring evening in the year 1795, you would have seen many of these carriages stop before the famous Dock Street Theatre. To this first theatre in America, came all the great Carolinian families in their stiff brocade and immaculate broadcloth, in stately powdered wig and glittering jewels. Here, to see the renowned Elizabeth Kemble perform in a Shakespearean play, came such men as the scholarly John Rutledge ... and the Honorable Charles Pickney ... and Thomas Heyward, Signer of the Declaration of Independence ... and the handsome General Moultrie.

MORE

5-22-43

RUYSDAEL:
(CONT'D)

After the play, there would be late supper at the world-famous Planters Hotel ... or coffee at the Old Carolina Coffee House on Bay Street. And everywhere in Charleston ... along the railed sidewalks looking out between the swaying palmettos over the land-locked harbor, and down all the tree-lined streets of the old city ... everywhere the ancient magic of Spring would be in the air, the fragrance of hundreds of gardens blooming with azaleas and tamarisk and roses. Yes, this is the atmosphere of old Charleston in Springtime, and this is the gracious spirit of South Carolina ... where for generations the good, rich earth has yielded great harvests of mild, fragrant tobacco, the same kind of bright, mellow leaf that is still sold today in the tobacco-market towns of Mullins and Conway, of Kingstree, Pamplico, and Timmons ville. And so the story of South Carolina becomes part of the true tradition, the history of fine tobacco. And all this, ladies and gentlemen, is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

RIGGS: (CHANT - SOLD AMERICAN)

MORE

CROSS: And, ladies and gentlemen, the historic tradition of
(N-1) fine tobacco is important to your smoking enjoyment
 today. Let me illustrate what I mean with this
 package of Lucky Strike cigarettes I now hold in my
 hand. Let me open my Lucky Strike package (BUSINESS)
 I take out a cigarette and slit it open ... (BUSINESS)
 ... and what do I see? ... Tobacco! Yes, in a
 cigarette it's the tobacco that counts - that's why
 Luckies' unvarying emphasis on fine tobacco means so
 much to you!

BOONE: (CHANT - SOLD AMERICAN)

CROSS: 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 -
 yes, Lucky Strike means fine tobacco -- so round, so
 firm, so fully packed, so free and easy on the draw.

OGLESBY: (CHANT - SOLD AMERICAN)

("BRAZIL" EDWARDS & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Again ... a quarter million Luckies free greet our boys across the sea, because from Coast to Coast, it's Joan Edwards with the song that's Number NINE ... Joan sings this week's Ninth place favorite ... "BRAZIL",

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week --
including the Big Three at the head of the Nation's
list -- will continue in just a moment over the
Columbia Broadcasting System.

STATION BREAK

(MUSIC UP TO FINISH)

("YOU'LL NEVER KNOW" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FIVE! ... and the song that's five places from the top on Your Hit Parade Survey is one that took just three weeks to get there ... Frank Sinatra's going to sing it for you --- the Number Five tune --- "YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

Andalucia
(~~"OUR BESSIE AND I"~~ ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Lucky Strike extra the Ethel Smith way -- an array of thrilling rhythm and musical magic in that brilliant, individual style. Ethel Smith plays ... "OUR BESSIE AND I"

Andalucia

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER THREE)

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

DELMAR: Number THREE ... a song that landed right in the winner's circle after only two weeks on the Parade ... The Hit Paraders with the nation's choice for Third place ... "COMING IN ON A WING AND A PRAYER."

("COMING IN ON A WING AND A PRAYER" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and with the Number Two song tonight, once more "a quarter million Luckies free greet our boys across the sea" because from Coast to Coast it's Joan Edwards' song. And folks, listen in Friday night to Your All-Time Hit Parade when every song from Coast to Coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." ^{And} Now, here's Joan with the second place winner ... "DON'T GET AROUND MUCH ANY MORE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE ... and it's Frank Sinatra to sing the song that all of you all over America rate at the very top of Your Hit Parade list. That song that's the nation's favorite of favorites this week ... Number ONE ... "AS TIME GOES BY."

("AS TIME GOES BY" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

RUYSDAEL: Let that historic chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco--
Yes, 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.

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. Friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys at the ^{United States} ~~U.S.~~ Naval Air Station, at Los Alamitos, Long Beach, California. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time All-Time favorites from Carnegie Hall. And on that program every song from Coast to Coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." And now this is Kenneth Delmar saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow, and Joan Edwards.

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

(SHORT THEME)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina (CHANT - SOLD AMERICAN); Mr. Ray Oglesby, of Winterville, North Carolina (CHANT - SOLD AMERICAN) and Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

(FULL LUCKY STRIKE THEME)

(APPLAUSE)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas. They're the boys who have been bringing us nearer to Victory. You know what a job they're doing. Do your job. Buy War Bonds and stamps.

This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK - WICKERSHAM 2 6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FIRST NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: MAY 29, 1943 - #419 REPEAT: 12-12:45 AM EWT

"Y O U R H I T P A R A D E"

ROUTINE

As Broadcast

- | | |
|------------------------------------|--------------|
| 1. LET'S GET LOST (8) | SINATRA |
| 2. I'VE HEARD THAT SONG BEFORE (7) | EDWARDS |
| 3. IN THE BLUE OF THE EVENING (10) | HIT PARADERS |
| 4. YOU'LL NEVER KNOW (5) | SINATRA |

COMMERCIAL #1

- | | |
|---------------------------------|-------------|
| 4A. PUTTIN' ON THE RITZ (Extra) | ETHEL SMITH |
| 5. IT CAN'T BE WRONG (4) | EDWARDS |
| 6. TAKING A CHANCE ON LOVE (9) | ORCHESTRA |

STATION BREAK

- | | |
|----------------------------------|------------------------|
| 7. THAT OLD BLACK MAGIC (6) | SINATRA & HIT PARADERS |
| 7A. JINGLE JANGLE JINGLE (Extra) | ETHEL SMITH |

COMMERCIAL #2

- | | |
|---|--------------|
| 8. COMIN' IN ON A WING AND A PRAYER (3) | HIT PARADERS |
| 9. AS TIME GOES BY (2) | SINATRA |
| 10. DON'T GET AROUND MUCH ANYMORE (1) | EDWARDS |

RTX01 0072955

WABC

THE AMERICAN TOBACCO COMPANY

5-29-43

"YOUR HIT PARADE" - #419

9:00-9:45 PM EWT

MAY 29, 1943

SATURDAY

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

RUYSDAEL: Smoke the smoke tobacco experts smoke.

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

RUYSDAEL: Let that historic chant remind you that Lucky Strike
means fine tobacco -- Yes, 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 ... starring Frank Sinatra

(APPLAUSE)

RUYSDAEL: For each and every song that Frank Sinatra sings on Your Hit Parade from Coast to Coast "a quarter million Luckies free, greet our boys across the sea". ... And now, on with Your Hit Parade!

(MUSIC HITS AND FADES)

DELMAR: Your Hit Parade gets going with the song that's Number EIGHT, and the first "quarter million Luckies free, greet our boys across the sea" because it's Frank Sinatra singing your Eighth place song ... "LET'S GET LOST".

("LET'S GET LOST SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number Eight song. And this is Kenneth Delmar ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, Mark Warnow and the Lucky Strike Orchestra -- Joan Edwards, the Hit Paraders and the boy whose voice is thrilling millions -- Frank Sinatra.

RUYSDAEL: And let me again explain that added thrill. For each song that our star Frank Sinatra sings from coast to coast on Your Hit Parade, a quarter of a million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad -- Yes, friends, still another "quarter million Luckies free greet our boys across the sea" every time Frank sings a song on Your Hit Parade.

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN ... "I'VE HEARD THAT SONG BEFORE". Yes, this song might well refer to any of the great all-time all-time songs on Your Friday night All-Time Hit Parade. Joan Edwards sings your Seventh place choice ... "I'VE HEARD THAT SONG BEFORE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN THE BLUE OF EVENING" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the song that Mr. and Mrs. America rate TENTH
in their favor this week ... The Hit Paraders sing
the nation's Number Ten tune ... "IN THE BLUE OF
EVENING".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'LL NEVER KNOW" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FIVE ... and it's Frank Sinatra to sing the
 song that rates just midway in the nation's list of
 favorites. It's Frank's song so once again "a quarter
 million Luckies free, greet our ^{boys} ~~men~~ across the sea."
 The week's Fifth place favorite ... "YOU'LL NEVER KNOW".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #1)

OGLESEY: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, 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 - SOLD AMERICAN)

CROSS: It is the year 1803...and young Merriwether Lewis, the 27-year old secretary of President Jefferson, sets out with his friend, George Rogers Clark, on a vast journey of exploration...a 4000 mile journey that will blaze a trail from the foothills of the Blue Ridge Mountains in Virginia to the rushing head-waters of the Columbia River in Oregon. Day after day, he treks through the unbroken wilderness...over rugged mountain ranges, across the swift, brawling rivers, far beyond the green and fertile prairies. He knows the loneliness of the dark uncharted forest...the treachery of bayou and swampland...the terror of the empty desert. And slowly he moves across the whole vast untouched wilderness of America...across thousands of miles of primitive country that one day will become sixteen great western and midwestern states.

(MORE)

YOUR HIT PARADE

- 7 -

5-30-43

Commercial - "Merriwether Lewis, Explorer and Tobacco Planter"
(Continued)

CROSS:
(CONTD)

And when the long odyssey is done, Merriwether Lewis returns to his native Albermarle County in Virginia, to the one stretch of good red earth he loves above all the colorful lands he has seen, and here on his ancestral estate of Locust Hill, he settles down to the life of a farmer. And here...following the example of his illustrious neighbors, James Madison of Montpelier, James Monroe at Ash Lawn, and the great Thomas Jefferson of Monticello...Merriwether Lewis sets his hand to the cultivation of tobacco, and brings forth many rich harvests of the mild and mellow leaf, the famous Albermarle County tobacco of Virginia. And so the story of Merriwether Lewis...presidential secretary, continental explorer, and tobacco planter... becomes part of the true tradition, the history of fine tobacco. And all this, ladies and gentlemen, is for your own remembrance when you hear the historic chant of the tobacco auctioneer....

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 7 -

ATX01 0072962

YOUR HIT PARADE

- 8 -

5-29-43

Commercial - "Merriwether Lewis, Explorer & Tobacco Planter"
(Continued)

RUYSDAEL:
("P-1")

Ladies and gentlemen, among the people listening to this broadcast tonight are men for whom tobacco is both a tradition and a business. These are the independent tobacco experts - ^{the} auctioneers, buyers, and warehousemen - who earn their livelihood in buying, selling, and handling the leaf. At market after market, year after year, when these experts attend the auctions they can't help seeing who buys what tobacco - they can't help seeing that the makers of Luckies consistently select the riper, the lighter, the naturally milder tobacco. No wonder that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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 - Yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

OGLESBY: (CHANT - SOLD AMERICAN)

- 8 -

ATX01 0072963

("PUTTIN' ON THE RITZ" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Lucky Strike extra by Ethel Smith! Toe-tapping
rhythm in the sparkling style that is hers alone ...
a style full of dash and excitement. Ethel Smith
plays ... "PUTTIN' ON THE RITZ".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT CAN'T BE WRONG" JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the Number FOUR winner coming up now ... Joan
Edwards sings your Fourth place favorite ... "IT
CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TAKING A CHANCE ON LOVE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE! Mark Warnow and the Lucky Strike Orchestra
with the song Your Hit Parade Survey tells us you like
Ninth best of all from Maine to California ... "TAKING
A CHANCE ON LOVE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week --
Including the Big Three at the head of the Nation's
list -- will continue in just a moment over the
Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number SIX ... and our star Frank Sinatra sings it from Coast to Coast, so still another "quarter million Luckies free greet our boys across the sea". Here's Frank with the nation's choice for sixth place honors this week ... "THAT OLD BLACK MAGIC".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("JINGLE JANGLE JINGLE" ETHEL SMITH

(FADE FOR ANNOUNCEMENT)

DELMAR: Once again ... Ethel Smith with another of her
rhythmic musical creations ... a familiar melody in
a gay and different style. Ethel Smith plays ...
"JINGLE JANGLE JINGLE".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL #2)

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 -- yes, 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!

(FANFARE NUMBER THREE)

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

DELMAR: Number THREE ... and it's the Hit Paraders singing
the song that first appeared on the Parade just
four weeks ago ... and tonight celebrates its
second Saturday in the big time ... Number Three ...
"COMING IN ON A WING AND A PRAYER."

("COMING IN ON A WING AND A PRAYER" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and with the second place winner tonight, once more "a quarter million Luckies free greet our boys across the sea" because from Coast to Coast it's Frank Sinatra to thrill you with a song. And folks, listen in Friday night to Your All-Time Hit Parade when every song from Coast to Coast by Jerry Wayne sends "a quarter million Luckies free to our boys across the sea." Now, here's Frank Sinatra with the country's Number Two song ... "AS TIME GOES BY."

("AS TIME GOES BY" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... Joan Edwards sings the tune that's
tops everywhere in America where a song is sung ...
Here's Joan with Your Hit Parade leader, the
Nation's favorite of favorites ... Number One ...
"DON'T GET AROUND MUCH ANY MORE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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.

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. And remember, each and every time Frank Sinatra sings on Your Hit Parade from Coast to Coast, a quarter million Luckies free greet our boys across the sea. And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the men and women of the California Shipbuilding Company in Los Angeles. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time All-Time favorites from Carnegie Hall. And now this is Kenneth Delmar saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow, and Joan Edwards.

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

(SHORT THEME)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky - (CHANT - SOLD AMERICAN) - Mr. Ray Oglesby, of Winterville, North Carolina - (CHANT - SOLD AMERICAN) and Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(FULL LUCKY STRIKE THEME)

(APPLAUSE)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas. You know they're bringing us nearer Victory every time they shoot a gun ... fly a plane ... drive a tank. See that they keep on getting those bullets and planes and tanks ... Buy War Bonds and Stamps!

This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC NEW YORK

JUNE

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FIRST NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: JUNE 5, 1943 - #420 REPEAT: 12-12:45 AM EWT

"Y O U R H I T P A R A D E"

ROUTINE

1. THAT OLD BLACK MAGIC (8)
2. TAKING A CHANCE ON LOVE (7)
3. IN THE BLUE OF EVENING (9)
- 3A. CANHOTO

As Broadcast

SINATRA & HIT PARADERS
EDWARDS
HIT PARADERS
ETHEL SMITH

COMMERCIAL

4. WHAT'S THE GOOD WORD, MR. BLUEBIRD (10) ORCHESTRA
5. LET'S GET LOST (5) SINATRA
6. IT CAN'T BE WRONG (4) EDWARDS

STATION BREAK

7. AS TIME GOES BY (6) SINATRA
- 7A. THE SHEIK OF ARABY ETHEL SMITH

COMMERCIAL

8. COMIN' IN ON A WING AND A PRAYER (3) HIT PARADERS
9. YOU'LL NEVER KNOW (2) SINATRA
10. DON'T GET AROUND MUCH ANY MORE (1) EDWARDS

ATX01 0072977

WABC

THE AMERICAN TOBACCO COMPANY

6-5-43

"YOUR HIT PARADE" - #420

9:00-9:45 PM EWT

JUNE 5, 1943

SATURDAY

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

RUYSDAEL: Lucky Strike means fine tobacco - Yes, Lucky Strike
means fine tobacco.

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

RUYSDAEL: Let that historic chant remind you that Lucky Strike
means fine tobacco -- Yes, 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 ... starring
Frank Sinatra!

(APPLAUSE)

RUYSDAEL: For each and every song that our star, Frank Sinatra,
sings from Coast to Coast on Your Hit Parade a quarter
million Lucky Strike cigarettes are sent free to the
boys of our armed services abroad ... Yes, friends,
still another "quarter million Luckies free greet
our boys across the sea" every time Frank sings a song
on Your Hit Parade!

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade starts off with the song that's Number
EIGHT, and the first "quarter million Luckies free,
greet our boys across the sea" because it's Frank
Sinatra bringing you the Eighth place favorite ...
"THAT OLD BLACK MAGIC."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number Eight song. And this is Kenneth Delmar ready and waiting to bring you the rest of Your Hit Parade with Ethel Smith, Mark Warnow and the Lucky Strike Orchestra -- Joan Edwards, the Hit Paraders and the boy whose voice is thrilling millions -- Frank Sinatra!

("TAKING A CHANCE ON LOVE". EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN is next on the list ... and here's Joan Edwards to sing it. The tune that stands in Seventh place in America's musical preference ...

"TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 4 -

6-5-43

("IN THE BLUE OF EVENING" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number NINE ... and the Hit Paraders to sing it
for you ... Here they are with the song you rate in
Ninth place this week ... "IN THE BLUE OF EVENING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

- 4 -

ATX01 0072981

("CANHOTO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for Ethel Smith ... and a Lucky Strike extra ...
a sparkling Latin-American samba. Ethel's flying
fingers bring you ... "CANHOTO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL

BOONE: (CHANT - SOLD AMERICAN)

CROSS: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, 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: A young man sits in the shade of an elm tree, on a summer day in the year 1852, and writes the words of a song that one day will be sung all over the world ...

DELMAR:
(STRAIGHT)

"The corntop's ripe and the meadow's in the bloom,
While the birds make music all the day ...
We will sing one song for the old Kentucky home,
For the old Kentucky Home far away."

RUYSDAEL: ... a song whose haunting melody will be heard not only across the length and breadth of America but over the lonely steppe-lands of far-off Russia, in the concert halls of Paris and Vienna and Copenhagen, in the wilderness of Australia ... everywhere, wherever men love the earth and the thought of home. The young man is Stephen Foster, the beloved American composer. And on this day, he tries to capture, in words and music, the spirit of a plantation called Federal Hill, a lovely estate near Bardstown, Kentucky, which belongs to his famous cousin, John Rowan.

(MORE)

RUYSDAEL: Soon the last note of the song is written, the last
(CONTD) phrase set down ... and one night, during a pause in a
 gay dancing party at Federal Hill, Foster plays -- My
 Old Kentucky Home for the first time. It is a song that
 will be played again and again to all the great men who
 come to visit the plantation ... to Henry Clay, to
 Presidents Monroe and Buchanan and James Polk, to Humphrey
 Marshall and Governor Powell. And always -- "My Old
 Kentucky Home" -- will evoke the haunting beauty of
 John Rowan's plantation, the beauty of the bluegrass
 country and the fertile limestone fields out of which
 many ~~crops~~ crops of mild, nut-brown tobacco are
 harvested ... yes, the same kind of mellow, burley
 leaf that is still sold in the markets of Kentucky,
 today. And so, many years ago, the rolling acres of
 an old estate in Kentucky brought inspiration to that
 great composer, Stephen Foster, and thus the story of
 an immortal song becomes part of the true tradition,
 the history of fine tobacco. And all this, ladies and
 gentlemen, is for your own remembrance when you hear the
 historic chant of the tobacco auctioneer ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

CROSS: Ladies and gentlemen, today America's historic tradition
(C-1) of fine tobacco is carried on by the makers of Lucky
Strike cigarettes. And in Lucky Strike you yourself
can discover how much fine tobacco means to you as a
smoker. For down through the years, Lucky Strike has
bought - for your greater enjoyment - the riper, the
lighter, the naturally milder tobacco.

OGLESBY: (CHANT - SOLD AMERICAN)

CROSS: 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 --
Yes, Lucky Strike means fine tobacco -- so round, so
firm, so fully packed, so free and easy on the draw.

OGLESBY: (CHANT - SOLD AMERICAN)

("WHAT'S THE GOOD WORD, MR. BLUEBIRD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number TEN ... It's Mark Warnow and the Lucky Strike
Orchestra with the song that America chooses for
Tenth place this week ... "WHAT'S THE GOOD WORD,
MR. BLUEBIRD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LET'S GET LOST" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's your FIFTH place winner ... and Frank Sinatra
to sing it from Coast to Coast, so tonight's "second
quarter million Luckies free greet our boys across the
sea" ... Frank sings Number Five ... "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT CAN'T BE WRONG" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number FOUR ... Joan Edwards sings the tune that rates just Fourth from the top on this week's list ...
"IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week -- including the Big Three at the head of the Nation's list -- will continue in just a moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("AS TIME GOES BY" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number SIX ... and from Coast to Coast, it's Frank Sinatra singing, so still another "quarter million Luckies free greet our boys across the sea" ... Here's Frank with this week's Sixth place winner ... "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THE SHEIK OF ARABY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: An exciting Lucky Strike extra. -- It's Ethel Smith's up-to-the-minute rhythmic treatment of a rag-time old-timer that will set your feet tapping ... Ethel plays ... "THE SHEIK OF ARABY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL

RUYSDAEL: Lucky Strike means fine tobacco - yes, Lucky Strike
means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, in a cigarette it's the tobacco
that counts. So why not profit by the experience of
independent tobacco experts - auctioneers, buyers and
warehousemen. When these experts attend the auctions
year after year, they can't help but see the makers of
Luckies consistently select the riper, the lighter,
the naturally milder tobacco. No wonder that with these
men who know tobacco best, it's Luckies 2 to 1.
Smokers, remember - and act upon - this clear-out fact:
Lucky Strike means fine tobacco - Yes, Lucky Strike
means fine tobacco, so round, so firm, so fully packed,
so free and easy on the draw.

(FANFARE NUMBER THREE)

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

Selman: Number THREE ... and it's the Hit Paraders with the tune that's a solid Third place winner for the third week in a row ... "COMIN' IN ON A WING AND A PRAYER."

("COMIN' IN ON A WING AND A PRAYER" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR : Number TWO! ... and with the second place winner
 tonight, once more "a quarter million Luckies free
 greet our boys across the sea" because from Coast
 to Coast it's Frank Sinatra to thrill you with a
 song. And folks, listen in Friday night to Your
 All-Time Hit Parade when every song from Coast to
 Coast by Jerry Wayne sends "a quarter million Luckies
 free to our boys across the sea." Now, here's
 Frank Sinatra with the country's Number Two song ...
"YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... Yes, Joan Edwards sings the tune that's tops in the nation's favor ... the song that all America tells us is marching at the very head of Your Hit Parade ... Here's Joan with your favorite of favorites ... Number One ... "DON'T GET AROUND MUCH ANY MORE".

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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.

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. And remember, each and every time Frank Sinatra sings on Your Hit Parade from Coast to Coast, "a quarter million Luckies free greet our boys across the sea." And friends, be sure to listen next Wednesday night to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the men of the Sixth Ferrying Group at Long Beach, California. And remember, every Friday night, Your All-Time Hit Parade brings you your all-time All-Time favorites from Carnegie Hall, with two distinctly different bands ... Mark Warnow and Tiny Hill. And now this is Kenneth Delmar saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow, and Joan Edwards.

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

(SHORT THEME)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), Mr. F. E. Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN), and Mr. Ray Oglesby, of Winterville, North Carolina, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(FULL LUCKY STRIKE THEME)

(APPLAUSE -- HOLD UNDER)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas. They're doing a great job -- they need more tanks, more planes, more guns to finish up that job -- and bring Victory. Be sure you're doing your job, by giving them those planes and tanks and bullets ... Buy War Bonds and Stamps!

This is the COLUMBIA ... BROADCASTING SYSTEM.

- FADE THEME 20 SECONDS -

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6000

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: JUNE 12, 1943 - #421 REPEAT: 12-12:45 AM EWT

"YOUR HIT PARADE"

As Broadcast

ROUTINE

1. IT CAN'T BE WRONG (6) SINATRA
2. DON'T GET AROUND MUCH ANY MORE (4) EDWARDS
3. YOU RHYME WITH EVERYTHING THAT'S BEAUTIFUL (9) HIT PARADERS
- 3A. I GOT RHYTHM ETHEL SMITH

COMMERCIAL #1

4. TAKING A CHANCE ON LOVE (10) ORCHESTRA
5. AS TIME GOES BY (5) SINATRA
6. I NEVER MENTION YOUR NAME (8) EDWARDS

STATION BREAK

7. IT'S ALWAYS YOU (7) SINATRA
- 7A. WHO ETHEL SMITH

COMMERCIAL #2

8. YOU'LL NEVER KNOW (3) EDWARDS
9. COMIN' IN ON A WING AND A PRAYER (2) HIT PARADERS
10. LET'S GET LOST (1) SINATRA

ATX01 0072998

WABC

THE AMERICAN TOBACCO COMPANY

6-12-43

"YOUR HIT PARADE" - #421

9:00-9:45 PM EWT

JUNE 12, 1943

SATURDAY

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

RUYSDAEL: Lucky Strike means fine tobacco - Yes - Lucky Strike
means fine tobacco!

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

RUYSDAEL: Let that historic chant remind you that Lucky Strike
means fine tobacco - Yes - 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 ... starring Frank Sinatra!

(APPLAUSE)

RUYSDAEL: For each and every song that our star, Frank Sinatra, sings from Coast to Coast on Your Hit Parade, a quarter million Lucky Strike cigarettes are sent free to the boys of our Armed Services abroad ... Yes, friends, still another "quarter million Luckies free greet our boys across the sea" every time Frank sings a song on Your Hit Parade.

("IT CAN'T BE WRONG" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets under way with the song that's Number SIX, and the first "quarter million Luckies free, greet our boys across the sea," because it's Frank Sinatra singing your Sixth place winner ...

"IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number Six song. And this is Kenneth Delmar to bring you the rest of Your Hit Parade with Mark Warnow and the Lucky Strike Orchestra ... the Hit Paraders ... lovely Joan Edwards ... the brilliant musical styling of Ethel Smith ... and the boy whose voice is thrilling millions -- Frank Sinatra!

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FOUR is next ... and here's Joan Edwards to sing it. The tune that rates Fourth place on America's list of favorites ... "DON'T GET AROUND MUCH ANY MORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU RHYME WITH EVERYTHING THAT'S BEAUTIFUL" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Hit Parade newcomer in for the first time at
Number NINE ... The Hit Paraders bring you the new
Ninth place winner ... "YOU RHYME WITH EVERYTHING
THAT'S BEAUTIFUL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I GOT RHYTHM" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: Ethel Smith ... and a Lucky Strike extra. Listen
to the refreshing rhythm ... the magical melody
that only Ethel Smith can bring, as she plays ...

"I GOT RHYTHM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL

OGLESBY: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, 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 - SOLD AMERICAN)

CROSS: It is in the year 1763 ... and night falls softly over the peaceful city of Williamsburg, Virginia. The scent of myrtle and magnolia hangs upon the air ... and the streets are dimly lit and silent. Silent ... except for the sudden clatter of a post-chaise rolling up the flagstoned road to the Governor's Palace. Within the great mahogany ballroom there will be dancing tonight ... the graceful movements of the minuet to the strains of harpsichord and viola. While over at the tavern there are other sounds ... the sound of table-thumping and the clank of tankards, the sound of laughter and song. For here, carved into the panelled wall over the fireplace, is a Latin motto that reads: "Jollity is the offspring of Wisdom and Good Living."

(MORE)

6-12-43

- 7 -

CROSS:
(CONTD)

The room is crowded, and there are many familiar faces ... Mister Jefferson, and young Colonel Washington, fiery Patrick Henry, and wise John Marshall. Here, within these friendly walls, they sit before the fire and dream their dreams of Independence, of Democracy, and the Rights of Man. And the room is fragrant with the aroma of the tobacco they smoke ... tobacco nurtured by the rich earth of their own farms ... Like the mellow tobacco that is still sold in the Southland today. Yes, ladies and gentlemen, the story of Williamsburg is a page of the true tradition, the history of fine tobacco. And all this is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

- 7 -

ATX01 0073005

6-12-43

RUYSDAEL:
(B-1)

Today America's historic tradition of fine tobacco is carried on by the makers of Lucky Strike cigarettes. Year after year, we ~~consistently~~ ^{constantly} 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 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.

OGLESBY:

(CHANT - SOLD AMERICAN)

RUYSDAEL:

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 - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

OGLESBY:

(CHANT - SOLD AMERICAN)

("TAKING A CHANCE ON LOVE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number TEN: And here's Mark Warnow and the Lucky
Strike Orchestra with the tune that Mr. and Mrs.
America like Tenth best of all ... "TAKING A CHANCE
ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("AS TIME GOES BY" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's your FIFTH place favorite ... and it's Frank Sinatra to sing it from Coast to Coast ... so tonight's "second quarter million Luckies free greet our boys across the sea" ... Frank sings your choice for Number Five ... "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I NEVER MENTION YOUR NAME" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another newcomer on Your Hit Parade, starting off
in EIGHTH place. Joan Edwards sings your new
Number Eight song ... "I NEVER MENTION YOUR NAME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week -- including the Big Three at the head of the nation's list -- will continue in just a moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("IT'S ALWAYS YOU" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Lucky Number SEVEN ...
and from Coast to Coast it's Frank Sinatra's song,
so still another "quarter million Luckies free greet
our boys across the sea" ... Here's Frank with the
week's Seventh place favorite ... "IT'S ALWAYS YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for Ethel Smith and a sparkling Lucky Strike extra - the kind of all time all-timer you hear on your Friday night "All-Time Hit Parade." Listen to the truly individual blend of tempo and tune as Ethel Smith plays ... "WHO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL

RUYSDAEL: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1. Sworn records show that independent tobacco experts, auctioneers, buyers, and warehousemen have this overwhelming preference for Lucky Strike. Year after year, at auctions they attend, these experts can't help seeing that the makers of Luckies consistently select the riper, the lighter, the naturally milder tobacco. So, ladies and gentlemen, smoke the smoke tobacco experts smoke - Lucky Strike. For remember: in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(FANFARE NUMBER THREE)

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

DELMAR: Number THREE ... and Joan Edwards sings the song
that all America has put just three places from the
very top ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and this tune marks its fourth week in the big time tonight. The Hit Paraders sing the song that the nation rates in Second place ...

"COMIN' IN ON A WING AND A PRAYER."

("COMIN' IN ON A WING AND A PRAYER" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... and with the first place winner tonight, once more "a quarter million Luckies free greet our boys across the sea," because from Coast to Coast it's Frank Sinatra to thrill you with the country's Number One song ... "LET'S GET LOST."

("LET'S GET LOST" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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.

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the boys of the Naval Lighter-Than-Air Base out on the Pacific Coast. And remember, next Friday night, Your all-Time Hit Parade from Carnegie Hall, with two distinctly different bands ... Mark Warnow, with his entire Carnegie Hall Orchestra, and Tiny Hill, with his double-shuffle beat. And on Your All-Time Hit Parade, for every song Jerry Wayne sings --- "a quarter million Luckies free greet our boys across the sea." And now, this is Kenneth Delmar saying goodnight for Ethel Smith, the Hit Paraders, Mark Warnow, and Joan Edwards.

SINATRA: And this is Frank Sinatra ^{friends} saying - so long till "Hit Parade" time next week.
(Applause)

ORCHESTRA: (~~"SO LONG FOR A WHILE" THEME-UP~~) Hit Parade Theme)
(Fade Out)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas ... our armed forces who are smashing the Axis with everything they've got ... see to it that they've got everything they need for that job ... do your job ... Buy War Bonds and Stamps.

ORCHESTRA: (HIT PARADE THEME) *Up + Finish*

(APPLAUSE)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky, (CHANT - SOLD AMERICAN), and Mr. Ray Oglesby, of Winterville, North Carolina, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM!

- FADE THEME 20 SECONDS -

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: JUNE 19, 1943 - #422 REPEAT: 12-12:45 AM EWT

"Y O U R H I T P A R A D E"

ROUTINE

As Broadcast

- | | |
|--------------------------------|--------------|
| 1. AS TIME GOES BY (4) | SINATRA |
| 2. TAKING A CHANCE ON LOVE (9) | EDWARDS |
| 3. IT'S ALWAYS YOU (7) | HIT PARADERS |
| 3A. JUST ONE OF THOSE THINGS | SMITH |

COMMERCIAL

- | | |
|---------------------------------------|-----------|
| 4. IT CAN'T BE WRONG (8) | SINATRA |
| 5. DON'T GET AROUND MUCH ANY MORE (6) | ORCHESTRA |
| 6. PEOPLE WILL SAY WE'RE IN LOVE (10) | EDWARDS |

STATION BREAK

- | | |
|-------------------------------|-------------|
| 7. IN THE BLUE OF EVENING (5) | SINATRA |
| 7A. THE LULLABY OF BROADWAY | ETHEL SMITH |

COMMERCIAL

- | | |
|--|--------------|
| 8. LET'S GET LOST (3) | EDWARDS |
| 9. YOU'LL NEVER KNOW (2) | SINATRA |
| 10. COMIN' IN ON A WING AND A PRAYER (1) | HIT PARADERS |

ATX01 0073019

WABC

THE AMERICAN TOBACCO COMPANY

6-19-43

"YOUR HIT PARADE" - #422

9:00-9:45 PM EWT

JUNE 19, 1943

SATURDAY

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

RUYSDAEL: Lucky Strike means fine tobacco - Yes - Lucky Strike
means fine tobacco!

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

RUYSDAEL: Let that historic chant remind you that Lucky Strike
means fine tobacco - Yes - 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 ...
starring Frank Sinatra

(APPLAUSE)

RUYSDAEL: For each and every song that our star, Frank Sinatra,
sings from Coast to Coast on Your Hit Parade, a quarter
million Lucky Strike cigarettes are sent free to the
boys of our Armed Services abroad ... Yes, friends,
still another "quarter million Luckies free greet our
boys across the sea" every time Frank sings a song on
Your Hit Parade.

("AS TIME GOES BY" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets under way with the song that's
just Four places away from the top, and the first
"quarter million Luckies free, greet our boys across
the sea," because Frank Sinatra sings the nation's
Number FOUR song ... "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number Four song. And this is Kenneth Delmar to bring you the rest of Your Hit Parade with Mark Warnow and the Lucky Strike Orchestra ... the Hit Paraders ... lovely Joan Edwards ... the brilliant musical styling of Ethel Smith ... and the boy whose voice is thrilling millions -- Frank Sinatra!

("TAKING A CHANCE ON LOVE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE is next ... and Joan Edwards to sing it. The song that stands in Ninth place on Your Hit Parade list ... "TAKING A CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT'S ALWAYS YOU" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Lucky Number SEVEN ... and the Hit Paraders
are in to sing the song you've chosen for Seventh
place honors this week ... "IT'S ALWAYS YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("JUST ONE OF THOSE THINGS" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: That sparkling music signals the time for Ethel
 Smith to play a Lucky Strike extra ... it's a
 bright melody phrased in the magical manner of
 Ethel Smith ... "JUST ONE OF THOSE THINGS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT-- SOLD AMERICAN)

GROSS: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, 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 ...

OGIESBY: (CHANT - SOLD AMERICAN)

RUYSDAEL: The unpaved streets of Washington are muddy this day ... this memorable Wednesday morning of early Spring in the year 1801. At precisely eleven o'clock he comes down the steps of Conrad's boarding house ... and he is unarmed and alone. Tall, sandy-haired, slightly stooped, he walks the streets to the Capitol. And there is no blare of trumpets along the way, no thunder of drums, to proclaim that this is "Long Tom" Jefferson - author of the Declaration of Independence, Governor of Virginia, Minister to France, Secretary of State -- the same Thomas Jefferson who, within the hour, will become Third President of the Republic. (PAUSE)

(MORE)

RUYSDAEL: Eight years later, Mister Jefferson sits in a carriage (CONTD) that rumbles across Tidewater Virginia to the foothills of the Blue Ridge Mountains. And as the horses turn up the wooded incline, his heart fills with joy - for now, at long last, he is going home -- home to his beloved Monticello and to the good green earth of his farmlands. Here, within the friendly walls of the beautiful mansion, he will spend the long winter evenings with young Dan Webster, or the elderly Marquis de Lafayette, or with his good neighbors James Madison and James Monroe. Here the students of the University will dine at his table and sit before the fire to hear him play the violin. And here, as a progressive farmer, he will bring great harvests out of the rich soil and grow the finest Virginia tobacco in all of Albermarle County - so that in a letter to his broker he can say with pride ... "You know my tobacco has an established privilege of being considerably above the market ... ^{the} ~~and~~ last year's crop preserves its superiority and stands on its usual ground with respect to others ..." Yes, ladies and gentlemen, the story of Jefferson at Monticello is a page of the true tradition, the history of fine tobacco. And all this is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

OGLESBY: (CHANT - SOLD AMERICAN)

(MORE)

ATX01 0073026

CROSS: (B-1) Today America's historic tradition of fine tobacco is carried on by the makers of Lucky Strike cigarettes. 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 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.

BOONE: (CHANT - SOLD AMERICAN)

CROSS: 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 - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: All over the country, this tune ranks in SIXTH
position ... Mark Warnow and the Lucky Strike
orchestra play America's Number Six song
"DON'T GET AROUND MUCH ANY MORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

~~- 9 -~~
- 10 -

6-19-43

("IT CAN'T BE WRONG" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's your Number EIGHT song ... and from Coast to Coast, it's Frank Sinatra singing it, so tonight's second "quarter million Luckies free greet our boys across the sea" ... Frank sings the nation's choice for Eighth place honors this week ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PEOPLE WILL SAY WE'RE IN LOVE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR:

A newcomer breaks into the nation's list of top
tunes at Number TEN ... Joan Edwards sings the
song that starts its Hit Parade career tonight
in Tenth place ... "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SOME OF THESE DAYS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Lucky Strike extra -- in the All-Time Hit
Parade manner. Mark Warnow plays ...

"SOME OF THESE DAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week -- including the Big Three at the head of the nation's list -- will continue in just a moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("IN THE BLUE OF EVENING" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's
Number FIVE ... and from Coast to Coast, Frank
Sinatra sings it ... so still another "quarter
million Luckies free greet our boys across the
sea" ... Here's Frank with your Fifth place winner
... "IN THE BLUE OF EVENING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THE LULLABY OF BROADWAY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: And now -- a Lucky Strike Extra ... Ethel Smith's
unique styling of an exciting song ... the ~~sort~~^{kind} of
all-time all-timer you hear on your Friday night
All-Time Hit Parade ... Here's Ethel with her
brilliant interpretation of ... "THE LULLABY OF
BROADWAY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RUYSDAEL: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

OGLESBY: (CHANT - SOLD AMERICAN)

RUYSDAEL: What does this fine Lucky Strike tobacco offer you as a smoker? ... It offers you a more mellow smoke, because Luckies consistently select finer, riper tobacco ... It offers you a lighter smoke, because at market after market Luckies buy the lighter tobacco ... It offers you a naturally milder smoke, because it's the naturally milder tobacco that's "Sold American" ... Yes, ladies and gentlemen, in a cigarette it's the tobacco that counts. So for your own greater smoking enjoyment remember that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

(FANFARE NUMBER THREE)

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

DELMAR: Number THREE ... and Joan Edwards sings the song that rates just Three places away from the very head of Your Hit Parade ... "LET'S GET LOST."

("LET'S GET LOST" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and with the second place winner tonight, once more "a quarter million Luckies free greet our boys across the sea" -- because from Coast to Coast it's Frank Sinatra to thrill you with the country's Number Two song ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE ... and standing right out in front on the nation's list is a new first place winner ... The Hit Paraders bring you the song that's at the head of the Parade, for the first time tonight, your favorite of favorites ... "COMIN' IN ON A WING AND A PRAYER."

("COMIN' IN ON A WING AND A PRAYER" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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.

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the Army anti-aircraft and artillery men at Camp Haan, ^{on the Pacific Coast} And remember, next Friday night, Your All-Time Hit Parade from Carnegie Hall, with two distinctly different bands ... Mark Warnow, with his entire Carnegie Hall Orchestra, and Tiny Hill, with his "double-shuffle" beat. And on Your All-Time Hit Parade, for every song Jerry Wayne sings -- "a quarter million Luckies free greet our boys across the sea." And now, this is Kenneth Delmar saying goodnight for Ethel Smith, Lyn Murray's Hit Paraders, Mark Warnow, and Joan Edwards.

SINATRA: And this is Frank Sinatra friends - saying so-long till "Hit Parade" time next week.

(APPLAUSE)

ORCHESTRA: (HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas ... they know their job and they're doing it ... see to it that you're doing your job, too ... Buy more War Bonds and Stamps.

ORCHESTRA: (HIT PARADE THEME - UP AND FINISH)

(APPLAUSE)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. Ray Oglesby, of Winterville, North Carolina, (CHANT - SOLD AMERICAN), and Mr. F. E. Boone, of Lexington, Kentucky, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM:

- FADE THEME 20 SECONDS -

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EDT
DATE: JUNE 26, 1943 • #423 REPEAT: 12-12:45 AM EDT

"Y O R H I T P A R A D E"

ROUTINE

As Broadcast

- | | |
|---------------------------------------|--------------|
| 1. LET'S GET LOST (4) | SINATRA |
| 2. DON'T GET AROUND MUCH ANY MORE (6) | EDWARDS |
| 3. JOHNNY ZERO (10) | HIT PARADERS |
| 3A. SIBONEY | ETHEL SMITH |

COMMERCIAL

- | | |
|--------------------------------|-----------|
| 4. TAKING A CHANCE ON LOVE (7) | ORCHESTRA |
| 5. IT CAN'T BE WRONG (9) | SINATRA |
| 6. IT'S ALWAYS YOU (8) | EDWARDS |

STATION BREAK

- | | |
|---------------------------------------|-------------|
| 7. IN THE BLUE OF EVENING (5) | SINATRA |
| 7A. THE PARADE OF THE WOODEN SOLDIERS | ETHEL SMITH |

COMMERCIAL

- | | |
|--|--------------|
| 8. AS TIME GOES BY (3) | EDWARDS |
| 9. YOU'LL NEVER KNOW (2) | SINATRA |
| 10. COMIN' IN ON A WING AND A PRAYER (1) | HIT PARADERS |

RTX01 0073041

WABC

THE AMERICAN TOBACCO COMPANY

6-26-43

"YOUR HIT PARADE" - #423

9:00-9:45 PM EWT

JUNE 26, 1943

SATURDAY

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

RUYSDAEL: Lucky Strike means fine tobacco - Yes - Lucky Strike
means fine tobacco!

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

RUYSDAEL: Let that historic chant remind you that Lucky Strike
means fine tobacco - Yes - 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
starrring Frank Sinatra

(APPLAUSE)

RUYSDAEL: For each and every song that our star, Frank Sinatra,
sings from Coast to Coast on Your Hit Parade, a quarter
million Lucky Strike cigarettes are sent free to the
boys of our Armed Services abroad ... Yes, friends,
still another "quarter million Luckies free greet our
boys across the sea" every time Frank sings a song on
Your Hit Parade.

("LET'S GET LOST" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade starts off with the song that ranks
Number FOUR. So tonight's first "quarter million Luckies
free, greet our boys across the sea," because Frank
Sinatra sings your Fourth place choice ... "LET'S GET
LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number Four song. And this is Kenneth Delmar to bring you the rest of Your Hit Parade with Mark Warnow and the Lucky Strike Orchestra ... the Hit Paraders ... lovely Joan Edwards ... the brilliant musical styling of Ethel Smith ... and the boy whose voice is thrilling millions -- Frank Sinatra!

("DON'T GET AROUND MUCH ANYMORE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: And here's the song that rates a big Number SIX this week, with Joan Edwards taking over the vocal honors. The song you say is Sixth on Your Hit Parade ... "DON'T GET AROUND MUCH ANYMORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SIBONEY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: Now -- talented Ethel Smith with a Lucky Strike
extra. The mood is Latin-American ... the
styling is Ethel Smith's ... and the melody is ...

"SIBONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL

("JOHNNY ZERO" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR:

Your Hit Parade welcomes a newcomer that's in
at Number TEN! It's the Hit Paraders with
the song that's starting tonight in Tenth position
... "JOHNNY ZERO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, 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 - SOLD AMERICAN)

DELMAR: You know this man ... for you have seen his portrait in all the history books. Tall, erect, fearless ... his hair plaited in the Indian style ... clad in coonskin cap, in moccasins and fringed deerskin jacket ... with the long rifle and powder-horn slung over his shoulder ... and the ever-present knife and tomahawk tucked into his belt -- he is as much a part of America as the Blue Ridge Mountains he knew so well, as the Buffalo herds he hunted, as the great tribes of Shawnees and Cherokees with whom he matched wits and woodcraft. For this is Daniel Boone, frontiersman and master of the wilderness ... Indian fighter under the Earl of Dunmore and brother-in-arms to the great George Rogers Clark. Yes, this is the Daniel Boone who knew the dark woodlands of North Carolina as we know the face of a friend ... the same Dan Boone who came down the Big Sandy River to wild and unsettled Kentucky and carved a village out of the primitive forest.

DELMAR:
(CONTD)

And it was here, at Boonesborough, in the little town named in his honor, that Dan Boone built himself a house and a tobacco curing barn, here he plowed the rich virgin soil and harvested one of the first crops of burley tobacco ... the same kind of fragrant, nut-brown burley tobacco that is still sold in Kentucky today. And so the great old frontiersman Daniel Boone back in the year 1783 -- wrote a page of the true tradition, the history of fine tobacco. And all this, ladies and gentlemen, is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

6-26-43

RUYSDAEL:
(I-1)

Ladies and gentlemen, you'll be interested to know that the famous tobacco auctioneer you just heard - Mr. F. E. Boone of Lexington, Kentucky - belongs to one of tobacco's old traditions. For he traces his ancestry back through five generations of tobacco growers to Daniel Boone himself, who, when he had blazed a way across the Alleghenies from Virginia to Kentucky, planted tobacco as one of his first crops. And, smokers, Mr. F. E. Boone's own established preference for Lucky Strike cigarettes is shared by 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.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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 - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

("TAKING A CHANCE ON LOVE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR:

The tune that's Number SEVEN all over America!
Mark Warnow and the Lucky Strike Orchestra play
the nation's Seventh place winner ... "TAKING A
CHANCE ON LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT CAN'T BE WRONG" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE! Frank Sinatra comes on to sing,
from Coast to Coast, your Ninth place winner
of the week ... so tonight's second "quarter
million Luckies free greet our boys across the sea!"
Here's Frank with ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT'S ALWAYS YOU" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR:

Your Hit Parade moves along with the tune that's
Number EIGHT. Joan Edwards sings your Eighth
ranking favorite ... "IT'S ALWAYS YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week -- including the Big Three at the head of the nation's list -- will continue in just a moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("IN THE BLUE OF EVENING" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's your Number FIVE winner ... and, from Coast to Coast, Frank Sinatra sings it, so still another "quarter million Luckies free greet our boys across the seat" Frank brings you the song you put half-way up Your Hit Parade ladder this week ... "IN THE BLUE OF EVENING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THE PARADE OF THE WOODEN SOLDIERS" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Lucky Strike extra featuring the "light as a feather" touch of Ethel Smith. Ethel brings you an all-time favorite ... the same kind of an all-time tune you hear every Friday night on Your All-Time Hit Parade ... "THE PARADE OF THE WOODEN SOLDIERS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RUYSDAEL: Lucky Strike means fine tobacco - yes, Lucky Strike
means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: The facts about smoking enjoyment are simple as ABC
... In a cigarette it's the tobacco that counts.
Better tobacco makes a better cigarette. So in
selecting your cigarette take a tip from the men
who know tobacco backwards and forwards - men who
see the tobacco sales at auction after auction -
the independent tobacco experts, auctioneers,
buyers and warehousemen. Sworn records show that
with these men who know tobacco best, it's
Luckies 2 to 1. Why not act upon this fact?
Lucky Strike means fine tobacco - yes, Lucky
Strike means fine tobacco - so round, so firm,
so fully packed, so free and easy on the draw.

(FANFARE NUMBER THREE)

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

DELMAR: Number THREE ... and it's Joan Edwards bringing
you the ballad that rates the Third place spot
all over America tonight ... "AS TIME GOES BY."

("AS TIME GOES BY" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! The nation's Second place winner is going to be sung from Coast to Coast by Frank Sinatra. That means once more a "quarter million Luckies free greet our boys across the sea!" Here's Frank to thrill you with ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW"SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Here's NUMBER ONE! The Hit Paraders rally round
the song that's tops in the country's musical
favor. First in America's heart this week
"COMIN' IN ON A WING AND A PRAYER."

("COMIN' IN ON A WING AND A PRAYER" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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.

DELMAR: Friends, next Saturday night we'll be back with Your Hit Parade. On Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the Officer Candidates at the U. S. Maritime Training Station at Alameda, California. And remember, next Friday night, Your All-Time Hit Parade from Carnegie Hall, with two distinctly different bands ... Mark Warnow, with his entire Carnegie Hall Orchestra, and Tiny Hill, with his "double-shuffle" beat. And on Your All-Time Hit Parade, for every song Jerry Wayne sings -- "a quarter million Luckies free greet our boys across the sea." And now, this is Kenneth Delmar saying goodnight for Ethel Smith, Lyn Murray's Hit Paraders, Mark Warnow, and Joan Edwards.

SINATRA: And this is Frank Sinatra, friends - saying so-long till "Hit Parade" time next week.

(APPLAUSE)

ORCHESTRA: (HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: This program was broadcast by short-wave to our Armed Forces overseas ... The boys who are giving 100%. Are you giving your 10%? ... Buy those War Bonds and Stamps.

ORCHESTRA: (HIT PARADE THEME - UP AND FINISH)

(APPLAUSE)

RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone, of Lexington, Kentucky, (CHANT - SOLD AMERICAN), and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina, (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

THIS IS THE COLUMBIA BROADCASTING SYSTEM:

- FADE THEME 20 SECONDS -

WABC . . . NEW YORK