

RADIO
CONTINUITY

LUCKY STRIKE

YOUR HIT
PARADE

JULY - SEPT.
1943

07985-11-004

ATX01 0073061

FOOTE, CONE & BELDING

Advertising

111 FALK AVENUE NEW YORK 17 WHEELING 1, 1939

CLIENT: THE AMERICAN TOBACCO CO REVISION: NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: JULY 3, 1943 - #424 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 (6) | SINATRA |
| 2. JOHNNY ZERO (9) | HIT PARADERS |
| 3. IT'S ALWAYS YOU (8) | EDWARDS |
| 3A. WHY | ETHEL SMITH |

COMMERCIAL

- | | |
|--|-----------|
| 4. LET'S GET LOST (7) | SINATRA |
| 5. DON'T GET AROUND MUCH ANYMORE (5) | ORCHESTRA |
| 6. YOU RHYME WITH EVERYTHING THAT'S BEAUTIFUL (10) | EDWARDS |

STATION BREAK

- | | |
|-------------------------------|-------------|
| 7. IN THE BLUE OF EVENING (4) | SINATRA |
| 7A. BRAZIL | ETHEL SMITH |

COMMERCIAL

- | | |
|---------------------------------------|--------------------|
| 8. IT CAN'T BE WRONG (3) | EDWARDS |
| 9. COMIN' IN ON A WING & A PRAYER (2) | HIT PARADERS |
| 10. YOU'LL NEVER KNOW (1) | SINATRA |
| 10A. STAR SPANGLED BANNER | WARNOW AND COMPANY |

ATX01 0073063

WABO

THE AMERICAN TOBACCO COMPANY

7-3-43

"YOUR HIT PARADE" - #424

9:00-9:45 PM EWT

JULY 3, 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, a "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 Number SIX. And tonight's first "quarter million Luckies free, greet our boys across the sea," because Frank Sinatra sings the song that's in Sixth place ... "AS TIME GOES BY."

(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

("JOHNNY ZERO" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: And now for Number NINE ... with the Hit Paraders singing it. Here's the song that's in Ninth place ... "JOHNNY ZERO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT'S ALWAYS YOU" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's Number EIGHT * Joan Edwards sings the song
that this week wins the Eighth place spot ...
"IT'S ALWAYS YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHY" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: That sparkling music means two things -- time for a Lucky Strike extra ... and time for Ethel Smith to bring you her magical interpretation of an exciting song ... the sort of all-time all-timer you can hear every Friday night on Your All-Time Hit Parade ... Here's Ethel Smith playing ... "WHY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: 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
WILLIAMS: (CHANT - SOLD AMERICAN)

RUYSDAEL: The race is on ... the most famous race in the history of the great Mississippi ... a race for the championship of the river -- a race not for money, but for glory ... between the two most beautiful steamboats in all the Southland -- the 'Natchez' and the "Robert E. Lee." It is a hot and sunny day in June, 1870...and up and down the length of the Mississippi, from New Orleans to St. Louis, the banks are lined with great throngs of people who have come from all over the country to see the historic event. Day after day, for almost a week, the race goes on ... you can hear the cheers thundering over the river, as the two ships ride up under full steam. Down in the boiler room of the "Natchez," Captain Thomas Leather orders ton upon ton of coal mixed with pine knots shoveled into the blazing fire-boxes...but though he pushes his ship to the limit, the "Robert E. Lee" gradually catches up, runs alongside, and finally forges ahead - forges ahead to Victory on the historic day of July 4th, 1870.

RUYSDAEL: When that race was won, Captain John W. Cannon, skipper of the "Lee," became a national hero ... and for some years after he commanded his famous steamboat along the broad and sweeping Mississippi, bringing many cargoes of fine, mild tobacco from the great plantations of the South down the river to New Orleans. And then one day, the good Captain, like a true Kentuckian, retired to his beautiful farm at Elkwood and set his own competent hand to the cultivation of that fragrant crop for which Kentucky has long been famous -- mild, mellow, burley tobacco. And so the story of the great Mississippi steamboat, the "Robert E. Lee," and its famous captain, 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
~~WHEAT~~: (CHANT - SOLD AMERICAN)

YOUR HIT PARADE

- 7A -

7-3-43

Commercial #1 (The Race Between the 'Natchez' and the 'Robert E. Lee')
(CONTD)

DELMAR: Ladies and gentlemen, just as that chant goes echoing
("R-1") back through the years of American history, so the
enjoyment of fine tobacco - has always been among the
good things of our life here in America. And, smokers,
to enjoy good smoking at its best - remember that at
market after market, we consistently select and buy the
riper, the lighter, the naturally milder Lucky Strike
leaf.

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

BOONE: (CHANT - SOLD AMERICAN)

- 7A -

ATX01 0073071

("LET'S GET LOST" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN! And from Coast to Coast,
Frank Sinatra sings it, so tonight's second
"quarter million Luckies free greet our boys
across the sea" . . . Frank sings the Nation's
choice for Seventh place honors - "LET'S GET
LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU RHYME WITH EVERYTHING THAT'S BEAUTIFUL" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number TEN! And here's Joan Edwards with the song Your Hit Parade survey shows us is in Tenth place this week . . . "YOU RHYME WITH EVERYTHING THAT'S BEAUTIFUL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 11 -

7-3-43

(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)

- 11 -

RTX01 0073074

("IN THE BLUE OF EVENING" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's
Number FOUR ... 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 Fourth place
winner ... "IN THE BLUE OF EVENING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BRAZIL" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: And now -- a Lucky Strike extra . . . Ethel Smith
 brings you her own brilliant arrangement of that
 popular South American Samba "BRAZIL" . . . "Ethel
 Smith!"

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Year after year, at Southern tobacco markets, independent experts - auctioneers, buyers and warehousemen - are present to buy, sell, and handle the leaf. Obviously, at auctions they attend, these experts can't help seeing who buys what tobacco - they can't help seeing the makers of Luckies consistently select the riper, lighter, milder tobacco. No wonder that with these men who know tobacco best, it's Luckies 2 to 1. Smokers, a tip from the experts... 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 it's Joan Edwards who sings for you the tune America voted into Third place on Your Hit Parade ... "IT CAN'T BE WRONG."

("IT CAN'T BE WRONG" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO!... The Hit Paraders bring you the song
that's the nation's Second place favorite ...
"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, 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 Number One song ... "YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

STAR SPANGLED BANNER TRIBUTE SPOT*MUSIC: Introduction - Fade out*

DELMAR: Ladies and gentlemen, through the pages of American history ... through the chapters that tell of the development and expansion of a great nation ... there is one date that is gloriously etched in the heart of every American -- the Fourth of July ^(Music Up + Down) That date stands alone and unchallenged, as the symbol ^{a victory and} of a people's fight for freedom and ~~victory~~. This symbol of freedom and victory now has become a torch aflame with the burning fight and courage of men and women determined to achieve victory and peace. ~~(MUSIC)~~ ^{up}

Roycehall: ... ~~SNEAK UNDER~~ ^{and} Tonight, on "Your Hit Parade" we bring you a song that was inspired by a people's fight for freedom -- a song inspired by love of country and love of peace,

~~(MUSIC SWELLS AND FADES FOR)~~

RUYSDAEL: It was first ^{heard} sung along the eastern seaboard. Then America began to expand and with it grew the song's powerful appeal. It was ^(Choir Sing) on the lips of pioneers as they travelled west to stake new territory for the United States ... it became a part of the timber lands and cotton fields when men began to sing it as a vibrant expression of indivisible unity... it became the soul and symbol of America when Teddy Roosevelt's rough riders sang it at San Juan Hill ^(Chorus and music in). It meant more and more as America moved forward finally to take her place as a great and powerful nation ^(Music by Vander). It became America's song of hope in time of peace ... its song of victory in time of war. The Germans heard it from Pershing's forces at the Marne ... and its echo resounds today with Eisenhower's troops in Africa ... Chenault's men in China ... MacArthur's fighting forces in Australia ... with every real, red-blooded American, everywhere. Yes, today, all over the world you can hear America singing ...

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

(MUSIC UP TO TREMENDOUS FINISH)

(APPLAUSE)

RUYSDAEL: This is Basil Ruysdael saying goodnight for the makers of Lucky Strike cigarettes.

This is the ... COLUMBIA ... BROADCASTING ~~SYSTEM~~ ^{Company}

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

210 PARK AVENUE NEW YORK 17 WICKERSHAM 2-6000

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: JULY 10, 1943 - #425 REPEAT: 12-12:45 AM EWT

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

ROUTINE

As Broadcast

- | | |
|---------------------------|--------------|
| 1. IT CAN'T BE WRONG (10) | SINATRA |
| 2. JOHNNY ZERO (9) | EDWARDS |
| 3. AS TIME GOES BY (4) | HIT PARADERS |
| 3A. TICO TICO | ETHEL SMITH |

COMMERCIAL

- | | |
|---------------------------------------|-----------------------------|
| 4. DON'T GET AROUND MUCH ANY MORE (5) | ORCHESTRA &
HIT PARADERS |
| 5. LET'S GET LOST (6) | SINATRA |
| 6. TAKING A CHANCE ON LOVE (7) | EDWARDS |

STATION BREAK

- | | |
|--|---------------------------|
| 7. ALL OR NOTHING AT ALL (8) | SINATRA &
HIT PARADERS |
| 7A. (INDIAN SUMMER)
(BY THE WATERS OF THE MINNETONKA) | ETHEL SMITH |

COMMERCIAL

- | | |
|---|-----------|
| 8. IN THE BLUE OF EVENING (3) | EDWARDS |
| 9. COMIN' IN ON A WING AND A PRAYER (2) | ORCHESTRA |
| 10. YOU'LL NEVER KNOW (1) | SINATRA |

ATK01 0073083

WABC

THE AMERICAN TOBACCO COMPANY

7-10-43

"YOUR HIT PARADE" - #425

9:00-9:45 PM EWT

JULY 10, 1943

SATURDAY

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

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

Borne

~~WILLIAMS:~~ (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, a "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 leads off with the song that's
Number TEN. And tonight's first "quarter million
Luckies free, greet our boys across the sea,"
because it's Frank Sinatra singing the song that's
in Tenth place ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was this week's Number Ten 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!

("JOHNNY ZERO" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number NINE -- and lovely Joan Edwards to sing it. Here's the song that's Ninth from the top tonight ... "JOHNNY ZERO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("AS TIME GOES BY" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FOUR; -- the Hit Paraders are in to
sing the song that Your Hit Parade Survey
shows us is in Fourth place this week ...

"AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TICO TICO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: That exciting beat means time for a treat ...
a Lucky Strike extra the Ethel Smith way ...
Here's Ethel with the Latin-American rhythm
she brought to fame ... "TICO TICO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

Commercial #1

"Francis Scott Key, descendant of tobacco planters."

BOONE: (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.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: It is the night of September 12, 1814. On the deck of a ship, just beyond range of the shore guns from Baltimore and Fort McHenry, a man paces back and forth, anxiously. The night is dark and thunderous ... broken only with the sudden flash of cannon from the enemy ships pouring shells into the Fort. All night long the shelling goes on ... and then all at once, just as the first faint crack of dawn appears in the sky, the firing stops. There is only silence now, vast and unbroken ... and in the gloom of early morning, no one knows which side has won the battle. The young man leans over the prow of the ship straining to look through the morning mist towards the ramparts of Fort McHenry ... and then, suddenly, his heart beats wildly and he shouts for joy, for there, over the Fort, he sees the Stars and Stripes of the American Flag!

(MORE)

"Francis Scott Key, descendant of tobacco planters."

DELMAR:
(CONTD)

Overcome with emotion, inspired and exalted by the sight of Old Glory fluttering in the breeze, he begins to write verses upon the back of an old letter. And those verses, those brave and heartening words, will be heard and sung all over the world, and honored as the National Anthem of "the land of the free and the home of the brave." Yes, this was Francis Scott Key, author of the immortal Star Spangled Banner. This was the man whose ancestors loved the good earth of America and served their country with great devotion ... whose great-grandfather, Philip Key, founded, in Western Maryland, the famous tobacco plantation of Terra Rubra and served in the Colonial Council of Governor Sharpe ... whose grandfather, Edmond Key, harvested many crops from this same estate and served as Attorney General of Maryland ... and whose father John Rolfe Key continued the tradition of tobacco planting and served as a captain in the Revolutionary War. And thus the inheritance of Francis Scott Key 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)

"Francis Scott Key, descendant of tobacco planters."

RUYSDAEL:
(Closing
C-1)

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, Lucky Strike has bought - for your greater enjoyment - the riper, the lighter, the naturally milder tobacco.

WILLIAMS: (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.

BOONE: (CHANT - SOLD AMERICAN)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: All over America, this tune rates just half-way
up the Hit Parade ladder, at Number FIVE ...
Here are the Hit Paraders with the Nation's
Fifth-ranking tune ... "DON'T GET AROUND
MUCH ANY MORE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LET'S GET LOST" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number SIX! ... and it's Frank Sinatra singing
it Coast to Coast, so tonight's second "quarter
million Luckies free greet our boys across the
sea" ... Frank sings the week's Sixth place
winner ... "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("TAKING A CHANCE ON LOVE" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN! ... and here's Joan Edwards
with the song that rates Seventh 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 --
will continue in just a moment over the Columbia
Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("ALL OR NOTHING AT ALL" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with a new-comer
that breaks in tonight at Number EIGHT ...
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 the new
Eighth place song ... "ALL OR NOTHING AT ALL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("INDIAN SUMMER" ETHEL SMITH)
("BY THE WATERS OF THE MINNETONKA")

(FADE FOR ANNOUNCEMENT)

DELMAR: And that music means ... time for a Lucky
Strike extra -- two favorite songs in a
unique medley styling by Ethel Smith ...
the sort of all-time all-timers you can
hear every Friday night on Your All-Time Hit
Parade ... Ethel Smith plays ... "INDIAN SUMMER"
and "BY THE WATERS OF THE MINNETONKA".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

Brown
~~WILLIAMS~~: (CHANT - SOLD AMERICAN)

RUYSDAEL: More and more smokers are remembering the phrase,
"Lucky Strike means fine tobacco." For they know
that these five words tell a complete story of
mildness, better taste and smoking enjoyment.
Yes, ladies and gentlemen, in a cigarette it's
the tobacco that counts and the finer, milder
tobacco we consistently select for Luckies means
a finer, milder smoke for you.

Brown
~~WILLIAMS~~: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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 to sing
the song that Your Hit Parade Survey tells us
is Third from the top this week ... "IN THE BLUE
OF EVENING."

("IN THE BLUE OF EVENING" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! Mark Warnow and the Lucky Strike
Orchestra play the Nation's choice for Second
place honors ... "COMIN' IN ON A WING AND A
PRAYER."

("COMIN' IN ON A WING AND A PRAYER" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! And with the first place winner, 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 Number One song ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" 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: 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 men of the Navy Construction Battalion, at the Cee Bee Receiving Station, Port Hueneme, 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: (SHORT HIT PARADE THEME)

(FADE FOR)

-19-

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing -- do yours! ... 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. B. Brown of Ashland, Ky., Kentucky} ~~L. A. (Speed) Riggs, of Goldsboro, North Carolina~~ - (CHANT - SOLD AMERICAN), Mr. Bryan Williams, of Paris, Kentucky - (CHANT - SOLD AMERICAN), and Mr. ^{L.A. (Speed) Riggs of Goldsboro, North Carolina} ~~F. B. 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

211 PARK AVENUE, NEW YORK 17, U.S.A. WICKLIFF SHAM, ENGLAND

CLIENT: THE AMERICAN TOBACCO CORPORATION REVISION: _____ NETWORK: GBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EDT
DATE: JULY 17, 1943 - #426 REPEAT: 12-12:45 AM EDT

"YOUR HIT PARADE"

As Broadcast

ROUTINE

- | | | |
|-----|------------------------------------|---------------------------|
| 1. | LET'S GET LOST (7) | SINATRA |
| 2. | IN MY ARMS (8) | HIT PARADERS (MALE GROUP) |
| 3. | PEOPLE WILL SAY WE'RE IN LOVE (10) | EDWARDS |
| 3A. | BEM-TE-VI-ATREVIDEO | ETHEL SMITH |

COMMERCIAL

- | | | |
|----|---------------------------|------------------------|
| 4. | ALL OR NOTHING AT ALL (5) | SINATRA & HIT PARADERS |
| 5. | JOHNNY ZERO (9) | EDWARDS |
| 6. | AS TIME GOES BY (6) | ORCHESTRA |

STATION BREAK

- | | | |
|-----|-----------------------|--------------|
| 7. | IT CAN'T BE WRONG (4) | HIT PARADERS |
| 7A. | SWEET GEORGIA BROWN | ETHEL SMITH |

COMMERCIAL

- | | | |
|-----|--------------------------------------|---------|
| 8. | IN THE BLUE OF EVENING (3) | SINATRA |
| 9. | YOU'LL NEVER KNOW (2) | EDWARDS |
| 10. | COMIN' IN ON A WING AND A PRAYER (1) | SINATRA |

RTX01 0073104

WABC

THE AMERICAN TOBACCO COMPANY

7-17-43

"YOUR HIT PARADE" - #426

9:00-9:45 PM EWT

JULY 17, 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, a "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 week's Lucky SEVEN song. And tonight's first "quarter million Luckies free, greet our boys across the sea," because it's Frank Sinatra singing the Seventh place song ... "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the number seven song in America's musical favor this week -- as determined by Your Hit Parade Survey -- an accurate authentic weekly tabulation on America's taste in popular music -- and this is Kenneth Delmar ready 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!

("IN MY ARMS" HIT PARADERS - MALE GROUP)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a newcomer at Number EIGHT ... and the Hit Paraders to sing it. Here's the song Your Hit Parade survey finds starting out in Eighth place this week ... "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number TEN!....lovely Joan Edwards comes in to
sing the song the nation awards Tenth place honors
tonight ... "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Ethel Smith sets the samba-samba rhythm going ...
and that means a Lucky Strike extra whose musical
excitement is unique. Listen to Ethel as she
adds that Smith sparkle to "BEM-TE-VI-ATREVIDEO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

7-17-43

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: 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: Back, back, the echoes roll ... back to a day in the old, old town of Alexandria, in the Virginia Colony. The time is 1755 ... on a bright, sunny day of early Spring. Anchored in the harbor are two frigates just arrived from England ... bringing General Braddock and two regiments of smartly-clad, red-coated soldiers. In the town square, Horatio Gates has arrived with two volunteer companies from New York. And out of the wilderness, Andrew Lewis has brought his own strange battalion of warriors - half-naked Indians, painted and plumed for war. Within the hour, the Generals, together with young George Washington and the Postmaster of the Colonies, Dr. Benjamin Franklin, and five colonial Governors, will meet in a beautiful stone mansion that stands on the bank of the Potomac.

(MORE)

YOUR HIT PARADE
Commercial -(Historic Meeting at Carlyle House
Alexandria, Va., 1755) (CONTD)

- 7 -

7-17-43

RUYSDAEL:
(CONTD)

This is the famous house of a famous tobacco planter and merchant, the Honorable John Carlyle. And here within the magnificent Blue Room of his house, he will make welcome his illustrious guests, provide them with food and drink and the traditional hospitality of the Southern tobacco plantation. And here, within sight of the new tobacco seedbeds and the rich earth that yields the finest tobacco leaf in the world, the Generals and the Governors, the officials and the citizens, will plan -- on this historic afternoon -- the first campaign of the French and Indian War of 1755. And all this will make 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...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

- 7 -

ATX01 0073111

DELMAR:
("D-1")

Ladies and gentlemen, here are five words that stand for the tradition of fine tobacco in America today:
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. At auctions all over the South we consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. Truly, Lucky Strike means fine tobacco. Smokers, this fact is important for your greater cigarette enjoyment, for make no mistake - the better the tobacco the better the cigarette.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: 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)

("ALL OR NOTHING AT ALL" SINATRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the tune that's halfway up the Hit Parade ladder ... at Number FIVE ... and it's Frank Sinatra to sing it from Coast to Coast, so once again "a quarter million Luckies free greet our boys across the sea." Now here's Frank with the country's Fifth place favorite ... "ALL OR NOTHING AT ALL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("JOHNNY ZERO" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE ... and it's Joan Edwards to bring you
the song that rates Nine places from the top all
over America ... "JOHNNY ZERO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("AS TIME GOES BY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number SIX ... Yes, Mark Warnow and the Lucky Strike orchestra play the tune the nation has chosen for its Sixth place winner ... "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week
-- will continue in just a moment over the
Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

(IT CAN'T BE WRONG HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's right on the rim of the big three -- at Number FOUR. It's the Hit Paradars to sing America's Fourth place favorite ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SWEET GEORGIA BROWN" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: Yes, it's Ethel Smith with a Lucky Strike extra ...
her musical magic added to a favorite tune ... the
sort of all-time all-timer you can hear every Friday
night on Your All-Time Hit Parade ... Ethel Smith
plays ... "SWEET GEORGIA BROWN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, when you buy cigarettes, you're
really buying tobacco. So surely it's worthwhile
to take a tip from the independent tobacco experts -
auctioneers, buyers and warehousemen. At the auctions
these experts attend year after year, they can't help
seeing 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, 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 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 song Your Hit Parade survey puts in third place this week ... "IN THE BLUE OF EVENING."

("IN THE BLUE OF EVENING" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO) .

DELMAR: Number TWO! And it's Joan Edwards to sing you the song that's just one step away from top honors ... America's Second place winner ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... and with the first place winner, 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 ... "COMIN' IN ON A WING AND A PRAYER."

("COMIN' IN ON A WING AND A PRAYER" 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: 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 Bombardiers and Pilots at Victorville Army Air Field, Victorville, 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: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... The headlines tell you every day what a job they're doing on the fighting front ... Do your job on the home front ... 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. 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 - 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 - WICKESHAM 2-6000

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: JULY 24, 1943 - #427 REPEAT: 2-12:45 AM EWT

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

As Proposed

ROUTINE

- | | |
|--------------------------|--------------|
| 1. IT CAN'T BE WRONG (4) | SINATRA |
| 2. JOHNNY ZERO (8) | EDWARDS |
| 3. AS TIME GOES BY (7) | HIT PARADERS |
| 3A. BLOW GABRIEL BLOW | ETHEL SMITH |

COMMERCIAL

- | | |
|--------------------------------------|--------------|
| 4. LET'S GET LOST (5) | SINATRA |
| 5. PUT YOUR ARMS AROUND ME HONEY (9) | HIT PARADERS |
| 6. PEOPLE WILL SAY WE'RE IN LOVE (6) | EDWARDS |
| 6A. I GOT PLENTY OF NOTHIN' | ORCHESTRA |

STATION BREAK

- | | |
|-------------------------|-------------|
| 7. IT'S ALWAYS YOU (10) | SINATRA |
| 7A. LET'S DO IT | ETHEL SMITH |

COMMERCIAL

- | | |
|---|-----------------|
| 8. COMIN' IN ON A WING AND A PRAYER (3) | SINATRA & GROUP |
| 9. IN THE BLUE OF EVENING (2) | EDWARDS |
| 10. YOU'LL NEVER KNOW (1) | SINATRA |

ATK01 0073125

WABC

THE AMERICAN TOBACCO COMPANY

7-24-43

"YOUR HIT PARADE" - #427

9:00-9:45 PM EWT

JULY 24, 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, a "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 week's Number FOUR song. And tonight's first "quarter million Luckies free, greet our boys across the sea," because from Coast to Coast it's Frank Sinatra singing the Fourth place winner ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Four song in America's musical favor this week -- as determined by Your Hit Parade Survey -- an accurate authentic weekly tabulation of America's taste in popular music -- and this is Kenneth Delmar ready 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!

("JOHNNY ZERO" EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the week's Number EIGHT song ... and lovely Joan Edwards to sing it. Here's Joan with the song Your Hit Parade survey finds Eighth in the Nation's favor ... "JOHNNY ZERO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("A' TIME GOES BY" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's Lucky Number SEVEN ... and the Hit Paraders
to sing it ... the song America rates Seventh from
the top ... "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BLOW, GABRIEL, BLOW" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the rhythmical beat that means a musical treat ...
Yes, Ethel Smith with a Lucky Strike extra ... It's
her sensational treatment of "BLOW, GABRIEL, BLOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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: It was a lovely morning of early Spring, in the year 1775. They came out on the portico together... a tall, broad - shouldered man in the uniform of the Continental Army, and a woman of medium height, with brown hair and bright hazel eyes. For a few moments they stood together silently, looking down upon the glistening Potomac and the green woodlands of the Virginia landscape. Then they said goodby...and the man rode off to war. His wife stood there on the portico, long after he was out of sight, and thought back through their years together...to the beautiful fifteen years they had spent here on the plantation at Mount Vernon. And in her heart she knew that, somehow, he would come back to her after the war... that, somehow, her husband--General George Washington-- would return to these fertile acres he loved above everything else. And at that moment she, Martha Washington, knew what her role, her sacred duty, was to be.

(MORE)

YOUR HIT PARADE

- 7 -

7-24-43

Commercial (Martha Washington Runs the Farm During the War Years)
(CONTD)

DELMAR:
(CONTD)

For as is today true of many many women in America with their husbands off to war, Martha Washington resolved to continue his work, to supervise and manage his estate. And so it came to pass that Martha Washington, during the bitter years of war, became the Farmer of Mount Vernon. Every spring she would watch the planting, wait for the harvests, and report by letter to her husband about the crops. And among the harvests, Martha Washington saw many great crops of mild fragrant Virginia tobacco cut from the fields, packed into hogsheads, and stored away in the tobacco sheds. Thus, at Mount Vernon, during the years of the Revolutionary War, Martha Washington, America's first First Lady wrote a significant page in 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)

- 7 -

ATX01 0073132

RUYSDAEL:
(Closing
"A-1")

Today ... to these same historic acres of the Southland ... 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, Lucky Strike has bought -- for your greater enjoyment -- the riper, the lighter, the naturally milder tobacco.

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.

RIGGS:

(CHANT - SOLD AMERICAN)

("LET'S GET LOST" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the tune that's half-way up the Hit Parade ladder ... at Number FIVE ... and Frank Sinatra sings it from Coast to Coast, so tonight's second "quarter million Luckies free greet our boys across the sea." Now here's Frank with the country's Fifth place favorite ... "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME, HONEY" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a newcomer starting out its Hit Parade career
in NINTH place ... the Hit Paraders introduce it to
you ... Here they are with the Nation's Ninth place
winner ... "PUT YOUR ARMS AROUND ME, HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number SIX! And it's Joan Edwards to sing the song that Your Hit Parade Survey finds you like Sixth best of all this week . . . "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I GOT PLENTY OF NOTHIN'" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra - a Mark Warnow special.
Your Hit Parade orchestra plays the same sort of
all-time all timer that you hear every Friday night
on Your All-Time Hit Parade ... "I GOT PLENTY OF
NOTHIN'".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week --
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 Number TEN ... and it's Frank Sinatra to sing it from Coast to Coast, so tonight's third "quarter million Luckies free greet our boys across the sea" ... and here he is, Frank Sinatra, singing the week's Tenth ranking song ... "IT'S ALWAYS YOU".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LET'S DO IT" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike Extra ... this time, Ethel Smith and her musical magic. Ethel Smith plays the sort of all-time all-timer you can hear every Friday night on Your All-Time Hit Parade, ... one of your favorite tunes.

(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, truly, you owe it to
yourself to consider this basic fact: In a
cigarette it's the tobacco that counts! The
better the tobacco, the better the smoke you
enjoy. So, in selecting your own cigarette,
remember Luckies' year-in, year-out concentration
on...fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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 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 song that's in Third place all over the country this week ... "COMIN' IN ON A WING AND A PRAYER".

("COMIN' IN ON A WING AND A PRAYER" SINATRA & GROUP)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! And Joan Edwards brings you the tune that's just one step away from the very head of the Parade ... America's Second place favorite ... "IN THE BLUE OF EVENING".

("IN THE BLUE OF EVENING" EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... and with the first place winner,
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 ... "YOU'LL NEVER KNOW".

("YOU'LL NEVER KNOW" 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: 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 bluejackets at the U.S. Naval Training Station, San Diego, 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 ... tonight, Joan Edwards takes leave of Your Hit Parade for a well-earned vacation. Speaking for all of us -- Our best wishes, *1st show -* *And have a good time* ~~JOAN -- (APPLAUSE)~~ And now so long until Hit Parade time next week.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... 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

FOOTE, CONE & BELDING

Advertising

11 PARK AVENUE NEW YORK • WICKERSHAM 2-6606

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: JULY 31, 1943 - #428 REPEAT: 12-12:45 AM EWT

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

As Broadcast

ROUTINE

- | | |
|------------------------|--------------|
| 1. LET'S GET LOST (5) | SINATRA |
| 2. JOHNNY ZERO (10) | HIT PARADERS |
| 3. AS TIME GOES BY (7) | BEA WAIN |
| 3A. HONEYSUCKLE ROSE | ETHEL SMITH |

COMMERCIAL

- | | |
|--------------------------------------|-----------------|
| 4. ALL OR NOTHING AT ALL (4) | SINATRA & GROUP |
| 5. IN MY ARMS (6) | HIT PARADERS |
| 6. PEOPLE WILL SAY WE'RE IN LOVE (8) | BEA WAIN |
| 6A. SHORTNIN' BREAD | ORCHESTRA |

STATION BREAK

- | | |
|---------------------------------------|-------------|
| 7. IT CAN'T BE WRONG (9) | SINATRA |
| 7A. ZING WENT THE STRINGS OF MY HEART | ETHEL SMITH |

COMMERCIAL

- | | |
|---|-----------------|
| 8. IN THE BLUE OF EVENING (3) | BEA WAIN |
| 9. COMIN' IN ON A WING AND A PRAYER (2) | SINATRA & GROUP |
| 10. YOU'LL NEVER KNOW (1) | SINATRA |

ATX01 0073147

WABC

THE AMERICAN TOBACCO COMPANY

7-31-43

"YOUR HIT PARADE" - #128

9:00-9:45 PM EDT

JULY 31, 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, a "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 rolling with the week's Number FIVE song. And tonight's first "quarter million Luckies free, greet our boys across the sea," because from Coast to Coast Frank Sinatra sings your choice for Fifth place honors ... "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Five song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade with Mark Warnow and the Lucky Strike Orchestra ... Lovely Bea Wain ... the Hit Paraders ... the brilliant musical styling of Ethel Smith... and the star of our show, the boy whose voice is thrilling millions, Frank Sinatra!

("JOHNNY ZERO" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the week's Number TEN song ... and the Hit Paraders to sing it ... Here they are with the song Your Hit Parade Survey finds in Tenth place in the nation's favor this week ... "JOHNNY ZERO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("AS TIME GOES BY" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR:

The Lucky SEVEN song ... and ^{Tonight we welcome} ~~it's Bea Wain's~~
~~Bea Wain to your Hit Parade~~
~~first number on Your Hit Parade tonight~~ ...

Here's Bea with the nation's choice for
Seventh place honors ... "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("HONEYSUCKLE ROSE" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra starring Ethel Smith.
 Here's a scintillating samba-samba version of
 one of your favorite tunes ... the sort of all-time
 all-timer you can hear every Friday night on "Your
 All-Time Hit Parade". Ethel plays ... "HONEYSUCKLE
 ROSE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: 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: The Randolphs of Virginia... The name echoes down the corridors of history, back beyond two and a half centuries to the early days of Colonial America. It goes back to the year 1673 when William Randolph, first of the distinguished line, set foot upon the good earth of the New World. Here he established the magnificent plantation at Turkey Island, just below a site of land that one day would become the city of Richmond. And here he served as Clerk of the House of Burgesses, as Attorney General for the Crown, and as a founder of the College of William and Mary. Thus began the long tradition of service to their state and country that was passed on from one Randolph to another, from father to son, generation after generation.

(MORE)

RUYSDAEL:
(CONTD)

Sir John Randolph followed in the footsteps of his father, as master of the plantation, and as Attorney General of the Colony. And after him came the illustrious Peyton Randolph, planter at Tazewell Hall in Williamsburg, and the most popular leader in Virginia up to the Revolution. And when the Colonies united for independence, when out of the crisis of war a new America was born, there was yet another Randolph -- the young and brilliant Edmund -- to serve as aide-de-camp to General Washington, as the youngest member of the famous Philadelphia Convention, and, finally, in the tradition of his ancestors, as the Attorney General of the now free and sovereign State of Virginia. Yes, these were the Randolphs of Virginia...these were the men dedicated by tradition to the service of their country. And always, year after year, generation after generation, the Randolphs returned to their farmlands at harvest time, even as their fathers before them, and saw great crops of fragrant tobacco cut from the field. And so the plantation spirit of the Virginia Randolphs is 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)

DELMAR:
(Closing
"O-1")

The Southern tobacco auctions are part of the true tradition of the more than three centuries of tobacco culture - and each year the same story comes out of the tobacco country - the true story of how the makers of Luckies consistently select and buy the riper, the lighter, the naturally milder leaf. No wonder that with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1.

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

BOONE: (CHANT - SOLD AMERICAN)

("ALL OR NOTHING AT ALL" SINATRA & GROUP

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's a tune that returns to Your Hit Parade tonight right on the rim of the big three -- in FOURTH place ... and Frank Sinatra sings it from Coast to Coast, so tonight's second "quarter million Luckies free greet our boys across the sea" ... Frank sings your Fourth place favorite ... "ALL OR NOTHING AT ALL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number SIX! ... yes, it's the Hit Paraders bringing
 you the song that all America puts Sixth on its
 musical list this week ... "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PEOPLE WILL SAY WE'RE IN LOVE" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number EIGHT ... and Bea Wain to sing it
for you ... Here's Bea with the song that rates
Eighth place honors ... "PEOPLE WILL SAY WE'RE
IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SHORTNIN' BREAD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra ... with
an extra. Your Hit Parade Orchestra plays a favorite
tune ... the same sort of all-time all-timer you
hear every Friday night on "Your All-Time Hit Parade"
... "SHORTNIN' BREAD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week --
will continue in just a moment over the Columbia
Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("IT CAN'T BE WRONG" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number NINE ...
and it's Frank Sinatra to sing it from Coast to
Coast, so tonight's third "quarter million Luckies
free greet our boys across the sea" ... and here
he is, Frank Sinatra, singing the week's Ninth place
song ... "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("ZING WENT THE STRINGS OF MY HEART" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's another Lucky Strike extra ... another musical
treat with a rhythmic beat by Ethel Smith. Ethel
plays a delightful favorite ... "ZING WENT THE
STRINGS OF MY HEART."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: The amount of enjoyment you get out of a cigarette
depends, first and foremost, on the kind of tobacco
that goes into it. For make no mistake - in a cigarette
it's the tobacco that counts. And Luckies' riper,
lighter, naturally milder tobacco offers you a lighter,
milder, better-tasting cigarette... Why not make your
next package Luckies and see for yourself!

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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 Bea Wain to sing it.
Here's the song that Your Hit Parade survey rates
Third best of all this week ... "IN THE BLUE OF
EVENING."

("IN THE BLUE OF EVENING" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and Frank Sinatra sings it from
Coast to Coast so ~~still another~~^a "quarter million
Luckies free greet our boys across the sea" ...
Here's Frank with the nation's Number Two song ...
"COMIN' IN ON A WING AND A PRAYER."

("COMIN' IN ON A WING AND A PRAYER" SINATRA & GROUP)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR:

"You'll Never Know"
 Number ONE! ... and with ~~the~~ ^{his} first place winner, ~~still~~
~~once more~~ ^{another} quarter million Luckies free greet
 our boys across the sea" ... because from Coast
 to Coast ~~the~~ Frank Sinatra ^{sings your} ~~to tell you with~~
~~the country's NUMBER ONE song~~ ^{number one song} ... "YOU'LL NEVER
KNOW."

("YOU'LL NEVER KNOW" 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: Friends, next Saturday night we'll be back with Your Hit Parade. On Wednesday night be sure to listen to Key Kyser's College of Musical Knowledge, when Lucky Strike entertains the men of the Army Ordnance Base at Pomona, 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 Bea Wain.

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

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... Buy those War Bonds and Stampst

ORCHESTRA: (HIT PARADE THEME - UP AND FINISH)

(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 - 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

AUGUST

RIK01 0023169

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO REVISION: _____ NETWORK: GBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EDT
DATE: August 7th, 1943 -#129 REPEAT: 12-12:45 AM EDT

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

A Broadcast

- | | |
|--|--------------|
| 1. IT CAN'T BE WRONG (8) | SINATRA |
| 2. IN MY ARMS (10) | HIT PARADERS |
| 3. PEOPLE WILL SAY WE'RE IN LOVE (5) | BEA WAIN |
| 3A. I CAN'T GIVE YOU ANYTHING BUT LOVE | ETHEL SMITH |

COMMERCIAL

- | | |
|---|--------------|
| 4. COMIN' IN ON A WING AND A PRAYER (4) | HIT PARADERS |
| 5. AS TIME GOES BY (9) | SINATRA |
| 6. IT'S ALWAYS YOU (7) | BEA WAIN |
| 6A. THAT'S A PLENTY | ORCHESTRA |

STATION BREAK

- | | |
|-----------------------|--------------|
| 7. LET'S GET LOST (6) | HIT PARADERS |
| 7A. DIGA DIGA DO | ETHEL SMITH |

COMMERCIAL

- | | |
|-------------------------------|-----------------|
| 8. ALL OR NOTHING AT ALL (3) | SINATRA & GROUP |
| 9. IN THE BLUE OF EVENING (2) | BEA WAIN |
| 10. YOU'LL NEVER KNOW (1) | SINATRA |

ATX01 0073170

WABC

THE AMERICAN TOBACCO COMPANY

8-7-43

"YOUR HIT PARADE" - #429

9:00 - 9:45 PM EWT

AUGUST 7, 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, "a 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 nation's number EIGHT song. And tonight's first "quarter million Luckies free, greet our boys across the sea," because from Coast to Coast Frank Sinatra sings your Eight place winner -- "IT CAN'T BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Eight song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade with Mark Warnow and the Lucky Strike Orchestra ... Lovely Bea Wain ... the Hit Paraders ... the brilliant musical styling of Ethel Smith ... and the star of our show, the boy whose voice is thrilling millions, Frank Sinatra

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the week's Number TEN song ... and the Hit Paraders sing it for you ... Here's the song Your Hit Parade Survey finds in Tenth place on your list of favorites this week ... "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PEOPLE WILL SAY WE'RE IN LOVE" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FIVE ... and it's Bea Wain to sing the
song that all America likes Fifth best this
week ... "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I CAN'T GIVE YOU ANYTHING BUT LOVE, ~~BABY~~" . . . ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra the Ethel Smith way ...
and that means a sparkling, up-to-the-minute
setting of one of your favorite tunes ... the
sort of all-time all-timer you can hear every
Friday night on Your All-Time Hit Parade ...
Ethel plays ... "I CAN'T GIVE YOU ANYTHING
BUT LOVE, ~~BABY~~."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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: July 8th, 1776. In the city of Philadelphia, the day is hot and sultry... and yet, despite the heat and the threat of rain, a great crowd has gathered before the doors of the State House. Look at the faces of these people... and you will see excitement, anxiety, eagerness. They have been waiting here for more than an hour and now the crowd grows restless...the voices rise louder and louder. Now, -- precisely at the stroke of 12 o'clock noon, the door of the State House opens and a man stands upon the threshold facing the people. He holds up his hand for silence. A hush falls over the crowd. The man unrolls a document, and, in a ringing voice that echoes across the street, he begins to read...

VOICE: A Declaration by the Representatives of the United States of America in Congress Assembled..."When in the course of human events, (BEGIN FADE) it becomes necessary for one people..."

DELMAR: The voice reads on and on, for it is a long document. The crowd stands as if rooted to the ground, and they are grave and silent. Finally, the man looks up from the paper and speaks the last words directly to the people....

VOICE: "And for the support of this declaration...we mutually pledge to each other our lives, our fortunes, and our sacred honor."

DELMAR: Only words on paper...but now that the document has been read, the crowd breaks into thunderous cheering and applause. For these words mean the beginning of a new life for America... a new life dedicated to freedom for all men, to the "unalienable rights of life, liberty and the pursuit of happiness." Within a few weeks, this great document, this Declaration of Independence, will be signed by representatives of the 13 colonies - the pioneers of this New World, who are discovering and exploring its treasures in the North, South, East and West. Among them will be men of the Carolinas, Virginia, Maryland and Georgia...men like Charles Carroll, William Paca, Thomas Heyward, Benjamin Harrison, Arthur Middleton men who developed one of the treasures of their own Southland - the now famous mild, golden crops of fragrant tobacco.

(MORE)

DELMAR: Thus, the part played by these distinguished tobacco
(CONTD) planters, who were devoted to their country's cause and
their own fertile farmlands, becomes a part of the true
tradition, the history of fine tobacco here in America.
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)

RUYSDAEL: Ladies and gentlemen, in the more than three centuries of
tobacco cultivation, there has grown up a group of men who
know tobacco and are true experts in tobacco... independent
tobacco experts - buyers, auctioneers, and warehousemen,
who earn their living by their knowledge of tobacco. At
market after market, these experts, present at the auctions,
can see the makers of Luckies consistently select the riper,
the lighter, the naturally milder Lucky Strike 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.

RIGGS: (CHANT - SOLD AMERICAN)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number FOUR ... Here are the Hit Paradars
singing America's Fourth place favorite ...
"COMIN' IN ON A WING AND A PRAYER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("AS TIME GOES BY" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE . . . and it's our star, 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 this week's
Ninth place song . . . "AS TIME GOES BY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT'S ALWAYS YOU" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN! Bea Wain sings you the
 song that Your Hit Parade survey tells us is
 Seventh in the Nation this week . . . "IT'S
 ALWAYS YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THAT'S A PLENTY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra ...
 with a Lucky Strike extra ... an all-time
 all-timer that is typical of the kind of tune
 you can hear every Friday, ^{on your All-Time Hit Parade} Your Hit Parade
~~Mark Warnow~~ Orchestra plays ... "THAT'S A PLENTY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week -- will continue in just a moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("LET'S GET LOST" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number SIX ...
and here come the Hit Paraders to sing the
song that's Sixth wherever a song is sung in
America ... "LET'S GET LOST."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("DIGA DIGA DO" ETHEL SMITH)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a super-rhythmic treat with that distinctive Ethel Smith beat. Yes, it's another of her unique Lucky Strike extras ... Ethel plays the exciting ... "DIGA DIGA DO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

COMMERCIAL

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: In selecting your cigarette, do you profit by the
experience of independent tobacco experts? These
auctioneers, buyers, and warehousemen can see who
buys what tobacco at auctions they attend - and year
after year they can see Lucky Strike select the riper,
lighter, naturally milder tobacco. No wonder that with
men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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 Frank Sinatra sings it from Coast to Coast, so still another "quarter million Luckies free greet our boys across the sea" ... Now, here's Frank with the nation's new Number Three winner ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" SINATRA & GROUP)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and Bea Wain sings it for you ...
Here she is with the tune that's just one step
away from top honors ... your Second place
favorite ... "IN THE BLUE OF EVENING."

("IN THE BLUE OF EVENING" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE: ... and with the first place winner, 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 ... "YOU'LL NEVER KNOW".

("YOU'LL NEVER KNOW" 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: 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 men at the Marine Corps Air Base at Kearney Mesa, 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 Bea Wain.

SINATRA: And this is Frank Sinatra, friends, saying so long -- see you next week at Hit Parade time.

~~(APPLAUSE)~~

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... Buy those War Bonds and Stamps!

ORCHESTRA: (HIT PARADE THEME - UP AND FINISH)

(Audience)
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

FOOTE, CONE & BELDING

Advertising

212 PARK AVENUE NEW YORK 17 • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EDT
DATE: August 14, 1943 - #430 REPEAT: 12-12:45 AM EDT

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

ROUTINE

As Broadcast

- | | |
|---|----------------------------|
| 1. <u>ALL OR NOTHING AT ALL</u> (5) | <u>SINATRA</u> (HOLLYWOOD) |
| 1A. EVERYTHING I'VE GOT | ORCHESTRA |
| 2. IT'S ALWAYS YOU (6) | BEA WAIN |
| 3. COMIN' IN ON A WING AND A PRAYER (4) | HIT PARADERS |

(COMMERCIAL)

- | | |
|--|----------------------------|
| 3A. CALIFORNIA HERE I COME | ORCHESTRA |
| 4. <u>SUNDAY, MONDAY OR ALWAYS</u> (7) | <u>SINATRA</u> (HOLLYWOOD) |
| 5. IT CAN'T BE WRONG (8) | BEA WAIN |
| 5A. DARK EYES | ORCHESTRA |

(STATION BREAK)

- | | |
|--|----------------------------|
| 6. <u>I HEARD YOU CRIED LAST NIGHT</u> (9) | <u>SINATRA</u> (HOLLYWOOD) |
| 6A. I GOT RHYTHM | ORCHESTRA |

(COMMERCIAL)

- | | |
|--------------------------------------|----------------------------|
| 7. PEOPLE WILL SAY WE'RE IN LOVE (3) | HIT PARADERS |
| 8. <u>IN THE BLUE OF EVENING</u> (2) | <u>SINATRA</u> (HOLLYWOOD) |
| 9. YOU'LL NEVER KNOW (1) | BEA WAIN |

ATX01 0073192

YOUR HIT PARADE ORIGINATES AT WABC NEW YORK WITH SWITCHOVERS TO
KNX HOLLYWOOD, CALIFORNIA FOR FRANK SINATRA'S SONGS - INSTANTANEOUS
SWITCHES.

WABC AND KNX

THE AMERICAN TOBACCO COMPANY

8-14-43

"YOUR HIT PARADE" - #430

9:00-9:45 PM EWT

AUGUST 14, 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, "a quarter million Luckies free greet
our boys across the sea" every time Frank sings a
song on Your Hit Parade.

("ALL OR NOTHING AT ALL" INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade starts with the nation's number
FIVE song. And tonight's first "quarter million
Luckies free greet our boys across the sea" because
from Coast to Coast, it's Frank Sinatra singing your
choice for Fifth place ... "ALL OR NOTHING AT ALL"
... and here we go across the country to Hollywood,
California, where Frank Sinatra is waiting to sing
for you. Okay, Frank! (CUE)

SWITCHOVER TO KNX ON CUE

("ALL OR NOTHING AT ALL" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: And now, back to Your Hit Parade in New York! ^{2nd} *block*
(CUE)

SWITCHBACK TO NEW YORK

FROM
HOLLYWOOD

(New York and Your Hit Parade)

IN THE EVENT OF LINE FAILURE:

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this moment. We hope to be hearing from him later, right now the Hit Paraders bring you the nation's Number Five song ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: We're moving up the ladder to Number FOUR ...
the Hit Paradars sing the song that Your Hit
Parade survey tells us is Fourth in your favor
this week ... "COMIN' IN ON A WING AND A PRAYER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: 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: It is the month of January, 1863...and the city of Washington is covered with snow. Yet, despite the bitter cold, a man comes walking down the street -- bareheaded, coatless, his open shirt collar flapping in the wind -- a man destined to be honored all over the world as one of America's great poets. He is tall, powerfully built, and he wears a heavy beard. Over his shoulder he carries a bulging sack. And now he stops before the United States Patent Office and slowly climbs the broad stone steps into the building. Here, within the great hall of the Patent office, he sees a strange -- and yet to him, a familiar sight. For sandwiched between the tall glass show cases, crowded with models of all kinds of inventions, are long rows of beds. And upon these beds lie the wounded soldiers of the Blue and the Gray...the men of the North who fought with General Burnside and Joseph Hooker; the men of the South who served under Lee and Jeb Stuart and Stonewall Jackson.

YOUR HIT PARADE

- 7 -

8-14-43

Commercial - "Walt Whitman Brings Tobacco to the Wounded Soldiers"
(CONTD)

RUYSDEAEL:
(CONTD)

And the soldiers, seeing the tall, bearded man enter the hall, become cheerful and animated and call him by name. For this man is none other than Walt Whitman...Walt Whitman, with his familiar sack slung over his shoulder...a sack that held many gifts of comfort for these young men. And now Whitman walks up and down the rows talking to each soldier, and leaving behind him books and fruit and the friendliest, most appreciated gift of all -- mild, mellow, golden tobacco from the plantations of the Southland. Thus, in the year 1863, a great American poet brought a great American gift to the soldiers of America ... a gift that was in 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)

- 7 -

ATX01 007319B

("CALIFORNIA HERE I COME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow with a rousing Lucky Strike extra -- an all-time all-timer that is typical of the tunes you hear every Friday night on Your All-Time Hit Parade. Your Lucky Strike orchestra and ... "CALIFORNIA HERE I COME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SUNDAY, MONDAY OR ALWAYS . . . INTRODUCTION BY WARNOB)

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN is a new-comer ... and it's to
 be sung from Coast to Coast by our star, Frank
 Sinatra; so tonight's second "quarter million
 Luckies free greet our boys across the sea" ...
 Your Seventh place choice is ... "SUNDAY, MONDAY
 OR ALWAYS" ... so it's out to Hollywood again for
 Frank Sinatra! (CUE)

Rehearsal 1st take

SWITCHOVER TO KNX ON CUE

FROM
HOLLYWOOD

("SUNDAY, MONDAY OR ALWAYS" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: On with Your Hit Parade, so back to New York
we go! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control,
we are unable to bring you Frank Sinatra now.
We hope to be able to later. Right now, it's
the Hit Paraders with the week's lucky SEVEN
song ... "SUNDAY, MONDAY OR ALWAYS"

("SUNDAY, MONDAY OR ALWAYS" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IT CAN'T BE WRONG" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number EIGHT! . . . lovely Bea Wain is in to sing
the song that stands in Eighth position in America's
list of musical favorites this week . . . "IT CAN'T
BE WRONG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("DARK EYES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's another Lucky Strike extra ... Mark Warnow
and the Lucky Strike orchestra play ... "DARK EYES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week -
will continue in just a moment over the Columbia
Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("I HEARD YOU CRIED LAST NIGHT"INTRODUCTION BY WARNOB)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number NINE ... and Frank Sinatra will sing it from Coast to Coast, so still another "quarter million Luckies free greet our boys across the sea" ... In Ninth place ... "I HEARD YOU CRIED LAST NIGHT" ... Here we go to Hollywood ... and Frank Sinatra. (CUE)

SWITCHOVER TO KNX ON CUE

("I HEARD YOU CRIED LAST NIGHT" SINATRA)

(MUSIC SWELLS AND FINISHES)

FROM HOLLYWOOD

(APPLAUSE

KNX ANNOUNCER: Once again, back to New York and Your Hit Parade!
(CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this time. We hope to hear from him later. Right now Bea Wain with the week's Number NINE song ... "I HEARD YOU CRIED LAST NIGHT."

("I HEARD YOU CRIED LAST NIGHT" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I GOT RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the
Lucky Strike orchestra ... another of your favorites,
just like the all-time all-timers you hear every
Friday night on Your All-Time Hit Parade ... "I GOT
RHYTHM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Did you ever stop to think that the amount of enjoyment
you get out of a cigarette depends on the quality
of tobacco that goes into it? ... Yes, in a cigarette
it's the tobacco that counts - so Lucky Strike's
year-after-year purchases of fine tobacco are
important to you as a smoker. To put it in a nutshell,
the finer, milder tobacco we select means a finer
milder smoke for you ... for truly in a cigarette
it's the tobacco that counts.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: 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! It's the Hit Paraders to sing the song that all America rates Third from the top this week ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and Frank Sinatra sings it from Coast to Coast, so once more "a quarter million Luckies free greet our boys across the sea." Here we go out to Hollywood to hear Frank sing the Nation's Number Two winner ... "IN THE BLUE OF EVENING." (CUE)

SWITCHOVER TO KNX ON CUE

("IN THE BLUE OF EVENING" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: On to New York and Your Hit Parade to find out this week's Number One tune. (CUE)

SWITCHBACK TO NEW YORK

FROM
HOLLYWOOD

IN THE EVENT OF LINE FAILURE

DELMAR: (COLD) We are sorry that, due to circumstances beyond our control, we were unable to bring you Frank Sinatra. The Hit Paraders sing the week's Number TWO song ... "IN THE BLUE OF EVENING."

("IN THE BLUE OF EVENING" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Here's Number ONE! Bea Wain sings the tune
that's NUMBER ONE on YOUR HIT PARADE list.
Your favorite of favorites this week ...
"YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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: 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 men of the Maritime Service at Catalina Island, 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... you know what a job they're doing on the fighting front ... Do your job on the home front ... But 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. 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 - 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

112 PARK AVENUE, NEW YORK 17, NEW YORK 17, U.S.A.

CLIENT: THE AMERICAN TOBACCO CO REVISION: NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: August 21, 1943 - #431 REPEAT: 12-12:45 AM EWT

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

ROUTINE

- | | |
|--------------------------------------|----------------------------|
| 1. SUNDAY, MONDAY OR ALWAYS (8) | SINATRA (BEA WAIN STANDBY) |
| 2. THERE'S A GREAT DAY COMING MANANA | ORCHESTRA & HIT PARADERS |
| 3. PUT YOUR ARMS AROUND ME HONEY (9) | BEA WAIN |
| 4. IN MY ARMS (6) | HIT PARADERS |

COMMERCIAL #1

- | | |
|---|-----------------------------------|
| 5. ALEXANDER'S RAG TIME BAND | ORCHESTRA |
| 6. PEOPLE WILL SAY WE'RE IN LOVE (4) | SINATRA (HIT PARADERS
STANDBY) |
| 7. COMIN' IN ON A WING AND A PRAYER (5) | BEA WAIN |
| 8. THE TOY TRUMPET | ORCHESTRA |

STATION BREAK

- | | |
|------------------------|----------------------------|
| 9. IT'S ALWAYS YOU (7) | SINATRA (BEA WAIN STANDBY) |
| 10. RUNNIN' WILD | ORCHESTRA |

COMMERCIAL #2

- | | |
|--------------------------------|----------------------------|
| 11. ALL OR NOTHING AT ALL (3) | HIT PARADERS |
| 12. IN THE BLUE OF EVENING (2) | SINATRA (BEA WAIN STANDBY) |
| 13. YOU'LL NEVER KNOW (1) | BEA WAIN |

ATX01 0073215

YOUR HIT PARADE ORIGINATES AT WABC NEW YORK WITH SWITCHOVER TO KNX HOLLYWOOD, CALIFORNIA FOR FRANK SINATRA'S SONGS - INSTANTANEOUS SWITCHES.

WABC AND KNX

THE AMERICAN TOBACCO COMPANY

8-21-43

"YOUR HIT PARADE" - #431

9:00-9:45 PM EWT

AUGUST 21, 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, "a quarter million Luckies free greet our boys across the sea" every time Frank sings a song on Your Hit Parade.

("SUNDAY, MONDAY, OR ALWAYS" INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets under way with the nation's number EIGHT song. And tonight's first "quarter million Luckies free greet our boys across the sea" because from Coast to Coast, it's Frank Sinatra singing your choice for Eighth place ... "SUNDAY, MONDAY OR ALWAYS" ... and here we go across the country to Hollywood, California, where Frank Sinatra is waiting to sing for you. Okay, Frank! (CUE)

SWITCHOVER TO KNX ON CUE

("SUNDAY, MONDAY OR ALWAYS" SINATRA)

(MUSIC SWELLS AND FINISHES)

FROM HOLLYWOOD

(APPLAUSE)

KNX ANNOUNCER: And now, back to Your Hit Parade in New York! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE:

SWITCHBACK TO NEW YORK

DELMAR: (GOLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this moment. We hope to be hearing from him later, right now Bea Wain brings you the nation's Number EIGHT song ... "SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Eight song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and from Hollywood ... Frank Sinatra!

("THERE'S A GREAT DAY COMIN' MANANA ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra by Mark Warnow and the Lucky Strike Orchestra ... a South American treat with a North American beat ... "THERE'S A GREAT DAY COMIN' MANANA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME HONEY" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE! ... and it's Bea Wain to sing the
 song Your Hit Parade Survey finds Ninth from
 the top all over America ... "PUT YOUR ARMS
 AROUND ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number SIX . . . and here are the Hit Paraders
to sing the song that's Sixth in your musical
favor this week . . . "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco .. for this same historic chant goes echoing back through the years of America's history.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Jamestown, Virginia...July 30, 1619. One by one, the distinguished men of the Colony file into the small white church and take their places on the benches in the choir. In this same church, five years earlier, the beautiful Indian Princess, Pocahantas, was married to the English gentleman, John Rolfe. But today an even more significant event is about to take place...an event that will become a landmark in the history of American liberty. For these men, filing into the church, have come as the first elected representatives to attend the first session of the first House of Burgesses. They have come from the eleven plantation settlements of Virginia...from such picturesque communities as Charles City, Martin-Brandon, Heuricus, Smythe's Hundred, and Flowerdieu. Sir George Yeardly is here to preside, and among the delegates are Ensign William Spence, Captain William Powell, and John Jefferson whose illustrious relative, Thomas Jefferson many years later, will become the Third President of the United States.

(MORE)

DELMAR:
(CONTD)

All of these men are tobacco planters, men who know the good earth of their own farmlands and who have harvested their crops of mild, mellow tobacco for which Virginia is to become world famous. And so the first historic session of the first House of Burgesses begins here in this small white Jamestown Church which will be described as the "Cradle of Liberty." Many distinguished planters will follow in the footsteps of these first representatives there will be Harrisons, Pendletons, Randolphs, Lees, and Jeffersons ... and these tobacco planters will write many a significant page in 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)

RUYSDAEL: Ladies and gentlemen, in Lucky Strike you
yourself can discover how much the historic
tradition of fine tobacco means to you as
a smoker. For remember 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)

("ALEXANDER'S RAGTIME BAND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow with a rousing Lucky Strike extra --
an all-time all-timer that is typical of the tunes
you hear every Friday night on Your All-Time Hit
Parade. Your Lucky Strike orchestra and ...

"ALEXANDER'S RAGTIME BAND."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PEOPLE WILL SAY WE'RE IN LOVE" INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number FOUR ... and it's to be sung from Coast to Coast by our star, Frank Sinatra; so tonight's second "quarter million Luckies free greet our boys across the sea" ... Your Fourth place choice is ... "PEOPLE WILL SAY WE'RE IN LOVE" ... so it's out to Hollywood, California again for Frank Sinatra! (CUE)

SWITCHOVER TO KNX ON CUE

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

FROM (MUSIC SWELLS AND FINISHES)
HOLLY-
WOOD

(APPLAUSE)

KNX ANNOUNCER: On with Your Hit Parade, so back to New York we
got (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra now. We hope to be able to later. Right now, it's the Hit Paraders with the week's Number FOUR song ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("COMIN' IN ON A WING AND A PRAYER" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: We're just halfway up the Hit Parade ladder ... at
Number FIVE ... and here's Bea Wain to sing the
song that rates Fifth in the nation this week ...

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THE TOY TRUMPET" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra, with
another extra . . . Here they are with . . . "THE TOY
TRUMPET."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week ...
will continue in just a moment over the Columbia
Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("IT'S ALWAYS YOU" INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Lucky Number SEVEN ... and Frank Sinatra will sing it from Coast to Coast, so still another "quarter million Luckies free greet our boys across the sea" ... In Seventh place ... "IT'S ALWAYS YOU." ... Here we go to Hollywood ... and Frank Sinatra. (CUE)

SWITCHOVER TO KNX ON CUE

("IT'S ALWAYS YOU" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: Once again, back to New York and Your Hit Parade! (CUE)

SWITCHBACK TO NEW YORK

FROM HOLLYWOOD

IN THE EVENT OF LINE FAILURE

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this time. We hope to hear from him later. Right now Bea Wain with the week's Number SEVEN song ... "IT'S ALWAYS YOU."

("IT'S ALWAYS YOU" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("RUNNIN' WILD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the
Lucky Strike orchestra ... another of your favorites,
just like the all-time all-timers you hear every
Friday night on Your All-Time Hit Parade ...

"RUNNIN' WILD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: A few minutes ago we told you about the first session of the first House of Burgesses, held in 1619 by the tobacco planters of the Virginia Colony. In the more than three centuries since, many things have changed but the basic fact of smoking enjoyment remains the same: It's the tobacco that counts! The better the tobacco, the better the smoke you enjoy. So, ladies and gentlemen, in selecting your own cigarette, remember Luckies' year-in, year-out concentration on fine tobacco. At market after market we have consistently selected the riper, the lighter, the naturally milder Lucky Strike leaf. No wonder that, among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best it's Luckies 2 to 1. A friendly suggestion: Why not make your next package Lucky Strike and see for yourself how true it is that in a cigarette it's the tobacco that counts and 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.

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER THREE)

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

DELMAR: Number THREE! Here are the Hit Paraders to sing
the song that all America rates Third from the
top this week ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and Frank Sinatra sings it from Coast to Coast, so once more "a quarter million Luckies free greet our boys across the sea." Here we go out to Hollywood to hear Frank sing the Nation's Number Two winner ... "IN THE BLUE OF EVENING." (CUE)

SWITCHOVER TO KNX ON CUE

("IN THE BLUE OF EVENING" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FROM HOLLYWOOD

KNX ANNOUNCER: On to New York and Your Hit Parade to find out this week's Number One tune. (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

DELMAR: (COLD) We are sorry that, due to circumstances beyond our control, we were unable to bring you Frank Sinatra. Bea Wain sings the week's Number TWO song ... "IN THE BLUE OF EVENING."

("IN THE BLUE OF EVENING" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Here's Number ONE! Bea Wain sings the tune that's
Number One on Your Hit Parade list. Your favorite
of favorites ^{again} this week ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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: 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 aerial gunners at the Army Gunnery School at Las Vegas, Nevada. 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

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: Friends, we are sorry you were unable to hear (some of) Frank Sinatra's songs tonight. However, the quarter million Luckies free for each song scheduled for Frank Sinatra will still go to our fighting men across the sea. And remember, 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 aerial gunners at the Army Gunnery School at Las Vegas, Nevada. 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... Buy those War Bonds and Stamps!

ORCHESTRA: (HIT PARADE THEME - UP AND FINISH)

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

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 17, WICKER SQUARE 2, 6000

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM, EWT
DATE: August 28, 1943 - #432 REPEAT: 12-12:45 AM EWT

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

ROUTINE

- | | |
|--|---|
| 1. <u>I HEARD YOU CRIED LAST NIGHT</u> (9) | SINATRA (HOLLYWOOD)
(Bea Wain-Standby) |
| 2A. SOME OF THESE DAYS | ORCHESTRA |
| 2. IN MY ARMS (5) | HIT PARADERS |
| 3. PUT YOUR ARMS AROUND ME HONEY (7) | BEA WAIN |

COMMERCIAL

- | | |
|---|---|
| 3A. SWANEE | ORCHESTRA |
| 4. <u>ALL OR NOTHING AT ALL</u> (4) | SINATRA (HOLLYWOOD)
(Hit Paradars-Standby) |
| 5. COMIN' IN ON A WING AND A PRAYER (8) | BEA WAIN |
| 5A. SAY IT WITH MUSIC | ORCHESTRA & HIT
PARADERS |

STATION BREAK

- | | |
|---|---|
| 6. <u>PEOPLE WILL SAY WE'RE IN LOVE</u> (6) | SINATRA (HOLLYWOOD)
(Bea Wain-Standby) |
| 3A. LULLABY OF BROADWAY | ORCHESTRA & CHORUS |

COMMERCIAL

- | | |
|----------------------------------|---|
| 7. SUNDAY, MONDAY, OR ALWAYS (3) | HIT PARADERS |
| 8. IN THE BLUE OF EVENING (2) | BEA WAIN |
| 9. <u>YOU'LL NEVER KNOW</u> (1) | SINATRA (HOLLYWOOD)
(Bea Wain-Standby) |

ATX01 0073242

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, "a quarter million Luckies free greet
our boys across the sea" every time Frank sings a
song on Your Hit Parade.

("I HEARD YOU CRIED LAST NIGHT" INTRODUCTION BY WARNOW)
(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade starts off with the nation's Number
NINE song. And tonight's first "quarter million
Luckies free greet our boys across the sea" because
from Coast to Coast, it's Frank Sinatra singing your
choice for Ninth place ... "I HEARD YOU CRIED LAST
NIGHT" ... and here we go Coast to Coast -- from
Broadway to Hollywood, California, where Frank
Sinatra is waiting to sing for you. Okay, Frank!
(CUE)

SWITCHOVER TO KNX ON CUE

("I HEARD YOU CRIED LAST NIGHT" SINATRA)
(MUSIC SWELLS AND FINISHES)
(APPLAUSE)

FROM
HOLLYWOOD

KNX ANNOUNCER: And now, on with Your Hit Parade from New York!
(CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE:

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this moment. We hope to be hearing from him later, right now Bea Wain brings you the nation's Number NINE song ...

"I HEARD YOU CRIED LAST NIGHT."

("I HEARD YOU CRIED LAST NIGHT" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Nine song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Konneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and from Hollywood ... Frank Sinatra!

("SOME OF THESE DAYS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra by Mark Warnow and the Lucky Strike Orchestra ... a memorable rhythm number from the very beginning of the golden days of jazz -- "SOME OF THESE DAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FIVE! ... and it's the Hit Paradars singing the song that America rates just midway in the week's list of favorites ... in Fifth place ... "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME HONEY" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN ... and here's Bea Wain to sing
the song Your Hit Parade Survey finds Seventh from
the top all over America ... "PUT YOUR ARMS AROUND
ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

Commercial - "St. Cecilia Ball, Charleston, S. C."

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - And this same historic chant goes echoing back through the years of America's history.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Thursday evening, April 29, 1819. The place is St. Andrews Hall in the old city of Charleston, South Carolina. In a few minutes the most brilliant social event of the season will begin. For this is the night of the much-heralded St. Cecilia Ball and tonight President James Monroe is the guest of honor. It will begin with a concert, the first symphony concert in all America. Then the magnificent Ball itself...lovely belles, gowned in exquisite lace and rustling taffeta, dancing with their beaux to the stately measures of a minuet...distinguished statesmen, scholars and soldiers discussing affairs of state -- among them are the great John Calhoun, the dashing Major Pinckney, and the elegant Mr. Gouvernour, Secretary to the President. Finally, the elaborate ritual of the St. Cecilia Supper...the sparkling damask, the delicate china, crystal glassware, the brilliant silver plate, the heart-warming wine, and the superb masterpieces of Southern cuisine.

(MORE)

RUYSDAEL: Everywhere laughter, gallantry and wit. Here, on this
(CONTD) night, at the St. Cecilia Ball, we are in the presence
of the living spirit of the Old South...the gracious
atmosphere of courtesy, friendliness, courtly manners.
Here, from the great plantations of the Carolinas...
from the tobacco-growing farmlands stretching up to
Virginia...have come the great planters themselves, the
men who live close to the good earth and know the
bountiful harvests of many fine crops of Carolina
tobacco. And so the spirit of the St. Cecilia Ball,
long long ago, was part of the true tradition, the
history of fine tobacco. And this, ladies and gentlemen,
is for your own remembrance when you hear the historic
chant of the tobacco auctioneer.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

YOUR HIT PARADE

- 8 -

8-28-43

Commercial - "St. Cecilia Ball, Charleston, S. C." (CONTD)

DELMAR:
(Closing
"C")

Today...to these same historic acres of the Southland
...the world still comes to buy tobacco. And, ladies
and gentlemen, for your greater smoking enjoyment,
Lucky Strike consistently buys the riper, lighter,
milder tobacco. 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.

BOONE: (CHANT - SOLD AMERICAN)

("LULLABY OF BROADWAY" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow, the Lucky Strike Orchestra and the Hit
Paraders, with another extra ... Here they are with
... "THE LULLABY OF BROADWAY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

("ALL OR NOTHING AT ALL" INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number FOUR ... and our star, Frank Sinatra sings it Coast to Coast, so tonight's second "quarter million Luckies free greet our boys across the sea" ... Your Fourth place choice is ... "ALL OR NOTHING AT ALL" ... so here we go again to Hollywood, California and Frank Sinatra! (CUE)

SWITCHOVER TO KNX ON CUE

("ALL OR NOTHING AT ALL" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FROM HOLLYWOOD

KNX ANNOUNCER: It's back to New York and on with Your Hit Parade! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra now. We hope to be able to later. Right now, it's the Hit Paraders with the week's Number FOUR song ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("COMIN' IN ON A WING AND A PRAYER BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number EIGHT comin' up ... and Bea Wain to sing it.
Here's the song that America rates Eighth from the
top tonight ... "COMIN' IN ON A WING AND A PRAYER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SAY IT WITH MUSIC" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow, ^{*The Hit Paraders*} and the
Lucky Strike orchestra ... another of your favorites,
just like the all-time all-timers you hear every
Friday night on Your All-Time Hit Parade ... "SAY IT
WITH MUSIC."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week ...
will continue in just a moment over the Columbia
Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("PEOPLE WILL SAY WE'RE IN LOVE" . . . INTRODUCTION BY WARNOB)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number SIX ... and Frank Sinatra sings it from Coast to Coast, so still another "quarter million Luckies free greet our boys across the sea" ... In Sixth place ... "PEOPLE WILL SAY WE'RE IN LOVE." ... Here we go to Hollywood ... and Frank Sinatra. (CUE)

SWITCHOVER TO KNX ON CUE

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

FROM
HOLLYWOOD

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: Once again, back to New York and Your Hit Parade! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this time. We hope to hear from him later. Right now Bea Wain with the week's Number SIX song ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SWANEE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow with an extra-special Lucky Strike extra --
an all-time all-timer that is typical of the tunes you
hear every Friday night on Your All-Time Hit Parade.
Your Lucky Strike orchestra and ... "SWANEE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, when President Monroe visited Charleston, South Carolina, way back in 1819, there had already grown up in America a small group of men who were in a true sense tobacco experts - men who earned their livelihood in buying, selling and handling tobacco. Descendants of these men in our Southland today are independent tobacco experts - auctioneers, buyers and warehousemen. They know tobacco from A to Z. So it means a lot that among such independent experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Smoke the smoke tobacco experts smoke, Lucky Strike -- for 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! Here are the Hit Paraders to sing the song that all America rates Third from the top this week ... "SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and it's Bea Wain to sing you the song that the nation awards Second place honors this week ... "IN THE BLUE OF EVENING."

("IN THE BLUE OF EVENING" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... and Frank Sinatra sings it from Coast to Coast, so once more "a quarter million Luckies free greet our boys across the sea" ... and here we go, all the way across America to Hollywood where Frank Sinatra is waiting to sing your favorite of favorites. Okay Frank, let's hear the song that's Number One! (CUE)

SWITCHOVER TO KNX ON CUE

FROM
HOLLYWOOD

("YOU'LL NEVER KNOW" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

SINATRA: This is Frank Sinatra, friends, speaking from Hollywood, and until Hit Parade time next week ... so long for a while. (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) We are sorry that, due to circumstances beyond our control, we were unable to bring you Frank Sinatra. Bea Wain sings the week's Number ONE song ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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: 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 men of the U. S. Naval Air Station at San Pedro, 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

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: Friends, we are sorry you were unable to hear (some of) Frank Sinatra's songs tonight. However, the quarter million Luckies free for each song scheduled for Frank Sinatra will still go to our fighting men across the sea! And remember, 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 men of the U. S. Naval Air Station, at San Pedro, 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... Buy those War Bonds and Stamps!

ORCHESTRA: (HIT PARADE THEME - UP AND FINISH)

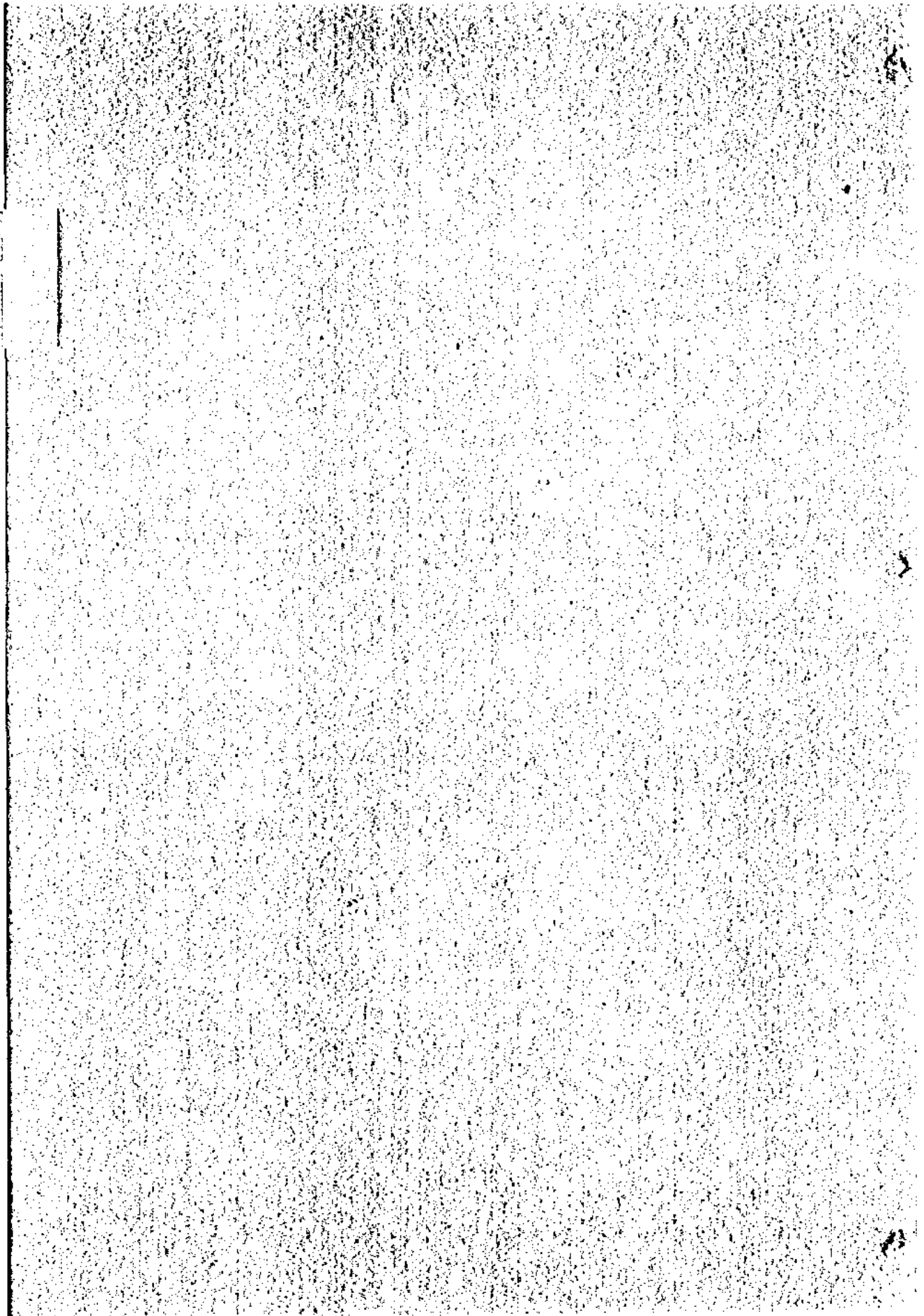
RUYSDAEL: The famous tobacco auctioneers heard on tonight's program were Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina - (CHANT - SOLD AMERICAN), and Mr. F. E. Boone of Lexington, Kentucky - (CHANT - SOLD AMERICAN). This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine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

SECRET



FOOTE, CONE & BELDING

Advertising

112 PARK AVENUE, NEW YORK • WE KERSHAM 2-6000

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: September 4, 1943 - #433 REPEAT: 12-12:45 AM EWT

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

As Broadcast

ROUTINE

- | | | |
|-----|------------------------------------|---|
| 1. | <u>ALL OR NOTHING AT ALL</u> (5) | SINATRA (HOLLYWOOD)
(Hit Paraders - Standby) |
| 1A. | BLOW, GABRIEL, BLOW | MARK WARNOW |
| 2. | IN MY ARMS (7) | HIT PARADERS |
| 3. | PUT YOUR ARMS AROUND ME, HONEY (9) | BEA WAIN |

COMMERCIAL

- | | | |
|-----|--|---|
| 3A. | DARDANELLA | MARK WARNOW |
| 4. | <u>PEOPLE WILL SAY WE'RE IN LOVE</u> (4) | SINATRA (HOLLYWOOD)
(Bea Wain - Standby) |
| 5. | COMIN' IN ON A WING AND A PRAYER (8) | BEA WAIN |
| 5A. | ST. LOUIS BLUES | MARK WARNOW & CHORUS |

STATION BREAK

- | | | |
|-----|-------------------------------------|---|
| 6. | <u>I HEARD YOU CRIED LAST NIGHT</u> | SINATRA (HOLLYWOOD)
(Bea Wain - Standby) |
| 6A. | AFTER YOU'VE GONE | MARK WARNOW |

COMMERCIAL

- | | | |
|----|-------------------------------------|---|
| 7. | IN THE BLUE OF EVENING (3) | HIT PARADERS |
| 8. | <u>SUNDAY, MONDAY OR ALWAYS</u> (2) | SINATRA (HOLLYWOOD)
(Bea Wain - Standby) |
| 9. | YOU'LL NEVER KNOW (1) | BEA WAIN |

ATX01 0073270

YOUR HIT PARADE ORIGINATES AT WABC NEW YORK WITH SWITCHOVERS TO KNX HOLLYWOOD, CALIFORNIA, FOR FRANK SINATRA'S SONGS - INSTANTANEOUS SWITCHES.

WABC AND KNX

THE AMERICAN TOBACCO COMPANY

9-4-43

"YOUR HIT PARADE" - #433

9:00-9:45 PM EWT

SEPTEMBER 4, 1943

SATURDAY

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

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

BOONE: (CHANT - ENDING BETWEEN 40 & 44 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, "a
quarter million Luckies free greet our boys
across the sea" every time Frank sings a
song on Your Hit Parade.

("ALL OR NOTHING AT ALL" INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade starts with the Nation's
Number FIVE song. And tonight's first
"quarter million Luckies free greet our boys
across the sea" because from Coast to Coast,
it's Frank Sinatra singing your choice for
Fifth place ... "ALL OR NOTHING AT ALL" ...
and here we go across the country to Hollywood,
California, where Frank Sinatra is waiting to
sing for you. Okay, Frank! (CUE)

SWITCHOVER TO KNX ON CUE

("ALL OR NOTHING AT ALL" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

FROM
HOLLYWOOD

KNX ANNOUNCER: And now, back to Your Hit Parade in New
York! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE:

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control,
we are unable to bring you Frank Sinatra at this
moment. We hope to be hearing from him later --
right now the Hit Paraders bring you the Nation's
Number FIVE song ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Five song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and from Hollywood ... Frank Sinatra!

("BLOW, GABRIEL, BLOW" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra by Mark Warnow and the Lucky Strike Orchestra ... a rousing rhythmic specialty that will set your feet tapping ... "BLOW, GABRIEL, BLOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Lucky Number SEVEN ... and the Hit Paraders
are in to sing the song that rates Seventh on
America's list of favorites this week ... "IN MY
ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME HONEY" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE! ... lovely Bea Wain sings the song
Your Hit Parade Survey tells us is Ninth from
the top this week ... "PUT YOUR ARMS AROUND ME
HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco -- yes, Lucky Strike means fine tobacco ... and this same historic chant goes echoing back through the years of America's history.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: On a morning in Autumn, 1785, Benjamin Harrison and his 12-year-old son stood on a hilltop overlooking the James River in Virginia. Below them, drawn up at a wharf, ^{was} a beautiful old four-masted sailing ship ~~lay at anchor.~~ The gangplank was down and the crew were rolling huge oaken hogsheads into the hold of the ship. The men were stripped to the waist and they sang as they worked, an old, old song, a tobacco song that went back to the early days of the first harvests in America. In the clear morning air their voices echoed over the hills ... and hearing the song, the man standing on the hilltop was filled with the pride of remembrance. For this was a song his father had heard before him, and his grandfather and his great-grandfather, too. The little boy, standing beside his father, was touched with something of the same pride ... for one day he would become the master of Berkeley Manor and continue the plantation tradition of his fathers.

(MORE) -6-

DELMAR:
(CONTD)

Yes, on an autumn morning in the year 1785, it was none other than Benjamin Harrison who saw his latest crop of tobacco going abroad. Colonel Benjamin Harrison who served in the House of Burgesses, fought in the Revolutionary War, signed the Declaration of Independence, and became Governor of Virginia. And the little boy at his side was William Henry Harrison, the tobacco planter who grew up to become the Ninth President of the United States. So the story of the Harrisons -- Benjamin and William Henry -- has long been a part of the true tradition, the history of fine tobacco. And this, ladies and gentlemen, is for your own remembrance when you hear the historic chant of the tobacco auctioneer ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: If you today could talk to some of those early pioneers of tobacco, they'd tell you, as we do: It's the tobacco that counts! The better the tobacco, the better the cigarette. And, ladies and gentlemen, remember: 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)

("DARDANELLA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow with an extra-special Lucky Strike
extra -- an all-time all-timer that is typical
of the tunes you hear every Friday night on
Your All-Time Hit Parade. Mark Warnow plays ...
"DARDANELLA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PEOPLE WILL SAY WE'RE IN LOVE" . . . INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number FOUR ... and our star, Frank Sinatra sings it Coast to Coast, so tonight's second "quarter million Luckies free greet our boys across the sea" ... In Fourth place it's ... "PEOPLE WILL SAY WE'RE IN LOVE" ... so here we go again to Hollywood, California and Frank Sinatra! (CUE)

SWITCHOVER TO KNX ON CUE

FROM HOLLYWOOD

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: It's back to New York and on with Your Hit Parade! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra now. We hope to be able to later. Right now, it's Bea Wain with the week's Number FOUR song ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("COMIN' IN ON A WING AND A PRAYER BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number EIGHT comin' up ... and Bea Wain will sing it for you. Here's the song that rates current Eighth place honors ... "COMIN IN ON A WING AND A PRAYER."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("ST. LOUIS BLUES" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the ^(the Hit Parade)
Lucky Strike orchestra ... a song that brings back
memories, just like the all-time all-timers you hear
every Friday night on Your All-Time Hit Parade ...
"ST. LOUIS BLUES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week . . .
will continue in just a moment over the Columbia
Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("I HEARD YOU CRIED LAST NIGHT" INTRODUCTION BY WARNOB)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number SIX ... and Frank Sinatra sings it from Coast to Coast, so still another "quarter million Luckies free greet our boys across the sea" ... Sixth from the top ... "I HEARD YOU CRIED LAST NIGHT" ... Here we go to Hollywood ... for a song by Frank Sinatra. (CUE)

SWITCHOVER TO KNX ON CUE

("I HEARD YOU CRIED LAST NIGHT" SINATRA)

FROM HOLLYWOOD

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: Once again, back to New York and Your Hit Parade! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this time. We hope to hear from him later. Right now Bea Wain with the week's Number SIX song... "I HEARD YOU CRIED LAST NIGHT."

("I HEARD YOU CRIED LAST NIGHT" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("AFTER YOU'VE GONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with
another extra ... the ragtime favorite ... "AFTER
YOU'VE GONE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: A few minutes ago we told you how William Henry Harrison, the little Virginia lad who was to become ninth President of the United States, saw a cargo of his father's tobacco loaded aboard ship -- back in 1785. And, today, a century and a half later, fine tobacco is still among our most important American crops. At each harvest season, the makers of Luckies send skilled tobacco buyers to markets all over the tobacco country -- and from the various types and grades of tobacco offered for sale we consistently buy fine tobacco, the riper, the naturally mellow tobacco. No wonder that among independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Smokers, for your own greater smoking enjoyment, remember, 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! It's the Hit Paraders singing the song that all America rates Third from the top this week ... "IN THE BLUE OF EVENING."

("IN THE BLUE OF EVENING" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMA (PANFARE NUMBER TWO)

DELMA: Number TWO ... and Frank Sinatra sings it from Coast to Coast, so once more "a quarter million Luckies free greet our boys across the sea."
Here we go out to Hollywood to hear Frank sing the Nation's Number Two winner. (CUE)

SWITCHOVER TO KNX ON CUE

1st Broadcast → SINATRA: *(neighbor)* Friends, here's a song that certainly must be a favorite with most of you for this week YOUR HIT PARADE survey says it's Number TWO ... "SUNDAY, MONDAY, OR ALWAYS."

("SUNDAY, MONDAY, OR ALWAYS SINATRA)

(MUSIC SWELLS AND FINISHES)

FROM HOLLYWOOD

(APPLAUSE)

KNX ANNOUNCER: On to New York and YOUR HIT PARADE to find out this week's Number One tune. (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

DELMAR: (COLD) We are sorry that, due to circumstances beyond our control, we were unable to bring you Frank Sinatra. Bea Wain sings the week's Number TWO song ... "SUNDAY, MONDAY, OR ALWAYS."

("SUNDAY, MONDAY, OR ALWAYS" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER ONE)

DELMAR: Here's Number ONE! Bea Wain sings the tune that's
Number One on YOUR HIT PARADE list. Your favorite
of favorites this week ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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: 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 Army Engineers of Fort Belvoir, in Washington, D. C. And remember, next Friday night, Your All-Time Hit Parade from Carnegie Hall, with ... Mark Warnow, and his entire Carnegie Hall Orchestra. 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

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: Friends, we are sorry you were unable to hear (some of) Frank Sinatra's songs tonight. However, the quarter million Luckies free for each song scheduled for Frank Sinatra will still go to our fighting men across the sea! And remember, 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 Army Engineers of Fort Belvoir, in Washington, D. C. And remember, next Friday night, Your All-Time Hit Parade from Carnegie Hall, with Mark Warnow, and his entire Carnegie Hall Orchestra. 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

(APPLAUSE)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

RUYSDAEL: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... 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

FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK 17 • WOLFESEHAM 2-0600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: SEPTEMBER 11, 1943 - #43 REPEAT: 12-12:45 AM EWT

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

As Presented

ROUTINE

1. IN THE BLUE OF EVENING (4) SINATRA (HOLLYWOOD)
(Hit Paraders - Standby)
- 1A. FRENESI MARK WARNOW
2. IN MY ARMS (6) HIT PARADERS
3. PUT YOUR ARMS AROUND ME, HONEY (8) BEA WAIN

COMMERCIAL #1

- 3A. CRAZY RHYTHM MARK WARNOW
4. I HEARD YOU CRIED LAST NIGHT (9) SINATRA (HOLLYWOOD)
(Bea Wain - Standby)
5. PEOPLE WILL SAY WE'RE IN LOVE (5) BEA WAIN
- 5A. A PRETTY GIRL IS LIKE A MELODY MARK WARNOW & HIT PARADERS

STATION BREAK

6. PAPER DOLL (7) FRANK SINATRA (HOLLYWOOD)
(Hit Paraders - Standby)
- 6A. BETWEEN THE DEVIL AND THE DEEP BLUE SEA MARK WARNOW, BEA WAIN
AND HIT PARADERS

COMMERCIAL #2

7. ALL OR NOTHING AT ALL (3) HIT PARADERS
8. YOU'LL NEVER KNOW (2) BEA WAIN
9. SUNDAY, MONDAY OR ALWAYS (1) SINATRA (HOLLYWOOD)
(Bea Wain - Standby)

RIK01 0073297

YOUR HIT PARADE ORIGINATES AT WABC NEW YORK WITH SWITCHOVERS
TO KNX HOLLYWOOD, CALIFORNIA, FOR FRANK SINATRA'S SONGS --
INSTANTANEOUS SWITCHES.

WABC AND KNX THE AMERICAN TOBACCO COMPANY 9-11-43

"YOUR HIT PARADE" - #434

9:00-9:45 PM EWT SEPTEMBER 11, 1943 3. TUESDAY

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
 LS - MFT

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
 LS - MFT

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
 LS - MFT

RIGGS: (CHANT - SOLD AMERICAN)

(OPENING THEME 20 SECONDS)

DELMAR: Lucky Strike presents ... YOUR HIT PARADE ...
starring Frank Sinatra.

(APPLAUSE)

DELMAR: 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, "a quarter million
Luckies free greet our boys across the sea"
every time Frank sings a song on Your Hit Parade.

("IN THE BLUE OF EVENING" INTRODUCTION BY WARLOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets going with America's Number
FOUR song. And tonight's first "quarter million
Luckies free greet our boys across the sea"
because from Coast to Coast, it's Frank Sinatra
singing the Nation's choice for Fourth place
honors ... "IN THE BLUE OF EVENING" ... so, let's
ride clear across the country to Hollywood,
California, where Frank Sinatra is waiting to
sing for you. Okay, Frank! (CUE)

SWITCHOVER TO KNX ON CUE

"IN THE BLUE OF EVENING" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: And now, back to Your Hit Parade in New York!

(CUE)

SWITCHBACK TO NEW YORK

FROM
HOLLYWOOD

IN THE EVENT OF LINE FAILURE:

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra at this moment. We hope to be hearing from him later -- right now the Hit Paraders bring you the Nation's Number FOUR song ... "IN THE BLUE OF EVENING."

("IN THE BLUE OF EVENING" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Four song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and from Hollywood ... Frank Sinatra

("FRENESI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra by Mark Warnow and the Lucky Strike Orchestra ... a ^{Latin} ~~rumba~~ that rocks in rhythm the North and South American way ... "FRENESI."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's Number SIX ... and here are the Hit Paraders
to sing the song that rates Sixth place on
America's list of popular favorites ... "IN MY
ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME HONEY" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number EIGHT! ... lovely Bea Wain brings you the
tune Your Hit Parade Survey tells us you put Eighth
from the top this week ... "PUT YOUR ARMS AROUND ME
HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

9-11-43

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco -- and this same historic chant goes echoing back through the years of America's history.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: It is almost half a century since the close of the Revolutionary War. The day, to be exact, is October 18, 1824. To the citizens of Yorktown, Virginia, it is a day of great excitement ... for on this day they expect a distinguished visitor, their old friend and hero of the Revolution ... the Marquis de Lafayette. He has been in America now for two months, receiving tremendous ovations in New York ... Boston ... Philadelphia. He has already been greeted by President Monroe in Washington; Jefferson has entertained him at Monticello; and he has discussed agriculture with James Madison at Montpelier. And now, on this bright October day, he is coming to revisit Yorktown, the scene of his greatest victory. The beach and the heights above the city are thronged with people from all over Virginia. Down at the pier, veterans of the Revolutionary War are drawn up in military order, awaiting their old comrade-in-arms.

(MORE)

RUYSDAEL: And now at last, the steamboat draws into the harbor
(CONTD) and, as the white-haired Lafayette comes down the
gangplank, a mighty roar of acclaim thunders up
from the people of Virginia ... for such men as
Chief Justice John Marshall, Secretary of War
John C. Calhoun, Commodore Barron, and many of
the great planters of Virginia. Of all the assembled
host, it is the planters who owe the Marquis
de Lafayette a special debt of gratitude. Because
forty-three years before in 1781, it was Lafayette
who fought the enemy army sent into Virginia to
destroy the vital tobacco crop, one of the great
resources of the Americans. So the story of Virginia
and the Marquis de Lafayette becomes part of the
true tradition, the history of fine tobacco. And
this, ladies and gentlemen, is for your own
remembrance when you hear the historic chant of the
tobacco auctioneer ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR: Today America's historic tradition of fine tobacco is carried on by Lucky Strike. And in Luckies you yourself can discover how much fine tobacco means to you as a smoker. 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.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
LS - MFT

("CRAZY RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow with a Lucky Strike extra -- an all-time
all-timer that is typical of the tunes you hear
every Friday night on Your All-Time Hit Parade.
Mark Warnow plays ... "CRAZY RHYTHM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HEARD YOU CRIED LAST NIGHT". . INTRODUCTION BY WARNOB)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number NINE ... and our star, Frank Sinatra is waiting to sing it from Coast to Coast, so tonight's second "quarter million Luckies free greet our boys across the sea" ... In Ninth place ... "I HEARD YOU CRIED LAST NIGHT". Once again, time to travel to Hollywood, California and Frank Sinatra!

(CUE)

SWITCHOVER TO KNX ON CUE

FROM
HOLLYWOOD

("I HEARD YOU CRIED LAST NIGHT" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: It's back to New York and on with Your Hit Parade! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control, we are unable to bring you Frank Sinatra now. We hope to be able to later. Right now, it's Bea Wain with the week's Number NINE song ... "I HEARD YOU CRIED LAST NIGHT."

("I HEARD YOU CRIED LAST NIGHT" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PEOPLE WILL SAY WE'RE IN LOVE" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FIVE! . . . and Bea Wain's here to bring you the melody that all America puts Fifth on Your Hit Parade list this week . . . "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("A PRETTY GIRL IS LIKE A MELODY" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the Lucky Strike orchestra...one of the songs that's become "a permanent part of America's heart", like the all-time all-timers you hear every Friday night on Your All-Time Hit Parade ... "A PRETTY GIRL IS LIKE A MELODY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week
... will continue in just a moment over the
Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("PAPER DOLL" INTRODUCTION BY WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Lucky Number SEVEN! It's a brand new tune in that Lucky Seventh place, and Frank Sinatra is going to sing it from coast to coast ... that means still another "quarter million Luckies free greet our boys across the sea..." Your new Seventh place winner ... "PAPER DOLL" ... let's get going across the country to Hollywood ... where Frank Sinatra is waiting to sing it for you! (CUE)

SWITCHOVER TO KNX ON CUE

FROM HOLLYWOOD

("PAPER DOLL" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: Here we go back to New York and Your Hit Parade! (CUE)

SWITCHBACK TO NEW YORK

IN THE EVENT OF LINE FAILURE

SWITCHBACK TO NEW YORK

DELMAR: (COLD) Due to circumstances beyond our control,
we are unable to bring you Frank Sinatra at this
time. We hope to hear from him later. Right now
the Hit Paraders with the week's Lucky SEVEN song ...
"PAPER DOLL."

("PAPER DOLL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BETWEEN THE DEVIL AND THE DEEP BLUE SEA" WARNOW, WAIN &
HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow, Bea Wain, and the Hit Paraders ...

all together in a Lucky Strike extra ...

"BETWEEN THE DEVIL AND THE DEEP BLUE SEA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

BOONE: (CHANT ENDING BETWEEN 40 & 44 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, 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 independent tobacco experts, with men who
know tobacco best, it's Luckies two to one. So smoke
the smoke tobacco experts smoke -- Lucky Strike.

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
LS - MFT

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week!
Number THREE! It's the Hit Paraders singing the
song that all America rates Third from the top
this week ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and it's lovely Bea Wain to sing you the song that the nation awards Second place honors this week ... "YOU'LL NEVER KNOW."

("YOU'LL NEVER KNOW" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
LS - MFT

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
LS - MFT

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
LS - MFT

BOONE: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

Number One
(FANFARE ~~CONTINUED~~)

DELMAR: Number ONE! ... and Frank Sinatra sings it from Coast to Coast so once more "a quarter million Luckies free greet our boys across the sea" ... and here we go, all the way out to Hollywood to find out the nation's number one song, hear Frank Sinatra sing this week's Number One Song! ... "SUNDAY, MONDAY OR ALWAYS." (CUE)

SWITCHOVER TO KNX ON CUE

("SUNDAY, MONDAY OR ALWAYS" SINATRA)

FROM HOLLYWOOD

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

KNX ANNOUNCER: Again - back to Your Hit Parade in New York.

SWITCHBACK TO NEW YORK

Sinatra: neighbors here's the tune that tops America's list of favorites from Coast to Coast "Sunday, Monday, or Always."

IN THE EVENT OF LINE FAILURE

DELMAR: (COLD) We are sorry that, due to circumstances beyond our control, we were unable to bring you Frank Sinatra. Bea Wain sings the week's Number ONE song ... "SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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: 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 men of Fort Thomas, Kentucky and the service boys in Cincinnati. And remember, next Friday night, Your All-Time Hit Parade from Carnegie Hall, with ... Mark Warnow, and his entire Carnegie Hall Orchestra. 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow, and Frank Sinatra.

~~(FADE FOR)~~

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

DELMAR: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... Back the attack -- 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. 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 - Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

TICKER: (2&3, 2&3, 2&3)

RUYSDAEL: LS - MFT
LS - MFT

DELMAR: THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

122 PARK AVENUE, NEW YORK 17, WICKLIFFS BLDG. 7-0909

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: SEPTEMBER 18, 1943 - #435 REPEAT: 12-12:45 AM EWT

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

ROUTINE

As Broadcast

- | | |
|--------------------------------------|--------------|
| 1. YOU'LL NEVER KNOW (6) | JERRY WAYNE |
| 2. JUST ONE OF THOSE THINGS | ORCHESTRA |
| 3. I HEARD YOU CRIED LAST NIGHT (4) | BEA WAIN |
| 4. PUT YOUR ARMS AROUND ME HONEY (7) | HIT PARADERS |

COMMERCIAL

- | | |
|--|----------------------|
| 5. FLYING DOWN TO RIO | ORCHESTRA |
| 6. PAPER DOLL (9) | JERRY WAYNE |
| 7. IN MY ARMS (8) | HIT PARADERS |
| 8. JEALOUS <i>The Body In Ret</i> | ORCHESTRA & BEA WAIN |

STATION BREAK

- | | |
|-------------------------------|-------------|
| 9. IN THE BLUE OF EVENING (5) | JERRY WAYNE |
| 10. HONEYSUCKLE ROSE | ORCHESTRA ✓ |

COMMERCIAL

- | | |
|---------------------------------------|--------------|
| 11. ALL OR NOTHING AT ALL (3) | HIT PARADERS |
| 12. PEOPLE WILL SAY WE'RE IN LOVE (2) | BEA WAIN |
| 13. SUNDAY, MONDAY, OR ALWAYS | JERRY WAYNE |

ATX01 0073323

WABC

THE AMERICAN TOBACCO COMPANY

9-18-43

"YOUR HIT PARADE" - #435

9:00-9:45 PM EWT

SEPTEMBER 18, 1943

SATURDAY

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

BOONE: (CHANT - SOLD AMERICAN)

(OPENING THEME 20 SECONDS)

DELMAR: Lucky Strike presents ... YOUR HIT PARADE!

(APPLAUSE)

DELMAR: Tonight Frank Sinatra is en route, returning to New York from the West Coast where he has just completed a moving picture, and is therefore unable to appear. Jerry Wayne will sing for us and next week Frank will be with us again. So tonight for each and every song that Jerry Wayne sings from Coast to Coast on Your Hit Parade a quarter million Lucky Strike cigarettes is sent free to the boys of our Armed Services abroad ... Yes, friends, "a quarter million Luckies free greet our boys across the sea" every time Jerry Wayne sings a song on Your Hit Parade tonight.

("YOU'LL NEVER KNOW" JERRY WAYNE)

(FADE FOR ANNOUNCEMENT)

DELMAR: And now Your Hit Parade starts off with the tune that rates Sixth place honors this week. And tonight's first "quarter million Luckies free greet our boys across the sea," because from Coast to Coast it's Jerry Wayne singing America's Number SIX song ... "YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Six song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and Jerry Wayne!

("JUST ONE OF THOSE THINGS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra bring you a Lucky Strike Extra ... an All-Time All-Timer, that's typical of the tunes you hear every Friday night on Your All-Time Hit Parade ... one of your solid favorites ... "JUST ONE OF THOSE THINGS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Six song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and Jerry Wayne!

("JUST ONE OF THOSE THINGS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra bring you a Lucky Strike Extra ... an All-Time All-Timer, that's typical of the tunes you hear every Friday night on Your All-Time Hit Parade ... one of your solid favorites ... "JUST ONE OF THOSE THINGS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HEARD YOU CRIED LAST NIGHT" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the song Your Hit Parade Survey finds just
Four places away from top position ... and here's
Bea Wain to sing it for you ... Number FOUR ...
"I HEARD YOU CRIED LAST NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME HONEY" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Lucky Number SEVEN comin' up ... and the Hit
Paraders sing the song that's Seventh in the
Nation's favor from Maine to California ...
"PUT YOUR ARMS AROUND ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco...and this same historic chant goes echoing back through the years of America's history.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Early in the fall of 1621...on a cold, blustering day... a four-masted schooner sailed out of an English harbor and turned toward the far horizon beyond which lay the New World, the wild continent of America. On the deck of the ship, wrapped in a heavy coat, stood a tall, distinguished man whose name was George Sandys. For a long time he looked back toward the fading shores of England, and then he moved up to the prow of the ship and stared out into the empty distance towards America. Only that morning he had said goodbye to his friends Michael Drayton, the celebrated poet and playwright, and to the Earl of Southampton, the famous patron of William Shakespeare. But now all that was behind him, now there was only the great adventure of his mission to America. For George Sandys was bound for Virginia to take up his duties as Treasurer of the Crown Colony. And there, in the New World, this poet, scholar, and philosopher would display amazing practical gifts. He would keep the records of the colonial revenues.

(MORE)

DELMAR:
(CONTD)

He would carry on public affairs together with Governor Sir Francis Wyatt, with Sir George Yeardley, John Pott, Francis West, and Roger Smith. He would build the first water-mill in America, introduce shipbuilding, and sponsor iron manufacture. And above all he would promote the cultivation of the Colony's agriculture. Yes, on his own 1500 acre plantation near "James Cittie", George Sandys would bring forth out of the rich, virgin earth many fine crops. Great harvests of fine tobacco for which the Colony was to become world-famous. So the story of George Sandys in America is part of the true tradition, the history of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Today ... to these same historic acres of the Southland ... the world still comes to buy tobacco. And, ladies and gentlemen, for your greater smoking enjoyment, Lucky Strike consistently buys fine tobacco, the riper, the naturally mellow tobacco. 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.

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUSYDAEL: LS - MFT

LS - MFT

("FLYING DOWN TO RIO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Mark Warnow with another Lucky Strike extra ...
an extra-special version of a song that carries lots
of zip and sparkle ... "FLYING DOWN TO RIO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PAPER DOLL" JERRY WAYNE)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number NINE ... and Jerry Wayne is going to sing it from Coast to Coast, so tonight's second "quarter million Luckies free greet our boys across the sea!" ... in Ninth place all over America this week ... "PAPER DOLL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Up the Hit Parade ladder to Number EIGHT ... and the Hit
Paraders are waiting to sing the song that's in Eighth
place ... "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("~~JEANES~~" *The Lady In Red* BEA WAIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Bea Wain joins Mark Warnow and the Lucky Strike Orchestra to bring you a Lucky Strike extra ... a melody you'll all remember ... "~~JEANES~~" *The Lady In Red*

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week ... will
continue in just a moment over the Columbia Broadcasting
System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("IN THE BLUE OF EVENING" JERRY WAYNE)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's Number FIVE!
Jerry Wayne is going to sing it from Coast to Coast and that
means still another "quarter million Luckies free greet our
boys across the sea" ... Here's Jerry with the Fifth place
favorite ... "IN THE BLUE OF EVENING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("HONEYSUCKLE ROSE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the Lucky Strike orchestra ... one of the songs from the golden days of jazz that's become a permanent part of America's heart...just like the all-time all-timers you hear every Friday night on Your All-Time Hit Parade ... "HONEYSUCKLE ROSE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT ENDING BETWEEN 41 & 45 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Smokers, remember, in a cigarette it's the tobacco that counts. And Lucky Strike means fine tobacco -- Yes, Lucky Strike means fine tobacco. No wonder that with men who know tobacco best ... it's Luckies two to one! So smoke the smoke tobacco experts smoke -- Lucky Strike!

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week! Number THREE! ... and it's the Hit Paraders in to sing your choice for Third place honors this week ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO!....Lovely Bea Wain will sing the song that all America rates Second from the top tonight ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! . . . And Jerry Wayne sings it from Coast to Coast so once more . . . "a quarter million Luckies free greet our boys across the sea" . . . and here's Jerry with your favorite of favorites . . . Number One in the Nation this week . . . "SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" JERRY WAYNE)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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: Friends, next Saturday night we'll be back with Your Hit Parade and Frank Sinatra. On Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the men of the Army Air Force at Randolph Field, Texas. And remember, next Friday night, Your All-Time Hit Parade from Carnegie Hall, with ... Mark Warnow, and his entire Carnegie Hall Orchestra. 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 Bea Wain, Lyn Murray's Hit Paraders, Mark Warnow and Jerry Wayne. Frank Sinatra will be with us next Saturday.

(~~REPLACEMENT~~)

ORCHESTRA: (SHORT HIT PARADE THEME)

(FADE FOR)

DELMAR: "Your Hit Parade" is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... Do your job on the home front ... Back the attack -- 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.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC NEW YORK

FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-9100

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: SEPTEMBER 25, 1943 REPEAT: 12-12:45 AM EWT

"YOUR HIT PARADE" *As Broadcast*

ROUTINE

- | | | |
|----|---|--------------|
| 1. | IN THE BLUE OF EVENING (6) | SINATRA |
| 2. | SOME OF THESE DAYS | ORCHESTRA |
| 3. | <i>How Sweet You Are (9)</i>
I HEARD YOU CRIED LAST NIGHT (7) | HIT PARADERS |
| 4. | PUT YOUR ARMS AROUND ME, HONEY (8) | BEA WAIN |

COMMERCIAL

- | | | |
|----|---|--|
| 5. | VARSITY DRAG | ORCHESTRA |
| 6. | YOU'LL NEVER KNOW (4) | SINATRA |
| 7. | <i>I Heard You Cried Last Night (7)</i>
HOW SWEET YOU ARE (8) | <i>Ben Wain</i>
HIT PARADERS |
| 8. | I'VE GOT SIXPENCE | ORCHESTRA
& CHORUS |

STATION BREAK

- | | | |
|-----|-------------------------------|---------------------------|
| 9. | SUNDAY, MONDAY, OR ALWAYS (5) | SINATRA |
| 10. | WHY | ORCHESTRA <i>Ben Wain</i> |

COMMERCIAL

- | | | |
|-----|-----------------------------------|--|
| 11. | PEOPLE WILL SAY WE'RE IN LOVE (3) | <i>Hit Paraders</i>
BEA WAIN |
| 12. | PAPER DOLL (2) | HIT PARADERS
(MALE GROUP) |
| 13. | ALL OR NOTHING AT ALL (1) | SINATRA + H.P. |

RTX01 0073346

WABC

THE AMERICAN TOBACCO COMPANY

9-25-43

"YOUR HIT PARADE" - #436

9:00-9:45 PM EWT

SEPTEMBER 25, 1943

SATURDAY

RIGGS: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

RIGGS: (CHANT - SOLD AMERICAN)

(OPENING THEME 20 SECONDS)

DELMAR: Lucky Strike presents ... YOUR HIT PARADE ...
starring Frank Sinatra

(APPLAUSE)

DELMAR: 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!

("IN THE BLUE OF EVENING" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets under way with the tune that's
SIXTH on the Nation's list this week, and the first
"quarter million Luckies free greet our boys across
the sea" because Frank Sinatra sings the week's
Sixth place song ... "IN THE BLUE OF EVENING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Six song in America this week -- as determined by Your Hit Parade Survey -- an accurate, authentic weekly tabulation of America's taste in popular music. And this is Kenneth Delmar ready to bring you the rest of Your Hit Parade and the Lucky Strike Extras -- with Mark Warnow and the Lucky Strike Orchestra ... lovely Bea Wain ... the Hit Paraders ... and Frank Sinatra!

("SOME OF THESE DAYS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra bring you a Lucky Strike Extra ... an all-time all-timer just like the great tunes you hear every Friday night on Your All-Time Hit Parade ... it's ... "SOME OF THESE DAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

- 4 -
- 124 -

9-25-43

("HOW SWEET YOU ARE" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a brand new tune starting out on Your Hit Parade at Number NINE ... and the Hit Paraders sing it for you. Here they are with the Ninth place new-comer ... "HOW SWEET YOU ARE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PUT YOUR ARMS AROUND ME HONEY" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number EIGHT ... yes, the Nation rates this song
just Eight places from the top this week ...
lovely Bea Wain sings it ... "PUT YOUR ARMS AROUND
ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

9-25-43

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco ... and this same historic chant goes echoing back through the years of America's history.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: In the year 1772, a young man, 19 years old, walked down the steps of William and Mary College and entered an open carriage waiting to take him home to the plantation of his cousin and guardian, the honorable Edmund Pendleton. The young man's name was John Taylor ... John Taylor of Caroline, a name that, one day, would be written with honor in the history of Virginia and of America. The young man had just graduated ... and sitting back in the carriage rolling up toward the Tidewater country, he opened his parchment diploma, read it carefully, and dreamed a young man's dreams of the future. He did not know then that only four years later he would be serving with Lafayette as a Lieutenant Colonel against the invading Hessians. He did not know that after the war he would marry the lovely daughter of the famous John Penn of North Carolina ... and settle down to the life of a planter at his own estate of "Hazelwood." Nor did he know that one day he would take his place with George Wythe, John Marshall, Patrick Henry, and William Wirt as one of the most brilliant lawyers in the state of Virginia...a career that would send him to the Senate in Washington.

(MORE)

ATX01 0073352

RUYSDAEL: Nor did he know that he would become the dear friend and
(CONTD) staunch defender of Thomas Jefferson. Yes, this is what
the future held for young John Taylor riding home from
William and Mary on a warm Spring day in 1772. And always,
and above everything else, this John Taylor would love the
beautiful acres of his plantation, returning again and
again to direct the planting and the harvesting. Here at
"Hazelwood," John Taylor -- like so many of his
distinguished compatriots -- cultivated many great crops of
tobacco, and thus became part of the true tradition, the
history of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

9-25-43

DELMAR: Ladies and gentlemen, if a history of fine tobacco were
(Closing
"J") published for modern smokers, it might well bear this
title: In a cigarette it's the tobacco that counts! For
make no mistake -- fine tobacco makes a fine cigarette 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.

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

("VARSITY DRAG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the
Lucky Strike orchestra ... it's that collegiate
all-timer ... "VARSITY DRAG."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'LL NEVER KNOW" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FOUR ... and Frank Sinatra is going to sing it from Coast to Coast, so tonight's second "quarter million Luckies free greet our boys across the sea!" Here's Frank with your Fourth place favorite ... "YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

YOUR HIT PARADE

-11-
~~2~~

9-25-43

("I HEARD YOU CRIED LAST NIGHT" ^{Bea Wain} ~~HIT PARADES~~)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's that Lucky Number SEVEN tune ... and ^{Bea} ~~the Hit~~
~~Parades are in to~~ ^{Wain} sing the song Your Hit Parade
Survey finds is Seventh all over America ...

"I HEARD YOU CRIED LAST NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I'VE GOT SIXPENCE" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a very special Lucky Strike extra ... a favorite from the fighting fronts! Mark Warnow's Lucky Strike Orchestra and the Hit Paradars bring you the song that -- right now -- thousands of American and British troops are whistling, singing and marching to... here it is ... "I'VE GOT SIXPENCE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(THEME)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade with the top songs of the week ... will
continue in just a moment over the Columbia Broadcasting
System.

(STATION BREAK)

(MUSIC UP TO FINISH)

("SUNDAY, MONDAY, OR ALWAYS" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's Number FIVE! ... Frank Sinatra sings it from Coast to Coast and that means still another "quarter million Luckies free greet our boys across the sea" ... Here's Frank with America's Fifth place winner -- "SUNDAY, MONDAY, OR ALWAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("WHY" ORCHESTRA *+ Ben Wain*)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the Lucky Strike Orchestra *with Ben Wain* . . . one of the songs that's become a permanent part of America's heart . . . just like the all-time all-timers you hear every Friday night on Your All-Time Hit Parade . . . "WHY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT ENDING BETWEEN 42 & 46 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, let that historic chant remind you
that Lucky Strike means fine tobacco -- yes, Lucky Strike
means fine tobacco. No wonder that with independent
tobacco experts, with men who know tobacco best, it's
Luckies two to one.

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week! Number THREE!...and it's ^{*the Hit Parade*} ~~Bea Wain~~ singing America's choice for Third place honors this week ... "PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... ~~The Hit Paraders sing~~ the song that Your Hit Parade Survey places just one step from the top tonight ...

"PAPER DOLL."

("PAPER DOLL" HIT PARADERS (MALE GROUP)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BOONE: (CHANT - SOLD AMERICAN)

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

BOONE: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! ... and Frank Sinatra sings it from Coast to Coast, so once more ... "a quarter million Luckies free greet our boys across the sea!" ... Okay, Frank!

SINATRA: Yes, ^{neighbors} ~~friends~~, it's the Number ONE tune on Your Hit Parade ... the song that's your favorite of favorites ... "ALL OR NOTHING AT ALL."

("ALL OR NOTHING AT ALL" SINATRA)

(MUSIC SWEELS 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 men of the Ordnance Training Center at Camp Santa Anita, Arcadia, California. And remember, next Friday night, Your All-Time Hit Parade from Carnegie Hall, with Mark Warnow and his entire Carnegie Hall Orchestra. 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 Bea Wain, Lyn Murray's Hit Paraders and Mark Warnow.

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

ORCHESTRA: (HIT PARADE THEME)

(FADE FOR)

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas ... You know what a job they're doing on the fighting front ... do your job on the home front ... back the attack ... Buy those War Bonds.

ORCHESTRA: (HIT PARADE THEME - UP AND FINISH)

(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 -- Yes, Lucky Strike -- means fine tobacco!

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

TICKER: (2 & 3, 2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

DELMAR: THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC NEW YORK