

100-100000-100000

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CORPORATION REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: OCTOBER 2, 1943 #437 REPEAT: 12-12:45 AM EWT

"YOUR HIT PARADE" *As Broadcast*

ROUTINE

- | | |
|--------------------------------------|--------------|
| 1. ALL OR NOTHING AT ALL (6) | SINATRA |
| 2. CLAP YOUR HANDS | ORCHESTRA |
| 3. IN MY ARMS (8) | HIT PARADERS |
| 4. PUT YOUR ARMS AROUND ME HONEY (4) | BEA WAIN |

COMMERCIAL

- | | |
|--------------------------|------------------|
| 5. THAT'S A PLENTY | ORCHESTRA |
| 6. PAPER DOLL (7) | SINATRA |
| 7. YOU'LL NEVER KNOW (5) | BEA WAIN & GROUP |
| 8. ANYTHING GOES | ORCHESTRA |

STATION BREAK

- | | |
|---------------------------------|--------------------------|
| 9. PISTOL PACKIN' MAMA (9) | SINATRA |
| 10. THIS IS THE ARMY, MR. JONES | ORCHESTRA & HIT PARADERS |

COMMERCIAL

- | | |
|---------------------------------------|--------------|
| 11. I HEARD YOU CRIED LAST NIGHT (3) | BEA WAIN |
| 12. PEOPLE WILL SAY WE'RE IN LOVE (2) | HIT PARADERS |
| 13. SUNDAY, MONDAY, OR ALWAYS (1) | SINATRA |

WABC

THE AMERICAN TOBACCO COMPANY

10-2-43

"YOUR HIT PARADE" - #437

9:00-9:45 PM EWT

OCTOBER 2, 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 ... 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!

("ALL OR NOTHING AT ALL" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade leads off with the song that's SIXTH in the Nation's favor this week, and the first "quarter million Luckies free greet our boys across the sea" because it's Frank Sinatra singing the week's Sixth place winner ... "ALL OR NOTHING AT ALL."

(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!

("CLAP YOUR HANDS" 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 ... get set to "CLAP YOUR HANDS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the tune that's in EIGHTH place from Maine to California. The Hit Paradars are in with America's choice for Number Eight . . . "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FOUR! . . . and it's Bea Wain singing the song that Your Hit Parade Survey finds just Four places away from top ranking . . . "PUT YOUR ARMS AROUND ME, HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

Commercial - "George Rogers Clark, soldier, explorer, planter"

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: This is the story of a soldier, explorer, and planter...the story of a man who knew the clamor of the battlefield, the untamed beauty of the northern wilderness, and the generous bounty of the good earth. In the year 1768, at the age of sixteen, working on his father's plantation in Caroline County, Virginia, he was already a planter in his own right, plowing and seeding his own farmlands, harvesting and marketing his own crops. But there was a restlessness in the boy, a spirit of adventure in the young man, that carried him beyond the familiar farmlands into the vast uncharted wilderness of America. He was a man of giant vigor, six feet two in his stockinged feet, yet light as a mountain panther, sharp-eyed as an eagle, as skilled in the art of woodcraft as the Shawnees and the Cherokees with whom he matched wits. He knew the brawling rivers, the dark forest, the craggy hills as one knows the language of his native land. His name was George Rogers Clark.

(MORE)

Commercial - "George Rogers Clark, soldier, explorer, planter." (CONTD)

DELMAR: As a lieutenant-colonel of the Western Militia, he and his small band of "irregulars" fought in the dead of winter, pushing across treacherous waters and snow-packed plains, thrusting up the Ohio River and overland to the Wabash, winning brilliant victories at Kaskaskia... Vincennes... Cahokia. And to him, when peace came, fell the task of exploring these vast northwest lands he had won. Thus, before he was 30 years old, this remarkable farmboy had already made history, and won for himself the title of Founder of Kentucky, Conqueror of the Northwest. But always, after the long danger, after the pioneering hardships, always he thought of the good earth of his own farmlands waiting for his return. And return he did, cultivating the land as his friends James Madison and George Mason were cultivating their lands. And here on his plantation that great American patriot and explorer, George Rogers Clark, harvested many crops of mild, mellow tobacco, and so his story becomes part of the true tradition, the history of fine tobacco.

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)

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

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: LS - MFT

LS - MFT

("THAT'S A PLENTY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the
Lucky Strike Orchestra ... the ever-rhythmic
all-timer ... "THAT'S A PLENTY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PAPER DOLL" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Lucky SEVEN ... and Frank Sinatra to sing it
Coast to Coast, so tonight's second "quarter million
Luckies free greet our boys across the sea!" -- Here's
Frank singing the song that's Seventh this week ...
"PAPER DOLL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("ANYTHING GOES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the
Lucky Strike orchestra ... a ragtime rhythm from
the golden days of jazz that's still setting the
beat for America's feet ... just like the all-time
all-timers you hear every Friday night on Your
All-Time Hit Parade ... "ANYTHING GOES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'LL NEVER KNOW" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's your Fifth place winner ... Bea Wain sings
the song Your Hit Parade Survey finds at Number
FIVE ... "YOU'LL NEVER KNOW."

(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)

("PISTOL PACKIN' MAMA SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with a new-comer starting out in Ninth place tonight ... Frank Sinatra's going to sing it, so still another "quarter million Luckies free greet our boys across the sea" ... Here's Frank with the new Number NINE tune ... "PISTOL PACKIN' MAMA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THIS IS THE ARMY, MR. JONES" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a very special Lucky Strike extra ... a favorite of our fighting men! Mark Warnow's Lucky Strike Orchestra and the Hit Paraders bring you the great song that our army has made its very own ...

"THIS IS THE ARMY, MR. JONES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT ENDING BETWEEN 41 & 46 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 Bea Wain leading off with
the song America likes Third best of all, all over
the country ... "I HEARD YOU CRIED LAST NIGHT."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... The Hit Paraders sing the song
 that's just one place away from the very top
 of Your Hit Parade list ... "PEOPLE WILL SAY
 WE'RE IN LOVE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: Here's a message that folks all over the country are beginning to tap out for themselves...

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 it's Frank Sinatra singing
it Coast to Coast ... so once more ... "a quarter
million Luckies free greet our boys across the sea!"
Okay, Frank!

SINATRA: Yes, friends, it's the favorite of favorites ...
This week's Number One Hit Parade tune ...
"SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

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

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the men of the Navy, at Roosevelt Base, Terminal Island San Pedro, California. And remember, next Friday night, Your All-Time Hit Parade 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. 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 • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: OCTOBER 9, 1943 - #438 REPEAT: 12 - 12:45 AM EWT

"YOUR HIT PARADE" *As Broadcast*
ROUTINE

- | | |
|---------------------------------------|--------------|
| 1. PAPER DOLL (4) | SINATRA |
| 2. EVERYTHING I'VE GOT BELONGS TO YOU | ORCHESTRA |
| 3. IN MY ARMS (9) | HIT PARADERS |
| 4. PUT YOUR ARMS AROUND ME HONEY (6) | BEA WAIN |

COMMERCIAL

- | | |
|----------------------------|-----------------------------|
| 5. TICO TICO | ORCHESTRA |
| 6. PISTOL PACKIN' MAMA (5) | SINATRA |
| 7. YOU'LL NEVER KNOW (7) | BEA WAIN |
| 8. YOU'RE A GRAND OLD FLAG | ORCHESTRA &
HIT PARADERS |

(STATION BREAK)

- | | |
|---------------------------|-----------|
| 9. IF YOU PLEASE (8) | SINATRA |
| 10. SOMEBODY STOLE MY GAL | ORCHESTRA |

COMMERCIAL

- | | |
|---------------------------------------|--------------|
| 11. I HEARD YOU CRIED LAST NIGHT (3) | HIT PARADERS |
| 12. PEOPLE WILL SAY WE'RE IN LOVE (2) | BEA WAIN |
| 13. SUNDAY, MONDAY OR ALWAYS (1) | SINATRA |

WABC

THE AMERICAN TOBACCO COMPANY

10-9-43

"YOUR HIT PARADE" - #438

9:00-9:45 PM EWT

OCTOBER 9, 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

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!

("PAPER DOLL" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade leads off with the song that's FOURTH on America's list this week, and the first "quarter million Luckies free greet our boys across the sea" because Frank Sinatra sings the nation's Fourth place favorite ...

"PAPER DOLL."

(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 Frank Sinatra!

("EVERYTHING I'VE GOT BELONGS TO YOU " 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 the rhythmic treat ... "EVERYTHING I'VE GOT BELONGS TO YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN MY ARMS" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the tune that rates NINTH place all over the country. The Hit Paradars are in with the song that's number Nine this week . . . "IN MY ARMS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number SIX! . . . It's lovely Bea Wain with the song that
Your Hit Parade Survey finds America liking Sixth best
of all . . . "PUT YOUR ARMS AROUND ME, HONEY."

(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 ... and this same historic chant goes echoing back through the years of America's history.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: In the year 1817 ... on a balmy day of early Spring ... a carriage left the city of Washington, and rolled on toward the old post roads leading to the foothills of the Blue Ridge Mountains. Within the carriage sat a distinguished gray-haired couple ... a man and his charming wife, two people every American knows from the history books, for their names were James and Dolly Madison. Behind them they were leaving the great, historic years of their residence in the White House ... the years of diplomacy and war, of statesmanship and close friendship with many of the world's greatest men. And yet, as they sat in the carriage rolling up to the summit of a mountain in Southern Virginia, there was a feeling of joy and serenity in their hearts, for at last -- at long last -- they were going home, home to their ancestral Montpelier plantation.

(MORE)

RUYSDAEL: Through the windows of the carriage they saw again
(CONTD) the familiar beauty of their native Virginia ...
the green woodlands, the bubbling streams, the broad,
sweeping meadows, the cloud-swept hills. And when
the carriage stopped before the gleaming portico of
the Montpelier mansion, James Madison looked out for
a moment over his own fields, his own fertile acres.
Yes, he was home again ... home again upon his own
good earth ... home again to continue in the ways of
his fathers, to take up again the planter's tradition
that went back in the Madison Family for five
generations, back for more than a century and a half
to the first John Madison who in 1657 planted his
acres along the Mattaponi River in Virginia. And so
it was that James Madison, Fourth President of the
United States, became Farmer Madison and, as his
fathers before him, harvested many great crops of
mild, mellow tobacco ... adding a significant chapter
to the true tradition, the history of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

Commercial #1 - (CONTD)

"James Madison Continues a Tradition"

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

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

RUYSDAEL: LS - MFT

LS - MFT

("TICO TICO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Friends, next Tuesday is Columbus Day. So in honor of a day celebrated in all the Americas - both North and South - we dedicate to our South American neighbors a sparkling tune played by Mark Warnow and the orchestra ... "TICO TICO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PISTOL PACKIN' MAMA" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FIVE coming up! ... and Frank Sinatra's 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 Fifth place favorite ... "PISTOL PACKIN' MAMA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'LL NEVER KNOW" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Now for Lucky Number SEVEN ... lovely Bea Wain sings the song Your Hit Parade survey finds in Seventh place from Maine to California ... "YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'RE A GRAND OLD FLAG" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the Lucky Strike orchestra ... a musical tribute to Old Glory that stirs the heart of every American ... that grand all-time ... "YOU'RE A GRAND OLD FLAG."

(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)

RIGGS: (CHANT ENDING BETWEEN 41 & 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

(7a-fac)

("IF YOU PLEASE" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with a new-comer starting out in EIGHTH place tonight ... Frank Sinatra's going to sing it from Coast to Coast so still another "quarter million Luckies free greet our boys across the sea" ... Here's Frank with the Number Eight tune ... "IF YOU PLEASE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SOMEBODY STOLE MY GAL" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the
Lucky Strike orchestra ... a lively tune that has
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 ...
"SOMEBODY STOLE MY GAL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

(PANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week.
 Number THREE! ... and ~~it's~~ ^{*the Hit Parade*} ~~Bea Wain singing~~ the song
 all America puts Third from the top this week all
 over the country ... "I HEARD YOU CRIED LAST NIGHT."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! *in Sea Wain* ...Here ~~are the Hit Paraders~~ with
 the tune that's in Second place on Your Hit
 Parade this week ... "PEOPLE WILL SAY WE'RE
IN LOVE."

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

(MUSIC SWELLS AND FINISHES)

APPLAUSE)

DELMAR: Ladies and gentlemen, a message from the tobacco
country, addressed to you ...

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 it's Frank Sinatra singing it from Coast to Coast ... so once more ... "a quarter million Luckies free greet our boys across the sea!" Okay, Frank!

SINATRA: Yes, friends, it's Your Hit Parade's Number One Tune. This week's favorite of favorites ... "SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" FRANK SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

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

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the Marines at Camp Elliott, 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

FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK · WICKERSHAM 2-6600.

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: OCTOBER 16, 1943 - #439 REPEAT: 12-12:45 AM EWT

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

As Broadcast

ROUTINE

- | | | |
|----|-----------------------------------|--------------|
| 1. | ALL OR NOTHING AT ALL (7) | SINATRA |
| 2. | EVERYBODY STEP | ORCHESTRA |
| 3. | YOU'LL NEVER KNOW (8) | HIT PARADERS |
| 4. | PUT YOUR ARMS AROUND ME HONEY (6) | BEA WAIN |

COMMERCIAL

- | | | |
|----|---|--------------------------|
| 5. | EL RANCHO GRANDE | ORCHESTRA & HIT PARADERS |
| 6. | I HEARD YOU CRIED LAST NIGHT (4) | SINATRA |
| 7. | THEY'RE EITHER TOO YOUNG OR TOO OLD (9) | BEA WAIN |
| 8. | FORTY-SECOND STREET | ORCHESTRA |

STATION BREAK

- | | | |
|-----|-------------------------|--------------------------|
| 9. | PISTOL PACKIN' MAMA (5) | SINATRA |
| 10. | FOR ME AND MY GAL | ORCHESTRA & HIT PARADERS |

COMMERCIAL

- | | | |
|-----|-----------------------------------|--------------|
| 11. | PAPER DOLL (3) | HIT PARADERS |
| 12. | PEOPLE WILL SAY WE'RE IN LOVE (2) | BEA WAIN |
| 13. | SUNDAY, MONDAY OR ALWAYS (1) | SINATRA |

WABC

THE AMERICAN TOBACCO COMPANY

10-16-43

"YOUR HIT PARADE" - #439

9:00-9:45 PM EWT

OCTOBER 16, 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

BOONE: (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!

("ALL OR NOTHING AT ALL" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets going with the week's Lucky SEVEN tune and the first "quarter million Luckies free greet our boys across the sea" because Frank Sinatra sings America's Seventh place winner ... "ALL OR NOTHING AT ALL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Lucky Number Seven 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!

("EVERYBODY STEP" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra bring you a Lucky Strike Extra ... an all-timer that's typical of the great tunes you hear every Friday night on Your All-Time Hit Parade ... the rollicking rhythm of ... "EVERYBODY STEP."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("YOU'LL NEVER KNOW" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the tune that rates EIGHTH place from Maine to California. The Hit Paraders are in with the song that's Number Eight ... "YOU'LL NEVER KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number SIX! . . . and lovely Bea Wain sings the song that Your Hit Parade Survey finds you like Sixth best of all 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: The time is December ... a cold, bleak December in the year 1608. The place is Jamestown, Virginia. For the young men of the colony, this has been a grim and a desperate year. Encouraged by their leader, Captain John Smith, they have tried valiantly to carve a settlement out of the Virginia wilderness. But there has been loneliness here, and homesickness, and great hardship. And now on this December day the stocks of food are almost completely exhausted -- and the men are faced with starvation. Suddenly a man comes running up from the river to announce a stupendous piece of news ...

VOICE: (BREATHLESS) "A ship! A ship! Coming up the river!"

DELMAR: Yes, unexpectedly, a ship under the command of Captain Newport was arriving from England ... a ship that meant food, supplies, rescue. And as the men lined the shore and looked out towards the ship, they could hardly believe their eyes.

(MORE)

DELMAR:
(CONTD)

For there standing at the bow was a lovely young dark-haired girl, accompanied by her guardian. This was Ann Burras... the first unmarried girl to arrive in the colony...and within three months she had made her choice among the many suitors, selecting John Laydon, the serious, handsome carpenter for her husband. The wedding was performed in the little wooden Church by Master Hunt...and standing among the Indian guests at the ceremony was a young princess named Pocahantas, who was later to be married in this same church. And to Ann Burras and her husband, John Laydon, the years were kind. They acquired land, reared the first family born in Virginia, and began to harvest out of their own good earth the first early crops of tobacco. And so the first American family in Virginia, the family of Ann Burras and John Laydon, is part of the true tradition, the history of fine tobacco....

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Ladies and gentlemen, in Lucky Strike you yourself can
(Closing
"B") discover how much the historic tradition of fine tobacco
means to you. For remember - in a cigarette it's the
tobacco that counts, and 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)

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

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: LS - MFT

LS - MFT

("EL RANCHO GRANDE" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Lucky Strike extra by Mark Warnow and the Lucky Strike orchestra; and the Hit Paradars sing the melody that's become an all-American favorite ... "EL RANCHO GRANDE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HEARD YOU CRIED LAST NIGHT" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the week's Number FOUR song ... and Frank Sinatra sings 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 winner ... "I HEARD YOU CRIED LAST NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THEY'RE EITHER TOO YOUNG OR TOO OLD" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: A new-comer breaks into the Number NINE spot on Your Hit Parade tonight . . . Bea Wain sings your new Ninth place favorite . . . "THEY'RE EITHER TOO YOUNG OR TOO OLD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FORTY-SECOND STREET") ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Lucky Strike extra by Mark Warnow and the
Lucky Strike orchestra ... an ever-popular hit
tune that has 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 ...
"FORTY-SECOND STREET."

(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)

("PISTOL PACKIN' MAMA" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number FIVE!
... Frank Sinatra's going to sing it from
Coast to Coast so still another "quarter million
Luckies free greet our boys across the sea" ...
Here's Frank with your Fifth place favorite ...
"PISTOL PACKIN' MAMA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR ME AND MY GAL" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Lucky Strike extra by Mark Warnow, the Lucky
Strike Orchestra, and the Hit Paraders ... that
happy, hopeful song of love ... "FOR ME AND MY GAL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT ENDING BETWEEN 41 & 46 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, 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 the Hit Paraders sing the
song the nation puts Third from the top of the list ...
"PAPER DOLL."

("PAPER DOLL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PANFARE NUMBER TWO)

DELMAR: Number TWO! ... It's lovely Bea Wain with the tune
that rates Second place honors on Your Hit Parade
this week ... "PEOPLE WILL SAY WE'RE IN LOVE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: Ladies and gentlemen, try tapping out this message.

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

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

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

SINATRA: Yes, friends, it's the tune that marches at the head of Your Hit Parade! This week's Number ONE winner ... "SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

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

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the men ^{at} the Army ~~at~~ Fort Ord, 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. 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

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9-9:45 PM EWT
DATE: OCTOBER 23, 1943 - #440 REPEAT: 12 - 12:45 AM EWT

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

As Broadcast

ROUTINE

- | | |
|--------------------------------------|----------------|
| 1. IF YOU PLEASE (6) | FRANK SINATRA |
| 2. SOMEBODY LOVES ME | ORCHESTRA ✓ |
| 3. I HEARD YOU CRIED LAST NIGHT (5) | BEA WAIN |
| 4. PUT YOUR ARMS AROUND ME HONEY (9) | HIT PARADERS ✓ |

COMMERCIAL

- | | |
|--|----------------------------|
| 5. RISE AND SHINE | ORCHESTRA |
| 6. ALL OR NOTHING AT ALL (8) | FRANK SINATRA |
| 7. THEY'RE EITHER TOO YOUNG OR TOO OLD (7) | BEA WAIN |
| 8. PRAISE THE LORD AND PASS THE AMMUNITION | ORCHESTRA & HIT PARADERS ✓ |

STATION BREAK

- | | |
|----------------------------|---------------|
| 9. PISTOL PACKIN' MAMA (4) | FRANK SINATRA |
| 10. LOUISIANA HAYRIDE | ORCHESTRA ✓ |

COMMERCIAL

- | | |
|---------------------------------------|---------------|
| 11. PAPER DOLL (3) | HIT PARADERS |
| 12. PEOPLE WILL SAY WE'RE IN LOVE (2) | BEA WAIN |
| 13. SUNDAY, MONDAY, OR ALWAYS (1) | FRANK SINATRA |

WABC

THE AMERICAN TOBACCO COMPANY

10-23-43

"YOUR HIT PARADE" - #440

9:00-9:45 PM EWT

OCTOBER 23, 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

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!

("IF YOU PLEASE" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets under way with a tune that returns to America's list of favorites at Number SIX, and the first "quarter million Luckies free greet our boys across the sea" because Frank Sinatra sings the Nation's Sixth place winner ... "IF YOU PLEASE."

(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!

("SOMEBODY LOVES ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra bring you a Lucky Strike Extra ... an all-timer that's typical of the great tunes you hear every Friday night on Your All-Time Hit Parade ... "SOMEBODY LOVES ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the tune Your Hit Parade Survey finds rating a big Number FIVE from Maine to California ... and here's Bea Wain singing your Fifth place favorite ... "I HEARD YOU CRIED LAST NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number NINE . . . and the Hit Paraders bring you the song
that's Ninth everywhere in America . . . "PUT YOUR ARMS
AROUND ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN)

BELMAR: ^B 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 was a perfect day ... warm and sunny. It was June and the year was 1806. On that day, in a small frontier town in Washington County, Kentucky, a wedding took place. The groom was a tall, broad-shouldered young man who practiced the carpenter's trade, and his name was Tom. The bride was grey-eyed, slender, dark-haired -- and her name was Nancy. It was a typical Kentucky wedding, with much merriment and gayety, with songs and square-dancing, and with a great feast of venison, wild turkey, bear meat, mince pies, maple sugar, peach honey and strong coffee. Two years later Tom and Nancy moved to the Big South Fork Country of Nolins Creek, to a small cabin on a small plot of their own land. In this famous dirt-floored, one-windowed cabin, on the night of February 12, 1809, a son -- their first son -- was born, and they named him Abraham. Here, and later on their Knob Creek Farm, the little boy grew up and lived the life of a Kentucky farm boy. He carried the water, filled the wood box, cut timbers, hoed the weeds... he swam in the creek, hunted in the neighboring woods, fished in the Kentucky streams.

Commercial - "Abraham Lincoln, Farmboy" (CONTD)

RUYSDAEL: And after the long day, he would stretch out before the
(CONTD)
timbered fireplace with a school book and dream the great
dreams of childhood ... dreams that one day would be
fulfilled in rich measure, dreams that would carry him to
the highest office in the land and mark him for the pages
of history as the 16th President of the United States. For
this farmboy, stretched out before the fire, was Abraham
Lincoln. These were the days he would always remember,
these early days in the rough frontier country. For it was
then he set out the seedling tobacco plants on his father's
land and cut the fragrant harvests....and in these days of
his youth, when living as a farmboy, Abraham Lincoln added
his own story to the tradition, the romance of fine
tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR: Ladies and gentlemen, in selecting your own cigarette,
(Closing "F") remember this good time-honored rule of smoking enjoyment:
In a cigarette it's the tobacco that counts ... the better
the tobacco, the better the 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. B

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

("RISE AND SHINE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Mark Warnow and the Lucky Strike Orchestra with an
extra ... the rousing rhythm of ... "RISE AND SHINE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("ALL OR NOTHING AT ALL" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the week's Number EIGHT song ... and time for Frank Sinatra 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 Eighth place tune ... "ALL OR NOTHING AT ALL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THEY'RE EITHER TOO YOUNG OR TOO OLD" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the Lucky Number SEVEN song ... and lovely Bea
Wain to sing it ... in Seventh position this week ...
- "THEY'RE EITHER TOO YOUNG OR TOO OLD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PRAISE THE LORD AND PASS THE AMMUNITION" . . ORCHESTRA AND HIT
PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra joined by
the Hit Paraders, bring you that great swing spiritual
with the patriotic punch . . . "PRAISE THE LORD AND PASS
THE AMMUNITION."

(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)

("PISTOL PACKIN' MAMA" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number FOUR! ... Frank Sinatra's going to sing it from Coast to Coast so still another "quarter million Luckies free greet our boys across the sea" ... Here's Frank with the Fourth place winner ... "PISTOL PACKIN' MAMA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LOUISIANA HAYRIDE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Lucky Strike extra by Mark Warnow and the Lucky Strike orchestra ... a musical treat that has 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 ... "LOUISIANA HAYRIDE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT ENDING BETWEEN 41 & 45 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 the Hit Paraders sing the
song all America rates in Third place ... "PAPER DOLL."

("PAPER DOLL" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO: ... It's lovely Bea Wain with the tune
the nation puts just one step away from first honors
on Your Hit Parade ... in Second place ... "PEOPLE WILL
SAY WE'RE IN LOVE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: Here's a story told with just five letters.

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

BOONE: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

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

SINATRA: Yes, friends, it's the song that you like best of them all -- This week's Number ONE winner ... "SUNDAY, MONDAY OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" FRANK SINATRA)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

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

DELMAR: Yes, friends, that's all for now. But next Saturday night we'll be back with Your Hit Parade. Wednesday night be sure to listen to Kay Kysert's College of Musical Knowledge, when Lucky Strike entertains the men of the Navy at a West Coast Destroyer Base. 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 until "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

FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: CBS
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00-9:45 PM EWT
DATE: OCTOBER 30, 1943 -#441 REPEAT: 12:00-12:45 AM EWT

"YOUR HIT PARADE" *As Broadcast*

ROUTINE

- | | |
|--------------------------------------|---------------|
| 1. PAPER DOLL (4) | FRANK SINATRA |
| 2. GOODY GOODY | ORCHESTRA |
| 3. FOR THE FIRST TIME (9) | HIT PARADERS |
| 4. PUT YOUR ARMS AROUND ME HONEY (6) | BEA WAIN |

COMMERCIAL

- | | |
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| 5. THE CARIOCA | ORCHESTRA |
| 6. I HEARD YOU CRIED LAST NIGHT (8) | FRANK SINATRA |
| 7. THEY'RE EITHER TOO YOUNG OR TOO OLD (7) | BEA WAIN |
| 8. JINGLE JANGLE JINGLE | ORCHESTRA &
HIT PARADERS |

STATION BREAK

- | | |
|------------------------|---------------|
| 9. IF YOU PLEASE (5) | FRANK SINATRA |
| 10. STRIKE UP THE BAND | ORCHESTRA |

COMMERCIAL

- | | |
|---------------------------------------|-----------------------------|
| 11. SUNDAY, MONDAY OR ALWAYS (3) | BEA WAIN |
| 12. PISTOL PACKIN' MAMA (2) | ORCHESTRA &
HIT PARADERS |
| 13. PEOPLE WILL SAY WE'RE IN LOVE (1) | FRANK SINATRA |

WABC

THE AMERICAN TOBACCO COMPANY

10-30-43

"YOUR HIT PARADE" - #441

9:00-9:45 PM EWT

OCTOBER 30, 1943

SATURDAY

RUYSDAEL: With men who know tobacco best, it's Luckies two to one!

BOONE: (CHANT - SOLD AMERICAN)

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 ... starring ...
Frank Sinatra!

(APPLAUSE)

DELMAR: For ~~the~~ ^{each (not show)} song that's Number ONE on Your Hit Parade every week ... for the song that's the nation's favorite of favorites ... ONE million Lucky Strike cigarettes are sent free to the boys of our Armed Services abroad ... Yes, friends ... Number ONE on Your Hit Parade means ONE million Luckies free greet our boys across the sea ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

("PAPER DOLL" SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Frank Sinatra starts Your Hit Parade with the tune that's just Four places from the very top ... Frank sings your choice for Number FOUR ... "PAPER DOLL."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number FOUR song all over 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!

("GOODY GOODY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra bring you a Lucky Strike Extra ... an all-timer that's typical of the great tunes you hear every Friday night on Your All-Time Hit Parade ... "GOODY GOODY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR THE FIRST TIME" HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: A new tune starts out tonight at Number NINE . . . and
it's the Hit Paradars in to sing the new Ninth place
winner . . . "FOR THE FIRST TIME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade Survey shows us this tune is Number SIX from the Atlantic to the Pacific . . . and Bea Wain sings the Sixth place favorite . . . "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 -- No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: On a winter's evening in the year 1797, a little boy -- five years old -- sat before the fire and listened with rapt attention to an extraordinary conversation. There were three men present in the beautiful mahogany-panelled room. One was the boy's father, the Honorable Judge Tyler. One was a man who spoke with great vigor and eloquence -- he was Governor of Virginia and his name was Patrick Henry. The third man ... tall, sandy-haired, slightly-stooped ... had just become Vice-President of the United States, and he was Mr. Thomas Jefferson. They spoke, these three men, of many things ... of law and constitutional government, of philosophy and world affairs, of agriculture and the fertile acres of their own plantations. And the little boy, sitting on the rug before his father's chair, felt something of the dignity of these men, of the rich culture that was theirs, of the simple, abiding love they felt for the good earth of Virginia.

(MORE)

DELMAR: Listening quietly to these men, he must have wished that
(CONTD) he, too, one day would grow up to their stature and follow in the path of their achievements. And for him this wish was to come true in rich measure... for this little boy -- this little boy named John Tyler -- would grow up to become Chancellor of William and Mary College, Governor of Virginia, Tenth President of the United States. And from his father John Tyler would inherit the beautiful Greenway plantation and continue the planter tradition of his family, harvesting many great crops of mild, mellow Virginia tobacco ... thus adding his own life story to the tradition, the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

RUYSDAEL: Today America's historic tradition of fine tobacco is
("G")
carried on by Lucky Strike. Indeed, sworn records show
that among independent tobacco experts - auctioneers,
buyers and warehousemen - with men who know tobacco best,
it's Luckies 2 to 1. So, 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)

DELMAR: Yes, Lucky Strike means fine tobacco...

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: LS - MFT

LS - MFT

("THE CARIOCA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike orchestra bring you
a Lucky Strike extra ... the dancing beat of
"THE CARIOCA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I HEARD YOU CRIED LAST NIGHT" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the week's Number EIGHT song coming up ... and Frank Sinatra sings it for you ... Here's Frank with your Eighth place winner ... "I HEARD YOU CRIED LAST NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THEY'RE EITHER TOO YOUNG OR TOO OLD" BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the Lucky SEVEN winner . . . and Bea Wain is going to sing the song that's a solid Seven on Your Hit Parade . . . "THEY'RE EITHER TOO YOUNG OR TOO OLD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("JINGLE JANGLE JINGLE" ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow, the Lucky Strike Orchestra and the Hit
Paraders bring you one of the great tunes that has
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 ... "JINGLE JANGLE
JINGLE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THIS IS MY LUCKY DAY")

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade ~~with the top songs of the week~~
presented by Lucky Strike
starring Frank Sinatra . . . will continue in just a
moment over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("IF YOU PLEASE" FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number FIVE! . . . and
to sing the song that's Fifth in your favor --
Frank Sinatra . . . Frank sings . . . "IF YOU PLEASE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("STRIKE UP THE BAND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Another Lucky Strike extra by Mark Warnow and the orchestra ... the marching music of ... "STRIKE UP THE BAND."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

AUCT

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

DELMAR: Let that historic chant remind you that in a cigarette
it's the tobacco that counts. And Lucky Strike means fine
tobacco -- Yes, Lucky Strike means fine tobacco ...
Ladies and gentlemen, sworn records show that among
independent tobacco experts -- auctioneers, buyers and
warehousemen - with men who know tobacco best, it's
Luckies two to one! So smoke the smoke tobacco experts
smoke - Lucky Strike!

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 lovely Bea Wain singing
the nation's Third place favorite ... "SUNDAY, MONDAY
OR ALWAYS."

("SUNDAY, MONDAY OR ALWAYS" BEA WAIN)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and the Hit Paraders swing out with the song that's just one step away from the head of the Parade ... *Here it is = No. 2 from Meie to California* ~~"PISTOL PACKIN' MAMA"~~

("PISTOL PACKIN" MAMA" HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: Here's something that folks all over the country are
beginning to tap out for themselves.

RIGGS: (CHANT - SOLD AMERICAN)

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 for the song that's "tops" all over America this week ... for the song the nation likes best of all ... ONE million Lucky Strike cigarettes are sent free to the boys of our armed services abroad ... Yes, friends, here's the Number One tune! And another million Luckies free greet our boys across the sea! Here we go with Frank Sinatra singing Number ONE ... "PEOPLE WILL SAY WE'RE IN LOVE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

ORCHESTRA: (SO LONG FOR A WHILE ... UP AND DOWN UNDER)

SINATRA: Friends, next Saturday we'll be back with Your Hit Parade. Wednesday night, be sure to listen to ^{your} ~~the~~ old Professor, Kay Kyser, when Lucky Strike entertains the men of the Army Air Forces at Yuma, Arizona. And remember, next Friday night, "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade. So, until next week at this same time when Lucky Strike, my cigarette, brings me back again with Mark Warnow, Bea Wain, ~~and~~ the Hit Paraders ^{of Ken Delmar} - this is Frank Sinatra saying ...

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.