

HABO  
CONTINITY

LUCKY STRIKE

YOUR HIT  
PARADE

DEC. - DEC.  
1943

0798515-003

COPIES  
REPRODUCED

# 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 &<br>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 <sup>*the Hit Parade says*</sup> ~~it's~~ ~~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 <sup>at</sup> 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.

PRODUCT: LUCKY STRIKE

DATE: OCTOBER 23, 1943 - #440

REVISION:

APPROVAL: FINAL

NETWORK: CBS

B'CAST: 9-9:45 PM EWT

REPEAT: 12 - 12:45 AM EWT

"YOUR HIT PARADE"

*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: <sup>B</sup> 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

- |  |                             |
|--|-----------------------------|
| 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 &<br>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 &<br>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~~ <sup>each (not show)</sup> 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 <sup>your</sup> ~~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 <sup>of Ken Delmar</sup> - 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.

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)

NOVEMBER

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 17 - WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO REVISION: \_\_\_\_\_ NETWORK: GBS  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00-9:45 PM EWT  
DATE: NOVEMBER 6, 1943 #442 REPEAT: 12:00-12:45 AM EWT

## "YOUR HIT PARADE"

*As Broadcast*

### ROUTINE

1. I HEARD YOU CRIED LAST NIGHT (7) FRANK SINATRA
2. I GOT PLENTY OF NOTHIN' ORCHESTRA
3. FOR THE FIRST TIME (6) HIT PARADERS
4. PUT YOUR ARMS AROUND ME HONEY (6) BEA WAIN

### COMMERCIAL

5. SAY SI SI ORCHESTRA
6. IF YOU PLEASE (9) FRANK SINATRA
7. THEY'RE EITHER TOO YOUNG OR TOO OLD (5) BEA WAIN
8. THE MARINE HYMN ORCHESTRA &  
HIT PARADERS

### STATION BREAK

9. SUNDAY, MONDAY, OR ALWAYS (4) FRANK SINATRA
10. KEEP YOUR SUNNY SIDE UP ORCHESTRA

### COMMERCIAL

11. PISTOL PACKIN' MAMA (3) HIT PARADERS
12. PEOPLE WILL SAY WE'RE IN LOVE (2) BEA WAIN
13. PAPER DOLL (1) FRANK SINATRA

WABC

THE AMERICAN TOBACCO COMPANY

11-6-43

"YOUR HIT PARADE" - #442

9:00-9:45 PM EWT

NOVEMBER 6, 1943

SATURDAY

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the smoke tobacco experts smoke - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(OPENING THEME . . . . . 20 SECONDS)



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

(APPLAUSE)

DELMAR: For the 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 ... with the Number ONE song on Your Hit Parade "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

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

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Frank Sinatra leading off Your Hit Parade with the tune that rates Lucky SEVEN this week ... Frank sings the Seventh place favorite ... "I HEARD YOU CRIED LAST NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Seven 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!

("I GOT PLENTY OF NOTHIN'" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with 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 ... "I GOT PLENTY OF NOTHIN'".

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR THE FIRST TIME" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the tune that's just Eight places from the top  
tonight ... and the Hit Paraders sing the song that  
Your Hit Parade Survey finds at Number EIGHT ...

"FOR THE FIRST TIME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: All over America, from the Atlantic to the Pacific,  
this tune is a solid Sixth place winner ... Lovely  
Bea Wain sings your choice for Number SIX ...

"PUT YOUR ARMS AROUND ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: 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.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Go back in imagination to a day of battle long ago ... to a day thunderous with cannon fire on the plains of Yorktown, Virginia. It is the morning of October 14, 1781, and the yellow sun tries feebly to break through the fog hanging over the battlefield. You are lying in a slit trench together with the soldiers of an infantry battalion of the Continental Army. Your trench is only 300 yards from the earthwork fortifications of the enemy. And now, at a word from your commanding officer -- the gallant 24-year-old Lieutenant-Colonel Alexander Hamilton -- you climb out of the trench and move forward with your comrades across the plain. Slowly, hugging the earth, you come closer, closer, until you lie directly under the enemy stronghold. And here, suddenly, Colonel Hamilton climbs upon the stooping back of a soldier, springs up to the parapet above, catches hold, and charges over into the enemy.

(MORE)

RUYSDAEL: The battalion surges up behind him ... there is a fierce hand-to-hand struggle ... and finally the enemy yields. The redoubt has been taken. It is the beginning of the end, for three days later Cornwallis will surrender to the combined forces of General Washington and the Marquis de Lafayette. But this day a hero has been made, this day Alexander Hamilton has distinguished himself gloriously as a soldier. And tonight his valiant action will be toasted and praised around the table at Headquarters. Tonight young Alexander Hamilton will meet some of the great men of Yorktown ... the planter-patriots like Augustine Moore and Thomas Nelson, men who love the good earth of their native Virginia, and who are fighting to preserve their lands in freedom and in peace. And speaking with these men, hearing their talk of the earth and its bountiful tobacco harvest, Alexander Hamilton will come to know something of the plantation spirit of Virginia...something of the tradition -- the romance of fine tobacco ...

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

YOUR HIT PARADE

-8-

11-6-43

Commercial #1 - "Alexander Hamilton, Hero at Yorktown." (CONTD)

DELMAR: Today ... in this same historic Southland, rich in  
(Closing  
"C") tradition ... Lucky Strike consistently buys fine  
tobacco, the riper, the naturally mellow tobacco.  
Remember that 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)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that  
with men who know tobacco best, it's Luckies 2 to 1.

("SAY SI SI" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike orchestra bring you  
a Lucky Strike extra ... the rhumba rhythm of  
"SAY SI SI."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("IF YOU PLEASE" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time now for Number NINE ... and Frank Sinatra sings  
the song that the nation likes Ninth best of all ...  
"IF YOU PLEASE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: All through the country, wherever a song is sung, this  
tune rates a big Number FIVE . . . Bea Wain brings you  
the tune that's Fifth . . . "THEY'RE EITHER TOO YOUNG OR  
TOO OLD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THE MARINE HYMN" . . . . . ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Mark Warnow, the Lucky Strike Orchestra and the Hit  
Paraders with an extra ... a very special extra, the  
great marching song of the United States Marines. Here's  
the song that through all the years grows with the  
beat of America's heart ... "THE MARINE HYMN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THIS IS MY LUCKY DAY" . . . . . )

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented  
by Lucky Strike ... will continue in just a moment  
over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("SUNDAY, MONDAY, OR ALWAYS" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number FOUR ... and to sing the song that's Fourth in your favor -- Frank Sinatra ... Frank sings ... "SUNDAY, MONDAY, OR ALWAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("KEEP YOUR SUNNY SIDE UP" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra 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 ... "KEEP YOUR SUNNY SIDE UP."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

DELMAR: Ladies and gentlemen, here are facts well worth acting on  
next time you buy cigarettes ...

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Remember: In a cigarette it's the tobacco that counts.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Remember: Sworn records show that with independent tobacco  
experts -- with men who know tobacco best -- it's Luckies  
2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Remember: -- and act upon this clear-cut fact -- Lucky  
Strike means fine tobacco - yes, Lucky Strike means fine  
tobacco.

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

RUYSDAEL: LS - MFT

LS - MFT

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

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week!  
Number THREE ... and it's the Hit Paraders giving  
out with the nation's Third place favorite .. it's  
that "PISTOL PACKIN' MAMA."

("PISTOL PACKIN' MAMA" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and lovely Bea Wain sings the song that's  
just one step away from top honors ... "PEOPLE WILL SAY  
WE'RE IN LOVE."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: 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)

(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 ...

"PAPER DOLL."

("PAPER DOLL" . . . . . 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 old Professor, Kay Kyser, when Lucky Strike entertains the men of the U. S. Marine Corps at Camp Pendleton, California. 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 - 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.

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. So, smoke the smoke tobacco experts smoke - Lucky Strike.

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 11

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: CBS  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00- 9:45 PM EWL  
DATE: NOVEMBER 13, 1943 - #443 REPEAT: 12:00-12:45 AM EWL

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

### ROUTINE

- |                                       |               |
|---------------------------------------|---------------|
| 1. SUNDAY, MONDAY OR ALWAYS (5)       | FRANK SINATRA |
| 2. CHICAGO                            | ORCHESTRA     |
| 3. I HEARD YOU CRIED LAST NIGHT (8)   | BEA WAIN      |
| 4. PUT YOUR ARMS AROUND ME, HONEY (4) | HIT PARADERS  |

### COMMERCIAL

- |   |                          |
|---|--------------------------|
| 5. I <del>VE</del> GOT RHYTHM                 | ORCHESTRA                |
| 6. MY HEART TELLS ME (7)                      | FRANK SINATRA            |
| 7. THEY'RE EITHER TOO YOUNG<br>OR TOO OLD (6) | BEA WAIN                 |
| 8. I'VE GOT RINGS ON MY FINGERS               | ORCHESTRA & HIT PARADERS |

### STATION BREAK

- |                                      |               |
|--------------------------------------|---------------|
| 9. HOW SWEET YOU ARE (9)             | FRANK SINATRA |
| 10. THE BEST THINGS IN LIFE ARE FREE | ORCHESTRA     |

### COMMERCIAL

- |                                       |               |
|---------------------------------------|---------------|
| 11. PISTOL PACKIN' MAMA (3)           | HIT PARADERS  |
| 12. PEOPLE WILL SAY WE'RE IN LOVE (2) | BEA WAIN      |
| 13. PAPER DOLL (1)                    | FRANK SINATRA |

WABC

THE AMERICAN TOBACCO COMPANY

11-13-43

"YOUR HIT PARADE" - #443

9:00-9:45 PM EWT

NOVEMBER 13, 1943

SATURDAY

RUYSDAEL: With men who know tobacco best, it's Luckies  
2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

BOONE: (CHANT - SOLD AMERICAN)

(OPENING THEME . . . . . 20 SECONDS)

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

(APPLAUSE)

DELMAR: For the 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 ... with the Number ONE song on Your Hit Parade "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

("SUNDAY, MONDAY OR ALWAYS" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Frank Sinatra starts Your Hit Parade with the tune that's Number FIVE all over America ... Frank sings the Fifth place winner ... "SUNDAY, MONDAY OR ALWAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



DELMAR: And that was the Number Five 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!

("CHICAGO" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with 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 ... "CHICAGO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the tune that rates Number EIGHT from  
Maine to California ... Bea Wain sings the song  
Your Hit Parade Survey finds in Eighth place this  
week ... "I HEARD YOU CRIED LAST NIGHT."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the song that the Nation likes Fourth best  
of them all . . . the Hit Paraders sing America's  
Number FOUR song . . . "PUT YOUR ARMS AROUND ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

Commercial #1 (Three Farmers, Three Presidents)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: 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)

SHARBUTT: They were farmers...they were friends...they were the first three Presidents of the United States. Go back in imagination to the year 1789, to a house in Philadelphia... where the three men met and dined together. The night is touched with frost and an autumn wind pounds upon the shutters, for this is late October, the season of harvests. Within the dining room the atmosphere is warm and friendly -- tall candles glow in the crystal chandelier, - and around the mahogany table you can see the President, George Washington...the Vice-President, John Adams...and the Secretary of State, Thomas Jefferson. Their dinner is at an end...the china has been cleared away...and for a moment the three men sit together silently, reflectively. They have been talking of the years behind them...the bitter years of war...and the early days of the Young Republic they helped to build...and of the future which lies ahead - the future of a young and vigorous America.

(MORE)

SHARBUTT: In a moment they will be joined by the elder statesman -  
(CONTD) Mr. Benjamin Franklin, and by the distinguished diplomat  
to England - Mr. John Jay. Now, as they wait for their  
guests, John Adams speaks of his native Massachusetts, of  
his farmlands in Braintree, painting a vivid picture of  
the New England landscape, the green hills, the red barns,  
the quiet fields. Thomas Jefferson describes his own  
plantation at Monticello. Then - George Washington -  
speaking with pride of his own great harvests at Mount  
Vernon - opens a leather pouch delivered to him by courier  
that very day and presents for the examination of his two  
friends some of the fine, mellow tobacco recently cut from  
his own fields. And so, on a night in 1789, John Adams,  
speaking with Thomas Jefferson and George Washington,  
came to know something of the tradition - the romance of  
fine tobacco --

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

Commercial #1 - (Three Farmers, Three Presidents) (CONTD)

DELMAR: In Lucky Strike you yourself can discover how much the tradition of fine tobacco means. For 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)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco ... no wonder that with men who know tobacco best, it's LUCKIES 2 to 1.

("I'VE GOT RHYTHM" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with  
a Lucky Strike extra ... the dancing beat of ...  
"I'VE GOT RHYTHM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MY HEART TELLS ME" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Hit Parade newcomer that starts off as the  
Lucky SEVEN song ... Frank Sinatra sings the new tune  
that's a solid Seven all over the country ... "MY HEART  
TELLS ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



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

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the tune Your Hit Parade Survey finds in Sixth  
Place ... Bea Wain brings you the Nation's Number SIX  
tune ... "THEY'RE EITHER TOO YOUNG OR TOO OLD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("I'VE GOT RINGS ON MY FINGERS" . . . . . ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow, the Lucky Strike Orchestra and the Hit  
Paraders bring you a special Lucky Strike extra ...  
a gay all-timer you'll all remember ... "I'VE GOT  
RINGS ON MY FINGERS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THIS IS MY LUCKY DAY" . . . . . )

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented by  
Lucky Strike ... will continue in just a moment over the  
Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("HOW SWEET YOU ARE" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number NINE ... and to thrill you with the song that's Ninth in your favor this week ... Frank Sinatra ... Frank sings ... "HOW SWEET YOU ARE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THE BEST THINGS IN LIFE ARE FREE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra 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...

"THE BEST THINGS IN LIFE ARE FREE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

BOONE: (CHANT - SOLD AMERICAN)

RUYSDEL: Today, as in the time of George Washington, John Adams and Thomas Jefferson - the enjoyment you get out of smoking depends on the quality of tobacco you select. Yes, in a cigarette it's the tobacco that counts. So why not take a tip from the independent tobacco experts - auctioneers, buyers and warehousemen - men who earn their living buying, selling and handling tobacco. Sworn records show that among these experts - with men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Remember Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco ... So smoke the smoke tobacco experts smoke - Lucky Strike.

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week!  
Number THREE ... and it's the Hit Paraders swingin'  
out on America's Third place favorite ... Here comes  
that "PISTOL PACKIN' MAMA."

("PISTOL PACKIN' MAMA" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and lovely Bea Wain sings the song that's  
just one place away from the head of Your Hit Parade ...  
"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)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with  
men who know tobacco best, it's Luckies 2 to 1.

(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 ... "PAPER DOLL."

("PAPER DOLL" . . . . . 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 old Professor, Kay Kyser, when Lucky Strike entertains the men of the infantry and mechanized forces at Camp Cooke, California. 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 - 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.

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!

*(Theme)*  
(APPLAUSE)

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

This is Basil Ruysdael speaking for Lucky Strike, the cigarette that means fine tobacco -- yes, Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco. So, smoke the smoke tobacco experts smoke - Lucky Strike.

DELMAR: THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

(WABC . . . . NEW YORK)

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK 17 • WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: FIRST NETWORK: CBS  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00-9:45 PM EWT  
DATE: NOVEMBER 20, 1943 - #444 REPEAT: \_\_\_\_\_

"YOUR HIT PARADE"

*As Broadcast*

ROUTINE

- |                                       |               |
|---------------------------------------|---------------|
| 1. MY HEART TELLS ME (7)              | FRANK SINATRA |
| 2. JEEPERS CREEPERS                   | ORCHESTRA     |
| 3. SUNDAY, MONDAY OR ALWAYS (4)       | HIT PARADERS  |
| 4. PUT YOUR ARMS AROUND ME, HONEY (8) | BEA WAIN      |

COMMERCIAL

- |                                     |                          |
|-------------------------------------|--------------------------|
| 5. NOBODY'S SWEETHEART              | ORCHESTRA                |
| 6. OH, WHAT A BEAUTIFUL MORNING (9) | FRANK SINATRA            |
| 7. IF YOU PLEASE (6)                | BEA WAIN                 |
| 8. WHO                              | ORCHESTRA & HIT PARADERS |

STATION BREAK

- |                                     |               |
|-------------------------------------|---------------|
| 9. PISTOL PACKIN' MAMA (5)          | FRANK SINATRA |
| 10. IN AN 18TH CENTURY DRAWING ROOM | ORCHESTRA     |

COMMERCIAL

- |   |              |
|---|--------------|
| 11. THEY'RE EITHER TOO YOUNG OR TOO OLD (3) | BEA WAIN     |
| 12. PAPER DOLL (2)                          | HIT PARADERS |

COMMERCIAL

- |                                       |               |
|---------------------------------------|---------------|
| 13. PEOPLE WILL SAY WE'RE IN LOVE (1) | FRANK SINATRA |
|---------------------------------------|---------------|

WABC

THE AMERICAN TOBACCO COMPANY

11-20-43

"YOUR HIT PARADE" - #444

9:00-9:45 PM EWT

NOVEMBER 20, 1943

SATURDAY

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

IS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the  
(Impulse Tag #2) smoke tobacco experts smoke - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(OPENING THEME . . . . . 20 SECONDS)

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

(APPLAUSE)

DELMAR: For the 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 ... with the Number ONE song on Your Hit Parade "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

("MY HEART TELLS ME" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Frank Sinatra gets Your Hit Parade under way with the song that's a solid SEVEN from coast to coast ... Frank sings the week's Seventh place favorite ...  
"MY HEART TELLS ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: And that was the Number Seven 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

("JEEPERS CREEPERS" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with 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 ... "JEEPERS CREEPERS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("SUNDAY, MONDAY OR ALWAYS" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the tune that rates just Four places away from  
top position . . . the Hit Paradars sing America's choice  
for Number FOUR . . . "SUNDAY, MONDAY OR ALWAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT).

DELMAR: Time now for the tune that's Number EIGHT on Your Hit  
Parade Survey ... lovely Bea Wain sings the week's Eighth  
place winner ... "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 -- No wonder that with men who know tobacco best, it's Luckies 2 to 1 ...

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: The war was on ... the great war of American Independence ... and now from all over the Colonies and from even across the sea, many brilliant leaders came to Philadelphia to rally under the Commander-in-Chief of the Continental Army, General George Washington. Thus it happened that on a day in the year 1777, three men met by chance and became lifelong friends ... three men who journeyed together to join up with Washington and help bring Victory to the American Colonies. Go back in imagination to that morning in the year 1777 ... back to the old city of Alexandria, Virginia. A young man on his way to Philadelphia from North Carolina, rides up on horseback and stops before the City Tavern. He tethers his horse, and is about to enter the Tavern, when he observes two gentlemen in the uniform of French Officers talking to the stable-keeper. They are trying to explain that they need fresh horses to take them to Philadelphia and that it is a matter of great urgency.

RUYSDAEL: But the stable-keeper cannot understand them for they speak only French and a few words of broken English. The young man takes in the situation, translates the request to the stable-keeper, and the matter is settled. Then with a bow to the Frenchmen, he says, "Permit me to introduce myself. My name is John Paul Jones." "And I," replies one of the officers, "am the Marquis de Lafayette, and this is my colleague, Baron Jean de Kalb." And so it happened that on a day in 1777, America's first great Naval hero, John Paul Jones, the Marquis de Lafayette and Baron de Kalb, journeyed together from Virginia to the headquarters of General George Washington in Philadelphia. And as they rode along mile after mile, John Paul Jones, who himself had lived on a Carolina plantation, pointed out to his new friends the beauty of the plantations they passed on the roads of Virginia. He described with pride the fine harvests of mild, mellow tobacco grown throughout the South. Thus, on a day -- long, long ago -- two distinguished generals of the Revolutionary War came to know something of the tradition - the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR: Today ... in this same historic Southland rich in tradition  
(New closing "B") ... Lucky Strike consistently buys fine tobacco, the riper,  
naturally mellow tobacco. 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)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. No wonder that with  
(Impulse Tag #1) men who know tobacco best, it's Luckies 2 to 1.

("NOBODY'S SWEETHEART" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a  
Lucky Strike extra ... the jazz classic ... "NOBODY'S  
SWEETHEART."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("OH, WHAT A BEAUTIFUL MORNING" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's a Hit Parade new-comer starting on America's list of favorites at Number NINE ... Frank Sinatra sings the new Ninth place favorite ... "OH, WHAT A BEAUTIFUL MORNING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IF YOU PLEASE" . . . . . BEA WAIN)

(FADE FOR ANNOUNCEMENT)

DELMAR: Comin' up ... the tune that rates Sixth place all over  
the U. S. A. Bea Wain brings you the week's Number  
SIX song ... "IF YOU PLEASE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("WHO" . . . . . 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 ... it's -- "WHO."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THIS IS MY LUCKY DAY" . . . . . )

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented  
by Lucky Strike ... will continue in just a moment  
over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("PISTOL PACKIN' MAMA" . . . . .FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with Number FIVE ... and it's Frank Sinatra going to town with the Fifth place favorite ... "PISTOL PACKIN' MAMA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("IN AN 18TH CENTURY DRAWING ROOM" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for a Lucky Strike extra ... Mark Warnow and the  
Lucky Strike Orchestra bring you ... "IN AN 18TH CENTURY  
DRAWING ROOM."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: A rule that hasn't changed since the time of John Paul Jones and the Marquis de Lafayette is this: place your trust in men of experience. And in selecting your cigarette, place your trust in men who earn their living in buying, selling and handling tobacco. Remember sworn records show 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)

DELMAR: In a cigarette it's the tobacco that counts ... and Lucky Strike means fine tobacco.

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
(Impulse Tag #2) tobacco experts smoke -- Lucky Strike.

(PANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week! Number THREE! ... and it's Bea Wain with America's Third place favorite ... "THEY'RE EITHER TOO YOUNG OR TOO OLD."

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO ... and the Hit Paraders sing the song  
that's just one step away from first place honors ...  
"PAPER DOLL."

("PAPER DOLL" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

YOUR HIT PARADE  
Commercial #3

- 19 -

11-20-43

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco, so round, so firm,  
(Impulse  
Tag #5) so fully packed, so free and easy on the draw.

- 19 -



(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, listen next Friday night to "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade - and be sure to hear your old Professor, Kay Kyser, next Wednesday night when LUCKY STRIKE, "~~my cigarette~~," entertains Uncle Sam's fliers at the Ontario Army Air Field, in California. Next Saturday we'll be back again with Your Hit Parade with songs and tunes just as <sup>fine</sup> solid as the guarantee that appears on every package of my LUCKY STRIKE Cigarettes. So until Hit Parade time next week, 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,

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas ... the tanks they're driving ... the planes they're flying ... the guns they're shooting -- are your War Bonds in action! ... so 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

DELMAR: Yes, Lucky Strike means fine tobacco ... So smoke the smoke (Impulse Tag #2) tobacco experts smoke -- Lucky Strike.

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: NOVEMBER 27, 1943 - #445 REPEAT: 12-12:45 AM EWT

"YOUR HIT PARADE"

*As Broadcast*

ROUTINE

- |                                      |               |
|--------------------------------------|---------------|
| 1. MY HEART TELLS ME (4)             | FRANK SINATRA |
| 2. WHEN MY BABY SMILES AT ME         | ORCHESTRA     |
| 3. SUNDAY, MONDAY OR ALWAYS (6)      | HIT PARADERS  |
| 4. PUT YOUR ARMS AROUND ME HONEY (9) | JOAN EDWARDS  |

COMMERCIAL

- |                                      |                          |
|--------------------------------------|--------------------------|
| 5. OF THEE I SING                    | ORCHESTRA & HIT PARADERS |
| 6. LITTLE DID I KNOW (8)             | FRANK SINATRA            |
| 7. PEOPLE WILL SAY WE'RE IN LOVE (5) | JOAN EDWARDS             |
| 8. LADY OF SPAIN                     | ORCHESTRA & HIT PARADERS |

STATION BREAK

- |                                     |                       |
|-------------------------------------|-----------------------|
| 9. OH, WHAT A BEAUTIFUL MORNING (7) | FRANK SINATRA & GROUP |
| 10. SWAMP FIRE                      | ORCHESTRA             |

COMMERCIAL

- |   |              |
|---|--------------|
| 11. PISTOL PACKIN' MAMA (3)                 | HIT PARADERS |
| 12. THEY'RE EITHER TOO YOUNG OR TOO OLD (2) | JOAN EDWARDS |

COMMERCIAL

- |                    |               |
|--------------------|---------------|
| 13. PAPER DOLL (1) | FRANK SINATRA |
|--------------------|---------------|

WABC

THE AMERICAN TOBACCO COMPANY

11-27-43

"YOUR HIT PARADE" - #445

9:00-9:45 PM EWT

NOVEMBER 27, 1943

SATURDAY

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the  
(Impuls  
Tag #2) smoke tobacco experts smoke - Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(OPENING THEME . . . . . 20 SECONDS)

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

(APPLAUSE)

DELMAR: For the 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 ... with the Number ONE song on Your Hit Parade "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

("MY HEART TELLS ME" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Frank Sinatra starting off Your Hit Parade with the tune that's Fourth in the Nation's favor this week ... Frank sings Number FOUR ... "MY HEART TELLS ME."

(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 Joan Edwards ... the Hit Paraders ... and Frank Sinatra!

("WHEN MY BABY SMILES AT ME" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a Lucky Strike Extra! ... an all-time all-timer that's typical of the great tunes you hear every Friday night on Your All-Time Hit Parade ... "WHEN MY BABY SMILES AT ME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SUNDAY, MONDAY OR ALWAYS" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the song that's Six places away from top honors  
tonight ... the Hit Paraders bring you the Nation's  
Number SIX winner ... "SUNDAY, MONDAY OR ALWAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("PUT YOUR ARMS AROUND ME HONEY" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: With the week's Number NINE song, we welcome lovely Joan Edwards back to Your Hit Parade ... and here's Joan, ready to say hello with the tune that's in Ninth place from Maine to California ... "PUT YOUR ARMS AROUND ME HONEY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: 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)

RUYSDAEL: The 26th President of the United States, William Howard Taft ... He had the robust and genial spirit of a man who loved the earth, the wisdom of books, and the romance of far-off lands. Go back in imagination to Christmas evening in the year 1909 ... back to the beautiful banquet hall of the famous Bon Air Hotel in Augusta, Georgia. The room is decked with holly and mistletoe ... there is a tall Christmas tree glittering with candles in a corner of the room ... and around the heavy-laden table are some of America's most distinguished men -- Henry Cabot Lodge of Massachusetts, John Hays Hammond, the great mining engineer, Richard Ballinger who will become a Cabinet Member within the week. And at the head of the table, presiding over the gathering, is the genial host himself -- the President-Elect, William Howard Taft. As he looks about him at the merry company and thinks back to his travels over the far places of the earth -- to Cuba, to the Philippines, to Russia -- he considers himself fortunate, indeed, to be in his native land at Christmas time, among his own friends.

(MORE)

RUYSDAEL: From his friends with good wishes on this day, he has  
(CONTD)  
received many heartening letters and telegrams ... and  
many gifts in kind ... including four brace of English  
pheasants as a remembrance from Whitelaw Reid, American  
Ambassador to the Court of St. James. And from the tobacco  
planters here in Georgia, on this Christmas Day of 1909,  
from their own plantations William Howard Taft has received  
another gift ... the planters' own good-will gift of mild,  
mellow Georgia tobacco that has contributed so much to  
the tradition - the romance of fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

SHARBUTT: Here are five words that today stand for that tradition of  
(Short fine tobacco: Lucky - Strike - means - fine - tobacco.  
Closing "C")

Yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. Ladies and gentlemen, isn't this worth acting on? Remember, sworn records show that among independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies two to one.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

RUYSDAEL: Yes, Lucky Strike means fine tobacco and remember: in a  
(Impulse cigarette it's the tobacco that counts.  
Tag #4)

("OF THESE I SING" . . . . . ORCHESTRA AND HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow, the Lucky Strike Orchestra, and the  
Hit Paraders with a Lucky Strike extra ... "OF THESE  
I SING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LITTLE DID I KNOW" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: A Hit Parade new-comer breaks into America's list of favorites at Eighth place ... Frank Sinatra introduces the new Number EIGHT song ... "LITTLE DID I KNOW."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the tune that rates Fifth place all over  
America ... Joan Edwards sings the Number FIVE  
song ... "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LADY OF SPAIN" . . . . . ORCHESTRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's another Lucky Strike extra ... Mark Warnow, the  
Lucky Strike Orchestra, and the Hit Paradars with ...  
"LADY OF SPAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("THIS IS MY LUCKY DAY" . . . . . )

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented  
by Lucky Strike ... will continue in just a moment  
over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("OH, WHAT A BEAUTIFUL MORNING" . . . . . FRANK SINATRA & GROUP)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's a solid  
SEVEN all over the U. S. A. ... Frank Sinatra sings  
your Lucky Seventh place winner ... "OH, WHAT A  
BEAUTIFUL MORNING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SWAMP FIRE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra 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 ... it's ... "SWAMP FIRE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

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

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Let that important fact be your guide this Christmas, ladies and gentlemen. For this is the time of year - the approach of Christmas - when we all wonder what gift would be acceptable. No gift is more acceptable than a carton of cigarettes. No gift offers so much for so little. And this season, Lucky Strike comes to you in an extremely handsome embossed packing at no extra cost - a pure white "Merry Christmas" carton - the gift hit of the year in cigarettes. Say "Merry Christmas" to all your friends with Lucky Strike, the cigarette that means fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week!  
Number THREE! ... and the Hit Paraders go to town  
on the tune that's all America's choice for Third  
place ... "PISTOL PACKIN' MAMA."

("PISTOL PACKIN' MAMA" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(PANFARE NUMBER TWO)

DELMAR: Number TWO ... and Joan Edwards sings the song that's  
just one place away from the top of Your Hit Parade  
... "THEY'RE EITHER TOO YOUNG OR TOO OLD."

("THEY'RE EITHER TOO YOUNG OR TOO OLD" . . . . . JOAN EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

YOUR HIT PARADE  
Commercial #3

- 19 -

11-27-43

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
(Impulse  
Tag #2) tobacco experts smoke - Lucky Strike.

- 19 -

(FANFARE NUMBER ONE)

DELMAR: Number ONE! (DRUM ROLL) 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 ... (DRUM ROLL OUT) "PAPER DOLL."

("PAPER DOLL" . . . . . FRANK SINATRA)

(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: 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 Seabees of Uncle Sam's Navy Construction Battalions at Camp Parks, California. And remember, next Friday night - "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paradars, Mark Warnow -- and Frank Sinatra.

ORCHESTRA: (HIT PARADE THEME)

(FADE FOR)

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas ... You're in there fighting with them ... every inch of the way ... every time you buy a War Bond ... so back the attack ... join 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

DELMAR: 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)

DECEMBER

# 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: DECEMBER 4, 1943 - #446 REPEAT: 12:00-12:45 AM EWT

"YOUR HIT PARADE"

*As Broadcast*

## ROUTINE

1. SUNDAY, MONDAY OR ALWAYS (7) FRANK SINATRA (BOSTON)
2. AFTER YOU'VE GONE ORCHESTRA
3. FOR THE FIRST TIME (9) HIT PARADERS
4. SHOO SHOO BABY (8) JOAN EDWARDS

## COMMERCIAL

5. SMILE DARN YA SMILE ORCHESTRA
6. OH WHAT A BEAUTIFUL MORNING (6) FRANK SINATRA (BOSTON)
7. HOW SWEET YOU ARE (5) JOAN EDWARDS
8. THERE IS A TAVERN IN THE TOWN HIT PARADERS

## STATION BREAK

9. PISTOL PACKIN' MAMA (4) FRANK SINATRA (BOSTON)
10. STOMPIN' AT THE SAVOY ORCHESTRA

## COMMERCIAL

11. MY HEART TELLS ME (3) JOAN EDWARDS
12. PAPER DOLL (2) HIT PARADERS

## COMMERCIAL

13. PEOPLE WILL SAY WE'RE IN LOVE (1) FRANK SINATRA (BOSTON)

YOUR HIT PARADE ORIGINATES AT WABC NEW YORK WITH SWITCHOVER  
TO WEEL, BOSTON, MASSACHUSETTS FOR FRANK SINATRA'S SONGS ...  
INSTANTANEOUS SWITCHES.

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WABC

THE AMERICAN TOBACCO COMPANY

12-4-43

"YOUR HIT PARADE" - #446

9:00-9:45 PM EWT

DECEMBER 4, 1943

SATURDAY

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco, so round, so firm,  
(Impulse Tag #5) so fully packed, so free and easy on the draw.

RIGGS: (CHANT - SOLD AMERICAN)

("LUCKY DAY" . . . . . 20 SECONDS)

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

(APPLAUSE)

DELMAR: For the 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 ... with the Number ONE song on Your Hit Parade "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade starts off with the song that's a solid SEVEN all over the U.S.A. ... so here we go to Boston, Massachusetts, where Frank Sinatra is waiting to sing it for you ... Okay, Frank, let's hear the Lucky SEVEN song ... "SUNDAY, MONDAY OR ALWAYS." (CUE)

SWITCHOVER TO WEEI ON CUE

("SUNDAY, MONDAY OR ALWAYS" . . . . . FRANK SINATRA)

FROM BOSTON

(MUSIC SWELLS AND FINISHES)

FROM NEW YORK

(APPLAUSE)

DELMAR: And that was the Lucky Seven 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 Joan Edwards ... the Hit Paraders ... and Frank Sinatra!

("AFTER YOU'VE GONE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a Lucky Strike Extra! ... an all-time all-timer that's typical of the great tunes you hear every Friday night on Your All-Time Hit Parade ... "AFTER YOU'VE GONE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR THE FIRST TIME" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Comin' up ... the song that the nation likes Ninth  
best of them all ... the Hit Paraders sing the week's  
Number NINE song ... "FOR THE FIRST TIME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("SHOO SHOO BABY" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's a Hit Parade new-comer starting off tonight  
at Number EIGHT . . . and it's Joan Edwards introducing  
America's new Eighth place winner . . . "SHOO SHOO BABY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

YOUR HIT PARADE  
Commercial #1  
(Theodore Roosevelt in Virginia)

- 6 -

REVISED\*  
12-4-43

BOONE: (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 ...

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: A Hunting Party with Theodore Roosevelt ...

DELMAR: There is an old brownstone house still standing on East 20th Street in New York City ... and within that house, on an autumn day in the year 1913, a man sat at his desk and wrote down the story of his life ... of the time when he was President of the United States and owned a hunting lodge in Virginia ... of the times he went there in the Fall to shoot quail and rabbits and wild turkey ... The man puts down his pen, takes off his glasses, and leans back in his chair. The room is full of books and there are many trophies hanging on the wall ... tiger skins and antlers, old guns and spearheads and ivory elephant tusks. It has been a long, full life for this man ... for his name is Theodore Roosevelt and he has been many things -- author, naturalist, explorer, statesman, cowpuncher, soldier, and 26th President of the United States.

(MORE)

- 6 -

DELMAR:  
(CONTD)

But now, having just written of Virginia, he remembers the beautiful autumn days of 1907, when he would go down to "Pine Knot," his little hunting shack in the Piedmont Country. Sometimes he would bring along William Howard Taft, or the white-bearded John Burroughs, or his good friend, Elihu Root. Dressed in hunting jackets, accompanied by their bird dogs, they would leave the house at dawn and make their way cross-country ... shooting pheasant, quail, wild turkey. At sundown, they would come back across the picturesque country ... and the land would be glorious with the color of November, the hills dark blue against the autumn sky. And often they would stop for dinner at the manor houses on the neighboring plantations, for the friendly, generous plantation dinners of the old South. And here, talking of tobacco harvests with his planter friends, Theodore Roosevelt came to know something of the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(MORE)

YOUR HIT PARADE  
Commercial #1  
(Theodore Roosevelt in Virginia) (CONTD)

- 8 -

12-4-43

RUYSDAEL: Today America's tradition of fine tobacco is carried on by  
(Short Closing "E")  
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.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Yes, Lucky Strike means fine tobacco. So smoke the smoke  
(Impulse Tag #2) tobacco experts smoke -- Lucky Strike.

- 8 -

("SMILE DARN YA SMILE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with  
a Lucky Strike extra ... "SMILE DARN YA SMILE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("OH WHAT A BEAUTIFUL MORNING" . . . . INTRODUCTION BY MARK WARNOB)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number SIX ... and it's to be sung by  
Frank Sinatra, so here we go to Boston, where  
Frank's all ready with the week's Sixth place  
favorite ... "OH WHAT A BEAUTIFUL MORNING" ...

(CUE)

SWITCHOVER TO WEEI ON CUE

("OH WHAT A BEAUTIFUL MORNING" . . . . . FRANK SINATRA)

FROM  
BOSTON

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK

(APPLAUSE)

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 be able to do so later in the  
program ... right now, here's the Number SIX  
song ... "OH WHAT A BEAUTIFUL MORNING."

("OH WHAT A BEAUTIFUL MORNING" . . . . . STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("HOW SWEET YOU ARE" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the tune that's Number FIVE on Your Hit Parade Survey ... Joan Edwards sings the Fifth place favorite ... "HOW SWEET YOU ARE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("THERE IS A TAVERN IN THE TOWN" . . . . 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 ... "THERE IS A  
TAVERN IN THE TOWN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LUCKY DAY" . . . . .)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented  
by Lucky Strike ... will continue in just a moment  
over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("PISTOL PACKIN' MAMA" . . . . . INTRODUCTION BY MARK WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's just Four places away from the head of the list ... Frank Sinatra's going to sing it, so it's up to Boston again for Frank Sinatra and the Number FOUR song ... "PISTOL PACKIN' MAMA." (CUE)

SWITCHOVER TO WEEI ON CUE

["PISTOL PACKIN' MAMA" . . . . . FRANK SINATRA)

FROM BOSTON

(MUSIC SWELLS AND FINISEES)

FROM NEW YORK

(APPLAUSE)

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  
time. We hope to hear from him later ... right  
now, here's the week's Number FOUR song ...

"PISTOL PACKIN' MAMA."

("PISTOL PACKIN' MAMA" . . . . . STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("STOMPIN' AT THE SAVOY" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's another Lucky Strike extra ... Mark Warnow  
and the Lucky Strike Orchestra, play the swing  
classic ... "STOMPIN' AT THE SAVOY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RUYSDAEL: With men who know tobacco best it's Luckies two to one,  
Let that important fact be your guide this Christmas,  
ladies and gentlemen.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: This is the time of year, the approach of Christmas -  
when we all wonder what gift would be acceptable. No  
gift is more acceptable than a carton of cigarettes.  
No gift offers so much for so little. And this season,  
Lucky Strike comes to you in an extremely handsome  
embossed packing at no extra cost - a pure white  
"Merry Christmas" carton - the gift hit of the year in  
cigarettes. Say "Merry Christmas" to all your friends  
with Lucky Strike, the cigarette that means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week!  
Number THREE! ... and Joan Edwards sings the song  
that's Third in America's favor from coast to coast ...  
"MY HEART TELLS ME."

("MY HEART TELLS ME" . . . . . JOAN EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and the Hit Paraders sing the song  
that's riding right next to top honors ... in Second  
place ... "PAPER DOLL."

("PAPER DOLL" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)



BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, in a cigarette it's the tobacco  
that counts, and Lucky Strike means fine tobacco.  
Remember: with men who know tobacco best, it's  
Luckies 2 to 1. So, smoke the smoke tobacco experts  
smoke -- Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! (DRUM ROLL) 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 out to Boston to hear Frank Sinatra sing Number One ... (DRUM ROLL OUT) "PEOPLE WILL SAY WE'RE IN LOVE." (CUE)

SWITCHOVER TO WEEI ON CUE

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

FROM BOSTON (MUSIC SWELLS AND FINISHES)

FROM NEW YORK (APPLAUSE)

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. Here's your Number ONE song, sending another million Luckies free to greet our boys across the sea ...

"PEOPLE WILL SAY WE'RE IN LOVE."

("PEOPLE WILL SAY WE'RE IN LOVE" . . . . . STANDBY)

(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: 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 United States Marine Fliers at Mojave, California. And remember, next Friday night - "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paraders, Mark Warnow -- and Frank Sinatra.

ORCHESTRA: ("LUCKY DAY")

(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 that you were unable to hear (some of) Frank Sinatra's songs tonight. But next Saturday night we'll be back with Your Hit Parade, and Frank Sinatra. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the United States Marine Fliers, at Mojave, California. And remember, next Friday night "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paraders, Mark Warnow -- and Frank Sinatra.

ORCHESTRA: ("LUCKY DAY")

(FADE FOR)

NOTE: In event only one Sinatra song was missed, use Page 21.

\*\*\*\*\*

This page to be used only if 2 or more songs do not come through from Boston.

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas. Their job is to fight ... they're doing it. Your job is to buy War Bonds ... are you doing it? Back the attack ... join the attack ... Buy those War Bonds!

ORCHESTRA: ("LUCKY DAY" . . . . .)

(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

DELMAR: Yes, Lucky Strike means fine tobacco - so round, so firm, (Impulse Tag #5) so fully packed, so free and easy on the draw.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

(WABC . . . . NEW YORK)

# FOOTE, CONE & BELDING

Advertising

247 PARK AVENUE, NEW YORK - WICKERSHAM 2-6600

CLIENT: THE AMERICAN TOBACCO CO. REVISION: \_\_\_\_\_ NETWORK: CBS  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00- 9:45 PM EWT  
DATE: DECEMBER 11, 1943 REPEAT: 12:00-12:45 AM EWT

*As Broadcast*

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

### ROUTINE

- |                           |                            |
|---------------------------|----------------------------|
| 1. <u>PAPER DOLL</u> (4)  | FRANK SINATRA (PITTSBURGH) |
| 2. I DOUBLE DARE YOU      | ORCHESTRA                  |
| 3. FOR THE FIRST TIME (9) | HIT PARADERS               |
| 4. SHOO SHOO BABY (7)     | JOAN EDWARDS               |

### COMMERCIAL

- |   |                            |
|---|----------------------------|
| 5. EVERYTHING I'VE GOT BELONGS TO YOU     | ORCHESTRA                  |
| 6. <u>OH WHAT A BEAUTIFUL MORNING</u> (6) | FRANK SINATRA (PITTSBURGH) |
| 7. SUNDAY, MONDAY OR ALWAYS (8)           | JOAN EDWARDS               |
| 8. MA BLUSHIN' ROSIE                      | HIT PARADERS               |

### STATION BREAK

- |                                   |                            |
|-----------------------------------|----------------------------|
| 9. <u>PISTOL PACKIN' MAMA</u> (5) | FRANK SINATRA (PITTSBURGH) |
| 10. RIO RITA                      | ORCHESTRA                  |

### COMMERCIAL

- |  |              |
|--|--------------|
| 11. PEOPLE WILL SAY WE'RE IN LOVE (3)          | HIT PARADERS |
| 12. THEY'RE EITHER TOO YOUNG OR<br>TOO OLD (2) | JOAN EDWARDS |

### COMMERCIAL

- |                                  |                            |
|----------------------------------|----------------------------|
| 13. <u>MY HEART TELLS ME</u> (1) | FRANK SINATRA (PITTSBURGH) |
|----------------------------------|----------------------------|





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

(APPLAUSE)

DELMAR: For the song that's Number ONE every week ... for  
the song that's at the very top of Your Hit  
Parade ... ONE million Lucky Strike Cigarettes are  
sent free to the boys of our Armed Services abroad  
... Yes, friends ... with the Number ONE song on  
Your Hit Parade "another 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" . . . . . INTRODUCTION BY MARK WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: The song that's Fourth from the top gets Your Hit  
Parade rolling ... and so we go rolling out to  
Pittsburgh, Pennsylvania, where Frank Sinatra is  
waiting to sing it for you ... Okay, Frank, it's  
time for the week's Number FOUR song ... "PAPER  
DOLL." (CUE)

SWITCHOVER TO WJAS ON CUE

FROM ("PAPER DOLL" . . . . . FRANK SINATRA)  
PITTSBURGH

(MUSIC SWELLS AND FINISHES)

FROM (APPLAUSE)  
NEW YORK

IN 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 in the program. Right now here's the Number FOUR song ... "PAPER DOLL."

("PAPER DOLL" . . . . . STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: That was the Number Four song all over America this week -- as determined by Your Hit Parade Survey -- which checks the best-sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, the songs most requested of the Nation's band-leaders -- an accurate, authentic 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 Joan Edwards ... the Hit Paraders ... and Frank Sinatra!

("I DOUBLE DARE YOU" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a Lucky Strike Extra! ... an all-time all-timer that's typical of the great tunes you hear every Friday night on Your All-Time Hit Parade ... "I DOUBLE DARE YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR THE FIRST TIME" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's the song that's tagged for Ninth place rating this week ... the Hit Paraders sing the Number NINE tune ... "FOR THE FIRST TIME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SHOO SHOO BABY" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the song that's a solid Seven in the  
survey book ... Joan Edwards brings you the  
Lucky SEVEN tune ... "SHOO SHOO BABY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: 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)

RUYSDAEL: Mark Twain in Grover Cleveland's library ...

SHARBUTT: The President leans against the mantelpiece and his stocky frame shakes with laughter ... the robust, warm-hearted laughter of a man who appreciates wit and humor and the soul-satisfying effect of a good joke. Then he turns to his companion and says ... "Sam, that was wonderful. How did you say that, now? 'Cauliflower is nothing but cabbage -- with a college education.' Wonderful!" And again the President roars with laughter. His guest leans back in the comfortable chair and smiles. He is a man with a great shock of white hair, and he is dressed in a white suit, white shirt, and white tie. He is perhaps the most popular man of his time, the beloved genius of American humor, for his name is Mr. Samuel Clemens ... known to the world as Mark Twain. Yes, this was a scene that took place in the small upstairs study of the Executive Mansion on a Spring evening in the year 1888.

(MORE)

SHARBUTT: And it was on that evening that Mark Twain told the story (CONTD) of his life to Grover Cleveland, 22nd President of the United States. It was a colorful story of a boy growing up in a small river town ... of a boy who was to try his hand at many things -- printer's apprentice, gold prospector, newspaper reporter, lecturer, promoter. With a note of deep affection in his voice, Mark Twain described his great days on the Mississippi as a steamboat pilot who knew every curve, every shallow and sandbar of the majestic river. He spoke of the plantations he knew along the Mississippi, of the great golden tobacco harvests which he brought from the Kentucky and Tennessee farmlands down to New Orleans. Thus on a night long ago, Mark Twain told President Grover Cleveland ... a story that is part of the tradition, the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

DELMAR: Today ... in this same historic Southland rich in  
(Short tradition ... Lucky Strike consistently buys fine tobacco,  
Closing "H") the riper, naturally mellow tobacco. 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.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with  
(Impulse men who know tobacco best, it's Luckies 2 to 1.  
Tag #3)



("EVERYTHING I'VE GOT BELONGS TO YOU" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a  
Lucky Strike extra ... "EVERYTHING I'VE GOT BELONGS  
TO YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("OH WHAT A BEAUTIFUL MORNING" . . . INTRODUCTION  
BY MARK WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's Number SIX . . . and Frank Sinatra is going  
to sing it, so here we go to Pittsburgh, where  
Frank's waiting with the song that ranks in  
Sixth place this week . . . "OH WHAT A BEAUTIFUL  
MORNING." . . . (CUE)

SWITCHOVER TO WJAS ON CUE

FROM ("OH WHAT A BEAUTIFUL MORNING" . . . . . FRANK SINATRA)  
PITTSBURGH

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK

(APPLAUSE)

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 be able to do so later in the  
program ... right now, here's the Number SIX song  
... "OH WHAT A BEAUTIFUL MORNING."

("OH WHAT A BEAUTIFUL MORNING" . . . . . STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SUNDAY, MONDAY OR ALWAYS" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Number EIGHT! Time for the tune Your Hit Parade survey finds in Eighth place all over America ... Joan Edwards sings ... "SUNDAY, MONDAY OR ALWAYS."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MA BLUSHIN' ROSIE" . . . . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's another Lucky Strike extra ... Mark Warnow,  
the Lucky Strike Orchestra, and the Hit Paraders  
bring you that grand musical favorite ... "MA BLUSHIN'  
ROSIE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LUCKY DAY" . . . . . )

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented  
by Lucky Strike ... will continue in just a moment  
over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("PISTOL PACKIN' MAMA" . . . . INTRODUCTION BY MARK WARNOV)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that's just Five places away from top honors this week . . . Frank Sinatra's going to sing it, so it's out to Pittsburgh again for Frank Sinatra and the Number FIVE song . . . "PISTOL PACKIN' MAMA." (CUE)

SWITCHOVER TO WJAS ON CUE

FROM ("PISTOL PACKIN' MAMA" . . . . . FRANK SINATRA)  
PITTSBURGH

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK

(APPLAUSE)

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, it's the week's Number FIVE song ... "PISTOL PACKIN' MAMA."

("PISTOL PACKIN' MAMA" . . . . . STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("RIO RITA" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra, 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  
... it's "RIO RITA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

SHARBUTT: With men who know tobacco best it's Luckies two to one!  
Let that important fact be your guide this Christmas, ladies  
and gentlemen.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: This is the time of year - the approach of Christmas - when  
we all wonder what gift would be acceptable. No gift is  
more acceptable than a carton of cigarettes. No gift offers  
so much for so little. And this season, Lucky Strike comes  
to you in an extremely handsome embossed packing at no extra  
cost - a pure white "Merry Christmas" carton - the gift hit  
of the year in cigarettes. Say "Merry Christmas" to all  
your friends with Lucky Strike, the cigarette that means  
fine tobacco.

BOONE: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week.  
Number THREE ... And the Hit Paraders sing the song  
that's sittin' pretty at Third place ... "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 here's Joan Edwards to sing the song that's just one step away from the top ... "THEY'RE EITHER TOO YOUNG OR TOO OLD."

("THEY'RE EITHER TOO YOUNG OR TOO OLD" . . . . . JOAN EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: In a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco.

DELMAR: Remember -- with men who know tobacco best, it's Luckies  
2 to 1!

RUYSDAEL: So smoke the smoke tobacco experts smoke - Lucky Strike,  
the cigarette that means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! (DRUM ROLL) And for the song that's "tops" this week ... for the song the Survey finds at the head of Your Hit Parade ... 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 out to Pittsburgh to hear Frank Sinatra sing Number One ... (DRUM ROLL OUT) ... "MY HEART TELLS ME." (CUE)

SWITCHOVER TO WJAS ON CUE

FROM ("MY HEART TELLS ME" . . . . . FRANK SINATRA)  
PITTSBURGH

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK

(APPLAUSE)

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. Here's the Number ONE song, sending another million Luckies free to greet our boys across the sea ...  
"MY HEART TELLS ME."

("MY HEART TELLS ME" . . . . . STANDBY)

(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: 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 California-Arizona Maneuver Area Desert Center - Camp Young. And remember, next Friday night - "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paraders, Mark Warnow -- and Frank Sinatra.

ORCHESTRA: ("LUCKY DAY")

(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 that you were unable to hear (some of) Frank Sinatra's songs tonight. But next Saturday night we'll be back with Your Hit Parade, and Frank Sinatra. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains the men at the California - Arizona Maneuver Area Desert Center - Camp Young. And remember, next Friday night "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paraders, Mark Warnow -- and Frank Sinatra.

ORCHESTRA: ("LUCKY DAY")

(FADE FOR)

NOTE: In event only one Sinatra song was missed use Page 21.

\* \* \* \* \*

This page to be used only if 2 or more songs do not come through from Pittsburgh.

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas. Let them know you're behind them every inch of the way to Victory. Back the Attack ... join the attack ... Buy Those War Bonds!

ORCHESTRA: ("LUCKY DAY" . . . . .)

(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

SHARBUTT: Have you tried a Lucky lately? Remember, in a cigarette (Impulse Tag #4) it's the tobacco that counts, and Lucky Strike means fine tobacco.

*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: \_\_\_\_\_  
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 9:00- 9:45 PM EW  
DATE: DECEMBER 18, 1943 - #448 REPEAT: 12:00-12:45 AM EW

"YOUR HIT PARADE" *As Broadcast*

## ROUTINE

- |   |                              |
|---|------------------------------|
| 1. <u>PISTOL PACKIN' MAMA</u> (5)             | FRANK SINATRA (PHILADELPHIA) |
| 2. CLAP YOUR HANDS                            | ORCHESTRA                    |
| 3. FOR THE FIRST TIME (7)                     | HIT PARADERS                 |
| 4. THEY'RE EITHER TOO YOUNG<br>OR TOO OLD (6) | JOAN EDWARDS                 |

## COMMERCIAL

- |                                      |                              |
|--------------------------------------|------------------------------|
| 5. SAY IT WITH MUSIC                 | ORCHESTRA & HIT PARADERS     |
| 6. <u>MY IDEAL</u> (9)               | FRANK SINATRA (PHILADELPHIA) |
| 7. PEOPLE WILL SAY WE'RE IN LOVE (4) | JOAN EDWARDS                 |
| 8. THE TOY TRUMPET                   | ORCHESTRA                    |

## STATION BREAK

- |                         |                              |
|-------------------------|------------------------------|
| 9. <u>SPEAK LOW</u> (8) | FRANK SINATRA (PHILADELPHIA) |
| 10. SINGIN' IN THE RAIN | JOAN EDWARDS & HIT PARADERS  |

## COMMERCIAL

- |                                     |              |
|-------------------------------------|--------------|
| 11. PAPER DOLL (3)                  | HIT PARADERS |
| 12. OH WHAT A BEAUTIFUL MORNING (2) | JOAN EDWARDS |

## COMMERCIAL

- |                                  |                              |
|----------------------------------|------------------------------|
| 13. <u>MY HEART TELLS ME</u> (1) | FRANK SINATRA (PHILADELPHIA) |
|----------------------------------|------------------------------|



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

(APPLAUSE)

DELMAR: For the song that's Number ONE every week ... for the song that's at the very top of Your Hit Parade ... ONE million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad ... Yes, friends with the Number ONE song on Your Hit Parade, "another million Luckies free greet our boys across the sea"... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

("PISTOL PACKIN' MAMA" . . . . . INTRODUCTION BY MARK WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets goin' with the song that's Fifth on Your Hit Parade ... and here we go to Philadelphia, Pennsylvania, where Frank Sinatra's all ready to sing it for you ... All right, Frank, let's hear the week's Number FIVE song ... "PISTOL PACKIN' MAMA." (CUE)

SWITCHOVER TO WCAU ON CUE

FROM ("PISTOL PACKIN' MAMA" . . . . . FRANK SINATRA)  
PHILADELPHIA

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK

(APPLAUSE)

IN 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 in the program. Right now here's the Number FIVE song ... "PISTOL PACKIN' MAMA."

("PISTOL PACKIN' MAMA" . . . . . STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: That was the Number Five song all over America this week -- as determined by Your Hit Parade Survey -- which checks the best-sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, the songs most requested of the Nation's band-leaders -- an accurate, authentic 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 Joan Edwards ... the Hit Paraders ... and Frank Sinatra!

("CLAP YOUR HANDS" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR THE FIRST TIME" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Get set for the song that's a solid Seven in this week's  
Survey book ... The Hit Paradars bring you the Lucky  
SEVEN tune ... "FOR THE FIRST TIME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("THEY'RE EITHER TOO YOUNG OR TOO OLD" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the song that's tagged with that big Number SIX  
... Joan Edwards sings the Sixth place tune ... "THEY'RE  
EITHER TOO YOUNG OR TOO OLD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

Commercial #1 (Benjamin Franklin Comes to Philadelphia)

BOONE: (CHANT - SOLD AMERICAN)

SHARBUTT: 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 ...

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Benjamin Franklin Comes to Philadelphia.

RUYSDAEL: It was Sunday morning ... a bright, clear Sunday morning in the month of October 1723. If you had been standing along the Market Street wharf in the old city of Philadelphia, on that particular morning at precisely eight o'clock, you would have seen a small boat come down from Cooper's Creek into the harbor. And among the passengers landing on the pier, you would have noticed a short, stocky lad of 17 years. Perhaps you wouldn't have given the boy a second glance ... for he was dressed in old work clothes, he was dirty from the long journey, and his pockets were stuffed out with shirts and stockings -- his entire stock of worldly goods except for a single Dutch dollar hidden in his shoe. And yet that boy ... that tired, hungry boy was a man of destiny, for his name was Benjamin Franklin.

(MORE)

RUYSDAEL: For a few moments, Ben stood there on the pier, drinking (CONTD) in the excitement of the busy harbor. Then he turned and walked toward the city. At the corner of Second Street he stopped at a bake shop to buy three precious penny-worth of rolls. And with these rolls he walked up Market Street, down Walnut Street, and turning a corner, found himself again at the waterfront. Here, on a coil of stout sailing rope, Ben made himself comfortable, munched his rolls, and stared out at the harbor. At that moment ... poor, jobless, and without a friend in a strange city, he was yet a happy boy -- a boy looking ahead to the future; come to Philadelphia to seek his fortune and find his own dreams. And for him those dreams would be fulfilled in rich measure. For one day, as scientist, philosopher, and statesman, Benjamin Franklin would be well-known to the crowned heads of Europe, and to the world's most distinguished men -- to Voltaire, to Sir Isaac Newton, to Beaumarchais, to Edmund Burke. One day ... together with Jefferson, Washington, Peyton Randolph and Patrick Henry ... he would help to build a new nation in the New World. And it would be his task to go abroad to establish financial credits, and to send back supplies to the impoverished armies of the Young Republic.

(MORE)

Commercial #1 - (Benjamin Franklin Comes to Philadelphia) (CONTD)

RUYSDAEL: That great mission Benjamin Franklin accomplished. He (CONTD)  
obtained the muskets and gun-powder, the ships and the cannon for the Colonies. In exchange, in payment, Franklin sent many thousand hogsheads of tobacco from the plantations of the Southland. Thus Benjamin Franklin would come to know the true value of tobacco, already an American tradition -- the tradition, the romance of fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Today America's tradition of fine tobacco is carried on by (Short Closing "E")  
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 - so round, so firm, so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MPT

LS - MPT

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

DELMAR: Yes, Lucky Strike means fine tobacco. No wonder that with (Impulse Tag #3)  
men who know tobacco best, it's Luckies 2 to 1.

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow, the Hit Paraders and the Lucky Strike  
Orchestra with a Lucky Strike extra . . . "SAY IT WITH  
MUSIC."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("MY IDEAL" . . . . . INTRODUCTION BY MARK WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's a tune that starts a new career tonight on YOUR HIT PARADE at Number NINE ... and Frank Sinatra is going to sing it, so let's go to Philadelphia, where Frank's waiting with the week's new Ninth place song ... "MY IDEAL." (CUE)

SWITCHOVER TO WCAU ON CUE

FROM ("MY IDEAL" . . . . . FRANK SINATRA)  
PHILADELPHIA

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK (APPLAUSE)

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 be able to do so later in the program ... right now, here's the Number NINE song ... "MY IDEAL."

("MY IDEAL" . . . . . STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Number FOUR! Yes, it's the song Your Hit Parade Survey finds Four places from the top all over the U. S. A. . . . Joan Edwards sings . . . "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("THE TOY TRUMPET" . . . . . ORGHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's another sparkling Lucky Strike extra ... Mark  
Warnow and the Lucky Strike Orchestra bring you ...  
"THE TOY TRUMPET."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LUCKY DAY" . . . . . )

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented  
by Lucky Strike ... will continue in just a moment  
over the Columbia Broadcasting System.

(SEATION BREAK)

(MUSIC UP AND OUT)

("SPEAK LOW" . . . . . INTRODUCTION BY MARK WARNOW)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with another new-comer ...  
a song that breaks into the Survey list tonight at  
Number EIGHT ... Frank Sinatra's going to sing it,  
so once again, out to Philadelphia to hear Frank  
Sinatra and the new Eighth place favorite ...

"SPEAK LOW." (CUE)

SWITCHOVER TO WCAU ON CUE

FROM ("SPEAK LOW" . . . . . FRANK SINATRA)  
PHILADELPHIA

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK (APPLAUSE)

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, it's the week's Number EIGHT song ...

"SPEAK LOW."

("SPEAK LOW" . . . . . , STANDBY)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SINGIN' IN THE RAIN" . . . JOAN EDWARDS, HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow, Joan Edwards, the Hit Paradars and the Lucky Strike Orchestra, 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 ... "SINGIN' IN THE RAIN."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

SHARBUTT: With men who know tobacco best it's Luckies two to one!  
Let that important fact be your guide this Christmas,  
ladies and gentlemen.

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: This is the time of year - the approach of Christmas -  
when we all wonder what gift would be acceptable. No  
gift is more acceptable than a carton of cigarettes.  
No gift offers so much for so little. And this season,  
Lucky Strike comes to you in an extremely handsome  
embossed packing at no extra cost - a pure white "Merry  
Christmas" carton - the gift hit of the year in cigarettes.  
Say "Merry Christmas" to all your friends with Lucky  
Strike, the cigarette that means fine tobacco.

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER THREE)

DELMAR: Here they are ... the three top tunes of the week!  
Number THREE ... And the Hit Paraders sing the  
song that's sittin' pretty in Third place ... "PAPER  
DOLL."

("PAPER DOLL" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and here's Joan Edwards to sing the  
song that's just one rung from the top of the current  
Hit Parade ladder ... "OH, WHAT A BEAUTIFUL MORNING."

("OH, WHAT A BEAUTIFUL MORNING" . . . . . JOAN EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)



BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: In a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. Sworn records show that, with men who know tobacco best, it's Luckies 2 to 1. So, smoke the smoke tobacco experts smoke -- the cigarette that means fine tobacco -- Lucky Strike.

BOONE: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! (DRUM ROLL) And for the song that's "tops" this week ... for the song the Survey finds at the head of Your Hit Parade ... 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 to Philadelphia to hear Frank Sinatra sing Number One ... (DRUM ROLL OUT) ... "MY HEART TELLS ME." (CUE)

SWITCHOVER TO WCAU ON CUE

FROM ("MY HEART TELLS ME" . . . . . FRANK SINATRA)  
PHILADELPHIA

(MUSIC SWELLS AND FINISHES)

FROM  
NEW YORK

(APPLAUSE)

NOTE: DON'T BE AFRAID TO "GIVE" WITH THE DRUM ROLL -  
BRING IT UP STRONG.

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. Here's the Number ONE song, sending another million Luckies free to greet our boys across the sea ...  
"MY HEART TELLS ME."

("MY HEART TELLS ME" . . . . . STANDBY)

(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: 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 Uncle Sam's Fliers at the Muroc Army Air Base, California. And remember, next Friday night - "The Best Tunes Of All From Carnegie Hall" - Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paraders, Mark Warnow -- and Frank Sinatra.

ORCHESTRA: ("LUCKY DAY")

(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 that you were unable to hear (some of) Frank Sinatra's songs tonight. But next Saturday night we'll be back with Your Hit Parade, and Frank Sinatra. Wednesday night be sure to listen to Kay Kyser's College of Musical Knowledge, when Lucky Strike entertains Uncle Sam's Fliers at the Muroc Army Air Base, California. And remember, next Friday night "The Best Tunes Of All From Carnegie Hall" -- Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paraders, Mark warnow -- and Frank Sinatra.

ORCHESTRA: ("LUCKY DAY")

(FADE FOR)

NOTE: In event only one Sinatra song was missed use Page 21.

\* \* \* \* \*

This page to be used only if 2 or more songs do not come through from Philadelphia.

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas. Every Bond you Buy helps them win Victory for you. Back the Attack ... Join the attack ... Buy Those War Bonds!

ORCHESTRA: ("LUCKY DAY" . . . . . )

(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). Basil Ruysdael speaking for the makers of 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

DELMAR: Have you tried a Lucky lately? Remember, Lucky Strike (Impulse Tag #7) means fine tobacco, and with men who know tobacco best, it's Luckies 2 to 1!

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: DECEMBER 26, 1943 - #449 REPEAT: 12:00-12:45 AM EWT

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

### ROUTINE

- |  |               |
|--|---------------|
| 1. PEOPLE WILL SAY WE'RE IN LOVE (5)       | FRANK SINATRA |
| 2. GOOD NEWS                               | ORCHESTRA     |
| 3. FOR THE FIRST TIME (6)                  | HIT PARADERS  |
| 4. THEY'RE EITHER TOO YOUNG OR TOO OLD (7) | JOAN EDWARDS  |

### COMMERCIAL

- |                                    |                                 |
|------------------------------------|---------------------------------|
| 5. GREAT DAY                       | ORCHESTRA                       |
| 6. OH WHAT A BEAUTIFUL MORNING (4) | FRANK SINATRA &<br>HIT PARADERS |
| 7. PISTOL PACKIN' MAMA (8)         | JOAN EDWARDS                    |
| 8. BLUE SKIES                      | ORCHESTRA                       |

### STATION BREAK

- |                             |               |
|-----------------------------|---------------|
| 9. SHOO SHOO BABY (9)       | FRANK SINATRA |
| 10. SING, IT'S GOOD FOR YOU | HIT PARADERS  |

### COMMERCIAL

- |                         |              |
|-------------------------|--------------|
| 11. WHITE CHRISTMAS (3) | JOAN EDWARDS |
| 12. PAPER DOLL (2)      | HIT PARADERS |

### COMMERCIAL

- |                           |               |
|---------------------------|---------------|
| 13. MY HEART TELLS ME (1) | FRANK SINATRA |
|---------------------------|---------------|

WABC

THE AMERICAN TOBACCO COMPANY

12-25-43

"YOUR HIT PARADE" - #449

9:00-9:45 PM EWT

DECEMBER 25, 1943

SATURDAY

RUYSDAEL: With men who know tobacco best, it's Luckies 2 to 1.

BOONE: (CHANT - SOLD AMERICAN)

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

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Of course!

RUYSDAEL: Lucky Strike means fine tobacco, so round, so firm,  
(Impulse Tag #2) so fully packed, so free and easy on the draw.

BOONE: (CHANT - SOLD AMERICAN)

("LUCKY DAY" . . . . . 20 SECONDS)



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

(APPLAUSE)

MUSIC: "OVER THERE." HIT AND FADE FOR:

DELMAR: For the song that's Number ONE every week ... for the song that's at the very top of Your Hit Parade ... ONE million Lucky Strike Cigarettes are sent free to the boys of our Armed Services abroad ... Yes, friends, with the Number ONE song on Your Hit Parade, "another million Luckies free greet our boys across the sea" ... and on each and every package, a greeting from Your Hit Parade star, Frank Sinatra!

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

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade gets under way with the song that's Fifth on Your Hit Parade list ... and Frank Sinatra's ready to sing it for you ... Number FIVE ... "PEOPLE WILL SAY WE'RE IN LOVE."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

DELMAR: That was the Number Five song all over America this week -- as determined by Your Hit Parade Survey -- which checks the best-sellers in sheet music and phonograph records, the songs most played on the air and in the automatic coin machines, the songs most requested of the Nation's bandleaders -- an accurate, authentic 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 Joan Edwards ... the Hit Paraders ... and Frank Sinatra!

("GOOD NEWS" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

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

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("FOR THE FIRST TIME" . . . . . HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Comin' up --- the tune that's in Sixth place on Your  
Hit Parade Survey . . . the Hit Paraders bring you the  
Number SIX tune . . . "FOR THE FIRST TIME."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("THEY'RE EITHER TOO YOUNG OR TOO OLD" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Time for the tune that's a solid Seven in this week's  
list ... Joan Edwards sings the Lucky SEVEN song ...  
"THEY'RE EITHER TOO YOUNG OR TOO OLD."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

Commercial #1 (George Washington and His Officers, on Christmas Night, 1776)

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)

SHARBUTT: Christmas at the Headquarters of General George Washington.

DELMAR: Tonight, on this Christmas of December 25, 1943, our Liberty, -- our own proud, American brand of Liberty -- is being tested in the fire of battle ... (SOFT) just as it was tested on another Christmas night, exactly 167 years ago. Go back in imagination to the night of December 25, 1776 ... back to a lonely old Pennsylvania farm house, just across the Delaware River from the city of Trenton. The night is bitter cold ... the wind howls across the snow-packed plains and pounds upon the shutters. But in a room within the house, a great log-fire blazes -- and before the fire, George Washington stands with his generals ... Mercer, Greene, Knox, Sullivan, Stirling. With a charred stick he traces a rough map on the hearthstone ... a map plotting the course of the ice-clogged Delaware and the camp of the German mercenaries which they plan to attack at dawn.

(MORE)

Commercial #1 (George Washington and His Officers, on Christmas  
Night, 1776) (CONTD)

DELMAR:  
(CONTD)

Then, when each general has committed the map to memory, Washington rubs out the rough drawing with his boot. The men adjourn to a steaming bowl of Christmas punch brought in from the kitchen by young Captain Alexander Hamilton. And just then there is a loud knock at the door, and a Corporal of the Guard announces the arrival of Tom Paine. With a shout of welcome, the generals bring the tall, half-frozen patriot to the punch bowl. Tom Paine fills his glass ... there is a moment of hushed silence ... and then he proposes a toast -- "To the United States of America, may they be free forever." The men drink solemnly, and now George Washington presents to each of his officers, a simple Christmas gift ... a small leather pouch containing mild, mellow tobacco from his own plantation. And the officers sit before the fire, smoking the fragrant leaf, finding comfort and solace in the tobacco of their own George Washington, the Planter of Mount Vernon, that man who contributed so much to the tradition, the romance of fine tobacco ...

BOONE: (CHANT - SOLD AMERICAN)

(MORE)

Commercial #1 (George Washington and His Officers, on Christmas  
Night, 1776) (CONTD)

RUYSDAEL: Ladies and gentlemen, that tradition of fine tobacco is  
(Short Closing "B") important to you. For 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)

RUYSDAEL: LS - MFT

LS - MFT

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

SHARBUTT: Have you tried a Lucky lately? Remember in a cigarette  
(Impulse Tag #4) it's the tobacco that counts and Lucky Strike means fine  
tobacco.

("GREAT DAY" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra with a rousing Lucky Strike extra . . . "GREAT DAY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



("OH WHAT A BEAUTIFUL MORNING" . . . . FRANK SINATRA & HIT PARADERS)

(FADE FOR ANNOUNCEMENT)

DELMAR: Get set for the song that's just Four places away from  
the head of Your Hit Parade ... Frank Sinatra's going  
to sing ... Number FOUR ... "OH WHAT A BEAUTIFUL  
MORNING."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("PISTOL PACKIN' MAMA" . . . . . JOAN EDWARDS)

(FADE FOR ANNOUNCEMENT)

DELMAR: It's the tune that's Eighth in the week's survey book ...  
Joan Edwards sings Number EIGHT ... "PISTOL PACKIN' MAMA."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("BLUE SKIES" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Mark Warnow and the Lucky Strike Orchestra, 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 ... "BLUE SKIES."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("LUCKY DAY" . . . . . )

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade, starring Frank Sinatra ... presented  
by Lucky Strike ... will continue in just a moment  
over the Columbia Broadcasting System.

(STATION BREAK)

(MUSIC UP AND OUT)

("SHOO SHOO BABY" . . . . . FRANK SINATRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Your Hit Parade continues with the song that wears a  
big Number NINE ... Frank Sinatra brings you the week's  
Ninth place tune ... "SHOO SHOO BABY."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

("SING - IT'S GOOD FOR YOU" . . . . . HIT PARADERS & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

DELMAR: Here's another bright Lucky Strike extra ... Mark Warnow,  
the Hit Paradars and the Lucky Strike Orchestra with ...

"SING - IT'S GOOD FOR YOU."

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

SHARBUTT: George Washington was a general. George Washington was a farmer. He was an expert, just as today independent tobacco auctioneers, buyers and warehousemen are expert in their knowledge of fine tobacco. One of these experts, auctioneer James M. Ball of Winston-Salem, North Carolina, recently said:

VOICE: When I see Luckies buy that lighter, finer tobacco -- it's only natural for me to pick Luckies for my own cigarette, and I've been smoking them now for 25 years. I believe that most old timers like myself, men who have watched tobacco grown and sold, pick Luckies for exactly the same reason.

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: Ladies and gentlemen, sworn records show that among independent tobacco experts like Mr. Ball -- auctioneers, buyers, and warehousemen -- with men who know tobacco best, it's Luckies 2 to 1. So smoke the smoke tobacco experts smoke -- LUCKY STRIKE!

(FANFARE NUMBER THREE)

DELMAR: Here they are - the three top tunes of the week! NUMBER THREE - A year ago it was on Your Hit Parade for sixteen weeks, ten successive times at No. 1, a record that still stands, and here at Christmas time it is back again in third place. Joan Edwards sings "WHITE CHRISTMAS."

("WHITE CHRISTMAS" . . . . . JOAN EDWARDS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)



(FANFARE NUMBER TWO)

DELMAR: Number TWO! ... and here are the Hit Paraders to  
bring you the song that's right next to the top ...  
In Second place ... "PAPER DOLL."

("PAPER DOLL" . . . . . HIT PARADERS)

(MUSIC SWELLS AND FINISHES)

(APPLAUSE)

(COMMERCIAL)

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: In a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco.

RUYSDAEL: Remember -- with men who know tobacco best, it's Luckies 2 to 1!

SHARBUTT: So smoke the smoke tobacco experts smoke -- the cigarette that means fine tobacco -- Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(FANFARE NUMBER ONE)

DELMAR: Number ONE! (DRUM ROLL) And for the song that's  
 "tops" this week... for the song the Survey finds  
 at the head of Your Hit Parade ... 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's Frank Sinatra  
 with Number ONE (DRUM ROLL OUT) ... "MY HEART TELLS ME."

("MY HEART TELLS ME" . . . . . FRANK SINATRA)

(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 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 U. S. Marine Corps Depot of Supplies, Barstow, California. And remember, next Friday night - "The Best Tunes of All From Carnegie Hall" - Your All-Time Hit Parade with Mark Warnow and his entire Carnegie Hall Orchestra. And now, this is Kenneth Delmar saying goodnight for Joan Edwards, Lyn Murray's Hit Paraders, Mark Warnow -- and Frank Sinatra.

ORCHESTRA: ("LUCKY DAY")

(FADE FOR)

DELMAR: Your Hit Parade is broadcast by short-wave to our Armed Forces overseas ... This Christmas they're over-seas ... fighting for you. Let's Buy Those War Bonds ... so next Christmas they'll be back, at peace, at home.

ORCHESTRA: ("LUCKY DAY" . . . . . )

(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). Basil Ruysdael speaking for the makers of 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

DELMAR: Yes, Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.  
(Impulse Tag #2)

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