

MARCH

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

MARCH 7 1936

SATURDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen most popular songs of the nation this week, played for you by Carl Hoff and the Lucky Strike orchestra. These are the tunes all America has selected from hundreds of melodies as tops right now. From all parts of the country you've told us what songs are your favorites this week... And here's how you've told us. Each week Lucky Strike records your purchases of sheet music and phonograph records, the songs you request from prominent orchestra leaders at the places where you dance are noted, and radio stations throughout the country tell us what tunes you like best to hear over the air - and then, from this huge melting pot of information comes - Your Hit Parade - all America's program -- the choice of over 120,000,000 of you from Coast to Coast.

The Lucky Strike Orchestra opens with "I'm Gonna Sit Right Down and Write Myself a Letter" -- a song that skyrocketed from fifteenth place three weeks ago to third place last week and tonight stands second in your favor.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE AT A TABLE FOR TWO" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On Your Hit Parade for the first time four weeks ago -
"Alone At a Table For Two" dropped out for three weeks,
but tonight it comes back, stronger than ever - in
eleventh place nationally.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Moon Over Miami" - in ninth place in everybody's favor
everywhere this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER (COMMERCIAL NO. 1)

ANNOUNCER: One of the most important accomplishments of the Research Department of The American Tobacco Company is the famous toasting process developed some years ago. "It seemed logical to our Research Department that irritant-reduction or removal would be a basic achievement in the production of A LIGHT SMOKE. Results of experimental work were so striking and so conclusive that the old methods of handling tobaccos were entirely revised; and, Lucky Strike, an entirely new cigarette, utilizing this principle, was put on The American market."

This exclusive process, known commercially as - IT'S TOASTED, - is your throat protection against irritation, against cough. And here is another important factor. The smoke of Lucky Strike is less acid. "In newspapers, in magazines, on the radio, one word stands out more and more as research and experimental work on the subject increases - Acidity. And in smoking, too, consideration of acid-alkaline balance is of paramount importance. That is why we want you to know that the smoke of Lucky Strike is distinctly less acid."

(Book #21)
(Hammer #19)

("RUNNIN' WILD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Runnin' Wild" --

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Beautiful Lady in Blue" is the best selling waltz record this week the country over. And that's one reason why it climbs tonight to seventh place in national ranking.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU HIT THE SPOT" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Although it drops from fifth to twelfth ranking tune of the nation this week, "You Hit the Spot" still hits the spot in Atlanta, Georgia, Dodge City, Kansas, and Brookline, Massachusetts, where surveys show it's the hit of the week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ANNOUNCER: Have you ever thought how easy it is for you to buy cigarettes. You say: "Give me a pack of Luckies, please!" And presto ... a single motion of the dealer delivers your fresh pack ... And that's all there is to it.... as far as you're concerned. But your dealer must repeat those motions hundreds of times every day ... and at the same time carry out the thousand and one other duties necessary to the routine of his business. It's hard work, exacting work... and yet somehow your dealer finds time and heart for a friendly word ... and a sincere "thank you" for each customer. No matter how pressing the rush of business.... your tobacco dealer is always courteous, thoughtful, and friendly. It is indeed with pleasure that the makers of Lucky Strike Cigarettes associate themselves with the tobacco dealers of America in bringing you Luckies.... A LIGHT SMOKE of rich, ripe-bodied tobaccos....

* * *

("LIVING IN A GREAT BIG WAY".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Living In A Great Big Way" from the musical comedy
"Hooray For Love" - played for you by the Lucky Strike
orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME".CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After trailing "Moon Over Miami" for five weeks, "Cling
To Me", written by the same composers, hurdles this other
tune and leaps to eighth place on Your Hit Parade - just
one notch above "Moon Over Miami".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE". SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now - "Alone" - a number that very nearly equalled
the record for continuous Number One position - but not
quite. For four weeks "Alone" held it, but five is the
record - and tonight it slips. The surveys show it third
in your favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SIBONEY". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you a favorite rhumba
tune -- "Siboney".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: This is Your Hit Parade - the fifteen most popular songs of the week presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. These are the big hit tunes of all of you in large cities - in small towns - in tiny villages from one end of the country to the other.... the melodies you have most frequently purchased on sheet music and on phonograph records - the numbers you request orchestra leaders to play when you are out dancing - the tunes that radio stations report are your favorites over the air.

And now for the big news of this week. Tonight, for the first time in five weeks, a new tune among Your Hit Parade favorites usurps the Number One position in your musical Hall of Fame. During the last ten weeks, it's been slowly but steadily climbing in popularity until this week it reaches the top. Here it is -- all-America's hit of the week from Coast to Coast -- "Lights Out".

("LIGHTS OUT" SIMMONS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAH HOO" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a novelty tune that makes its first appearance on Your Hit Parade tonight -- "Wah Hoo" - fourteenth ranking song of the nation.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

(FOR FEMALE VOICE)

FEMALE

ANNOUNCER: "Clean, refreshing, gentle ... three" simple "words that describe your Lucky Strike." But "now add to them two more ... less acid. For recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent."

Everywhere I go these days among my women friends I hear discussions of acidity and acid-alkaline balance. Over the air speakers caution against excess acidity. You read about it in the newspapers and in magazines. And so it is pleasant to know that so good-tasting a cigarette as Lucky Strike has the added advantage of being agreeably less acid. Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco.

(Hammer #6)
(Part)

("YOU WOULDN'T FOOL ME WOULD YOU?" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the musical comedy "Follow Thru'" the Lucky Strike
Orchestra brings you "You Wouldn't Fool Me, Would You?"

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Slowly but surely moving up and up in your favor - from
thirteenth place four weeks ago to seventh place last week
- "Please Believe Me", strongly backed by sheet music
sales in New England, jumps into fourth position on Your
Hit Parade tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DINNER FOR ONE PLEASE JAMES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Hit of the Week in Chicago, Illinois;
Bloomington, Indiana; Hastings, Nebraska, and Concord,
New Hampshire -- "Dinner for One, Please James". But,
when we count the vote of the entire nation we find it in
thirteenth place tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" DICK, TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune by Irving Berlin that he says is a "comer".
The name is "Let Yourself Go" from the motion picture
"Follow The Fleet", and it's fifteenth in the nation's
favor tonight.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 4)

ANNOUNCER: For twenty-five years The American Tobacco Company has maintained a trained Research staff which is constantly employed in the scientific study of tobacco and its smoke. This is because "a thorough knowledge of the important factors involved in the production of an ideal cigarette can be gleaned only from fundamental, yet practical laboratory research embracing the nature of tobacco, its treatment and blending, and the physical properties of the manufactured cigarette. A mastery of these fundamentals permits the DESIGN, the FORMULA of a (Book #32) (Hammer #21) cigarette along scientific lines - A LIGHT SMOKE. As scientific research relative to acidity has widened, acid alkaline balance has assumed greater and greater importance in our daily existence. As a matter of fact, it is difficult to over-emphasize it when it comes to the production of A LIGHT SMOKE. That is why we stress the fact that Luckies are less acid. Recent chemical tests show that other popular brands have an excess of acidity over Luckies of from 53 to 100 percent." To the millions who are interested in the widely discussed subject of acidity - let us repeat that the smoke of Luckies is distinctly less acid. Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco.

* * *

("SING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune called "Sing".
(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song that's having its ups and downs. Four weeks ago in fourteenth place, then up to seventh - last week back to fifteenth and tonight the sixth ranking tune of the country - making the biggest jump on Your Hit Parade this week - "It's Been So Long" is the name.
(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WEST WIND" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The composer tells us that Shelley's famous "Ode to the West Wind" inspired this tune - a newcomer to Your Hit Parade, but already in tenth place nationally. It's called "West Wind".
(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SHOOTIN' HIGH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now, "I'm Shootin' High", fifth ranking tune nationally. At the conclusion of this number, which completes "Your Hit Parade" for tonight, we have an announcement of special interest for you. We hope you'll listen carefully.
(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Here's that important announcement. Beginning next week, Your Hit Parade will be brought to you twice a week, on Wednesdays and Saturdays on the NBC Red Network -- Wednesdays from ten to eleven P.M., Eastern Standard Time with Ray Sinatra and his Lucky Strike Orchestra, and Saturdays at the usual time - eight to nine P.M., Eastern Standard Time, with Carl Hoff and his Lucky Strike Orchestra. Remember the Wednesday time - ten to eleven P.M., Eastern Standard Time.

And now, as we close, may we suggest to those of you who do not smoke Luckies that you try a pack. You'll find Luckies A LIGHT SMOKE of rich, ripe-bodied tobacco - a smoke that is agreeably less acid. For independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

THIS IS THE NATIONAL BROADCASTING COMPANY....

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3-6-36...

WEAF

"YOUR HIT PARADE"

(LUCKY STRIKE)

() ()
10:00 - 11:00 P.M.

MARCH 11, 1936

WEDNESDAY

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

ANNOUNCER: Lucky Strike brings you Your Hit Parade -- the new midweek presentation of the fifteen most popular songs of the country, played for you by Ray Sinatra and the Lucky Strike Orchestra. Tonight is a gala occasion... because the manufacturers of Lucky Strike cigarettes inaugurate a new policy which will bring you Your Hit Parade every Wednesday at this same time in addition to the regular Saturday presentation. From North, South, East and West you yourselves -- all of you -- in every section of the nation -- have picked the tunes we play as your favorites. These are the songs you tell us you like best by the sheet music and records you're buying.....by the melodies you are listening to according to the very latest radio reports....by the tunes you are requesting of your favorite orchestra leaders at the places where you dance. We think you'll be interested to compare the two presentations of Your Hit Parade - on Wednesdays by Ray Sinatra and his Lucky Strike Orchestra and on Saturdays by Carl Hoff and his Lucky Strike Orchestra - but always they will be your own favorite songs of the week - played and sung the way you like to hear them.

And now, the Lucky Strike Orchestra opens with "You Hit the Spot"...the tune that's tenth in your favor

("YOU HIT THE SPOT".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("PLEASE BELIEVE ME".....STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Please Believe Me" - fourth ranking song of the country tonight.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("MOON OVER MIAMI".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one that wears well with you - "Moon Over Miami" -- twelve weeks on Your Hit Parade and never before lower than ninth - but tonight it's thirteenth in the nation's favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Everyone knows that heat purifies! But it was not until the Research Department of The American Tobacco Company undertook a series of experiments to produce a LIGHT SMOKE that the full application of this important principle was completely realized in the treatment of tobacco. "This pre-heating at higher temperatures which we have made commercially known as "Toasting"***consists of four main stages, which involve carefully controlled temperature gradations and which include special steam treatments to replace moisture lost." It is your throat protection against irritation, against cough. "If you haven't tried a Light Smoke try a package of Luckies..

Book #22 (part) tonight".
Hammer #9(part)

(MORE)

ANNOUNCER: And as you enjoy the fine taste of those rich, ripe-bodied
(Cont'd)
tobaccos "remember....recent independent chemical tests
of the leading cigarettes prove this important fact...that
"Luckies are distinctly LESS ACID.....Luckies are A Light
Smoke of rich, ripe-bodied tobacco.

("EVERYBODY STEP".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen now as the Lucky Strike Orchestra brings you
"Everybody Step" from the "Music Box Review" of 1921.
(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song smart dancers in New York City are
requesting this week. Guy Lombardo at the Roosevelt
Hotel....Johnny Johnson at the Commodore....and Ozzie
Nelson at the Lexington say it's "Tops" -- but nationally
"Cling to Me" ranks twelfth tonight.
(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Gonna Sit Right Down and Write Myself A Letter" is the
sixth ranking tune of the country tonight on the sixth
week it's been on Your Hit Parade, and first in popularity
in the nation's sixth largest city - Cleveland, Ohio.
(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Right this minute in every city and town in the United States....thousands of men and women are purchasing Luckies. And you can wager that almost everyone is met by a cheery greeting and a "thank you" from the busy man behind the cigarette counter. These men, who spend their lives selling cigarettes, know that the little pleasantriesthe friendly greetings.....mean a lot to you and to me. And when each greeting is multiplied 950,000 times for the 950,000 retail tobacco counters throughout the country, it's easy to see how much cheer and goodwill these little courtesies mean. Tonight the manufacturers of LUCKY STRIKE Cigarettes salute the thousands of cigarette dealers in America for the gracious service they render you.

("CHICAGO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now a tune that zig-zags all over Your Hit Parade -

"It's Been So Long". Five weeks ago in fourteenth place -- then up to seventh - then down to fifteenth - then up to sixth - and tonight down again - this time to the eleventh ranking song of the nation.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("BEAUTIFUL LADY IN BLUE.....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Beautiful Lady in Blue"! No waltz has ever before stayed on Your Hit Parade so long. Seven weeks in your musical hall of fame and the seventh song in national favor tonight.
(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("SAY IT WITH MUSIC".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another tune from the "Music Box Review" of 1921 -- "Say It With Music" played by the Lucky Strike Orchestra.
(MUSIC SWELLS AND FINISHES)

(STATION BREAK)

ANNOUNCER: This is Your Hit Parade - Lucky Strike's Wednesday presentation of the fifteen most popular songs of the week throughout the length and breadth of the nation. And here's how we can tell what are your favorites....We check your purchases of sheet music and phonograph records.... listen to the songs you request of your favorite orchestra leaders at the places where you dance....observe late reports from scores of radio stations everywhere and note your most popular melodies....and then, after you have shown us the tunes you like best....the big fifteen songs of the week ... we play 'em for you every Wednesday and Saturday night on Your Hit Parade. Tonight a grand tune stages a grand come-back! The nip and tuck battle for first place on Your Hit Parade between "Lights Out", last week No. 1 tune and "Alone", tip top song of the country for the four preceding weeks is resumed. But "Alone" climbs up from third place to win by a nose and to become the only tune ever to stage such a comeback. From Portland, Maine to Portland, Oregon, America has re-elected "Alone" - Public Melody Number One.

("ALONE".....MARTIN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("I'M PUTTIN ALL MY EGGS IN ONE BASKET".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A new recruit to Your Hit Parade tonight - "I'm Putting All My Eggs in One Basket" from the motion picture "Follow the Fleet" - in ninth position from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Recently, we overheard a typical American girl make the following comment.

GIRL: I'd don't know anything much about science or research, but like any average girl, I do listen to the radio rather frequently, I read several magazines a month and I follow the happenings of the world in my daily newspaper. One thing stands out more and more in my mind. "Beware of acidity! That's the message we hear on all sides today. So, here's important cigarette NEWS for you. Luckies are (Hanmer #12) less acid than other popular brands. Current chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent. Luckies are less acid."

("MARGIE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here is "Margie" played for you now by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("LIGHTS OUT".....LAMBERT AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Right behind your Number One tune of this week - so close that the difference is barely discernible - is "Lights Out", last week's top notch favorite and the second ranking tune of all of you everywhere tonight.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("LET'S FACE THE MUSIC AND DANCE.....MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From nowhere to fifth place in your favor tonight - that's the tremendous jump made by "Let's Face the Music and Dance," from "Follow the Fleet" - a newcomer on Your Hit Parade tonight.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("GOODY GOODY".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The hit of the week at Columbia University and the University of Pennsylvania -- but all of you nationally rank "Goody Goody" fourteenth in your favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: It has often been said that necessity is the mother of invention. And, over the years, in the course of producing Lucky Strike - A LIGHT SMOKE - of rich, ripe-bodied tobacco - a smoke that is agreeably less acid - it has been necessary for our Research Department to develop and control the use of many processes and devices new to the cigarette industry. That is why we say to you that:

(MORE)

ANNOUNCER: (CONT) "Manufacture has been standardized with care and is scrupulously maintained under the direct supervision of the Research Department, by means of instruments and devices, new to the industry, developed for the purpose by them." "Behind every Lucky Strike on the market is a quarter of a century of striving toward a modern balanced smoke. Lucky Strike, A LIGHT SMOKE of rich, ripe-bodied tobacco offers the best in modern quality." And today, when on all sides we hear talk about acid condition and acidity, it is interesting to know that "Luckies are agreeably less acid." "Recent chemical tests prove this when they show that other popular brands have an excess of acidity over Luckies of from 53 to 100 percent."

(Book #35)

(Hammer #7)
part

("DIGGA DIGGA DOO"

ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra in a tune called -"Digga Digga Doo."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LET YOURSELF GO"

QUARTET AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune from "Follow the Fleet" that Irving Berlin said last week was a "comer" - he was right - because "Let Yourself Go" climbs from fifteenth to eight place in your favor this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

"WEST WIND".....MARTIN AND ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: "West Wind" - fifteenth ranking song of the nation tonight.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

"I'M SHOOTING HIGH".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra completes the mid-week presentation of Your Hit Parade with "I'm Shooting High" which shoots high enough to reach third place in your favor tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Remember that Your Hit Parade is now brought to you twice a week - on Wednesdays and Saturdays on the NBC Red Network - Wednesdays from ten to eleven PM Eastern Standard Time with Ray Sinatra and his Lucky Strike Orchestra, and Saturdays at the usual time - eight to nine PM Eastern Standard Time with Carl Hoff and His Lucky Strike Orchestra. Make a note now to listen in again this Saturday at eight PM for the fifteen most popular songs of the nation.

And now, as we close, may we suggest to those of you who do not smoke Luckies that you try a pack. You'll find Luckies A LIGHT SMOKE of rich, ripe-bodied tobacco - a smoke that is agreeably LESS ACID. Independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

THIS IS THE NATIONAL BROADCASTING COMPANY.

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

MARCH 14, 1936

SATURDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen most popular songs of the entire nation this week, played for you by the Lucky Strike Saturday Orchestra under the direction of Carl Hoff.

Here they are -- the big hit tunes of all of you from the Great Lakes to the Gulf of Mexico - the songs 120,000,000 Americans in large cities and tiny hamlets are humming, singing and dancing to this week. For these are the tunes that our countrywide surveys show you buy most frequently on sheet music and phonograph records....the melodies you like to hear best over the air....the numbers you request most often of your orchestra leaders at the places where you dance....the nation's musical pulse, accurately reported to you on Your Hit Parade twice a week, every Wednesday at 10:00 P.M. Eastern Standard Time and every Saturday at this hour. We think you'll be interested to compare the two presentations of Your Hit Parade - the Lucky Strike Wednesday Orchestra and the Lucky Strike Saturday Orchestra - but always they will be your own favorite songs of the week - played and sung the way you like to hear them.

(MORE)

ANNOUNCER: And now, the Lucky Strike Saturday Orchestra opens with
(CONT)

"I'm Gonna Sit Right Down and Write Myself A Letter" - your
sixth ranking tune this week.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's Been So Long" drops from sixth to eleventh place in
the country's favor tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now you dancers in Boston and Buffalo - here's the song
you've been requesting more often than any other this past
week -- "Please Believe Me" -- the nation ranks it fourth
tonight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

ANNOUNCER: (COMMERCIAL NO. 1)

Only by the most skillful manufacture can the uniformity of cigarettes be maintained week after week and season after season. "By definition, controlled uniformity in cigarette manufacture means to maintain constant all of those attributes which combines to characterize the finished cigarette -- especially in relation to the composition of smoke." And it was through the scientific study of the composition of smoke, in order to assure uniformity, that the Lucky Strike Research Department discovered the importance of acidity and of acid-alkaline balance in cigarettes. "You hear a lot about acidity these days. Never a day passes that acidity and the importance of a proper acid-alkaline balance is not referred to on your radio. Surely in smoking you want a less acid smoke. LUCKIES ARE less acid. Recent chemical tests show that other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100 percent."

(Book #31)
(Hammer #22)

("CHINA BOY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here comes "China Boy" brought to you now by the Lucky Strike Saturday Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT"SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a simple tune, patterned after a bugle call, and it's very simplicity makes it easy to pick out on the piano. Maybe that's why "Lights Out", America's second ranking song tonight, has already sold 200,000 copies of sheet music.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Played more often than any other song on the three big networks during the week - "I'm Shooting High" is again high up in third place in popular favor this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ANNOUNCER: (COMMERCIAL #2)

A listener to Your Hit Parade gives us the interesting reaction of a department store sales lady. She says:

WOMAN'S
VOICE:

I've been noticing lately the pleasant things you say on your program about the retail tobacco dealers. I serve scores of people every day, too -- and I have to serve them swiftly, efficiently and with a smile. I know what it means to do that from nine in the morning 'till five at night! And as a girl who likes a smoke occasionally, I've seen the type of service we women receive when we purchase cigarettes. In our store we feel that courteous, friendly service makes the customer like her purchase better - and it seems to me that the kind of treatment we all get at the tobacco counter adds something to the pleasure of smoking. And so here's a great big bow to the men behind thousands of tobacco counters because their courtesy makes it pleasant to buy cigarettes.

("SWEET SUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Saturday orchestra in a musical serenade...
"Sweet Sue".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Down at Texas Christian University, in the Panhandle, where
men are men, they select - strangely enough -- "Cling To
Me" as their hit of the week. Nationally it's in twelfth
place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's that "Beautiful Lady In Blue"...in seventh place
on the seventh week it's been on Your Hit Parade but the
Number One tune in St, Louis - best known musically for
another kind of blue song.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TONY'S WIFE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Ladies and gentlemen: Meet - "Tony's Wife" -- brought to
you by the Lucky Strike Saturday Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: This is Your Hit Parade - the big fifteen hit tunes of the week presented for your pleasure by the manufacturers of Lucky Strike cigarettes. These are your own selections -- the songs you have told us are your favorites. Each week, Lucky Strike checks your purchases of sheet music and phonograph records....the tunes you listen to over the air... the melodies you request at the places where you dance.... and then, when you have told us which numbers you like best, we bring them to you on Your Hit Parade.

Tonight is a momentous one on Your Hit Parade. Only two songs have ever been elected as the tip top tunes of the country for five times. But this week your votes elevate another melody to this exclusive circle to equal the record established by "Cheek to Cheek" and "Chasing Shadows" . All of you in the 48 states of the Union select "Alone" - for the fifth time, America's Number One Tune.

("ALONE" SIMMONS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" DICK & TRIO & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From fifteenth to eighth place in the nation's favor in one short week - quite a jump - even for a song called "Let Yourself Go" - from the picture - "Follow The Fleet".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

ANNOUNCER: (COMMERCIAL #3)

Recently a smoker asked for a brief explanation of the famous Lucky Strike process known commercially as "IT'S TOASTED". Well, here is the answer....and it's of interest to smokers everywhere. Toasting really "distills off in part the more volatile components" naturally present in all tobacco, "such as formic and acetic acids, while preserving those less volatile components essential to taste and character. Quantities of undesirable constituents are removed in the toasting process not only through distillation, but through the mechanical effect of aerating the tobaccos with hundreds of thousands of cubic feet of air heated to a high temperature and moving at a high velocity". This exclusive process is your throat protection against irritation, against cough -- and another important reason why Luckies are A LIGHT SMOKE -- A Light Smoke of rich, ripe-bodied tobacco. Just try one pack and see for yourself "how much pleasanter, how much more enjoyabl-, how much easier on you is a cigarette that is truly A LIGHT SMOKE." And if you are interested in the much-discussed subject of acidity remember this, "Recent independent chemical tests" of popular brands of cigarettes "show that Luckies are distinctly less acid".

Book #24
Book #23
Hanmer #5
(part)

("TOP HAT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Top-Hat" played by the Lucky Strike Saturday Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M PUTTING ALL MY EGGS IN ONE BASKET" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The ninth ranking song of all of you everywhere this week is "I'm Putting All My Eggs In One Basket" from "Follow the Fleet".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an interesting fact...For the first six weeks that they were on Your Hit Parade, "Moon Over Miami" topped "Alone" - your Number One Song this week...but in the last six weeks "Alone" has surged forward and consistently ranked higher than its contemporary. Tonight "Moon Over Miami" slips again - this time to thirteenth place in your favor nationally.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODY GOODY" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: First in Glendale, California, St. Petersburg, Florida, New Bedford, Massachusetts and Huron, South Dakota....but when the votes of you listeners in the rest of the country are counted - "Goody Goody" ranks fourteenth in national favor this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #4)

"Millions of words have been written about acidity and its importance in our present day existence"....And so, it is not surprising when a woman smoker says --

WOMAN'S
VOICE:

Wherever I go I hear a lot of talk among women about the smoke of Lucky Strike being less acid. Is that so?

ANNOUNCER:

Yes, I can answer that very definitely. The smoke of Luckies is less acid. Recent independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

WOMAN'S
VOICE:

And does Lucky Strike accomplish this by choosing certain kinds of tobacco?

ANNOUNCER:

Well, you are partly right. Lucky Strike does use the extra-fine center leaves of the tobacco plant which, in nature, most nearly approach the ideal acid-alkaline balance. But "the best efforts in choosing tobaccos, blending and processing may be nullified by carelessness in the fabrication of the cigarette itself". It is care in manufacture as well as rich, ripe-bodied tobacco that assures you, always, in Luckies A LIGHT SMOKE -- a smoke that is distinctly LESS ACID.

(Hammer #15
(part)
(Book #33)

("DON'T HOLD EVERYTHING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen now as the Lucky Strike Saturday Orchestra plays
"Don't Hold Everything" for you.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WEST WIND" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: At the French Casino in New York, orchestra leader Vincent Travers reports that this past week has brought more requests from smart dancers for "West Wind" than any other tune - but it's in fifteenth place throughout the country.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET'S FACE THE MUSIC AND DANCE" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Irving Berlin has written hit songs for twenty-five years, but this was the tune he requested on a recent broadcast in his honor - "Let's Face The Music and Dance". America places it in fifth position this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU HIT THE SPOT" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: At South Bend, Indiana, home of Notre Dame and it's football teams this tune forward passes over the heads of every other to score Number One spot in local favor. Nationally "You Hit The Spot" is in tenth place this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Listen in next Wednesday at 10:00 P.M. Eastern Standard Time for your favorite tunes of next week played for you on Your Hit Parade by the Lucky Strike Wednesday Orchestra, under the direction of Ray Sinatra - and again at 8:00 P.M. a week from tonight with Carl Hoff conducting the Lucky Strike Saturday Orchestra.

And now - a final suggestion! The next time you tune in keep a pack of Luckies handy. You'll find that Luckies will delight your taste and they're ever so gentle with your throat. And remember that independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent. Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco -- and the smoke of Luckies is agreeably less acid.

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

() ()
10:00-11:00 P.M.

MARCH 18 1936

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade - radio's big midweek feature of the fifteen most popular tunes of the week, played for you tonight by Ray Sinatra and the Lucky Strike Wednesday orchestra.

Songs come and songs go - last week's top notch melodies may today be sliding to the bottom of the heap - a new tune scarcely heard a few weeks ago may now be climbing high in the nation's favor. It is you and you and you -- one hundred and twenty million Americans from Maine to California, who show us what tunes are closest to the nation's heart tonight. And here's how we take America's musical pulse. We check your purchases of sheet music and phonograph records... our surveys tell us what songs you request most often at the places where you dance... late radio reports show your favorites on the air.. and then, when you've told us in this way which tunes you like best, we bring them to you on Your Hit Parade twice each week -- every Wednesday at this time and every Saturday at 8:00 p.m., Eastern Standard Time. We think you'll be interested in comparing the two presentations of the week's tip-top tunes.

(MORE)

ANNOUNCER: And now, the Lucky Strike Wednesday Orchestra opens with
(CONT) "I'm Shooting High" -- the favorite tune in Philadelphia
this week, but the song that America ranks in seventh
position.

("I'M SHOOTING HIGH" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG" STOKES)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's Been So Long" -- the movie for which this song
was written has only just been finished in Hollywood --
but already the tune is a national favorite -- this
week in fourth position from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You have found it hard in recent weeks to decide between
"Alone" and "Lights Out" for first position. It's been
nip and tuck between the two -- But here's "Alone" this
week being crowded out of first and seconds positions
into Third.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

ANNOUNCER: We recently overheard a cigarette girl at a well-known eating place make the following remarks. She said:

FEMALE
VOICE:

I pick up a lot of conversational odds and ends as I make my rounds in selling cigarettes. And one thing that has impressed me a great deal is the number of diners, especially women, who seem to think so much about excess acidity and acid-alkaline balance these days. Of course, I know that Luckies don't claim to be a cure-all, but it's quite remarkable how many of these diners are asking for Luckies nowadays. Some say they like Luckies because they taste so good - others because they are A LIGHT SMOKE - and others because they're so gentle with the throat, but I think all of them are most impressed with your "recent impartial scientific tests which shows that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent."

Hanmer #3
(part)

("IT'S AN OLD SOUTHERN CUSTOM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's An Old Southern Custom" -yas-suh! - played by
the Lucky Strike Wednesday orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" MARTIN)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Please Believe Me" - the hit of the week at Ann
Arbor - home of the University of Michigan -- in ninth
position tonight, just where it was when it entered
Your Hit Parade nine weeks ago.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M PUTTING ALL MY EGGS IN ONE BASKET" QUARTETTE)

(FADE FOR ANNOUNCEMENT:)

ANNOUNCER: And now the tune you tell us you rank sixth this week
- "I'm Putting All My Eggs in One Basket" -- from the
motion picture "Follow The Fleet".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ANNOUNCER: Smoking is the congenial art. Almost from its first appearance in Europe, it became associated with congenial people... with the hearty convivial characters of tavern and coffee house. And so today...it's pleasing to find that the tradition of smoking as a congenial art is still alive, still true. Wherever good fellows meet... there you'll find smoking. And, when you enter a tobacco shop... you'll find a friendly dealer. For, behind the tobacco counters of America is a congenial spirit...with congenial men and women to serve your smoking needs. You ask for Luckies... and in an instant you have them... and the "thank you" that always comes with them. Certainly the tobacco dealers of our country live up to the congenial tradition of smoking. And the manufacturers of Lucky Strike Cigarettes are glad to acknowledge this to the 950,000 retailers who serve you so well.

* * *

("GREAT DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Wednesday Orchestra plays for you now
"Great Day".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Some writers seem to know just what the public likes.
The composers of the tune you place in eighth position
- "Cling To Me" - have had at least one song and
frequently more in the big fifteen on 39 of the 48 weeks
Your Hit Parade has been on the air.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SING AN OLD FASIONED SONG TO A YOUNG SOPHISTICATED LADY"..QUARTETTE)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Two weeks in fourteenth place - then out of Your Hit
Parade for two weeks - now back in twelfth place - that's
the musical history to date of "Sing an Old Fashioned
Song to a Young Sophisticated Lady".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHINE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Listen now as the Lucky Strike Wednesday Orchestra
plays the tune called "Shine".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: This is Your Hit Parade - Lucky Strike's midweek presentation of the fifteen songs that you have told us you like best this week. These are the tunes you have requested most often at the places where you dance - the melodies you have purchased most frequently on sheet music and phonograph records -- the songs that are your radio favorites according to the latest reports from scores of radio stations everywhere.... the top ranking tunes of the country from Coast to Coast.

And now - here's the announcement of this week's hit of hits. For seven weeks the battle for top position between "Alone" and "Lights Out" has raged. Four times "Alone" won - then it slipped and "Lights Out" gained the top, only to yield the coveted position the following week to "Alone" -- and now as your support of "Lights Out" grows stronger and stronger the pressure on "Alone" is too great. It gives way to this week's champion - "Lights Out" -- the favorite melody of all America tonight.

("LIGHTS OUT" QUARTETTE)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHAT'S THE NAME OF THAT SONG" MARTIN)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song, the chorus of which impressed Guy Lombardo so much that he played it on the air even before the melody was completely written. It's called "What's The name of that Song?" and joins Your Hit Parade tonight for the first time, in fourteenth place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

ANNOUNCER: On every trim green pack of Luckies with its bright red circle - you'll find two words - "It's Toasted" - which typify many of the genuinely basic improvements in the treatment and processing of tobacco, made by the Research Department of The American Tobacco Company in the production of A Light Smoke. For "the reduction of certain compounds by toasting obviously constitutes one of the most important advances made in the processing of cigarette tobaccos during the past quarter century. In the opinion of leading independent research groups, chemists and physicians who have examined the work in detail, this reduction is of significance to the smoker." And here's another point of significance to every smoker "Scientific chemical analysis of Luckies and other leading brands of cigarettes shows that Luckies are decidedly less acid than the others."

Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco. And "IT'S TOASTED" -- your throat protection against irritation, against cough.

Book #27
Hammer #1
(part)

("AIN'T SHE SWEET" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Ain't She Sweet" -- that's the question the Lucky Strike
Wednesday Orchestra asks now.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" LAMBERT)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The theme song of the famous Trocadero Club in Hollywood,
rendezvous of movie stars, is this new recruit to Your
Hit Parade - "Lost". It's in thirteenth place nationally
this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The average length of time a tune stays on Your Hit
Parade is five weeks, but "Beautiful Lady in Blue" --
remarkably popular for a waltz -- has been among your
favorites for eight weeks - longer than any other waltz.
It's the tenth ranking song of the nation tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODY GOODY" QUARTETTE)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's news -- real news! - "Goody Goody" jumps tonight -
and what a jump! -- from fourteenth place last week way
up to second place this week. Look out for this tune -
"Goody Goody" -- it looks like another "Music Goes Round
and Around".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 4)

ANNOUNCER: Here is an interesting question that is typical of those asked by visitors to the Lucky Strike factory at Richmond.

WOMAN: I can understand the painstaking efforts you make in processing and blending the tobaccos for Luckies - but is it really necessary to be as careful as you are in the actual making of the cigarette itself?

ANNOUNCER: Yes, it is. "The simple mechanical details of" cigarette "manufacture are of surprising importance. Upon them depend the physical properties of the cigarette, such as weight, size, firmness, length and width of shreds of tobacco, moisture holding properties, density of tobacco, uniformity of fill - uniformity of product ---- all of which have a far reaching effect on the character of its combustion and the constituents of its smoke. This is another proof of the careful, thorough work the Lucky Strike research scientists have done to make your cigarette A LIGHT SMOKE of rich, ripe-bodied tobacco" -- a smoke that is decidedly less acid. .

WOMAN: Well, these days when everybody seems to be concerned about acidity, it's nice to know that Luckies are less acid.

ANNOUNCER: Indeed it is - "recent chemical tests show that other popular brands have an excess of acidity over Lucky of from 53 to 100 percent."

IT DOESN'T MEAN A THING
("BEWA DONN SISTER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Lucky Strike Wednesday Orchestra plays
"IT DOESN'T MEAN A THING"
"BEWA DONN SISTER"

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVELY LADY" STOKES)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Some tunes click fast -- others grow in your favor gradually. Here's a typical example -- "Lovely Lady". Although it comes from the same picture as "I'm Shooting High," it took two full months longer to reach the big fifteen. Tonight it's a new recruit to Your Hit Parade -- in fifteenth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI" MARTIN)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last Saturday at the Lafayette College Junior Prom, the memorial gymnasium where the dance was held, was decorated to represent the theme of this great song - a favorite of the 900 dancers - "Moon Over Miami - eleventh in your favor tonight after the remarkable career of 13 weeks on Your Hit Parade...

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" QUARTETTE)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let Yourself Go" - a song that radio experts know you like - so much so that from over 150 radio stations it went out to you over the ether waves some 4000 times during the past week - no wonder it climbs tonight to fifth place in your favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Listen in again on Saturday at 8 P.M., Eastern Standard Time for Your Hit Parade, the big fifteen hit tunes of the week presented by the manufacturers of Lucky Strike cigarettes and played for you by Carl Hoff and the Lucky Strike Saturday Orchestra. And please bear this in mind - you may hear Your Hit Parade now twice weekly - Wednesday at 10:00 p.m., and Saturday at 8:00 p.m., Eastern Standard Time.

Until then, good night and pleasant smoking. Remember that Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco -- delightful in taste -- wonderfully easy on your throat. And . . . Luckies are agreeably less acid. Independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

THIS IS THE NATIONAL BROADCASTING COMPANY.....

LUCKY STRIKE

WEAF

YOUR HIT PARADE

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

MARCH 21, 1936

SATURDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade - all America's program - featuring the fifteen most popular tunes of the week - played tonight by Carl Hoff and the Lucky Strike Orchestra.

These are the songs that a whole nation is singing and whistling from coast to coast -- on city streets, in village stores - on college campuses. The farmer hums them as he does his chores, the housewife sings them while she sweeps, the business man whistles them coming home from work. They're the tunes we know you want to hear. How? Well, record and sheet music sales tell us they're the tunes you're buying. Radio reports tell us they're the songs you most enjoy over the air. Famous orchestra leaders in night clubs and ballrooms tell us they're you're most frequent requests. So we fit together the pieces of this great musical puzzle to make a tuneful pattern of your taste. THAT'S YOUR HIT PARADE!.....

Every Saturday at 8:00 P.M., Eastern Standard Time and Wednesday at 10:00 P.M., Eastern Standard Time, you'll enjoy comparing these two presentations of the week's best songs. And now Carl Hoff and his Lucky Strike Orchestra brings you the Second ranking song of the week - "Goody - Goody": - the song which jumps from fourteenth to second place this week!

("GOODY - GOODY" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It took the composer three weeks to find the title of this tune and three hours to write the words. It was leading song of the week on the nation's most powerful station. You've elected it number nine on Your Hit Parade.....The title - "Please Believe Me".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The melody, "Alone" -this week in third place.....Twice popular president of Your Hit Parade - twice in third place....thirteen consecutive weeks of popularity and three of America's greatest department stores report that it is still the best seller!

(MUSIC SWELLS AND FINISHES)

----- C O M M E R C I A L -----

ANNOUNCER: Science tells us that "unquestionably, the most important single attribute of cigarettes, other than the tobacco itself, is moisture content. It is through the agency of moisture as a solvent that all of the beneficial changes described as "curing" and "ageing" occur." Because it is so important, a rigid control over the moisture content of Lucky Strike Cigarettes is exercised by our Research Department by means of devices unique to the industry. And, because in smoking, "consideration of acid-alkaline balance is of paramount importance, we want you to know that the smoke of Lucky Strike is distinctly less acid. Please understand that we make no claims for Lucky Strike as a cure-all. But there is so much discussion today of acidity and acid-alkaline balance, that we ask you to remember that recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent."

Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco.

Book #36
Hammer #19
(part)

("HEAT WAVE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Heat Wave" - played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVELY LADY" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A new song to Your Hit Parade - and one with a real musical pedigree. The two men who wrote it fathered such hits as "I Can't Give You Anything But Love", "Stormy Weather", "Truckin'", and "I'm In The Mood For Love". This tune is Number Fifteen this week -- "Lovely Lady".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M PUTTING ALL MY EGGS IN ONE BASKET" ORCHESTRA AND TRIO)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune that was introduced over the air on February the Eighth - - and only a month later had become one of America's favorite melodies. This week it climbs from Ninth to Sixth place on Your Hit Parade -- "I'm Putting All My Eggs In One Basket".

(MUSIC SWELLS AND FINISHES)

----- C O M M E R C I A L -----

ANNOUNCER:

The most valuable asset to any business is that which can neither be bought nor sold, stored on shelves nor recorded in ledgers. It is that essential ingredient to success -- good-will. When your tobacco dealer serves you with Luckies, A Light Smoke of rich, ripe-bodied tobacco, haven't you noticed that he always adds a certain thoughtful attention -- an eagerness to please -- that seems to reflect the pleasant cheer of the cigarette itself. Your natural response is one of warmth and friendliness and, though you may not at the moment put it definitely in words you certainly feel deep within you that the courtesy and cheerful service of the man behind the tobacco counter has done something to ~~make~~ the world just a bit more pleasant place to live in. The American Tobacco Company wishes to extend its appreciation to the 950,000 tobacco dealers in the United States whose prompt and courteous service has made their shops welcome havens of friendly good will.

("LUCKY IN LOVE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Lucky In Love" -- played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Cling To Me".... the Nation puts it in Eighth place this week. And it **has** been eight weeks on Your Hit Parade - three times in Eighth Place -- first in Eighth Place on February the Eighth and going strong tonight, March 21st.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's Been So Long" -- now in fourth place on Your Hit Parade ... It's from the soon-to-be released picture, "THE GREAT ZIEGFELD" which has taken more than two years to produce. --"It's Been So Long".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("OH, YOU NASTY MAN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you "Oh, You Nasty Man".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: The is Your Hit Parade -- Your own choice of the fifteen most popular tunes of the week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. From coast to coast we've checked your preferences -- we've asked famous orchestra leaders which songs you find most pleasing; from more than 200 radio stations we've learned the tunes you like best on the air; record and sheet music sales tell us the numbers you're buying. So you see, you have made this really, "YOUR HIT PARADE". It's been nip and tuck between two songs on recent programs for number one hit of the week. This week, one contender -- "Alone" -- drops back to third place; the other races ahead to score a clean cut victory. Among the first four leaders for seven weeks, this song has been alternately champion and runner-up on the last four presentations of Your Hit Parade. It's "Lights Out".

("LIGHTS OUT" SIMMONS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" . . . from . . . "FOLLOW THE FLEET" . . DICK & TRIO)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that leads the list this week in Douglas, Arizona, Fort Smith, Arkansas, and Trenton, New Jersey. It's Number Five in your nation-wide Lucky Strike poll-- "Let Yourself Go".

(MUSIC SWELLS AND FINISHES)

----- C O M M E R C I A L -----

ANNOUNCER: What is it a woman wants in a smoke? Here's
a typical answer from one woman.

FEMALE
VOICE: Oh - I don't know exactly. Of course, I'm partial
to A LIGHT SMOKE and yet I want it to be rich-tasting.
I think that's why Luckies appealed to me right
from the start. But now I have another reason
for smoking them. I understand they're less acid
than other cigarettes. Of course, I know you
don't claim that Lucky Strike is any panacea....
But I see so much and hear so much nowadays about
avoiding excess acidity that if Luckies are less
acid then they're certainly the cigarettes for me.

ANNOUNCER: There's no saying more true than - a word to the
wise is sufficient. LUCKIES are less acid.
Recent chemical tests show that other popular
brands have an excess of acidity over LUCKY STRIKE
of from 53 to 100 percent. We give no warnings
about excess acidity. We make no rash claims.
We ask only that you remember that LUCKIES are
distinctly less acid and that they are A LIGHT
SMOKE of rich, ripe-bodied tobacco.

Hammer #10

("WHY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Lucky Strike Orchestra plays, "Why".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You just won't let this tune stay off Your Hit Parade. Maybe it's because it includes in its lyrics the title of one of the greatest song hits in history -- "Silver Threads Among the Gold" --- "Sing An Old Fashioned Song to a Young Sophisticated Lady" is in Twelfth Place this week in the Nation's choice.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MOON OVER MIAMI"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Thirteen weeks on Your Hit Parade! "Moon Over Miami" further proves its popularity by selling 268,000 copies of sheet music. Last week it dropped to Thirteenth Place, but this week it's back to Eleven.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHAT'S THE NAME OF THAT SONG" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: What question does ~~an~~ orchestra leader most frequently hear? Twenty-five conductors in nine different states agree that they're asked most often, "What's The Name Of That Song"? And that's the title of the new tune which this week makes its first appearance -- in Fourteenth Place, -- on Your Hit Parade."

(MUSIC SWELLS AND FINISHES)

- - - - - C O M M E R C I A L - - - - -

ANNOUNCER:

We have often stressed the importance of the process "It's Toasted" in the manufacture of Lucky Strike Cigarettes. And we have told you that this process is your throat protection against irritation, against cough. Here is one of the reasons why:

"Among the more familiar components which may have significance and which are removed in quantity from tobacco during the toasting process are: formic, acetic and iso-valeric acids, furfural and other aldehydes, ammonia and nicotine". This is only one of a number of basic improvements accomplished by the Research Department of The American Tobacco Company to give you in "Lucky Strike Cigarettes a modern smoke - A LIGHT SMOKE of rich, ripe-bodied tobacco" - a smoke that is agreeably less acid.

Book #26

("BETWEEN THE DEVIL AND THE DEEP BLUE SEA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays for you "Between The Devil and The Deep Blue Sea".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another newcomer to Your Hit Parade - the title "Lost".
The ranking - - Thirteenth!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A long-termer on Your Hit Parade, "Beautiful Lady In Blue"
- it holds its own this week as number Ten in your voting.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Seventh-ranking tune on Your Hit Parade this week.....the director of the motion picture, "KING OF BURLESQUE", for which it was written, liked this song so well, he seriously considered changing the title of his movie to "I'M SHOOTING HIGH".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Wednesday at 10:00 P.M., Eastern Standard Time we bring you again, Your Hit Parade, the review of the big fifteen hit tunes of the week presented by the manufacturers of Lucky Strike Cigarettes and played for you by Ray Sinatra and the Lucky Strike Orchestra. Don't forget - you may hear Your Hit Parade now twice every week - Wednesday at 10:00 P.M., and Saturday at 8:00 P.M., Eastern Standard Time.

Until then - remember, there is only one true way to judge a cigarette - and that is to smoke it! That is why we ask you to try Luckies -- A LIGHT SMOKE of rich ripe-bodied tobacco. Judge for yourself how much more delightful in taste, how wonderfully gentle with your throat each puff is. And..... each puff is agreeably less acid.

Independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

THIS IS THE NATIONAL BROADCASTING COMPANY

jgs
3/20/36

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

() ()
10:00 - 11:00 P.M.

MARCH 25, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike brings you Your Hit Parade -- a midweek presentation of the tunes you've chosen as your own from coast to coast -- all America's selection of the fifteen leading melodies of the week, played for you tonight by Ray Sinatra and the Lucky Strike Orchestra.

Here today and gone tomorrow -- that's the life story of a popular song. But while a hit rides the crest of your favor we know you want to hear it. That's why we go to such lengths to make sure that these are the fifteen numbers you'll most enjoy tonight. How do we test the current musical appetites of one hundred and twenty million listeners? From one end of the country to the other we check your purchases of sheet music and phonograph records. We ask prominent orchestra leaders what tunes you request when you are out dancing. In the reports of the great radio networks we read another barometer of your taste. And then, when the tunes win their way through to great popularity - we play them for you on YOUR HIT PARADE! -- Wednesdays at this time, Saturdays at 8:00 P.M., Eastern Standard Time. We think you'll enjoy comparing the two presentations of "Your Hit Parade" each week.

And now - here is "Wahoo" - back in ninth place on Your Hit Parade this week, after having slipped out of the big fifteen for the past two weeks.

("WAH HOO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Cling To Me" - nine weeks on Your Hit Parade yet never before higher than Eighth or lower than Twelfth until this week - when it slips to Fourteenth position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a rugged survivor of fourteen weeks on "Your Hit Parade" -- the melody "Alone" - six times your number one hit - is Eighth in your favor this week -- and it's the only song left from your hits of 1935.

(MUSIC SWELLS AND FINISHES)

----- C O M M E R C I A L - No. 1 - -----

COMMERCIAL - #1

ANNOUNCER: "Because of the paramount importance of moisture control" in the manufacture of cigarettes "the Research Department developed in collaboration with a prominent maker of scientific precision instruments, a method for the instantaneous and accurate determination of moisture in tobacco in the process of manufacture. This is a typical example of successfully applied research." Another important factor in the production of A LIGHT SMOKE - particularly of A LIGHT SMOKE of rich, ripe-bodied tobacco is consideration of acid-alkaline balance.

"Avoid excess acidity. In cigarettes you want a modern smoke, a light smoke, of rich, ripe-bodied tobacco. The smoke of Lucky Strike is distinctly less acid than that of other leading brands. Recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

Book #40
(part)
Hammer #18

("FOOTLOOSE AND FANCY FREE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Footloose and Fancy Free" -- with the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVELY LADY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now - "Lovely Lady" - in fifteenth place on Your Hit
Parade - just where it was last week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHAT'S THE NAME OF THAT SONG"? STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune that secured a Hollywood contract for the
two young women who composed it. And it moves up four
notches this week - to Tenth Place - as more and more of
you are repeating the title - "What's The Name Of That
Song?"

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

ANNOUNCER: Since we began to tell you about the courtesy and friendliness of the 950,000 tobacco dealers throughout the country, we have received many letters and comments commending this action. The other day a woman wrote this to us:

WOMAN: I heartily approve your praising the thoughtful careful service of the man behind the tobacco counter. But I wish you'd say something, too, about the many thousands of women who do their share in selling your cigarettes. I've often watched the quiet, pleasant way these girls and women go about their business. A courteous and friendly 'thank you' is invariably thrown in with every pack of cigarettes they sell..and I'm sure this friendliness must be appreciated by thousands of people every day.

ANNOUNCER: Yes, we agree with you.....the women as well as the men selling cigarettes in the countless stores, restaurants, and hotels of America deserve thanks. The American Tobacco Company is proud of its association with these friendly people who help to bring you your favorite cigarettes.

("DOUBLE TROUBLE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a number called "Double Trouble".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You'd never guess the name of Robert "Believe-It-Or-Not" Ripley's favorite tune. It's called - "Please Believe Me" - and it's the thirteenth ranking song of the country this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAKE UP AND SING" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: First in popularity in Cleveland, Ohio - second in Sacramento, California - third in Indianapolis, Indiana - is this musical newcomer to Your Hit Parade called "Wake Up and Sing". Your nationwide votes place it Twelfth this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PICCOLINO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Piccolino", from "Top Hat", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: This is Your Hit Parade - Lucky Strike's big midweek presentation of the fifteen most popular songs of the entire country this week. Each week Lucky Strike checks your purchases of sheet music and phonograph records -- examines radio reports for the big networks to see what tunes are your favorites over the air -- interviews popular orchestra leaders to learn what melodies you request when you are out dancing - and then when your votes have accurately told us what songs you like best - we bring them to you each Wednesday at this time and each Saturday at 8:00 P.M., Eastern Standard Time on Your Hit Parade.

And now for all America's number One tune this week. It has risen in your favor so quickly that we double checked your votes before we believed that you've already elected it to first place. Just three weeks ago it was a newcomer to Your Hit Parade in Fourteenth place. Then suddenly it jumped way up to Second place last week, and this week, backed by an overwhelming plurality of votes from 120,000,000 Americans, it outdistances your other favorites and clinches the tip top spot among the big fifteen. Seventy seven percent of America's leading orchestras tell us they've been kept busy all week filling your requests for "Goody Goody" - your hit of hits this week.

("GOODY-GOODY" QUARTETTE)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Are waltzes coming back? Here are the facts -- you be the judge. Twelve weeks ago, two new tunes entered your Hit Parade. This week finds one of these - "Beautiful Lady in Blue", a waltz still among the big fifteen in seventh place. The other song "I'm Shooting High", a swing tune, has already been eliminated from your ace selections.

(MUSIC SWELLS AND FINISHES)

- - - - - C O M M E R C I A L --- No. 3 - - - - -

COMMERCIAL NO. 3

ANNOUNCER: Everyone knows the importance of curing and aging in the treatment of cigarette tobaccos. The process we have made known commercially as, "IT'S TOASTED" is really a speeding up of NATURAL processes which take place during curing and aging. For "curing and proper aging tend to 'sweat out' certain percentages of the irritants of tobacco and these reactions are always associated with, and accelerated by HEAT." It was to more fully secure this desired result that "some years after the organization of the Research Department, a series of experiments were undertaken in the laboratory to determine whether pre-heating of tobaccos to temperatures much higher than those ordinarily employed in their preparation would not carry these natural processes a step further." And because "TOASTING" does remove certain harsh irritants naturally present in all tobacco it is your throat protection against irritation, against cough. It typifies the research which is constantly being carried on to bring you a better tasting smoke - a smoke that is agreeably less acid - "Lucky Strike - a modern smoke - A Light Smoke of rich, ripe-bodied tobacco".

Book #20
Hanmer #4
(part)

("SWEET AND HOT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you the rhythm, "Sweet and Hot".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET'S FACE THE MUSIC AND DANCE" MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune that was almost taken out of the picture "Follow the Fleet", but Irving Berlin protested - said it was his favorite song. And your votes prove that Berlin knows your musical preference for you've elected it to third place on Your Hit Parade this week. The name is "Let's Face The Music and Dance".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Seven different music firms battled for the right to publish this song - each one viewing it as a potential best seller. You agree, for this week you rank "Lost" seventh on Your Hit Parade?

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M PUTTING ALL MY EGGS IN ONE BASKET" QUARTET)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Played most often on the country's most powerful radio station last week - that's one big reason why "I'm Putting All My Eggs In One Basket" from "Follow the Fleet" jumps from Sixth to Fourth place this week.

(MUSIC SWELLS AND FINISHES)

- - - - - C O M M E R C I A L -- No. 4 - - - - -

COMMERCIAL No. 4

WOMAN: I should like to ask a question about Lucky Strike Cigarettes, if I may?

ANNOUNCER: Why, certainly - do!

WOMAN: Everywhere I turn these days I see something about acid-alkaline balance and how important it is to avoid too much acidity. Speakers talk about it over the radio -- the magazines and newspapers I read are full of it. I find many of my friends interested in it and talking about it. In the making of Lucky Strike Cigarettes do you give consideration to this matter of acid-alkaline balance?

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

("ALABAMY BOUND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Alabamy Bound"....played for you by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Although it slips out of the Number One Spot it held last
week to Sixth place this week -- "Lights Out" enters the
exclusive circle of tip top songs that have remained on
Your Hit Parade for twelve weeks or more. And only nine
out of 128 tunes have equalled this mark.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: After bobbing up and down in your favor for five weeks -
"It's Been So Long" established its right to be high among
your hit tunes last week by jumping from eleventh to fourth
place. This week it climbs again -- to the second ranking
melody of the entire nation.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" QUARTETTE)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: First in popularity at the second oldest college in the
country - William and Mary - but in Fifth place nationally
is "Let Yourself Go".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Don't forget - you have a date with Your Hit Parade again on Saturday night at 8:00 P.M., Eastern Standard Time. Listen in for the fifteen most popular tunes of the week, played by Carl Hoff and the Lucky Strike Orchestra.

Then again next Wednesday, at 10:00 P.M., Your Hit Parade will be on the air with next week's winners,

Until then - just ask yourself this: Is my cigarette all it should be in rich, tobacco taste....is it gentle with my throat? If it isn't - try just one pack of Luckies! They're A Light Smoke of rich, ripe-bodied tobacco. And the smoke of Lucky Strike is decidedly less acid. Recent independent chemical tests show that other popular brands have an excess of acidity over Luckies of from 53 to 100 percent. Remember, as you enjoy your Lucky Strike, that each puff is agreeably less acid.

THIS IS THE NATIONAL BROADCASTING COMPANY

jgs
3/24/36

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

MARCH 28 1936

SATURDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the nation's choice of the fifteen top tunes of the week, brought to you by Carl Hoff and the Lucky Strike Orchestra.

These are the melodies which this week receive the palm of your highest approval -- winners by a great jury of one hundred and twenty million people. It's our job to poll that jury -- by checking nationwide sales reports on records and sheet music; by tabulating your most popular selections on more than 200 radio stations; by asking famous orchestra leaders what songs you like best when you are out dancing. From coast to coast our reports come in. They are your votes. We assort them, analyze them, rate them. And then these figures tell us the big fifteen tunes you've selected for your musical procession this week.

That's Your Hit Parade! Twice each week, you hear this program of all-America's tunes -- every Saturday at this time, and every Wednesday at 10:00 P.M., Eastern Standard Time.

And now - a song which began the month in fifteenth place on your list of hits - and this week goes to number five position - "Let Yourself Go".

("LET YOURSELF GO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHAT'S THE NAME OF THAT SONG?" DICK, TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The composers of this tune are two girls who have made good with you before -- last August 17th their song "And Then Some" was number one on Your Hit Parade... tonight their latest tune moves up from fourteenth to tenth place as more and more of you ask "What's The Name of That Song".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Five weeks ago this tune jumped from thirteenth to ninth place on Your Hit Parade. This week it does a back handspring and goes from ninth to thirteenth. It's top song right now in two state capitals -- Helena, Montana, and Lincoln, Nebraska - "Please Believe Me."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

ANNOUNCER: "Even after curing and aging" of tobacco "the correct amount of moisture continues to play the leading role in tobacco manufacture. To its influence we owe the ability to make uniform cigarettes, to control combustion, and to govern the quality of smoke." Naturally the quality of smoke is a matter of great importance to you. You want a light smoke, yes - and yet, A LIGHT SMOKE of rich, ripe-bodied tobacco - and that is just what you have in Lucky Strike.

Then too another thing we believe that most people want today is a smoke that is less acid. Everywhere you go, everywhere you turn now-a-days you hear the advice - Avoid excess acidity - And so you'll be interested to know that "independent chemical laboratories and research groups say to you that the smoke of LUCKIES is less acid. Recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent. Luckies" are "a light smoke of rich, ripe-bodied tobacco."

* * * *

("TRUCKIN'" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A tune called "Truckin'" -- played by the Lucky Strike
Orchestra!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Beautiful Lady In Blue"... Nationally this waltz ranks
seventh in your favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAKE UP AND SING" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On its first appearance on Your Hit Parade this week,
this song starts Number Twelve in the nation's favor --
"Wake Up And Sing".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ANNOUNCER: The other day we overheard a business man saying:
"You know, when I want cigarettes, I usually want them in a hurry. And my hat is off to those tobacco dealers.... because they give me what I want in the wink of an eye. Everything is so well organized that they can lay hands instantly on anything you request. And that's a big job... for they handle hundreds of items." Well, that's a well deserved compliment. The work done by the tobacco dealers of America is, indeed, no easy job.... because all America usually wants cigarettes -- and wants them in a hurry. The tobacco dealer sees that you get them... and for good measure, he also sees that you get them in a friendly, courteous manner. It means a great deal to The American Tobacco Company to have Lucky Strikes reach you that way, with a courteous "Thank You." It makes a good smoke taste better. So we're glad to have the opportunity to call attention to this fine service on the part of over 950,000 retail tobacco dealers in this country.

* * * *

("SMILE, DARN YOU, SMILE"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Smile, Darn You, Smile".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLING TO ME"CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: If experience means anything, when a tune rates fourteenth place it's touch and go for a jump to popularity or a plunge to oblivion. Two weeks ago number fourteen bounced twelve notches to second. Three weeks ago number fourteen dropped out all together. What will your votes do next week to the tune that ranks fourteenth this week? "Cling To Me"..

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: When Western Reserve University students held a special election to choose the song of honor for their Prom..."It's Been So Long" was the melody they liked best. And our national returns for Your Hit Parade place it second in America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DON'T LET YOUR LOVE GO WRONG"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Don't Let Your Love Go Wrong" - played by the Lucky Strike Orchestra!

(MUSIC SWELLS AND FINISHES) (STATION BREAK)

ANNOUNCER: This is Your Hit Parade - Lucky Strike's presentation of the fifteen songs which you have selected from the nation's dance music and made your favorites this week. These are the melodies you have asked to hear most often at the places where you dance - the songs you have purchased most frequently on sheet music and phonograph records - the songs that most appeal to you on the radio - Your fifteen top-ranking tunes of the week!

And now..the announcement you've been waiting for...this week's hit of hits. Only two other songs have climbed so fast on Your Hit Parade. The tune was born over a telephone. A lyricist in California talked to a composer in New York. Independently, one wrote the music...the other the words....when they put them together out came your tip-top hit of this week...the nation's overwhelming favorite right now...."Goody Goody".

("GOODY GOODY" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You've kept only two melodies on Your Hit Parade longer than "Alone". It's Number eight this week....and, if you hold it but two weeks more in your favor, "Alone" will tie Your Hit Parade record for continued popularity.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

ANNOUNCER: Here is a very natural and a very interesting question asked recently by a woman friend of ours.

WOMAN: Of course I am very much aware of the current interest in acidity and acid-alkaline balance. As a matter of fact, everywhere I turn these days I see something about the importance of this balance and how necessary it is to avoid excess acidity - but is it really true that a cigarette can be made with consideration of acid-alkaline balance? I ask because if it is I certainly want to know about it and I feel sure there are thousands of other smokers who do.

ANNOUNCER: Yes!.. Certainly! "Recent research has shown that it is difficult to over emphasize the importance of the delicately adjusted acid-alkaline balance in cigarette smoke. How successfully this balance has been considered in LUCKIES may be best ascertained from the fact that the smoke of LUCKY STRIKE is distinctly less acid than that of other leading brands. Recent chemical tests show that other popular brands have an excess of acidity over LUCKIES of from 53 to 100 percent." Please understand that we do not represent Lucky Strike as a cure-all. We don't correct any ailments... but for you and thousands of others who are concerned about acidity we do have this good news... "LUCKIES are decidedly LESS ACID."

* * *

("NO OTHER ONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you "No Other One."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVELY LADY" QUARTETTE)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The "L's" have it on Your Hit Parade -- the titles of five ranking songs this week begin with an "L" -- "Lost", "Lights Out", "Let's Face The Music," "Let Yourself Go," and tonight's fifteenth-ranking tune -- "Lovely Lady."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week thirteen was not an unlucky ranking for the tune "Lost"... because this week it moves up two places to become the number eleven song in Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M PUTTING ALL MY EGGS IN ONE BASKET" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Of seven potential hits in the picture "Follow The Fleet".. the only one to advance in your favor each week since its introduction is the tune "I'm Putting All My Eggs in One Basket". Starting two weeks ago in ninth place, it climbed last week to sixth and this week advances again to Number Four on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 4)

ANNOUNCER: Lucky Strike Cigarettes are A LIGHT SMOKE of rich, ripe-bodied tobacco. The question is sometimes asked - What makes Luckies A LIGHT SMOKE ? - The answer is that "over a period of years, certain basic advances have been made in the selection and treatment of cigarette tobacco for Lucky Strike Cigarettes." And one of the most important of these advances is the exclusive process known commercially as "IT'S TOASTED" - This toasting process removes certain harsh irritants naturally present in all tobacco. It is your throat protection against irritation, against cough. Other important factors in the production of a light smoke "include preliminary analyses of the tobacco selected; use of center leaves; consideration of acid-alkaline balance, with consequent definite improvement in flavor; and controlled uniformity in the finished product. All these combine to produce a superior cigarette - a modern cigarette, a cigarette made of rich, ripe-bodied tobaccos - A LIGHT SMOKE."

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Book #45 (part)
Hammer #17 (part)

("ALEXANDER'S RAGTIME BAND"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays for you, "Alexander's Rag Time Band."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT"SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Many are called.,but few are chosen to stay on Your Hit Parade for twelve weeks or more. But "Lights Out" does. You hold it sixth in esteem this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET'S FACE THE MUSIC AND DANCE"CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune the experts say will be a sensation..."Let's Face the Music and Dance"...two weeks ago in fifth place.. last week not even in Your Hit Parade...but tonight, way up in the top flight, in third place throughout the country.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAH HOO"TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song that Long Beach, California; Miami, Florida; Salem, Oregon, and Pittsburgh, Pennsylvania say is the best number of the week....but all America doesn't quite agree...from Coast to Coast you rank "Wah Hoo"....in ninth position!

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Remember, Wednesday night at 10:00 P.M., Eastern Standard Time, you have another date with Your Hit Parade and the fifteen most popular tunes of next week presented by the Lucky Strike Orchestra. Then again a week from tonight at this same hour. We think you'll be interested in comparing the two presentations of the week's most popular songs.

Until then just remember this... If you care for a finer tasting cigarette -- a cigarette that is surprisingly easy on your throat -- try Luckies -- a Light Smoke of rich, ripe-bodied tobacco. And remember, too, that Luckies are less acid, for independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent.

THIS IS THE NATIONAL BROADCASTING COMPANY....

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3-27-36...