

WABC

THE AMERICAN TOBACCO COMPANY

11-20-43

"YOUR HIT PARADE" - #444

9:00-9:45 PM EWT

NOVEMBER 20, 1943

SATURDAY

*Henson
WH*

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

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

IMPULSE

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 *impulse* 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)

impulse BOONE: (CHANT - SOLD AMERICAN)

REASON WHY 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 ...

impulse 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:
(CONTD)

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.

HISTORICAL
NARRATION
NON-
COMMERCIAL

REASON WHY

IMPULSE RIGGS:

(CHANT - SOLD AMERICAN)

(MORE)

REASON WHY
 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)

IMPULSE
 RUYSDAEL: LS - MFT

LS - MFT

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

REASON WHY
 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.

impulse RIGGS: (CHANT - SOLD AMERICAN)

REASON
WHY
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.

impulse RIGGS: (CHANT - SOLD AMERICAN)

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

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

impulse RUYSDAEL: LS - MFT

LS - MFT

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

BOONE: (CHANT - SOLD AMERICAN)

RUYSDAEL: LS - MFT

LS - MFT

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

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

(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

imitate - "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)

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)

IMPULSE

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

REASON WHY

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

IMPULSE

RUYSDAEL: LS - MFT
LS - MFT

REASON WHY

DELMAR: 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)