

APRIL

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 1, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade..the nation's fifteen most popular hit tunes of this week, played by Al Goodman and the Lucky Strike Orchestra. Everybody's doing it now...ranking your current musical favorites. Almost everywhere you read or hear local discussions of how the popular songs stand at the moment. But Lucky Strike makes a nationwide survey that covers every section of the country, to discover how all 120,000,000 of you feel about the week's popular numbers. And on Your Hit Parade you find the big fifteen just as you have ranked them from the Atlantic to the Pacific. From all over the country, orchestra leaders report the tunes you've requested at the places you dance....radio stations of the great networks tell us your favorite melodies on the airways. And, sales of sheet music and records show us which songs America is taking home. And, when we've checked and re-checked....assorted and tabulated these facts....fifteen tunes stand out above the rest...the crest of a nationwide wave of song...the musical choice of all America this week. That's Your Hit Parade...the big fifteen melodies we play for you each Wednesday at this time and every Saturday at 8 P.M., Eastern Standard Time.

And now..."Wah Hoo"....the tenth ranking tune on Your Hit Parade!

("WAH HOO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG" GIRL (H))

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: When students of the University of Kentucky voted to select the favorite song of the University...."It's Been So Long" captured first place. And they weren't bad pickers at all because your votes from all parts of the country rank this tune fourth on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" QUARTETTE)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Though the song "Lights Out" slips two notches in Your Hit Parade this week...from Sixth down to Eighth position.... folks in Fresno, California, Chicago, Illinois, Alabama City, Alabama, and Holyoke, Massachusetts, say this melody is the hit of the week with them.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

COMMERCIAL NO. 1:

ANNOUNCER: "Cigarette paper to fulfill its purpose completely, must be made with great skill and under rigid scientific control. Paper for Lucky Strike Cigarettes is made under our own supervision. And research on this product is conducted in our own paper laboratories in which cigarette paper is actually made and its specifications studied minutely in relation to the composition of cigarette smoke. Samples of each lot of cigarette paper manufactured are subjected to the most rigid analysis before it is used in making Lucky Strike Cigarettes. Here again we believe that Lucky Strike's research and scientific system of control are unique in the industry".... another example of methods used throughout in making Luckies...methods, which permit the scientific production of A LIGHT SMOKE of rich, ripe-bodied tobacco..."a smoke that is distinctly less acid". For remember....."recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent."

Book 43 and 44
Hammer 2 (part)

("EENIE MEENIE MINEY MO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you the tune, "Eenie Meenie Miney Mo".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Making its first appearance on the Big Fifteen songs of Your Hit Parade this week, "You Started Me Dreaming" rates fourteenth place in your favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Once again "I'm Putting All My Eggs In One Basket" advances in Your Hit Parade rankings. If you push it higher next week....you'll boost this melody right into first position ...because this week it's in second place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

COMMERCIAL NO.2:

WOMAN: Have you ever stopped to think what a change it would make in general business if women didn't like to shop? Most women enjoy strolling through an interesting store - and the more attractive the store is the more women will shop there. Not so many years ago buying cigarettes was anything but pleasant for a woman. Frequently the very appearance of the shop disturbed her sense of order and cleanliness. Stores selling tobacco were inconveniently located. They were often poorly lighted. Fastidious women found countless reasons for avoiding the average tobacco store during that era. But today - it's different. And the improvements reflect great credit upon the tobacco dealers of America. Now any woman will approve the premises and the courteous service provided by the modern retailer. As an average woman who likes to shop in agreeable surroundings I certainly agree with the makers of Lucky Strike cigarettes in the pleasant things they say about the tobacco dealers of America. It's a pleasure to buy cigarettes....to get instant attention and prompt service...and to hear the friendly "thank-you" of the man or woman behind the counter.

("VARSITY DRAG".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays "Varsity Drag".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNCR: From the Hawaiian Islands...Bart Woodyard reports that "Let's Face The Music and Dance" is the favorite tune of the week at the Alexander Young Hotel in Honolulu. But... back here 48 states unite to say it's in Fifth Place this week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNCR: "Please Believe Me" - number Eleven on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I CAN'T GIVE YOU ANYTHING BUT LOVE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "I Can't Give You Anything But Love" 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 popular melodies you say you like best right now. Your purchases of sheet music and records... your requests when you're out dancing ... your approval of the songs you hear over the radio ... all are reported to Lucky Strike. Then we tabulate them, and the fifteen that come out on top are the fifteen melodies you want on Your Hit Parade. This week ... when we added up your preferences .. the sum total represented a landslide in favor of the tune whose sensational rise recalls that of the meteoric "Music Goes Round and Around". Fourteenth place... second, first and again first ... that's its record on Your Hit Parade. Played on New York radio stations fifty-one times during the week, 100,000 copies of sheet music sold ---Yes ... again your hit of hits is "Goody Goody" ... the most popular song in America this week.

("GOODY GOODY"GIRL (H) AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In the Rainbow Room in New York City and in the Rainbow Ball Room in Denver, Colorado ... the melody "Lost" is the most requested song. But when we add up your votes from coast to coast .. they put this tune in Seventh place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Many processes in the manufacture of Lucky Strike Cigarettes contribute in making them A Light Smoke of rich, ripe-bodied tobacco. And, one of the most important of these is the process we've made known commercially as "IT'S TOASTED". These two words are known throughout the nation as a symbol of throat protection against irritation, against cough. 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."

Lucky Strike Cigarettes are remarkably easy on your throat. And one of the principal reasons for this is the famous and exclusive toasting process which removes certain harsh irritants naturally present in all tobacco. That is why we say to you - Lucky Strike - IT'S TOASTED - your throat protection against irritation, against cough.

("TOP HAT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you "Top Hat".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE TOUCH OF YOUR LIPS" GIRL (S) AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: An Englishman wrote this melody which makes its debut among All-America's favorites this week. "The Touch of Your Lips" Twelfth on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Sigmund Spaeth, the well-known tune-detective, tells us he's made a big discovery... Waltzes are coming back! Well, maybe he's right....for this week the waltz "Beautiful Lady In Blue" climbs another step higher in Your Hit Parade. Right now it's your Sixth ranking favorite.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" GIRL (H) AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a success story written in rhythm. From Fifteenth to Third place in national popularity within a single month - that's the record of "Let Yourself Go" from "Follow the Fleet".

(MUSIC SWELLS AND FINISHES)

GIRL: I go to a good many parties and dances and continually meet new people. And...you know how hard it is to start a conversation with a perfect stranger! Well, more times than not.....the first thing we do is light up cigarettes. And then, frequently I find we begin talking about different cigarette brands. As a result, I hear all sorts of things about cigarettes. But, you know, I haven't heard anything yet that interested me half so much as what's being said about the question of acid-alkaline balance in cigarettes. Now I understand Luckies are less acid...and, I wish you'd tell me more about it....because I know how important it is to avoid excess acidity.

ANNOUNCER: Yes, indeed, I'll be glad to. You see, "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."

("MIMI" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now "Mimi" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOURS TRULY IS TRULY YOURS"STOKES & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a new candidate for your approval...."Yours Truly is Truly Yours". It makes its bow on Your Hit Parade in Fifteenth position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Hold this melody but one week longer on Your Hit Parade and it will tie the all-time record for continued popularity - "Alone" .. in Ninth place this week.

(MUSIC SWELLS AND FINISHES)

("I'M SHOOTIN' HIGH"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Twice the tune "I'm Shootin' High" has dropped out of your "Big Fifteen". This week it makes a second comeback ... reaching Thirteenth place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

REVISED

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ANNOUNCER: You've been listening to your Hit Parade, brought to you by the manufacturers of Lucky Strike Cigarettes every Wednesday at this time and every Saturday at 8:00 P. M., Eastern Standard Time. We know you'll be interested in comparing these two presentations of your favorite melodies. Meanwhile. . . you'll find real pleasure in smoking Lucky Strike Cigarettes. They're a Light Smoke of rich, ripe-bodied tobaccos. And remember. . . Luckies are 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. Luckies are less acid.

THIS IS THE NATIONAL BROADCASTING COMPANY

jgs:mcb
3/31/36
4/1/36

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 4, 1936

SATURDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade.. the fifteen melodies which are your favorites this week from coast to coast... played by Carl Hoff and the Lucky Strike Orchestra! From Bangor to San Diego, from Miami to Seattle, these are the songs which a nation is humming. Chicago's hit of the moment may be far down the list in Dallas; the favorite in New Orleans may not even be in the running in Denver. But it's the nation-wide standing of these melodies which Lucky Strike discovers for you. From the Atlantic to the Pacific, orchestra leaders tell us the numbers you're requesting in ball rooms and night clubs. Sheet music and phonograph record sales tell us the melodies you're buying. Reports from the great radio networks give us a further proof of your current favorites. But that's only the beginning. All these figures are checked, assorted and analyzed to find the true index of what tunes you want most to hear right now -- the fifteen songs that reflect America's musical pulse this week. That's Your Hit Parade -- heard each Saturday at this time, and each Wednesday at 10:00 P.M., Eastern Standard Time.

(MORE)

ANNOUNCER: And now -- the Lucky Strike Orchestra opens with your
(CONT) thirteenth ranking tune, "I'm Shootin' High."

("I'M SHOOTIN' HIGH" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A comparative newcomer on Your Hit Parade, here's a tune
that already has climbed to seventh place among a nation's
favorites. The title - "Lost".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This melody - "It's Been So Long" - is a champion locally
in Detroit - the home of champions!..... where they play
winning baseball, football and hockey. But nationally --
your votes put it in fourth position.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #1

ANNOUNCER: "Practical tobacco men develop a well-nigh uncanny sense of touch, capable, after much experience, of estimating the moisture content of tobacco to a surprisingly close degree; but nevertheless, subject to human fallibility." But, the manufacturers of Lucky Strike Cigarettes leave nothing to chance when they're making Luckies. So, their "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 rigid control is of importance to every smoker because "excessive moisture in tobacco interferes with proper combustion, and makes cigarette smoke unpalatable. Insufficient moisture permits dry, dusty cigarette smoke to impinge upon the delicate mucous membrane of the smoker." But ... in Luckies you'll find just the proper amount of moisture, thanks to the methods of control developed by the Research Department. This is another example of successfully applied research in making Luckies A LIGHT SMOKE of rich, ripe-bodied tobacco. And remember, too...."Luckies are distinctly 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%."

Book #39
Book #40 (part)
Book #38
Hammer #7 (part)

("I WISH I WERE TWINS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I Wish I Were Twins."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE TOUCH OF YOUR LIPS" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The composer worked twelve months on this song. This week, it makes its first appearance on Your Hit Parade - as America's twelfth ranking number. Is it a comer? Your votes next week will tell. "The Touch of Your Lips."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You've bought nearly two hundred thousand copies of this song from "Follow the Fleet." That's one reason why it's been climbing steadily on Your Hit Parade and this week reaches second place. "I'm Putting All My Eggs in One Basket."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #2

ANNOUNCER: The increased use of cigarettes in America has been accompanied by the rise of a vast system of retail distribution. But, unlike many of the huge commercial enterprises of today ... tobacco retailing has not lost its personal, intimate nature. The people from whom you buy cigarettes are real men and women ... not cogs in a great machine. Often you know them by their first names ..and they greet you by name, too. But, whether or not you happen to know your tobacco dealer personally ... you can always count on a courteous reception and upon alert, friendly service wherever you go to buy cigarettes. The makers of Lucky Strike Cigarettes are very glad this is true. They deeply appreciate the fact that 950,000 retail tobacco dealers make it easy and pleasant for you to obtain your favorite smoke....

* * *

("HAPPY AS THE DAY IS LONG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Happy As the Day is Long" -- with the Lucky Strike
Orchestra!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week you voted a new song -- "Wake Up and Sing" --
into the big fifteen. This week you replace "Wake Up and
Sing" with this one - "You Started Me Dreaming." It's
all-America's fourteenth choice.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In eighth place nationally, but still the song of the week
with the students at the University of Idaho is this tune -
"Lights Out."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NEGRA CONSTANTIDA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you "Negra Constantide."

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: This is Your Hit Parade, all America's program, the fifteen hit tunes of this week presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. America wants to know the relative standings of her popular songs. In your newspapers you sometimes see local lists of tune rankings or read comment on the melodies of the moment ... and almost everywhere, you hear people talking about the current positions of their musical favorites. So -- Lucky Strike makes a nation-wide survey to give you this information on a national scale!.... We check sheet music and record sales. Radio reports tell us your favorites over the air. And from the nation's prominent orchestra leaders we learn what tunes you request when you're out dancing. We put all this information together ... and out come the fifteen songs you like best this week. And then, we play them for you on Your Hit Parade.

And now ... here it is ... the melody America likes best ... it's one of those skyrocket numbers ... it nosed its way into Your Hit Parade in fourteenth place as just another good song ... but, in one week it zoomed way up to second ... and now for the second week it holds the very tip top perch ... not by any narrow margin but with an overwhelming endorsement from 120,000,000 of you ... America we give you your reigning favorite for this week, "Goody Goody!"

("GOODY GOODY" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BELIEVE ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You're mighty particular when it comes to the title of a song. When this melody was called "You're An Angel" ... you'd have none of it. But when they changed the name to "Please Believe Me" ... it became a Coast to Coast favorite. This week it's number eleven on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #3

WOMAN: "Beware of acidity!" "That's the message we hear on all sides today." Now, I really know very little about the subject -- because I know nothing about the sciences which are concerned with acidity. But, I do know, for example, that qualified people say that acid-alkaline balance is important in a cigarette. And I'll take their word for the technical side of it. On the other hand, I have a very simple reason of my own for wanting an acid-alkaline balance in my cigarettes. It just seems natural to me that the cigarette which avoids excess acidity in its smoke is the one that will be most enjoyable when you're smoking. And that's what I want in a cigarette.

ANNOUNCER: I should say that's a pretty good reason. For it's true that "too much acidity in the smoke of your cigarette results in an unpleasant smoke." And, "that's why you'll want to try Lucky Strike... for the smoke of Luckies is distinctly less acid. Results verified by independent chemical laboratories and research groups prove that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent. Let us repeat that... other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent." We make no extravagant claims with respect to acidity or acid condition - but "next time you want a cigarette... a modern cigarette... remember that Luckies are less acid... Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco."

HANMER #12 (part)
HANMER #11
HANMER #9 (part)

("STEIN SONG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the "Stein Song."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let's Face the Music and Dance" is a hard tune to keep track of. It entered Your Hit Parade in fifth place.... then fell completely out of the big fifteen ... and returned the following week way up in third position ... and now it slides back down to rank as number five this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Because he was hungry and broke ... the composer of this tune sat down and wrote "Beautiful Lady in Blue." And it may be that now he's dining on caviar and squab because 300,000 copies have been sold so far. And, you rank this waltz sixth in your favor from coast to coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAH HOO" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that was made from a Western cowboy cry.
Franky Daly ... on tour in Dixie with his orchestra ...
tells us it's the up-to-the-minute song leader in the
Southland! But, nationally, this melody "Wah Hoo" earns
the number ten spot on Your Hit Parade.
(MUSIC SWELLS AND FINISHES

ANNOUNCER: COMMERCIAL #4

ANNOUNCER: One of the basic steps in producing A LIGHT SMOKE ... is the reduction or removal of certain harsh irritants naturally present in all tobaccos! ... And, although old methods of curing and aging tobacco . tended to "'sweat out' certain percentages of these irritants" those old methods did not fully satisfy the Research Department of The American Tobacco Company. That's why they developed Lucky Strike's extra and exclusive process "IT'S TOASTED" -- to carry irritant-removal to its logical conclusion. "This preheating process at higher temperatures consists of four main stages, which involve carefully controlled temperature gradations and which include special steam treatments to replace moisture lost. In effect, preheating of tobaccos at higher temperatures constitutes a completion or fulfillment of the curing and aging processes." That's one important reason why Luckies are so remarkably easy on your throat... for this process, known throughout the nation as "IT'S TOASTED" is your throat protection against irritation, against cough. And, so, it is not surprising to find that, in Luckies, you have A LIGHT SMOKE of rich, ripe-bodied tobacco.

Book #22 {part}
Book #24 {part}

("THIS IS THE MISSUS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "This is the Missus" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOURS TRULY IS TRULY YOURS" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Yours Truly is Truly Yours" begins its career on Your Hit Parade in fifteenth place this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song you rank ninth on Your Hit Parade ...

"Alone." But it's the top song of the week in Phoenix, Arizona; Peoria, Illinois, and Huron, South Dakota.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" DICK AND TRIO)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The tune most played on the radio for the third consecutive week, "Let Yourself Go." It's climbing fast in America's favor and reaches third place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: You've been listening to Your Hit Parade - the fifteen big hit songs of the week played by Carl Hoff and his Lucky Strike Orchestra. You have a date next Wednesday night at 10:00 P.M., Eastern Standard Time with your Hit Parade played by Al Goodman and the Lucky Strike Orchestra. We think you'll be interested to compare these two presentations of your favorite melodies. And now just a word to those of you who have not tried a Lucky lately. Luckies offer you A Light Smoke of rich, ripe-bodied tobacco, a cigarette that is delightfully fine tasting, a smoke that is wonderfully easy on your throat. And ... Luckies are less acid. Recent independent chemical tests show that other leading brands have an excess of acidity over Luckies of from fifty-three to one hundred percent.

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY...

wjk
4-3-36...

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 8, 1936

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade - America's choice of melodies -- the fifteen most popular hit tunes of this week, played by Al Goodman and the Lucky Strike Orchestra. It's the Nation's newest pastime... picking your musical favorites. In town and country, everybody is discussing the ranking of popular songs. But, Lucky Strike has the authentic countrywide information on how they stand. From a careful survey of national tastes which covers every section of the country - every busy city - each quiet town, we discover how the 130,000,000 of you feel about the week's popular numbers. Orchestra leaders tell us the tunes you have asked to hear while dancing... radio stations flash us the news of the songs you like best on the air. And, sales of sheet music and records show us which tunes you are taking home. And, when we have tabulated and arranged - checked and re-checked -- charted all the facts -- counted all the votes -- fifteen tunes stand out as the Nation's all-American song favorites of the week! That's Your Hit Parade -- the big fifteen melodies we play for you each Wednesday at this time and every Saturday at 8 P.M., Eastern Standard Time.

(MORE)

ANNOUNCER: And now....."Let Yourself Go"... the ^{3RD}~~TOP~~-ranking tune on
(CONT) Your Hit Parade!

("LET YOURSELF GO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week you forgot to ask "What's the Name of That Song?"
... and the tune by that name dropped completely out of
Your Hit Parade. This week...you restore it high in your
favor in fifth position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Alone" does it! Ties the record for continuous popularity
to rank alongside "Red Sails in the Sunset: ... and "In
a Little Gypsy Tea Room." But, "Alone" is slipping...
this week it falls from ninth to thirteenth place. Will
it make the grade next week to break the all-time record?

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #1.....

ANNOUNCER: "Cigarette paper has been much maligned by well-intentioned people who were ignorant of its composition and who failed to appreciate its role in cigarette manufacture. As employed by The American Tobacco Company it consists of the materials in a purified state which are naturally present in tobacco.... cellulose fibre and calcium salts. Samples of each lot of cigarette paper manufactured are subjected to the most rigid analysis before it is used in making Lucky Strike Cigarettes" for, every process in the manufacture of Luckies is controlled by the scientific principles established by our Research Department in their effort to produce A Light Smoke. And we ask you to remember this...."A Light Smoke is less acid than a heavy one!" We give no warnings about acidity. We claim no medicinal quality for Luckies. But because millions today ARE interested in the question of acidity we want you to know that Luckies are less acid. "Chemical analyses of the most popular cigarettes show that LUCKIES are definitely less acid than the others... other popular brands have an excess of acidity over LUCKY STRIKE of from 53 to 100 percent."

Book #42
Book #44 (part)
Hanmer #17 (part)
Hanmer #24 (part)

("THANK YOUR FATHER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays, "Thank Your Father."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's Been So Long" toboggans downward from fourth to ninth place in Your Hit Parade ratings... but that's no sign it's leaving us.... because this erratic tune has slid down before and then fought its way back high in your approval.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In twelfth place - "A Melody from the Sky" - a newcomer to Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #2.....

~~BA 17~~

·ANNOUNCER: Has it ever occurred to you how frequently you see your tobacco dealer? Many of you stop almost every day at a tobacco counter... and the man or woman who waits on you is quite likely to become a familiar figure in your daily life. You may not happen to know your dealer by name.... but nevertheless, he or she definitely belongs to the friendlier, more pleasant side of your life. For, smoking, one of the pleasant things in life... is in the hands of pleasant, affable people....your retail tobacconists. They somehow manage to serve you promptly and efficiently... and yet with a personal, friendly touch that is so much in keeping with the use of tobacco. We feel that the 950,000 retail tobacco dealers of this country deserve a lot of credit for the fine way in which they conduct their business. And the fact that Lucky Strike Cigarettes are served to you in this friendly, efficient manner is a source of a good deal of satisfaction to us.

* * *

("DONT HOLD EVERYTHING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Don't Hold Everything" played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And again the melody "Lost" continues to climb...moving
up from number seven to number four on Your Hit Parade.
And maybe it's going higher...because it was played sixty-
one times during the week on New York radio stations...
more times than any other song.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" QUARTET AND ORCHESTRA)

(MUSIC FADES FOR ANNOUNCEMENT)

ANNOUNCER: Students at Zanesville, Ohio, high school see eye to eye
with the undergraduates of Tulane University at New Orleans,
both vote "Lights Out" top hit of the week. You have made
it seventh choice on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'LL NEVER SAY NEVER AGAIN AGAIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you, "I'll Never Say
Never Again Again".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: This is Your Hit Parade -- the fifteen winners this week in America's musical sweepstakes, presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes. Everybody loves a good tune, but tastes don't always agree. One man's melody may be the next man's discord. Yet every so often a tune comes along that everybody likes - and that's what makes a hit! From two hundred radio stations we learn your favorites on the air; orchestra leaders tell us your most frequent requests; we discover what tunes you're buying from sales reports on records and sheet music. Difficult, yes. But it's worth it, to know that these songs really belong on Your Hit Parade! And now - the big news of the week. For the third successive week you've given the blue ribbon of popularity to a tune whose rise in your favor has been almost as spectacular as that of the song which had all America going "Round and Around." Here it is again -- the melody the nation likes best of all -- "Goody Goody."

("GOODY GOODY" WAYNE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVE IS LIKE A CIGARETTE" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a new tune with international overtones. Written in England by two Americans and already a big success on the other side. Now it crosses the Atlantic and enters Your Hit Parade in fourteenth place.. The title - "Love Is Like a Cigarette."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #3.....

WOMAN: Like most smokers I like a cigarette that has character but yet isn't heavy or strong. You see, rich taste is important to me... providing I can have it in A Light Smoke. And that's my reason for choosing Luckies. Now I've been told that the smoke of Lucky Strike is distinctly less acid... and that consideration of acid-alkaline balance plays an important part in the manufacture of Luckies. Is this the reason that I find they're A Light Smoke?

ANNOUNCER: Yes.... consideration of acid-alkaline balance does help a great deal in making Luckies the smoke that you enjoy most. Of course... other factors play a vital role, too. "They include preliminary analyses of the tobacco selected; use of center leaves; the higher heat treatment of tobacco ... known as 'IT'S TOASTED'". "rigid control of nicotine content; and controlled uniformity in the finished product. All these combine to produce a superior cigarette"....A Light Smoke of rich, ripe-bodied tobacco. But....if you... like so many people today... are interested in the question of acidity... here's a point you'll particularly want to know about Lucky Strike Cigarettes. "Recent chemical tests show that other popular brands of cigarettes have an excess of acidity over Lucky Strike of from 53 to 100 percent. Luckies are A Light Smoke of rich, ripe-bodied tobacco... Luckies are less acid."

Book #45 (part)
Hammer #14

("BUTTON UP YOUR OVERCOAT". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Button Up Your Overcoat," ^{FROM FOLLOW THRU} played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE TOUCH OF YOUR LIPS". MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Ozzie Nelson in New York -- Tom Coakley in San Francisco,
and ^{BERNIE GUMINS CHICAGO} ~~PAK JAGGON~~ in ~~Seattle~~ report this song a winner.
Heard for the first time on Your Hit Parade last week,
you've moved it forward four notches to eighth. It's "The
Touch of Your Lips."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It may be the oldest of modern dance forms, but America
still likes a good waltz. You've kept "Beautiful Lady in
Blue" on Your Hit Parade almost twice as long as any other
waltz. It's in sixth place this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a coincidence. With Easter Sunday, festive day of
egg hunts less than a week away, you've given second place
on Your Hit Parade to "I'm Putting All My Eggs in One
Basket" from "Follow the Fleet."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #4.....

ANNOUNCER: "Since 1911, the Research Department of The American Tobacco Company has had the following objective: To control and modify by treatment cigarette tobacco so as to produce the desired characteristics in their smoke." In working towards this goal in producing A Light Smoke one of the major problems was the reduction or removal of certain harsh irritants naturally present in all tobaccos....for, it was apparent that old methods of curing and aging did not go far enough in ridding tobacco of these substances. And so.... to carry irritant removal to its logical conclusion....the Research Department developed Lucky Strike's extra and exclusive process "It's Toasted." "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 high velocity." That's why this process, "It's Toasted" is your throat protection against irritation, against cough... and another reason why Luckies are recognized as truly A Light Smoke of rich, ripe-bodied tobacco.

* * *

Book #1
Book #23

("FROM THE TOP OF YOUR HEAD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you a melody entitled
"From the Top of Your Head."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's just what you'd expect to find....Here in New York
the favorite song at Arthur Murray's nationally known
dancing school is "Let's Face the Music and Dance." But,
countrywide opinion ranks this melody tenth for this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song is at the bottom of the ladder on Your Hit Parade
- in fifteenth place. But already it's top choice in
Hartford, capital of Connecticut, and Washington, capital of
the nation. "You Started Me Dreaming."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAH HOO" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Twenty-eight different cities and towns in eighteen different
states report that "Wah Hoo" is the hit of the week with
them. But when the entire nation is consulted... the verdict
is that this tune ranks in eleventh place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: You've been listening to Your Hit Parade -- the fifteen most popular songs of the week, played by Al Goodman and his Lucky Strike Orchestra. And don't forget -- Your Hit Parade will be heard again Saturday night, at 8:00 p.m., Eastern Standard Time, with Carl Hoff and his Lucky Strike Orchestra. We think you'll be interested to compare these two presentations of your favorite melodies. Meanwhile you'll find that Luckies will delight your taste - and yet be 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.

THIS IS THE NATIONAL BROADCASTING COMPANY.....

wjk
4-7-36...

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 11, 1936

SATURDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade, the nation's fifteen most popular melodies of this week, played by Carl Hoff and the Lucky Strike Orchestra. Tonight Your Hit Parade completes its first year on the air. One hundred and thirty-three great songs have marched in this tuneful procession. YOU have chosen which melodies they would be and YOU have decided how long they should remain in the top-most fifteen. Your Hit Parade is living musical history -- an ever-changing panorama of America's popular tunes.

How, you may ask, does Lucky Strike find out which fifteen tunes 130,000,000 Americans like best each week? Here is the answer -- From sales of sheet music and phonograph records we learn the tunes you're buying; orchestra leaders tell us the melodies you ask for; reports of the great radio networks show your best liked numbers on the air. We assemble all these figures -- chart them and check them -- and finally, at the top of the column, emerge the fifteen all-American leaders. That's Your Hit Parade -- brought to you each Saturday at this time and each Wednesday at 10:00 P.M. Eastern Standard Time.

And now -- here's the tune which you rank third this week! "Let Yourself Go" from "Follow the Fleet".

("LET YOURSELF GO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE TOUCH OF YOUR LIPS" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Two towns three thousand miles apart -- Watertown, Connecticut and Stockton, California -- both pick this song for first choice. But when all the nationwide returns are analyzed -- they give Eight^h place to "The Touch Of Your Lips".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Ninth position in Your Hit Parade this week is held by "It's Been So Long".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #1)

COMMERCIAL #1:

ANNOUNCER: Unquestionably, the most important single attribute of cigarettes, other than the tobacco itself is moisture content. "As a necessary adjunct to moisture control" in the manufacture of Lucky Strike Cigarettes "our factories are equipped with facilities for complete air conditioning, a refinement unique in the industry". Many things contribute to the production of Luckies -- A Light Smoke of rich, ripe-bodied tobacco and moisture control is not the least. Another thing that is of importance is acid-alkaline balance. We don't need to emphasize the desirability of avoiding excess acidity. Everywhere you turn today you see and hear much about that. Of course, we do not claim that Lucky Strike Cigarettes will cure any ailment -- they perform no miracles -- but, "when smoking, we ask you to remember that Luckies are distinctly less acid. Recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent. Lucky Strike Cigarettes -- a modern smoke -- A LIGHT SMOKE of rich, ripe-bodied tobacco."

Book #41
Hammer #4

("THE MUSIC GOES 'ROUND AND AROUND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Our anniversary program would not be complete without the number which had the most sensational career in the history of Your Hit Parade -- And so tonight -- although it no longer ranks in Your Hit Parade - we again play -- "The Music Goes 'Round and Around".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: One of the composers of this song wrote "Margie" and "Carolina Moon". The other helped write "Beautiful Lady in Blue" -- a promising musical pedigree for the tune that's in fifteenth place this week -- "You Started Me Dreaming".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "What's The Name Of That Song"? -- the tune that America puts in Fifth place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #2)

(COMMERCIAL #2)

WOMAN: (WHISTLE) Am I exhausted?

FRIEND: What's the matter, darling? You look as if you'd been in a riot.

WOMAN: I've been shopping all day...I'll bet I've been in every shop in town...trying to get my Easter outfit together, matching this bag with that scarf. If anybody says Easter ensemble to me I'll scream.

FRIEND: Well, in that case...I won't ask you what clothes you bought. But, did you remember to get cigarettes?

WOMAN: I certainly did. That was one bright spot in my day. It's so easy to buy cigarettes. Almost anywhere you turn you'll find a place. And there's no fuss or bother. Why, the woman had my carton of Luckies ready for me almost before I'd gotten the words out of my mouth.

ANNOUNCER: Yes..and that's true throughout the nation. Tobacco dealers have made it very easy and very pleasant for you to buy cigarettes.You get what you are after promptly -- and yet there's a courteous, affable spirit in the way you are served that harmonizes perfectly with the pleasure tobacco gives. The makers of Lucky Strike Cigarettes are glad to acknowledge this fine, helpful attitude on the part of the 950,000 retail tobacco dealers of America.

("I FEEL A SONG COMING ON".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I Feel A Song Coming On".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(LIGHTS OUT.....SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In the Lord Baltimore Hotel in Baltimore ..the favorite song of the week is "Lights Out"...maybe that's because Sleepy Hall and his orchestra play the music there. All America ranks this song as number seven.

(MUSIC....SWELLS AND FINISHES)

(SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Twenty-six leading orchestras in ten states tell us this one is a top favorite with dancers. And national opinion ranks "Let's Face the Music and Dance" (from "Follow the Fleet") in tenth position this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

("YOU'RE OKAY".....ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You're Okay"...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

STATION BREAK

This is Your Hit Parade....the fifteen most popular songs in America this week, presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes.

Tonight marks the first anniversary of Your Hit Parade. We feel that current popular interest in ranking songs is a mandate for us to continue. Everybody's picking the tunes of the week ...from the Land of Cotton to the Great Lakes....from the sand and sage of the West to the storm-tossed Atlantic! Everywhere there is evidence that America really wants to know the up-to-the-minute standings of her popular songs. And, Lucky Strike finds this out for you on a national scale with a country-wide survey which embraces sales of sheet music and records...requests you make of orchestra leaders, your favorite tunes as broadcast over two hundred radio stations. From this vast source of information, we learn the first fifteen tunes in your favor. And they.....the top fifteen.....make up Your Hit Parade!

An now...the song that's been on top for three successive weeks..the melody 130,000,000 Americans like best right now! Only a few months ago it was an unpublished song...stowed away in a New York composer's bureau drawer. Looking for a shirt one day..the composer found this tune...polished it.....got a lyricist in California to write the words....and there was the melody which soon soared to fame, becoming almost overnight America's biggest favorite. Here it is again, "Goody Goody".

("GOODY GOODY".....DICK AND ORCHESTRA...)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO "LOVE IS LIKE A CIGARETTE"....SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Remember "Red Sails in the Sunset" and "Dinner for
One Please James"? Both tunes were born in England and
became high favorites over here in America. This week another
lovely melody which came from England joins Your Hit Parade
in fourteenth place -- "Love Is Like a Cigarette".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #3)

(COMMERCIAL #3)

ANNOUNCER: A young woman who listens regularly to this program said to me recently:

WOMAN: The other night I heard you say that the exclusive Lucky Strike process which we know as "It's Toasted" ... removes certain harsh irritants naturally present in all tobacco ... and ever since I've been wondering just what those harsh irritants are.

ANNOUNCER: Well....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 ~~st~~^{iso-} valeric acids, furfural and other aldehydes, ammonia and nicotine."

WOMAN: Wait just a minute, please...that sounds rather technical and I'm no chemist.

ANNOUNCER: No...and you don't have to be to realize that "the reduction of certain compounds by toasting obviously constitutes a most important advance in the processing of cigarette tobaccos. 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." Throughout the country people recognize Lucky Strike's extra and exclusive process..."It's Toasted"...as their throat protection against irritation, against cough. It is one of the reasons why Luckies are so thoroughly enjoyable-- why they are; in truth, a Light Smoke of rich, ripe-bodied tobacco.

(BOOK #21)

(BOOK 27)

(nant)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the title number from
"Rio Rita."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO.....)

("A MELODY FROM THE SKY"...CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a new song on Your Hit Parade this week - "A Melody
From The Sky" - number twelve in your favor.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO.....)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Seven leading music stores in our three largest cities
report that "Beautiful Lady in Blue" is right at the top
in sheet music sales. And this waltz is popular the
country-over for, from coast to coast it ranks sixth on
Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO.....)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Easter Bunny showed up this week to cast his vote with
thousands of you for "I'm Putting All My Eggs in One Basket"
from "Follow the Fleet." It is the second most popular
song on Your Hit Parade."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #4)

(COMMERCIAL #4)

ANNOUNCER: "The increasing popularity of cigarettes in this country during the present century (from 8 million pounds of tobacco leaf in 1900 to 377 million pounds in 1934) has been due to several factors. What has been called the "psychic hypertension" of twentieth-century living... especially metropolitan and urban life...has unquestionably predisposed additional millions to smoking." And, Lucky Strike cigarettes, specifically, have been a great factor in the increased use of tobacco because they are what every smoker really wants...A Light Smoke of rich, ripe-bodied tobacco. And, "when it comes to smoking, remember Lucky Strike is distinctly less acid." Now we do not claim Luckies will cure any ailments..and we do not suggest that they have any medicinal benefits. But...in view of the fact that science has focused the nation's attention upon the subject of acidity...we feel that you are entitled to know 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 #4)

(HANMER #8)

("NOBODY'S SWEETHEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays, "Nobody's Sweetheart."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("LOST" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Each week this melody "Lost" advances in your favor. Is it headed for the top? This week finds it way up in fourth position on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("ALONE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: One week, seven more days of nation-wide approval....and "Alone" will smash Your Hit Parade record for continued popularity. This week it's in thirteenth place!

(MUSIC SWELLS AND FINISHES)

(SEGUE TO)

("WAH HOO" TRIC AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Recently America seems to have had at least one cowboy song close to its heart most of the time. -- A few months ago it was "The Last Roundup" - then "Wagon Wheels" - then "Take Me Back to My Boots and Saddle" - and now, the current favorite about the great open spaces is "Wah Hoo" the tune you rank eleventh this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: You have been listening to Your Hit Parade -- your fifteen song choices of the week, played by Carl Hoff and his Lucky Strike Orchestra. Remember!Your Hit Parade will be heard again next Wednesday night at 10:00 P. M. Eastern Standard Time with Al Goodman and his Lucky Strike Orchestra. You'll want to compare these two presentations of your favorite melodies. -- And now as we say goodnight to you over the air -- light a Lucky. You'll find that Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco. And, remember recent independent chemical tests show that other leading brands have an excess of acidity over Luckies of from 53 to 100 percent. Luckies are less acid.

This is the National Broadcasting Company.

js-lh-vh-mc
12/10/36

WEAF

LUCKY STRIKE

REVISED

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

"YOUR HIT PARADE"

APRIL 15, 1936

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade, the country's fifteen most popular melodies of this week, played for you by Al Goodman and the Lucky Strike Orchestra. Your Hit Parade is all America's up to the minute newspaper of popular song. It brings you the ever changing musical news, fresh off the press. Last week's feature story may be on the back page tonight -- new songs crash their way into the country's musical headlines -- and it's Your Hit Parade that flashes the news.

How do we find your fifteen most popular songs? National sales of sheet music and records tell us what pieces you take home with you -- the country's principal orchestra leaders report your choices for dancing -- and nearly two hundred radio stations give the inside story on your favorites over the air. We assort and analyze, check and recheck -- to determine which songs you want most to hear this week. That's Your Hit Parade -- All America's program. And now -- "Wah Hoo" -- Tenth ranking on Your Hit Parade!

("WAH HOO".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY".....STOKES AND ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Melody From the Sky" this week climbs from Twelfth to Sixth place in all America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST".....QUARTETTE AND ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Some songs bob up and down each week on Your Hit Parade, but "Lost" heads only one way -- up. Higher and higher this melody climbs -- and this week it soars into Second Place from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #1)

(COMMERCIAL #1)

ANNOUNCER: "In the cigarette, women, as well as men, have found a more convenient, more inexpensive, and more widely palatable form of "relaxation." "But probably the greatest single influence on the growth of cigarette" - smoking "has been the dissipation of the ancient prejudice against tobacco in this particular form, and a growing belief that cigarettes...being milder than other forms of tobacco smoking are" not in the least harmful.

Yes...and this is particularly true of Lucky Strike Cigarettes...for Luckies are A Light Smoke of rich, ripe-bodied tobacco. "And it is an interesting thing...a thing that will interest all smokers...that Luckies are less acid... The smoke of Lucky Strike is distinctly less acid than that of other leading brands. Results verified by independent chemical laboratories and research groups prove that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent." So we ask you to remember, next time you buy cigarettes, that Luckies are A Light Smoke of rich, ripe-bodied tobacco -- that Luckies are agreeably less acid.

Book #5
Hammer #23

("NO STRINGS".....ORCHESTRA)

(FADES FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "No Strings" from the Motion Picture "Top Hat".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Played on an average of seven times a night over New York radio stations! Just one of the factors which helps "You Started Me Dreaming" rocket from Fifteenth place clear up to Seventh position....to score the biggest advance of the week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: No matter who plays this song you like it -- How do we know? Because each of the three leading phonograph companies reports that their record of "What's the Name Of That Song" is selling like hotcakes. Nationally it stands Number Eight.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #2)

(COMMERCIAL #2)

ANNOUNCER: "The baker's dozen" -- that extra measure which is thrown in for good will -- has vanished from most of the business dealings of this country. Symbol of an easy-going, leisurely era, it has given way, in many instances, to the onward march of business efficiency. Yet there is one great body of American business men and women who continue to give you "extras" without any sacrifice of efficiency -- the 950,000 retail tobacco dealers of the country. Think of the many little services they perform, purely for your own benefit -- such as providing you with matches, often they keep stamps for your convenience, usually public telephones are available in their shops - and frequently there's the welcome sound of a radio that is there just for your enjoyment. The makers of Lucky Strike cigarettes are glad that these dealers who handle their product have been able to retain, in this era of rush and bustle, so much of that genial courtesy and friendly atmosphere which characterized our American scene in earlier years.

("PICCOLINO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Piccolino", one of those songs that made "Top Hat" so popular.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(TORMENTED.....MARTIN AND ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A vaudeville act playing a small town needed three minutes extra material -- a versatile arranger wrote a song to fill the gap -- the melody was the hit of the show and now becomes a hit with all America. It's "Tormented", in Ninth place from Coast to Coast in its first appearance on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG".....WAYNE AND ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Even the experts can be wrong. The song "It's Been So Long" was cut out of the motion picture for which it was written at the last minute..But it was a potential hit, because this week it wins Fifth place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHAT'S THE REASON".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "What's the Reason" -- played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

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

(FADE FOR)

ANNOUNCER: This is Your Hit Parade, the fifteen most popular songs in the United States this week - presented for your pleasure by the manufacturers of Lucky Strike cigarettes.

Some songs are special favorites in the East. Others get their best support in the South or in the West. But it's the melody that's popular all around the country that's a real hit. To bring you the fifteen biggest national hits each week Lucky Strike instituted the most complete survey ever made in the field of popular music...covering your nationwide radio preferences, your requests at places where you dance, your purchases of sheet music and records all over the country. That's why Your Hit Parade really deserves the title of All America's program.

We don't have to tell you your song of songs this week. We're sure you can guess it. You're whistling, singing, humming it here, there and everywhere. Here are the facts. It's more popular now than ever. It leads the country in times heard over the air -- it's a leader in sheet music and record sales. And thirty-nine of the nation's principal orchestras report they're busy this week trying to play it often enough to suit enthusiastic dancers. No wonder "Goody Goody" is America's Public Melody Number One!

("GOODY GOODY".....WAYNE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU".....STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Although it was first heard on the air less than a month ago, this song called "You" from the Great Ziegfeld is already up with the country's blue ribbon melodies. It enters Your Hit Parade in twelfth place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #3

(COMMERCIAL #3)

WOMAN: My bridge club met today..and it seems to me that we did a great deal more talking than bridge playing. But....I'm glad it turned out that way...because I learned something from the conversation I hadn't known before. Everybody there had something to say on the subject of acidity. Of course, I knew that science had been warning us against excess acidity..but I hadn't realized that acid-alkaline balance was important in cigarettes, too. From now on I'm going to make sure when I smoke that I have a Light Smoke...because A Light Smoke is less acid than a heavy one.

ANNOUNCER: "If you haven't tried a LIGHT SMOKE, try a package of LUCKIES....tonight." For although we make no extravagant claims with respect to acidity or acid condition.....we ask you to bear in mind "that recent independent chemical tests of the leading cigarettes prove this important fact...that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent. Think of this when next you want a cigarette... a modern cigarette....remember Luckies are less acid... Luckies are A Light Smoke of rich ripe-bodied tobacco."

Hanmer #9

("DINAH"..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Dinah."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The nation ranks "Let's Face the Music and Dance" in 14th place. But, dancers in smart New York night spots would rank it higher ...for ten of New York's thirteen leading orchestras report this melody from "Follow the Fleet" is their most requested song.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Beautiful Lady in Blue" holds eleventh place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the University of California campus comes word that the current favorite is "I'm Putting All My Eggs in One Basket." from "Follow the Fleet". The nation likes it, too, because this song wins third place in all America's favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #4)

COMMERCIAL #4

ANNOUNCER: "Curing and proper aging tend to "sweat out" certain percentages of the irritants of tobacco. These reactions are always associated with, and accelerated by, heat. Some years after the organization of "The American Tobacco Company's" 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." This was the beginning of the famous process which we have made known commercially as "It's Toasted." "In effect," this "preheating of tobaccos at higher temperatures constitutes a completion or fulfillment of the curing and aging processes." Toasting, as employed in the manufacture of Lucky Strike Cigarettes, is essential to the production of A Light Smoke of rich, ripe-bodied tobacco, because it removed certain harsh irritants naturally present in all tobacco. To you, and to millions of smokers, it offers throat protection against irritation, against cough.

Book #20
" #24
(Part)

("SINGIN' IN THE RAIN.....ORCHESTRA.....")

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Singin' in the Rain"

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALL MY LIFE".....MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Judging from past experience...this song should go places..

For, 2,200,000 people have bought copies of tunes
previously written by the composer of "All My Life".

This week it joins Your Hit Parade in fifteenth place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Recently "Lights Out" and "Alone" were rivals for top
position on Your Hit Parade. This week "Alone" drops from
the Big Fifteen but "Lights Out" shines on -- in
thirteenth place from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Three widely separated state capitols -- Boise Idaho,
Annapolis Maryland, and Boston Massachusetts make "Let
Yourself Go" from "Follow The Fleet" their number one
song this week, but when the whole forty-eight states
have passed judgment -- it's fourth in countrywide favor!

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: You have been listening to Your Hit Parade..your fifteen favorite songs of this week -- played by Al Goodman and his Lucky Strike Orchestra. Don't forget to make a date with your radio on Saturday night at 8:00 P.M. Eastern Standard Time when Carl Hoff and his Lucky Strike orchestra brings you Your Hit Parade again. You'll want to compare these two presentations of your up-to-the minute favorites. And now -- just a word to those of you who have not tried a Lucky lately. Luckies offer you A Light Smoke of rich, ripe-bodied tobacco - a cigarette that is delightfully fine tasting -- and wonderfully easy on your throat. Remember, the smoke of Lucky Strike is less acid. Recent independent chemical tests show that other leading brands have an excess of acidity over Luckies of from fifty-three to one hundred percent. Till Saturday - then - Good night -- and pleasant smoking!

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

THIS IS THE NATIONAL BROADCASTING COMPANY.

vh 4/15/36

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 18 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 Carl Hoff and the Lucky Strike Orchestra. These songs are the winners in America's Steeplechase of music. Many are entered but only a few choice songs survive. Some start fast and fade....others start slow and gradually forge ahead. But in any case these fifteen songs have earned their top positions entirely on their success in pleasing you. For it is your choice that makes one song a sensation, another a dud. Every time you buy a piece of sheet music.... each time you purchase a phonograph record ... whenever you request an orchestra leader to play your favorite song... you show us which ones you like the best.. and from the great radio networks we get a further check on your favorites over the air. From every section of the country the votes you cast in this way reach us. Then our statisticians sort out, tabulate, check and recheck... until finally the voice of the people has spoken, and we know which are the fifteen most popular songs of the nation this week. That's Your Hit Parade. And now the song that's fourth in your favor this week...."Let Yourself Go" from Follow the Fleet."

("LET YOURSELF GO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Perhaps because the residents of Waco, Texas are air-minded they choose "Melody from the Sky" as their favorite tune - all America says it's SIXTH in their favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S BEEN SO LONG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: When they dance in Chicago, they're pretty apt to ask for this melody. Five prominent orchestra leaders there report a flood of requests for "It's Been So Long," this week's FIFTH ranking song on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

ANNOUNCER: This week marks a significant milestone in the history of American commercial aviation. Western Air Express, the Boulder Dam Route serving United Air Lines Coast-to-Coast main line celebrates the anniversary of its tenth year as an air transport company. In ten years of operation Western Air Express has carried over one hundred thousand passengers and flown more than fifteen million miles without the injury of a single passenger. Due to passenger demand...Luckies are served on their planes by the company's charming and capable hostesses. In fact, we have this message from one of those lovely Western Air Express hostesses:

WOMAN: The most popular cigarette with the passengers on our lines is Lucky Strike. And I agree with their tastes, too, because I always find Luckies are delightfully easy on my throat... and so pleasant to smoke.

ANNOUNCER: Yes....Luckies are easy on your throat and millions enjoy them...because they're A LIGHT SMOKE of rich, ripe-bodied tobacco. And it's only natural, we think, that aggressive, modern people - the kind who travel so much by air - should recognize the importance of another fact about Luckies... that they are distinctly less acid. "Current chemical tests in the laboratories of independent research groups show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent"... And so, tonight, Lucky Strike salutes ten years of service by Western Air Express - and wishes them many more Happy Landings.

("TAKE A NUMBER FROM ONE TO TEN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Take A Number From One To Ten."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From Fifteenth to SEVENTH place in one short week....that's how "You Started Me Dreaming" has shot up in your favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Guy Lombardo heard Vee Lawnhurst, the composer, running over a new melody on the piano -- liking it he asked "What's the Name of That Song?" Two days later it was broadcast over the air... and the name of it was - "What's the Name of That Song." Tonight it ranks EIGHTH on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #2)

ANNOUNCER: Take a walk at night along a typical American business street.... and whether it be a busy city thoroughfare or a quiet village street you'll notice that there's a light in the tobacco retailer's store. What does it mean? Simply this... the store is being kept open for your convenience. Those three words ... for your convenience ... are the keynote of the retail tobacco business of America. Stores are kept open far into the night -- and on holidays, too -- in order that you may have the cigarettes you want whenever you want them. Your needs are satisfied promptly and courteously by friendly men and women behind the tobacco counter. This superb service is a matter of great satisfaction to the manufacturers of Lucky Strike Cigarettes ... for we are very glad that Luckies can come to you in this manner. We're pleased to give credit where credit is due ... to the 950,000 or more men and women who serve you from behind the tobacco counter.

* * *

("YOU'RE THE CREAM IN MY COFFEE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Now the Lucky Strike Orchestra plays "You're the Cream in My Coffee" from "Hold Everything."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Leading music dealers in four eastern cities report that they're being swamped with orders for "Let's Face the Music and Dance" from "Follow the Fleet".....It's FOURTEENTH in your favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALL MY LIFE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'll Always Be in Love With You" scored the biggest success of any of Sam Stept's songs. As a result he patterned another on the same theme and called it "All My Life." You've responded again by making this song - "All My Life" another hit.... FIFTEENTH in its first appearance on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DON'T LET IT BOTHER YOU" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Don't Let It Bother You," 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...the fifteen most popular songs in America this week, presented for your pleasure, by the manufacturers of Lucky Strike cigarettes. These are the songs you like the best. A huge nationwide survey tells us just what songs are this week's hits with you and you and you --- 130 million of you across the length and breadth of America. We check music dealers, phonograph companies, orchestra leaders, radio stations....and when all the figures are in, we have Your Hit Parade.... not the songs that we just THINK you'll like, but the ones you've TOLD us you want most to hear.

Now for the song that you have raised to the very highest rating this week. It came close to never being published -- just because the writer could not find a last line in the lyric that satisfied him. But finally he found that line and from coast to coast you proclaim "Goody Goody" the most popular song in the nation this week.

("GOODY GOODY"TRIO AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TORMENTED"CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This torch song "Tormented" is NINTH in its first week in Your Hit Parade... higher than any newcomer in the last month.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

WOMAN: I guess you'd say I'm a pretty loyal Lucky Strike smoker... because I've smoked them for a good many years. The reason is simple...it's always seemed to me that Luckies taste better. But....there's another thing about Lucky Strike that appeals to me very much, too....Luckies are less acid. Of course, I don't know very much about acidity. I don't need to know much about it from the technical standpoint. But I do know that everywhere I turn now-a-days I see the warning...."avoid excess acidity"....and so....since the smoke of Luckies is less acid, I keep right on smoking Luckies and recommend them to my friends.

ANNOUNCER: You've made the right choice. What two better reasons could anyone want? Luckies taste better....and, they are less acid. "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." Remember, Luckies are less acid -- Luckies are A Light Smoke of rich, ripe-bodied tobacco.

("WHOSE HONEY ARE YOU" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Whose Honey Are You."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Radio fans who listened every night have heard the song, "Lost" played fifty-one times during the week on New York stations alone. It shoots from fourth to SECOND on Your Hit Parade this week and is a strong contender for first position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Stylists report that blue was the favorite color for the feminine Easter outfit. And the rest of you people seem to agree. For you've placed the "Beautiful Lady in Blue" ELEVENTH among your favorites this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song that's the hit-of-the-week in Poughkeepsie, N.Y., Kansas City, Missouri, and Alameda, California. But the national survey shows that -"You" from "The Great Ziegfeld" belongs in TWELFTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: COMMERCIAL #4....

COMMERCIAL #14

ANNOUNCER: "All cigarette tobacco, though "cured" by the grower before sale, is unsuited for" use "without further aging. Lucky Strike tobaccos are aged from more than 1½ to 3 years." Now, "curing and proper aging tend to "sweat out" certain percentages" of the harsh irritants naturally present in all tobacco....but, to carry irritant-reduction or removal a step further, the Lucky Strike Research Department developed a special pre-heating process at higher temperatures - "It's Toasted". This "constitutes a completion or fulfillment of the curing and aging processes. It distills off in part the more volatile components, such as formic and acetic acids, while preserving those less volatile components essential to taste and character." That is the reason why this extra and exclusive process, known commercially as "It's Toasted", is your throat protection against irritation, against cough...the reason why you will always find Luckies are A Light Smoke...of rich, ripe-bodied tobacco.

Book #14
Book #20 (part)
Book #24

("DIGGA DIGGA DOO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays for you "Digga Digga Doo".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week we asked the New York Yankees what their favorite tune was -- and the answer came back, "I'm Putting All My Eggs in One Basket". But when we ask all America, we find the song ranks number THREE from Coast-to-Coast. It is an important factor in the popularity of that current hit "Follow the Fleet".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Lights Out" was given the place of honor at the Golden Jubilee Prom this week at John Carroll University. But you people in the rest of the country place it THIRTEENTH on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAH HOO" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: There must be a bit of cowboy in most night club fans - because the records show "Wah Hoo" is the favorite tune in these dance places -- it ranks TENTH in the favor of the nation this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:

You have been listening to Your Hit Parade.....
the fifteen most popular songs of the week played
by Carl Hoff and his Lucky Strike Orchestra.
Remember to tune in next Wednesday night at 10:00 P.M.,
Eastern Standard Time when Al Goodman and his
Lucky Strike Orchestra bring you Your Hit Parade
again. You'll want to compare these two musical
presentations of your current favorites. And now...
before we say goodnight...let us remind you that
Luckies are A Light Smoke of rich, ripe-bodied
tobacco...a cigarette delightful to the taste and
remarkably easy on your throat. And the smoke of
Luckies is agreeably less acid. Recent independent
chemical tests show that other leading brands have
an excess of acidity over Lucky Strike of from
53 to 100 percent...Good night and pleasant smoking.

(SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE NATIONAL BROADCASTING COMPANY

wjk
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4/17/36

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 22, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen most popular songs in the country this week -- played for you by Al Goodman and the Lucky Strike Orchestra. The Kentucky Derby runs but once a year but Your Hit Parade, all America's musical race takes place every week. And it's your support - your interest in your favorites - that keeps them in the running. Whenever you buy a piece of sheet music, every time you make a purchase of a phonograph record, and everytime you request a number from the dance floor, you help the song you like to speed toward the finish line a winner. Each week Lucky Strike checks the sales of sheet music and phonograph records, contacts principal orchestra leaders to learn your favorites -- and from the great radio networks we learn the tunes you like best over the air. When the whole nation has shown us its preference -- we sort and tabulate our countrywide survey, check and recheck -- then we play the fifteen winners of America's steeplechase of melody on Your Hit Parade each Wednesday and Saturday night.

And now for the song which captured FIFTH place in this week's race for musical leadership -- "Let Yourself Go" from "Follow the Fleet".

("LET YOURSELF GO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This melody "You Started Me Dreaming" sold 5,000 copies of sheet music in a single day -- that's one of the reasons it holds SEVENTH place from Coast to Coast this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOURS TRULY IS TRULY YOURS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You letter writing musical fans helped this song yourselves because it's the familiar closing "Yours Truly" that provided the inspiration for America's THIRTEENTH ranking song this week -- "Yours Truly is Truly Yours".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: "An insurance of the rich flavor and of our consideration to acid-alkaline balance in Lucky Strike Cigarettes is the use of the center leaves of each plant." For "it is only the center leaves which approach in nature in most palatable acid-alkaline balance." "You know what an acid reaction is....you know its effects. And, Luckies are less acid. How much pleasanter, how much more enjoyable, how much easier on you is a cigarette that is truly A Light Smoke of rich, ripe-bodied tobacco. Recent independent chemical tests show that Luckies are less acid....these tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent." From this we attempt to draw no far-fetched conclusions that Luckies are a cure-all or a medicine. We offer this information merely to help you use your own good judgment when you are smoking. That's why we ask you to have in mind, next time you buy cigarettes, that Luckies offer you more pleasure -- they taste better-- they are agreeably less acid. Luckies -- A Light Smoke of rich, ripe-bodied tobacco.

Book #11
Book #13 (part)
Harmer #5

("I WANT TO RING BELLS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra now plays "I Want To Ring Bells".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one thing those rivals San Francisco and Los Angeles don't argue about. Dancers in both cities are enthusiastic in their demands for "Let's Face The Music and Dance" from "Follow the Fleet"....NINTH ranking song in the country tonight.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The only team of female songwriters ever to make good in Tin Pan Alley turned out this unusual song hit -- which wins FOURTEENTH place on Your Hit Parade this week -- "What's the Name of That Song"?.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial #2)

(COMMERCIAL NO. 2)

ANNOUNCER: "I sell cigarettes, tobacco -- and good-will....." That's the way one retail tobacco dealer described his business to us recently. And in the opinion of the makers of Lucky Strike Cigarettes he was speaking not for himself alone, but for the 950,000 other retail tobacco dealers in the United States. How do these 950,000 go about "selling good-will"? First by serving you efficiently....keeping their stocks always fresh, yet never running out of the items you desire. Second, by giving you what you ask for promptly, and courteously. Third -- by establishing and maintaining a friendly human contact with you, which may go no farther than a pleasant "Thank you" but which is nevertheless vitally important in this business of selling good-will. So generally and so well are these three cardinal principles lived up to by the tobacco dealers of this country that we take the present opportunity of congratulating them upon a job supremely well done.

("SWEET SUE"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you "Sweet Sue".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song that's tops in Missouri this week but number EIGHT the country 'round -- "It's Been So Long".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE TOUCH OF YOUR LIPS"MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week this melody "The Touch of Your Lips" finished out of the money altogether --. But this week this dark horse upsets the dope and skyrockets all the way up to SIXTH place in all America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("HEAT WAVE"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song called "Heat Wave" from "As Thousands Cheer" -- 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, the fifteen most popular melodies in the United States this week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

These are the tunes that all America likes best this week. They are a constantly changing list from week to week -- so we cover the entire nation to be sure that the fifteen tunes we give you are the fifteen you want most to hear. Our nationwide survey covers sheet music and record sales all over the country. We find your favorites over the air and the tunes you request most when you are out dancing. Then we play them for you on Your Hit Parade -- your fifteen favorite songs of the week.

They say that "slow and steady wins the race", and there's proof of it in this week's musical Derby as America crowns a new song champion. For like all true champions this melody fought its way from the bottom to the top -- slowly and steadily. It never stopped advancing as it climbed from thirteenth place on its first week in Your Hit Parade to eleventh -- then to seventh -- then to fourth -- then to second -- and now it can't climb any higher because it's sitting on the top of the song world -- ALL AMERICA'S HIT OF HITS ---"LOST".

("LOST" STOKES AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Y-O-U -- You -- easy to spell and easy to listen to, also.
How do we know? Because you folks from Portland, Maine to
Portland, Oregon boost this song called "You" from "The
Great Ziegfeld" up to ELEVENTH Place on Your Hit Parade
this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial #3)

(COMMERCIAL No. 3)

WOMAN: There's a very attractive set of women in our community who are the leaders in all our local social events. Naturally, I like to associate with them. I find they're always right up to the minute in everything. I'm always learning new things from them. For example, conversation turned the other day to cigarettes. Frankly, I had never thought of it.....but they said a Light Smoke is less acid than a heavy one---and I noticed they were all smoking Luckies. Now, A Light Smoke, like Luckies, is exactly what I want....so I'm taking their advice and changing to Lucky Strike.

ANNOUNCER: Yes, all smokers should know that "behind every Lucky Strike Cigarette 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 brings you the best of modern quality. Recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent." Luckies offer you more pleasure -- they taste better -- Luckies are less acid.

Hanmer 7 {part}
Hanmer 8 {part}

APR 22 1936

(ALABAMA BOUND. ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Alabama Bound".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY" MARTIN AND ORCHESTRA)



RECEIVED
WALTER MYERS

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Written 10,000 feet above sea level -- up in

California's snowcapped Sierras -- no wonder you can't keep this song down. This week "Melody From the Sky" soars into FOURTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE. ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Nine out of every ten hit tunes in America are

fox trots -- but last year a colorful rhumba -- "The Lady in Red" crowded its way into the Big Fifteen -- this year a colorful waltz repeats the stunt -- "Beautiful Lady in Blue" the nation's choice for TENTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Putting All my Eggs in One Basket" helps make the

picture "Follow the Fleet". It's the nation's runner-up-- SECOND ranking choice of the entire country on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial #4)

(COMMERCIAL NO. 4)

ANNOUNCER: "Some years ago it seemed logical to the Research Department of the American Tobacco Company that irritant reduction or removal would be a basic achievement in the production of A Light Smoke." So, the department began a series of experiments seeking this and by means of subjecting the tobacco to heat much higher than ordinarily employed in processing. "Results of this 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." That is the story behind Lucky Strike's extra and exclusive process known commercially as "It's Toasted"...It removes certain harsh irritants naturally present in all tobacco and is recognized throughout the world as your throat protection against irritation, against cough. This famous toasting process is one of a number of reasons why Luckies are truly a modern smoke.....A Light Smoke of rich, ripe-bodied tobacco.

Book 21

("SWEETIE PIE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A song called "Sweetie Pie" - played for you by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALL MY LIFE" MARTIN & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Words and music written in a single afternoon -- then three days of steady polishing -- the result -- America's FIFTEENTH ranking song this week -- "All My Life".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On the banks of the Wabash they're singing "Lights Out" this week -- top ranking song on the ^{near-by} University of Wabash campus -- but number TWELVE from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODY GOODY" WAYNE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that finishes in THIRD place in all America's musical race this week -- swing music when Benny Goodman records it -- sweet when Freddy Martin records it -- but you like it either way, because you've bought more phonograph records of "Goody Goody" than any other song this past week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: You have been listening to Your Hit Parade, the fifteen most popular melodies in the country this week -- played for you by Al Goodman and the Lucky Strike Orchestra. Don't forget your date with your radio next Saturday night at 8 o'clock Eastern Standard Time when Carl Hoff will bring you Your Hit Parade. You'll find great interest in comparing these two presentations of your fifteen favorite songs.

And now -- before we bid you goodnight -- may we remind you that Luckies are A Light Smoke of rich -- ripe-bodied tobaccos. You'll find that Luckies are rich in taste yet wonderfully gentle to your throat. Recent independent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from fifty-three to one hundred percent. Luckies offer you more pleasure-- they taste better -- Luckies are less acid.

Till Saturday, then, goodnight and pleasant smoking.

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs/nc
4/22/36

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 25, 1936

SATURDAY

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

ANNOUNCER: This is Your Hit Parade, the fifteen most popular songs in the United States this week, played for you by Carl Hoff and the Lucky Strike Orchestra. Thoroughbreds all! The songs on Your Hit Parade -- winners in America's Coast-to-Coast musical race! All types of melodies are entered -- fox trots and waltzes, swing tunes and sweet tunes, romantic ballads, novelty numbers and rhumbas -- And it's the Big Fifteen that come sweeping to the finish line in front that you hear on Your Hit Parade each week. And what brings them home in front? Your support and only your support... Every time you purchase sheet music, every time you buy a phonograph record, every time a radio station plays the song you like, every number you request from an orchestra leader, helps your favorite song to win a place on Your Hit Parade. And up in the grandstand watching the race - we tabulate the results -- find out what songs win places among America's Big Fifteen. Our nationwide survey tells us what songs were leaders over the air, what melodies were most requested at popular places to dance, the standings in sheet music and phonograph sales. Then when all the results have been sorted and tabulated, checked and rechecked, the final standings are broadcast to you on Your Hit Parade, all America's scoreboard of song.

(MORE)

ANNOUNCER: And now the song that finished fast this week to win
(CONT) the EIGHTH ranking position on Your Hit Parade..."It's Been
So Long."

("IT'S BEEN SO LONG" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From Ohio comes this message. Quote: Here at the
University of Akron, the home of zeppelins, we're all up
in the air about "Melody from the Sky." Unquote. But you
people in the rest of the country place it FOURTH on Your
Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The experts say that this song "YOU" will climb high -- we
don't know -- you, the American people will decide, and
this week you place it ELEVENTH in the race for your favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

ANNOUNCER: "A quarter-century ago, The American Tobacco Company felt that the trend toward increased" use "of cigarettes merited systematic laboratory research with a view to improving its products." And, as a result of such experimental work....."we believe that Lucky Strike Cigarettes embody a number of genuinely basic improvements!"

For example, "here is one quality that we know you all will appreciate... the fact that Luckies, A Light Smoke of rich, ripe-bodied tobacco, are definitely less acid than other popular cigarettes. For recent impartial scientific tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100%."

Now we make no claims about the physical effect of acidity in smoke... we do not say that Luckies have any medicinal value... we leave this question of acidity to your own good judgment. We simply ask you to remember when you're smoking that...."Luckies are less acid."

* * *

Book #6
Book #3
Hanmer #3 (part)

("AFTER I'VE GONE"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra now plays the song entitled
"After I've Gone."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE TOUCH OF YOUR LIPS"SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The "Touch of Your Lips" returns to Your Hit Parade this
week... and you welcome it back so strongly that you boost
it right up to SIXTH place... the biggest jump of the week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOURS TRULY IS TRULY YOURS"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's true evidence of skill.... two writers composed six
of the fifteen songs on Your Hit Parade this week. Fred
Coots, one of these writers who seems to know so well what
you'll like was co-composer of "Yours Truly Is Truly Yours"
-- the song that's THIRTEENTH on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ANNOUNCER: How many times a week do you drop in at your neighboring tobacco dealers? And always you receive the same smile of welcome, the same courteous and speedy service as your dealer complies with your requests -- It may be for a carton of Luckies or maybe merely for change of a dime to make a phone call in his handy telephone booth. Whether your order be large or small -- it always receives polite and rapid attention.

It is through this kind of service that the tobacco dealers have deservedly won praise as America's most modern merchants -- a well deserved distinction for which we pause to pay them tribute.

They are a vast army of more than 950,000 shops, employing perhaps over two million people whose constant aim is to please their customers with such excellent service that the urge to come again is uppermost in the minds of their patrons. This fine service offered by the dealer makes it as pleasant to buy Luckies as it is to smoke them.

* * *

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A song from the musical comedy "Good News"..."The Best Things in Life Are Free."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Orville Knapp at the Waldorf and Henry King across the street at the Hotel Lexington, engage in a friendly rivalry of music...but they agree that "Let's Face the Music and Dance" is a favorite at both places. From Coast to Coast you tell us this song from "Follow the Fleet" is NINTH this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIGHTS OUT". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Out in Yellowstone Park...the boys in Company 501 Mamouth CCC camp report that their favorite song is "Lights Out." It's in TWELFTH position on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MY HONEY'S LOVING ARMS".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "My Honey's Loving Arms" -- played for you 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 -- the fifteen most popular songs in the country this week -- presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. Blue ribbon melodies -- all of these tunes -- and therefore the winners of this week's gigantic sweepstakes of song -- the fifteen tunes that lead the country according to Lucky Strike's nationwide survey that shows your choice in popular music -- the tunes that you hear most often over the air, the melodies that you request most frequently when you're out dancing -- the songs that you buy to take home with you in sheet music and on phonograph records.

And now -- a new champion that ran like a champion should -- coming up from far behind, it shot away from the field in the homestretch -- with sheet music sales booming along at a 3000 a week clip, "Lost" galloped home a WINNER -- America's newest HIT OF HITS.

"LOST" CROSS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "What's the Name of That Song" -- the song that all-America says is FOURTEENTH in their favor this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

MAN: I know that women say I'm a cranky old codger... and maybe I am. But I've heard some of my wife's friends talking a good deal about cigarettes lately. Now...maybe they know what they're talking about. But I always had the idea that women didn't know anything about tobacco... how can they make an intelligent choice among cigarettes?

WOMAN: Let me tell you a thing or two. Nowadays women know a lot more about such things than you think. I see you're smoking a Lucky. Now I am too and I'll give you my reasons why I chose Luckies...I'll bet they're just as good as your reasons. First, when I smoke, I want A LIGHT SMOKE...and Luckies are A Light Smoke. Then, I like a rich-tasting cigarette...and Luckies are made of rich, ripe-bodied tobacco. Finally, I steer clear of excess acidity.... whenever possible....so naturally I smoke the cigarette that is less acid -- Lucky Strike.

ANNOUNCER: Well....I'd certainly say that was a good answer. And your reasons for smoking Luckies are the same good reasons which prompt millions of other women to turn to Lucky Strike. We thoroughly agree that women do know what they're doing when they make a choice among cigarettes. And so do men! For they know that "Luckies are 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%." Luckies offer you more pleasure -- They taste better -- Luckies are less acid.

("LOOKIE LOOKIE LOOKIE HERE COMES COOKIE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Lookie, Lookie, Lookie,
Here Comes Cookie."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALL MY LIFE" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song was written "on order" -- the order called for (1)
a song to fit a tenor voice -- (2) one which fitted a poor
boy -- rich girl theme. The order was so well filled that
you've placed "All My Life" FIFTEENTH among your favorites
this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BEAUTIFUL LADY IN BLUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Captain of the SS BERENGARIA tells us that "Beautiful
Lady in Blue" was the most requested song among home-coming
Americans this week. But you people who stayed at home
report this song ranks TENTH in your favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODY GOODY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Goody Goody" -- an odds-on-favorite through past
performances is still showing in the money this week, running
in THIRD place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 4)

ANNOUNCER: "It's Toasted" ... two of the best known words, commercially, in the world. To smokers everywhere they stand as a symbol of throat protection against irritation, against cough.... for they represent Lucky Strike's extra and exclusive pre-heating process which removes certain harsh irritants naturally present in all tobacco. "This pre-heating process at higher temperatures consists of four main stages, which involve carefully controlled temperature gradations and which include special steam treatments to replace moisture lost!" "It's Toasted" "constitutes one of the most important advances made in the processing of cigarette tobaccos during the past quarter century".....for it is a fundamental step in the production of Luckies -- A LIGHT SMOKE of rich, ripe-bodied tobacco.

Book #22 (part)
#27 (part)

("EVERYBODY LOVES MY BABY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The tune called "Everybody Loves My Baby" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: SECOND under the wire at the finish this week is "I'm Putting All My Eggs in One Basket," but it's tops at Leon and Eddie's in New York -- and, believe it or not, the name of the orchestra leader there is Willy Farmer.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: If a music publisher scores a nationwide hit with one out of every thirty songs, he shows skill. -- This melody was only the second attempt of a new publisher, but it's already sweeping the country. The title - "You Started Me Dreaming," America's SEVENTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOURSELF GO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: FIFTH on Your Hit Parade this week is "Let Yourself Go." 24 out of 30 prominent orchestra leaders in twelve different States can't play it often enough to suit eager dancers.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: You have been listening to Your Hit Parade, the fifteen most popular songs in the country this week -- played for you by Carl Hoff and the Lucky Strike Orchestra. Don't forget that date with your radio next Wednesday night at 10:00 o'clock Eastern Daylight Time when you'll hear the fifteen winners in next week's Your Hit Parade played for you by Al Goodman and the Lucky Strike Orchestra. You'll want to compare these two presentations of your fifteen favorite songs.

Tonight is the last presentation of Your Hit Parade over these stations on Saturdays -- starting a week from tonight you will hear the Saturday program regularly over another great broadcasting system -- at 10:00 P.M., Eastern Daylight Time.

Now please remember that Lucky Strike offers you Your Hit Parade for your pleasure... and that also for your pleasure Luckies offer you A Light Smoke of rich ripe-bodied tobacco -- a cigarette delightfully fine tasting and wonderfully easy on your throat -- LUCKY STRIKE! -- "It's Toasted" -- your throat protection against irritation -- against cough. 'Till Wednesday night then Good Night and pleasant smoking.

THIS IS THE NATIONAL BROADCASTING COMPANY.....

(REVISED)

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

APRIL 29, 1936

WEDNESDAY

ANNOUNCER: Lucky Strike presents Your Hit Parade, the fifteen most popular tunes in the country this week, played for you by Al Goodman and the Lucky Strike Orchestra.

Almost fifteen hundred melodies enter each week in this great musical race, but only fifteen in this vast number finish winners.....one out of about every hundred songs gains a place on Your Hit Parade. The forty eight states of America are the track upon which these songs stage their race... some tunes gain rapidly in the East and falter in the West...some are away to a flying start in the North and lag in the South. But it's the fifteen songs that win the greatest popularity the country round that cross the finish line in front. Lucky Strike's great nationwide survey conducted every week reflects your preferences. From the sales of sheet music and phonograph records we know what pieces you are taking home with you. From dozens of the nation's principal orchestra leaders we get your current favorites for dancing. And from the great broadcasting companies we learn the tunes you like best over nearly two hundred radio stations.

(OVER)

ANNOUNCER: (CONT.)

Then, when all this information has been assorted and tabulated, we bring you each week the fifteen top tunes.... the fifteen songs you like best.

And now for the song that finishes SECOND in the race for America's favor this week.... it just missed first place by a whisker....."Goody Goody."

"GOODY GOODY".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:)

"ALL MY LIFE".....MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Mother songs are often sensational successes - and in the case of this tune "All My Life"...the author's own mother was the inspiration. It zooms from Fifteenth to SEVENTH place in a single week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You just can't seem to make up your minds about this melody "It's Been So Long." ... Five times it's lagged in your favor...and then staged a real come-back. This week it's on the upgrade again....climbing all the way to FIFTH place from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO I)

(COMMERCIAL NO I)

ANNOUNCER: In the manufacture of cigarettes, it's the tobacco that counts - and the tobaccos that go into your LUCKY STRIKE are selected by experts with years of experience in choosing just those fine center leaves which -- by nature - have the most nearly perfect acid-alkaline balance and give you the most pleasing smoke. But, in addition, we call upon science to aid in the selection. Tobacco samples are subjected to chemical analysis, before purchase, as a further check on the skilled judgment of the expert tobacco buyer. The result is that very often tobaccos which may look and feel suitable are rejected because they do not meet the Lucky Strike standard of quality.

So far as we know, it is only in LUCKIES that you have the advantage of this scientific examination of tobaccos. LUCKIES are less acid than other popular brands. Recent chemical tests made by independent research groups definitely prove this important fact.

Is it any wonder that LUCKIES are A Light Smoke of rich, ripe-bodied tobacco.

("THIS IS THE MISSUS".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "This Is the Missus"
from George White's "Scandals."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's news from the New York Giants now in St Louis.
It says their biggest musical hit is "Let's Face the Music
and Dance," the tune from "Follow the Fleet" that captures
FIFTEENTH place in all America's favor this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Bart Woodward, whose orchestra plays to American visitors
in Honolulu, tells us "I'm Putting All My Eggs in One
Basket" is the hit of the week out there in the Pacific.
And no wonder -- it's from that nautical picture "Follow
the Fleet." Back in the States it's the TWELFTH ranking
song this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO 2)

(COMMERCIAL NO 2)

ANNOUNCER: Often the difference between success or failure in a business is determined by the personality of the man at the head of the business. This is particularly true of the retail store -- the one in which a cheerful, friendly, courteous attitude prevails is the one to which most of the business goes. In the retail tobacco business pleasant service is very generally recognized as an important factor. The transactions over the counters of the many thousands of retail tobacco dealers in this country are simple enough and usually take but a moment's time -- but invariably a pleasant "Thank You" from the dealer goes with every sale. In an instant it reflects the courtesy and friendliness that makes good-will -- good will for the dealer and good will for the tobacco industry in general.

("YOU ARE MY LUCKY STAR".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Are My Lucky Star" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "What's the Name of That Song" is SIXTH in national ranking this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

("TORMENTED".....MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The only torch song on Your Hit Parade this year "Tormented" -- number ELEVEN in the country's favor this week -- but it's the odds on musical favorite in Louisville, Kentucky where Derby Day is already being talked about.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

("HAPPY DAYS ARE HERE AGAIN".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the Lucky Strike theme song "Happy Days are Here Again."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade will be resumed in just a moment.

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

ANNOUNCER: This is your Hit Parade...the fifteen most popular songs in the country this week...presented for your pleasure by the manufacturers of Lucky Strike Cigarettes.

Tried and true, every one of these songs that you hear tonight. Because they're the survivors of all America's musical steeplechase, the fifteen tunes that came out ahead in the gruelling race for country-wide popularity.

These are the songs that you've chosen yourselves..the fifteen melodies that you requested most often when you were dancing this week, that you liked best over the air.. that you bought most often on sheet music and on records. That's Your Hit Parade.

And now for the announcement that you're all waiting to hear..the song of songs in America this week. This was the closest race for first place ever staged on Your Hit Parade. From the very beginning two songs shot away from the field and staged a fierce duel for top honors. Neck and neck they struggled...last week's Champion and this week's Challenger -- first one -- then the other fighting its way into the lead..till finally in the homestretch "Goody Goody" was unable to match its rival's closing sprint and last week's champion won by a nose...

"LOST".....ALL AMERICA'S HIT OF HITS.

("LOST".....QUARTET AND ORCHESTRA.....)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE TOUCH OF YOUR LIPS".....MARTIN AND ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune the composer worked on for one whole year --
"The Touch of your Lips".....America's TENTH ranking
song this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

ANNOUNCER: The other day we overheard this conversation between two girls:

WOMAN: When I go out to dances and parties I find I smoke a great deal...it seems I practically light one cigarette from another. But, I enjoy smoking Luckies all eveningyou see, they're a Light Smoke - and the very least one tastes just as good as the first one did.

2ND WOMAN: Well, I smoke all day long at the office...so I suppose I must smoke just as much as you do. Luckies are the kind of a cigarette I like most..as you say, they're A Light Smoke and you don't tire of their fine, rich taste. But...my main reason for choosing Lucky Strike is the fact that they're less acid.

WOMAN: That subject of acidity is certainly right in the middle of everything these days.

2ND WOMAN: Well, I don't know much about it...but when science warns us to avoid excess acidity...I try to do so. I feel better about it...to know that I'm smoking the cigarette that's less acid.

ANNOUNCER: Yes -- 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."
That is why your twentieth Lucky tastes just as good as the first one did.

HAnmer #21 (part)

("AINT SHE SWEET".....ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Aint She Sweet" played for you by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY".....STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You've taken 17,000 copies of "Melody From the Sky" home with you in a week...which helps this song show in the money this week...number THREE on Your Hit Parade.

(MUSIC SWELLS AND FINISHES.....)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This waltz has remained in your favor longer than any other tune now on Your Hit Parade. "Beautiful Lady in Blue" is the THIRTEENTH ranking song from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song "YOU" was written for the chorus in the musical picture, "The Great Ziegfeld". Notice how you can hear the rhythm of the dance in it. America places it EIGHTH on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 4... ..)

ANNOUNCER: A LIGHT SMOKE. It's easy to say....and easy to smoke as millions of Lucky Strike smokers will tell you. But.....to make a cigarette that will give you A LIGHT SMOKE required years of painstaking research and experiment on the part of the makers of Lucky Strike, A LIGHT SMOKE of rich, ripe-bodied tobacco. New processes were developed.....and every manufacturing step was subjected to scientific analysis and scientific control. One of the problems overcome was that of reducing or removing certain harsh irritants naturally present in all tobacco. To do this our Research Department developed the process which later became famous under the commercial name "It's Toasted". "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 high velocity." "It's Toasted" is your throat protection against irritation, against cough. "It's Toasted" is one of the reasons why Luckies are genuinely A LIGHT SMOKE of rich, ripe-bodied tobacco... so easy on your throat, so delightful to taste.

("MARGIE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Margie."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

("LOVE IS LIKE A CIGARETTE".....STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: We're sending hot music, swing music over to England these days...but when an English tune makes good over here it's usually sophisticated sweet music like the London favorite "Love is Like a Cigarette"...

It's in FOURTEENTH place this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

("YOU STARTED ME DREAMING".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a curious fact...hardboiled New York -- biggest and busiest of the nation's cities, picks this lullaby "You Started Me Dreaming" as its favorite song this week... and the whole nation boosts it up to FOURTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO...)

("LET YOURSELF GO".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Irving Berlin has written some 600 songs, most of them hits. "Let Yourself Go" from "Follow the Fleet" is no exception. It's NINTH on "Your Hit Parade" this week.

ANNOUNCER: You have been listening to Your Hit Parade...your fifteen favorite songs of this week.....played for you by Al Goodman and the Lucky Strike Orchestra. From now on the Lucky Strike Your Hit Parade will be broadcast Wednesdays at 10 p.m., Eastern DAYLIGHT Time over this station. But on Saturday night it will be broadcast over another station. Be sure and consult your local newspaper for full details on the Saturday broadcast.

And now...as we bid you goodnight, may we remind you that Luckies are A LIGHT SMOKE of rich, ripe-bodied tobacco. Luckies please the taste of millions -- you'll like them. That famous Lucky Strike process "IT'S TOASTED" is your throat protection against irritation, against cough. Till Saturday then...Good-night...and pleasant smoking.

THIS IS THE NATIONAL BROADCASTING COMPANY.

VH
MC
4/30/36