

MAY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "Your Hit Parade"

Saturday, May 2, 1936 - 10:00-11:00 P.M. E.D.S.T.

- WABC -

COLUMBIA BROADCASTING SYSTEM
(.....30 seconds.....)

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

ANNOUNCER: Lucky Strike presents Your Hit Parade. The fifteen most popular songs of this week are played for you tonight by Freddie Rich and the Lucky Strike Orchestra. Lucky Strike canvasses the whole country to be sure that these fifteen songs are the winners in the race for your favor. Sales of sheet music and records show the songs you are buying...orchestra leaders give us your favorite request numbers...and nearly 200 radio stations tell us the tunes you like best over the air. These are the factors which determine the fifteen winners each week that make up Your Hit Parade. Ever since Your Hit Parade began thousands of you have enjoyed the fun of picking your own list of favorites each week and comparing it with the nation's choice.

So now, here's thrilling news -- listen carefully (TRUMPET FANFARE) Beginning now -- tonight -- we inaugurate Your Lucky Strike....SWEEPSTAKES! You! - All of you! - all over the United States are invited to enter this contest of skill. Here's all you have to do. Write on a postcard in 1-2-3 order,

the three songs you think will rank first, second and third in Your Hit Parade of week after next. Mail the card to us before midnight, Sunday May tenth -- that's a week from tomorrow. If you pick the first three songs in their correct order...1-2-3....Just like that...we will send you absolutely free a regular carton of Lucky Strike Cigarettes -- 200 Luckies -- with our compliments. There's nothing to buy -- no entrance fee -- and a barrel of fun. No limit to the number of prizes. But - and this is important - only one entry each week per person -- more than one entry in any one week disqualifies you for that week. The complete rules are given later on in this program.

And now...the song from "Follow the Fleet" that's NINTH this week from Coast to Coast...."Let Yourself Go".

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Two composers, writing independently, decided to team up. And it works. The first result of the new partnership is a hit..."You Started Me Dreaming".... FOURTH this week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("I'M PUTTING ALL MY EGGS IN ONE BASKET".....McCRAE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: When the musical picture "Follow the Fleet" opened in London recently, the smash hit song with the British audience was "I'm Putting All My Eggs In One Basket" -- TWELFTH this week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 1)

COMMERCIAL NO. 1.

ANNOUNCER: Tobacco was smoked for many years before anyone knew very much about the nature of the smoke itself. The relationship between components of Tobacco and their products of combustion was pretty much a mystery. But the manufacturers of Lucky Strike Cigarettes were determined to find out these things ... to analyze smoke ... to learn what it is, what it is made of, what it does ... in order to give you the finest, the best tasting of cigarettes ... a cigarette of rich, ripe bodied tobacco and yet a light smoke. So since 1911, our Research Department has been conducting laboratory experiments which we believe have answered such questions. And, its findings have been repeatedly checked by independent research groups. It has been definitely established, for example, that the LUCKY STRIKE toasting process -- that is, preheating of tobacco to higher temperatures than those ordinarily used in the manufacture of cigarettes -- results in the removal of certain harsh irritants naturally present in all tobaccos. It has been definitely established that this process -- "IT'S TOASTED" -- offers you throat protection against irritation, against cough. Naturally, it is important that you know this fact about the smoke of Luckies. For you want A LIGHT SMOKE ... a safe smoke ... a smoke with character, yet one that is gentle with your throat. And that's just what you have in Lucky Strike, a Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

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

(MUSIC SWELLS AND FINISHES)

segue to

("IT'S BEEN SO LONG".....McCRAE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's Been So Long" was written a year ago for the
motion picture "The Great Ziegfeld", ^{It was} cut from the
picture -- but became a hit anyhow. The country
ranks it FIFTH this week.

(MUSIC SWELLS AND FINISHES)

segue to

("THE TOUCH OF YOUR LIPS".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Back in 1926 an English newspaper offered one hundred
pounds as first prize in a contest for musical
arrangements. A youngster, named Ray Noble, won it
and it started him on a brilliant career which
ultimately brought him to America...and here's his
current hit tune -- "The Touch Of Your Lips" --
TENTH on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 2)

COMMERCIAL NO. 2.

WOMAN: Yesterday at a bridge party I saw a group of old friends I hadn't seen for ages. The last time we met together most of them were smoking different brands of cigarettes ... you could have found half a dozen kinds at any party. Now ... most of them are smoking Luckies. Naturally I was curious to know what had caused them to change their minds. When I asked them why they were smoking LUCKIES, most of them answered that it was because they wanted a light smoke -- one that tasted just as good at the end of the day as it did at the start. At the same time, they wanted a cigarette with real character -- and LUCKIES filled the bill.

ANNOUNCER: Many men and women are saying that very same thing today. From one end of the country to the other ... people want A LIGHT SMOKE yet one with plenty of fine tobacco taste. So naturally they turn to Lucky Strike Cigarettes ... for recent chemical tests show that other popular brands have an excess of acidity over Lucky Strike of from 53 to 100 percent. Luckies are distinctly less acid. They are a Light Smoke of rich, ripe-bodied tobacco.

("NO OTHER ONE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays: "No Other One".

(MUSIC SWELLS AND FINISHES)

segue to

("MELODY FROM THE SKY".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In America's musical race -- "Melody From The Sky" crosses the finish line to show in THIRD place this week.

(MUSIC SWELLS AND FINISHES)

segue to

("TORMENTED".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Tormented" -- a song written down in Texas for a little vaudeville show has swept the country and reaches ELEVENTH place in America's favor this week.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The title song from "Great Day" 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 fifteen tunes which win this week's popularity race as determined by Lucky Strike's Coast-to-Coast survey. Now...a new national pastime!...Your Lucky Strike SWEEPSTAKES! One full carton of Lucky Strike Cigarettes...200 Luckies... will be sent absolutely free to each and every person in the United States who correctly picks the first three ranking songs in the order of their popularity - 1-2-3 - just like that - on Your Hit Parade of week after next. Here are the rules:

(TRUMPET FANFARE)

- ONE. Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's programs: 1-2-3 just like that; and PRINT your name and address clearly on your post card.
- TWO. The post card must be mailed to The American Tobacco Co., 111 Fifth Avenue, New York, -- 111 Fifth Avenue, New York -- and must be post marked not later than Sunday midnight, May tenth, preceding the Wednesday and Saturday that the three leading songs are announced on "Your Lucky Strike Hit Parade".
- THREE: Only one entry for any one person each week -

ANNOUNCER:
(Cont'd.)

more than one entry in any one week disqualifies
you for that week.

FOUR. This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.

FIVE. This contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Remember...each entry...only one for each person... must be postmarked before midnight Sunday, a week from tomorrow. Join in the fun! We hope thousands will win...the more the merrier. Listen carefully to the song standings tonight, next Wednesday, and next Saturday. It will help you in picking your choices for the tunes that will rank 1-2-3 in popularity in Your Lucky Strike SWEEPSTAKES of the following week. Winning songs will be announced Wednesday and Saturday, May 13th and 16th - and each Wednesday and Saturday thereafter during Your Lucky Strike SWEEPSTAKES which will be run every week.

In Louisville, Kentucky, this afternoon, the Kentucky Derby was run. The winner was that great horse

. Thundering down the home stretch, he thrilled thousands of racing fans as he pulled away from the field -- to win the honor of being America's Number One Horse. And now here's the musical

ANNOUNCER: thoroughbred that wins this week's race on "Your Hit
(Cont'd.) Parade" -- and believe it or not, the name of the
musical winner is "LOST" -- Number One song in America
this week.

("LOST".....CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("LOVE IS LIKE A CIGARETTE".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Two American boys in England wrote this song that's
scoring a big hit on BOTH sides of the Atlantic.
"Love Is Like A Cigarette",...FOURTEENTH among the
Big Fifteen this week.

(MUSIC SWELLS AND FINISHES)

segue to

("SING IT'S GOOD FOR YOU".....ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sing, It's Good For You"...by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: SIXTH ranking song on Your Hit Parade this week is the
melody entitled "What's The Name Of That Song".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Detroit Tigers and the Chicago White Sox agree that "Beautiful Lady In Blue" is their most-liked song. But nationally you rank it THIRTEENTH on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 3)

COMMERCIAL NO. 3.

ANNOUNCER: In a great many fields of industry and science ... it is recognized that heat purifies. It is heat which rids iron and steel of their natural impurities. And higher temperatures are involved in countless other purifying processes. One of the most noteworthy modern uses of heat as a purifying agent is Lucky Strike's extra and exclusive process known as "It's Toasted". For this famous pre-heating treatment of tobaccos expels certain harsh irritants naturally present in all tobacco. This is recognized as one of the most important advances made in the processing of cigarette tobaccos during the past quarter century. In the opinion of leading independent research groups, chemists, and physicians who have examined the work in detail, it is of significance to the smoker. This famous process -- "It's Toasted" -- is your throat protection against irritation, against cough ... one of the reasons why Luckies are truly A LIGHT SMOKE ... A LIGHT SMOKE of rich, ripe-bodied tobacco.

("YOU".....CLARK & ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Played more times than any other song over national radio networks during the week is "You" - a song from "The Great Ziegfeld" that stands EIGHTH in your favor this week.

(MUSIC SWELLS AND FINISHES)

("TOP HAT".....ORCHESTRA.....)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays the title number from "Top Hat".

(MUSIC SWELLS AND FINISHES)

segue to

("LET'S FACE THE MUSIC AND DANCE".....CLARK & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let's Face The Music And Dance" ... from "Follow The Fleet" is in FIFTEENTH place this week.

(MUSIC SWELLS AND FINISHES)

segue to

("ALL MY LIFE".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song barely made Your Hit Parade the last two weeks...but this week you've suddenly given it a big push...boosting "All My Life" all the way from fifteenth to SEVENTH place.

(MUSIC SWELLS AND FINISHES)

segue to

("GOODY GOODY".....McCRAE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Our scout at Lehigh University's Annual Junior Prom reports that the most requested song was "Goody Goody"...the tune that crosses the finish line this week to place SECOND in all America's favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week -- Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10 P.M. Eastern DAYLIGHT Time and Wednesday nights with Al Goodman and his Lucky Strike Orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Don't fail to enter Your Lucky Strike SWEEPSTAKES. Your entry post card must be postmarked no later than midnight Sunday May tenth...a week from tomorrow night. Next Wednesday and next Saturday are your last chances to make up your mind about the following week's three winners -- the last parades of the horses before the start of the great race - Your Lucky Strike SWEEPSTAKES. Copyright 1936 by The American Tobacco Company.

Let us remind you again, before we sign off, that Luckies are A Light Smoke of rich, ripe-bodied tobacco -- and...remember - "IT'S TOASTED" is your throat protection against irritation, against cough... Till Wednesday, then -- good-night and pleasant smoking.
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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10:00-11:00 P.M.

MAY 6, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen song favorites of the nation this week -- played ~~for you~~ by Al Goodman and the Lucky Strike Orchestra! How do we know these tunes are "tops" in popularity? By checking sales of sheet music and phonograph records, By learning from orchestra leaders your most frequent requests, By polling nearly 200 radio stations, These nationwide figures -- analyzed and checked -- decide the winners on Your Hit Parade -- an accurate picture of the musical taste of Mr. and Mrs. America this week....We know many of you have enjoyed picking your own favorites to see if you could guess the nation's choice in advance. So now -- Listen carefully!

(TRUMPET FANFARE)

We announce the nation's newest and smartest pastime -- Your Lucky Strike - SWEEPSTAKES! All of you.....all over the United States...are invited to enter and enjoy the fun of this contest, Here's all you have to do...it's easy to understand...easy to enter! Write on a postcard in 1-2-3 order the three songs you think will rank first, second and third in Your Hit Parade of next week. Mail the card to us before midnight, Sunday May 10th...that's next Sunday night. If you pick the first three songs in their correct order... 1-2-3...just like that,..we will send you absolutely free a regular carton of 200 Lucky Strike cigarettes.

(MORE)

ANNOUNCER: There's nothing to buy...no entrance fee...and a barrel of
(CONT) fun. No limit to the number of prizes. But...and this is important...only one entry each week per person...more than one entry in any one week disqualifies you for that week. The complete rules are given later on in this program.

And now..."Let Yourself Go"...from "Follow the Fleet"...in ELEVENTH place on Your Hit Parade this week.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The author of the words to "All My Life" spent his boyhood in Pittsburg...This week his song is Pittsburg's top favorite ...but it's number SEVEN the country 'round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I DON'T WANT TO MAKE HISTORY".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The motion picture "Palm Springs" hasn't been released yet, but its star tune "I Don't Want To Make History" joins Your Hit Parade this week in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: Ask the man or woman who is a Lucky Strike smoker the reason for his or her choice...and you'll usually find that the answer adds up to this: that Luckies are A Light Smoke...and yet they're made of fine, rich-tasting tobacco. Isn't that really what every smoker wants?... A Light Smoke of rich, ripe-bodied tobacco? Every single process in the manufacture of Lucky Strike Cigarettes does a specific job to make Luckies a good tasting Light Smoke. For example, A Light Smoke is less acid than a heavy one...so, we use center leaves in Luckies because it is only these choice center leaves which approach the most palatable acid-alkaline balance. To be truly A Light Smoke a cigarette must be gentle with the throat. So Lucky Strike employs that famous and exclusive process known as - "It's Toasted" - which removes certain harsh irritants naturally present in all tobacco, and gives you throat protection against irritation, against cough. These are two of the reasons why you'll enjoy Luckies, why they are truly A Light Smoke of rich, ripe-bodied tobacco.

("TRUCKIN'" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Truckin'" from the Cotton Club Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let's Face the Music and Dance"...a poll of New York's most beautiful artists' models reveals that this "Follow the Fleet" number is their favorite tune. But it's THIRTEENTH this week in America's Derby of song.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a sensational advance -- the song "You" from the Great Ziegfeld - eighth last week, sweeps all the way to SECOND place in this week's musical race.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

WOMAN: Last night I overheard a man saying that in his opinion women aren't very particular in what they smoke. Now... that's not true. Most of us are particular. In my case ...I tried all sorts of brands before I finally settled on Luckies. I decided that Lucky Strike was the one cigarette that gave me exactly what I wanted...It has plenty of real taste -- and yet it's A Light Smoke - and I insist on a Light Smoke because it's easier on my throat -- doesn't irritate. I can enjoy that kind of cigarette from morning till night.

ANNOUNCER: That's true...Luckies are a mighty good companion -- they don't wear out their welcome because they're A Light Smoke of rich, ripe-bodied tobacco.. Those fine tobaccos give them the good taste you enjoy so much -- and the Lucky Strike method of manufacture makes them A Light Smoke -- for example, Lucky Strike tobacco is TOASTED.- ~~in other~~
~~words~~ It is preheated to temperatures much higher than those ordinarily used in the manufacture of cigarettes. ^{Lucky Strike's}
~~This~~ exclusive process known as "IT'S TOASTED" removes certain harsh irritants naturally present in all tobacco. It's only in Luckies that you have this throat protection against irritation -- So, for pleasant, safe smoking -- try Luckies -- A Light Smoke of rich, ripe-bodied tobacco.

("LA CUCARACHA"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TORMENTED"MARTIN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Tormented"...written in a single morning...rehearsed that afternoon...sung that same night...TWELFTH ranking song 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: "I'm Putting All My Eggs In One Basket" from "Follow the Fleet" captures SIXTH place in the country's favor this week!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("EVERYBODY STEP"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky strike orchestra plays "Everybody Step" from the Music Box Review.

(MUSIC SWELLS AND FINISHES)

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

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

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

ANNOUNCER: This is Your Hit Parade ... the fifteen most popular melodies in America this week, presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. These are the big fifteen songs of the nation ... the fifteen tunes that our countrywide musical survey tells us are the winners of this week's all American steeplechase of song. Now ... a new national pastime! ... Your Lucky Strike SWEEPSTAKES! One full carton of Lucky Strike Cigarettes ... 200 Luckies ... will be sent absolutely free to each and every person in the United States who correctly picks the first three ranking songs in the order of their popularity - 1-2-3 - just like that - on Your Hit Parade of next week. Here are the rules:

(TRUMPET FANFARE)

ONE. Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's programs: 1-2-3 just like that; and PRINT your name and address clearly on your post card.

TWO. The post card must be mailed to The American Tobacco Co., 111 Fifth Avenue, New York, -- 111 Fifth Avenue, New York -- and must be post marked not later than next Sunday, midnight, May tenth, preceding the Wednesday and Saturday that the three leading songs are announced on "Your Lucky Strike Hit Parade."

(MORE)

ANNOUNCER: THREE. Only one entry for any one person each week - more than one entry in any one week disqualifies you for that week.

FOUR. This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.

FIVE. This contest is not open to employees of The American Tobacco Company and its affiliates and for custom reasons is restricted to residents of the United States.

Remember ... each entry ... only one for each person... must be postmarked before midnight this coming Sunday. Be sure to enter -- it's loads of fun - and it's smart to be in the know on America's musical preferences - everybody's doing it ... and here's a TIP. Listen carefully to the song standings tonight and next Saturday night. It will help you in picking your choices for the tunes that will rank 1-2-3 in popularity in Your Lucky Strike SWEEPSTAKES of next week. Winning songs will be announced Wednesday and Saturday, May 13th and 16th - and each Wednesday and Saturday thereafter during Your Lucky Strike SWEEPSTAKES which will be run every week.

And now for the announcement of the nation's song of songs this week. Last week's musical race was nip and tuck as two melodies fought for the lead all through the homestretch. But this week one great song crosses the finish line with plenty to spare ... America's most requested dance number ... a leader over the air ... a best seller on phonograph records and sheet music with 25,000 copies sold in a single week ... A winner for the third straight time ... "LOST" - America's public melody Number ONE.

("LOST" STOKES AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The whole country's vote shows "You Started Me Dreaming" in NINTH place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M BUILDING UP TO AN AWFUL LETDOWN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Building Up to An Awful Letdown" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Just back from the South, Vincent Lopez reports "Love Is Like a Cigarette" the favorite in Southern colleges. It jumps from fourteenth to EIGHTH place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE?" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Is It True What They Say About Dixie" . . . The composer tells us he wrote it in thirty minutes. It enters Your Hit Parade this week in FOURTEENTH place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: On every package of Lucky Strike Cigarettes are two very important words -- IT'S TOASTED -- They are important to you and to every smoker because "IT'S TOASTED" is the commercial name for Lucky Strike's extra and exclusive process which offers you throat protection against irritation, against cough. This process includes the pre-heating of tobaccos to temperatures much higher than those used in the manufacture of other cigarettes. In effect it is a completion or fulfillment of the curing and aging processes. It removes certain harsh irritants naturally present in all tobacco. The more volatile components, such as formic and acetic acids, are distilled off in part ... but the components essential to taste and character are preserved. "IT'S TOASTED" is your throat protection against irritation, against cough. It assures you a safe smoke...a smoke with character yet one that is gentle with your throat -- A Light Smoke -- of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's Been So Long" has kept your favor longer than any other song on Your Hit Parade this week. It's America's choice for TENTH place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This great tune - "Melody From the Sky" - has been pushing steadily to the front. This week it crosses the finish line in THIRD place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT A FEELING YOU'RE FOOLING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I've Got A Feeling You're Fooling."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The most requested number with dancers at the Hotel Waldorf in New York ... "The Touch of Your Lips" ... America's FIFTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODY GOODY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune you just won't tire of . . . "Goody Goody."
You still keep it close to the top . . . it's ⁱⁿ FOURTH place
from Coast-to-coast.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come
to you regularly twice a week -- Wednesdays on this station
with Al Goodman and his Lucky Strike Orchestra at 10 P.M.
Eastern DAYLIGHT Time and Saturday nights with Freddie Rich
and his Lucky Strike Orchestra in Your Hit Parade over
another station. You'll want to hear both programs, so be
sure to consult your local newspaper for full details on
the Saturday broadcast.

Don't fail to enter Your Lucky Strike SWEEPSTAKES. Your entry
post card must be postmarked no later than midnight this
coming Sunday . . . May tenth. Next Saturday is your last
chance to make up your mind about next week's three winners
. . . the last parade of the horses before the start of the
great race. - Your Lucky Strike SWEEPSTAKES. Copyright
1936 by The American Tobacco Company.

And now . . . as we say goodnight . . . we suggest you try
Luckies. We're sure you'll enjoy them. Luckies are A Light
Smoke of Rich, ripe-bodied tobacco . . . and that famous
process - "IT'S TOASTED" - is your throat protection against
irritation, against cough. (MORE)

ANNOUNCER: Don't miss the smoking pleasure Luckies will give you --
(CONT) and don't forget to join us next Saturday... Till then ...
goodnight and pleasant smoking.

THIS IS THE NATIONAL BROADCASTING COMPANY.

jhh/5/5/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE

"YOUR HIT PARADE"

SATURDAY, MAY 9th, 1936

10:00 to 11:00 P. M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

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

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen song favorites of the nation this week -- played by Freddie Rich and the Lucky Strike Orchestra! Yes -- these are the tunes you like best and you, yourselves, have told us so. Each week we check the sales of sheet music and phonograph records - orchestra leaders from Coast to Coast tell us the tunes you most frequently request -- and nearly 200 radio stations give us your favorites over the air. It is truly YOUR Hit Parade because one hundred and thirty million of you select the songs each week. Many of you have enjoyed trying to pick America's song choices in advance...well... here's a fascinating way for everyone to have the fun of trying their skill at a modern musical game.

(TRUMPET FANFARE)

ANNOUNCER: America's newest form of entertainment...Your
Lucky Strike -- SWEEPSTAKES! Open to all of
you all over the country! We hope millions will
join in the fun - it's easy to enter. Here's
all you have to do: Write on a post card in
1-2-3 order, the three songs you think will rank
first, second and third in Your Hit Parade of
this coming week. Mail the card to us before
midnight, tomorrow. If you pick the first three
songs in their correct order...1-2-3...just like
that...we will send you absolutely free a regular
carton of 200 Lucky Strike cigarettes. There is
no entry fee -- there's nothing to buy. We hope
thousands will win and there's a prize for every
winner. But -- remember this important point
-- only one entry each week per person -- more
than one entry in any one week disqualifies you
for that week. The complete rules are given
later on in this program.

ANNOUNCER: Tonight's program opens with "GOODY GOODY"...the
song that America ranks FOURTH this week.

("GOODY GOODY".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song written by a former radio singer
who turned composer..."ALL MY LIFE"...in SEVENTH
place this week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE"....McGRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A few years ago Dixie songs were sure-fire hits
-- maybe they're coming back...because "IS IT
TRUE WHAT THEY SAY ABOUT DIXIE?" is in FOURTEENTH
place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: We say to you frequently that LUCKIES are A Light Smoke. So let us tell you one important ^{reason} why LUCKIES are A Light Smoke. Our famous process -- "IT'S TOASTED" is exclusive with LUCKY STRIKE. This process gives you throat protection against irritation, against cough, by removing from the tobacco quantities of formic and acetic acids, furfural and other aldehydes -- harsh irritants naturally present in all tobacco. This is one of the reasons why LUCKIES are A Light Smoke. A Light Smoke is less acid than a heavy smoke. In fact, the smoke of LUCKY STRIKE is distinctly less acid than that of other popular brands.

From start to finish, LUCKY STRIKE cigarettes are made scientifically to produce a smoke that will please you, not only with the first one you light in the morning, but with the very last one you puff at night. Only one kind of cigarette can do that -- A Light Smoke of rich, ripe-bodied tobacco. And Luckies are that kind of cigarette -- A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "SMILE DARN YA SMILE"...played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Started Me Dreaming"...the hit of the week
in Atlantic City, and in Daytona Beach, Florida
...but NINTH in favor throughout the country
this week.

(MUSIC SWELLS AND FINISHES)

segue to

("YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "YOU" from "The Great Ziegfeld" crosses the finish
line SECOND on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 2)

(COMMERCIAL NO. 2)

WOMAN: I'm not what you would call a finicky person. In most things I'm rather easy to please. But in cigarettes -- that's different. I insist on Luckies, not only because I like their taste, but because I want A Light Smoke. I've tried all the brands, I guess. But it's only in Luckies that I find A Light Smoke that still has plenty of taste. So I was amazed yesterday when I heard a friend say that all cigarettes were made in about the same way. Is that true?

ANNOUNCER: Your friend was mistaken. All cigarettes are not made in the same way. Take, for example, the Lucky Strike process -- "IT'S TOASTED." Luckies are the only cigarettes that have the benefit of this exclusive manufacturing method which removes certain harsh irritants naturally present in all tobacco. If I were you I would keep right on smoking Luckies....because no other cigarette gives you the protection of that toasting process against irritation, against cough. That's one reason why Luckies are A Light Smoke -- A Light Smoke of rich, ripe-bodied tobacco.

("SIBONEY".....(ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays "Siboney".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song varies more in your favor than any other on Your Hit Parade -- "It's Been So Long" rates TENTH from coast to coast this week.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This melody first published in England is America's EIGHTH most popular song this week..."LOVE IS LIKE A CIGARETTE."

(MUSIC SWELLS AND FINISHES)

segue to

("PUTTIN' ON THE RITZ".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Puttin' On The Ritz" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

STATION BREAK

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

ANNOUNCER: This is your Hit Parade...the fifteen most popular songs of the entire nation this week ...presented for your pleasure by the manufacturers of Lucky Strike cigarettes. These are the fifteen hits that our huge nationwide survey shows us you like best... the winners of this week's musical race for your favor. Now...for your added enjoyment Your Hit Parade brings you a new modern musical game that's a barrell of fun... Your Lucky Strike SWEEPSTAKES! One regular carton of 200 Lucky Strike cigarettes will be sent, absolutely free, to every person in the United States who correctly picks the first three ranking songs on Your Hit Parade of this coming week, in their correct order of popularity...1-2-3 -- just like that. Here are the rules:

(TRUMPET FANFARE)

ONE. Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's programs: 1-2-3 just like that; and PRINT your name and address clearly on your post card.

ANNOUNCER: (CONT'D)

TWO. The post card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be post marked not later than Sunday midnight, that's tomorrow night. Winning songs will be announced on the programs of next Wednesday and Saturday.

THREE. Only one entry for any one person each week -- more than one entry in any one week disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize.

FIVE. This contest is not open to employees of The American Tobacco Company and its affiliates and for customs reasons is restricted to residents of the United States.

Remember...each entry...only one for each person...must be postmarked before midnight tomorrow. We already have thousands and thousands of entries. We want thousands and thousands more. Listen to the rest of tonight's program -- make up your mind -- and then send in your card, postmarked before tomorrow midnight for the first week's race.

ANNOUNCER: (CONT'D) We hope you'll win. The more winners there are, the better we'll like it. Winning songs will be announced next Wednesday and Saturday, -- and each Wednesday and Saturday thereafter during Your Lucky Strike SWEEPSTAKES. A new race will be run every week.

And now for the song that crossed the finish line FIRST in this week's Steeplechase of music... a song so tremendously popular throughout the length and breadth of America that it led from start to finish, never being headed by any other tune. It's been your ranking favorite for two weeks and yet this week it's more popular than ever -- a real musical thoroughbred -- a consistent winner... "LOST " ..your NUMBER ONE melody.

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

(MUSIC SWELLS AND FINISHES)

segue to

("I DON'T WANT TO MAKE HISTORY".....McCLAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Don't Want To Make History"...Watch this tune, It was written by the composers of "Love in Bloom" one of the biggest hits of recent years. It joins Your Hit Parade this week in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let's Face the Music and Dance", one of the reasons for the popularity of "Follow the Fleet" stands THIRTEENTH this week.

(MUSIC SWELLS AND FINISHES)

segue to

("TORMENTED".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's something new in songs...a tune that's all chorus, with no verse. "Tormented"... TWELFTH on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

segue to

("SUNNYSIDE UP".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays the tune "Sunny Side Up".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: A Light Smoke is the modern smoke ... a cigarette of rich tasting tobacco and yet gentle to the throat, so pleasing that the last one of the day tastes just as good as the first one did. Lucky Strike Cigarettes are truly a Light Smoke ... the result of twenty-five years of research conducted by the American Tobacco Company to produce the ideal cigarette. And what makes Luckies A Light Smoke? Every single operation in their manufacture plays its part. The very tobaccos from which Luckies are made -- those choice,, tender, center leaves -- by their nature lead to A Light Smoke. And then that famous and exclusive process which we sum up by the words "IT'S TOASTED" -- without that process no cigarette can be A LIGHT SMOKE, as we understand the term. The amazing thing about the "Toasting" process is that it removes certain harsh irritants naturally present in all tobacco and at the same time it retains those constituents that make for fine tobacco taste. Only Luckies are toasted. No other cigarette can give you this throat protection against irritation, against cough. TOASTING is one of the all important reasons why you enjoy Luckies More -- and why you enjoy more Luckies. Luckies are A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Top favorite on the liner WASHINGTON'S last
trip from Europe was "I'm Putting All My Eggs
in One Basket"...from "Follow the Fleet".
But here in America it's number six in
popularity.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Nearly 100,000 copies of sheet music sold!
That's one factor that speeds "Melody From
the Sky" into THIRD place this week on Your
Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("THERE'S SOMETHING ABOUT A SOLDIER"....ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra in "There's
Something About a Soldier".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Touch of Your Lips" is in FIFTH place
on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "America's songs are almost foolishly
optimistic again" writes Gilbert Seldes,
radio commentator in the "Saturday Evening
Post". Well, here's an outstanding example
... "Let Yourself Go" from "Follow the Fleet"
ELEVENTH in your favor this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike SWEEP-
STAKES now come to you regularly twice a week
...Saturdays on this station with Freddie Rich
and his Lucky Strike orchestra at 10:00 P.M.
Eastern DAYLIGHT Time, and Wednesday nights
with Al Goodman and his Lucky Strike orchestra
in Your Hit Parade over another station. You'll
want to hear both programs, so be sure to
consult your local newspaper for full details
on the Wednesday broadcast.

Remember your entry card for Your Lucky Strike
SWEEPSTAKES must be postmarked no later than
midnight tomorrow night. Be sure to enter --
everybody's doing it -- it's loads of fun --
and a regular carton of 200 Lucky Strike
cigarettes goes to every winner. Why not
write out your entry now while this week's
rankings are fresh in your mind. Just list
the first three songs in the order you think
they will rank next week -- 1-2-3 -- just like
that. The winners will be announced next
Wednesday and Saturday in Your Lucky Strike
SWEEPSTAKES...Copyright 1936 by the American
Tobacco Company.

ANNOUNCER: (CONT'D) Now just a word to those of our audience who are not smoking Luckies. Surely you want A Light Smoke -- surely you want a cigarette with the full, rich taste of fine tobacco. That's just what you have in Lucky Strike. You'll like them. Luckies are a Light Smoke of rich, ripe-bodied tobacco -- and that exclusive Lucky Strike process -- "IT'S TOASTED" -- is your throat protection against irritation, against cough. Good-night ... and pleasant smoking.

This is the COLUMBIA...Broadcasting System

(Fade them 20 seconds)

11:00 P.M. B-U-L-O-V-A Bulova Watch Time

WLBC.....NEW YORK

CR-HR

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

MAY 13, 1936

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the fifteen popular songs America likes best this week -- played by Al Goodman and the Lucky Strike Orchestra. These are the melodies that our nationwide survey shows you are buying in greatest numbers on sheet music and phonograph records -- the tunes you most often request of orchestra leaders where you dance --and the songs nearly 200 radio stations say are "tops" with you right now. Each week Lucky Strike canvasses the nation to determine the fifteen biggest hits and to find their popularity rating...that's Your Hit Parade!

And here's more fun! Your Hit Parade now brings you a brand new game for your entertainment -- Your LUCKY STRIKE SWEEPSTAKES - in which you test your own skill in picking the first three hits of the week in advance -- and then compare your choices with the nation's choices as shown on Your Hit Parade of the following week. This must be the game that you were waiting for, because since we announced it a few days ago, many thousands of you have sent in your selections - and to you whose entries are in for this, the first week's musical race, our hats are off. You've shown great skill!

(MORE)

ANNOUNCER:
(CONT)

So, listen carefully to the rankings tonight. Maybe you've listed the first three ranking tunes in the correct order of their popularity. And if you have, a regular carton of 200 Lucky Strike cigarettes is on its way to you. If you didn't rank them just right - well, there's another running of Your Lucky Strike SWEEPSTAKES next week.

Our mail is tremendous but we want still more. - the more the merrier! So be sure to get in on it. There's no entry fee, nothing to buy and you'll find it loads of fun. More about the SWEEPSTAKES later.

Your Hit Parade of this week opens with the song from "The Great Ziegfeld" that almost finishes in the money, but not quite. It's "YOU"....and it crosses the finish line in FOURTH place.

("YOU".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A leader this week with New York radio fans...but when the country-wide race was over "You Started Me Dreaming" finished in SIXTH place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I DON'T WANT TO MAKE HISTORY".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song was fifteenth last week as a newcomer -- This week it romps ahead to TENTH - "I Don't Want To Make History" - from the motion picture "Palm Springs."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1.)

(COMMERCIAL NO. 1)

ANNOUNCER: Travel labels on a suitcase are fascinating to look at. But suppose we put the same kind of labels on cartons of Luckies to show you where the choice tobaccos, used in their manufacture, come from. You'd be amazed at the number of places -- Macedonia and Xanthia in Greece -- Smyrna and Samsoun in Turkey -- and Virginia, the Carolinas, Georgia, Tennessee, Kentucky, Maryland, and other states. For every fresh blending of Lucky Strike tobacco contains more than one hundred different types, each chosen for some particular high quality it possesses. To blend these tobaccos so that the result is always the same, season after season and year after year, is both an art and a science. By careful tests of the tobacco both before and after blending, absolute uniformity of taste and smoothness is assured. That's why Lucky Strikes are always so good, so fine-tasting -- why you'll find Luckies always A Light Smoke of rich, ripe-bodied tobacco.

("LOOK WHO'S HERE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays -- "Look Who's Here."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a musical thoroughbred that shows speed!....it's gained ten places in the last twenty days..."All My Life" ...FIFTH ranking song on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: Hear ye! One of this week's winners...champion three times in a row...and it just missed first place, ^{again} by a whisker...we hope you placed it correctly - "LOST," America's SECOND ranking song this week.

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

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: Yesterday I asked two very different sorts of people why they preferred Luckies - and though their answers were different, they were both typical of what Lucky Strike has to offer.

WOMAN: (EXTREMELY FEMININE VOICE)

You ask me why I always insist on Luckies? Well, here's the reason. I want A Light Smoke -- one that doesn't irritate my throat, because I earn my living with my voice. Now I've found, after trying other cigarettes, that Luckies are really easier on my throat. They don't make me cough. They don't irritate.

MAN: (VERY MASCULINE VOICE)

I smoke Luckies, too -- but believe me, there's nothing delicate about my throat. I smoke Luckies because they give me more real tobacco taste than any other brand... that's why.

ANNOUNCER: Well, in those two simple declarations you have the whole story of Luckies' popularity. For Luckies are a Light Smoke...yet a Light Smoke of rich, ripe-bodied tobacco. You enjoy the taste of those fine, center-leaf tobaccos and at the same time you have the throat protection-against irritation, against cough-of Lucky's exclusive process known as "IT'S TOASTED." Remember -- Luckies are A Light Smoke of rich, ripe-bodied tobacco.

("PANAMA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Panama"...played by the Lucky Strike orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Hollywood didn't recognize this song as a hit, but America did...originally scheduled for a motion picture, it was cancelled...but "The Touch of Your Lips" is number EIGHT in countrywide favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S A SIN TO TELL A LIE".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Maryland's favorite right now is this waltz written in Baltimore...called "It's a Sin To Tell a Lie"...a newcomer to Your Hit Parade this week in FOURTEENTH place..

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DOING THE NEW YORK".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Lucky Strike orchestra plays "Doing the New York."

(MUSIC SWELLS AND FINISHES)

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

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

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

ANNOUNCER: This is Your Hit Parade - all America's fifteen most popular tunes this week - presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And now - - a new feature brings added enjoyment to all-America's program. Your Lucky Strike SWEEPSTAKES! A fascinating modern game - a contest of skill by which you can win a regular carton of Lucky Strike Cigarettes . . . 200 Luckies . . . absolutely free! It's easy to enter, there's nothing to buy, no entry fee, everybody's doing it and there's a prize for every winner. Listen carefully to these few simple rules:

- ONE. Fill in on a post card the date, and print the names of the three songs you select in the order of their popularity, as you judge they will rank on the week's programs: 1-2-3 just like that; and PRINT your name and address clearly on your post card
- TWO. The post card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York - - and must be post marked not later than this coming Sunday midnight. Winning songs will be announced on the programs of next week.
- THREE. Only one entry for any one person each week -- more than one entry in any one week disqualifies you for that week.

(MORE)

ANNOUNCER: FOUR. This contest is not open to minors. You must be,
(CONT) and state that you are, of legal age to receive
the prize. The contest is not open to employees
of The American Tobacco Company and its affiliates
and for customs reasons is restricted to residents
of the United States.

Remember.... each entry for next week's musical race ...
only one for each person ... must be postmarked before
midnight next Sunday, May 17th. Listen to the rest of
tonight's program -- and to Saturday's program. It will
help you decide how you think the songs will rank next
week. Then send in your card, post-marked no later than
this coming Sunday midnight for the following week's race.
Winning songs are announced each Wednesday and Saturday
during Your Lucky Strike SWEEPSTAKES. A new race every
week.

(PANFARE)

ANNOUNCER: And now for the country's hit of hits this week -- the
tune America ranks number ONE. We hope you got it right.
Starting far back it quickly jumped to the fore . . .
Last week it was third, but this week it swept into FIRST
place ... Presenting America's new song champion "Melody
from the Sky."

("MELODY FROM THE SKY" STOKES AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ROBINS AND ROSES". QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The publisher liked the title of this song so much that he bought it without hearing the words or music ... it's "Robins and Roses" ... starting on Your Hit Parade this week in TWELFTH position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WAY DOWN YONDER IN NEW ORLEANS". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra playing "Way Down Yonder in New Orleans."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Love Is Like a Cigarette" - the country's ELEVENTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE?".DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song fooled even the men who wrote it ... they didn't have it published for a full year because they weren't sure it was a hit - now everyone's asking "Is It True What They Say About Dixie?" ... number NINE in all America's favor this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

(COMMERCIAL NO 3)

ANNOUNCER: Did you ever hear of anybody who smokes "long green"?... Certain hardy souls in the tobacco-growing regions claim to like it ... It's tobacco that's still half-green, only half-aged, and if you, with your more cultivated tastes, should try it --- well -- you probably never would try it again! For all tobacco in its primary, natural state is strong and harsh. Even after being "cured" by the grower, it is unsuited for use without further aging. And so the choice tobaccos, employed in the manufacture of Lucky Strike cigarettes are scientifically aged from more than one and a half to three years. Think of it! ~~The~~ tobacco in the Lucky you smoke today has been mellowing for perhaps as long as three years. But Lucky Strike does not stop there. Its famous and exclusive process known as "It's Toasted" takes up where Nature leaves off -- carries on that "smoothing out" effect of aging through the scientific application of purifying heat and mellowing ultra-violet rays. The result is that Luckies are demonstrably less acid, smoother, less irritating to the throat. If you -- like so many others throughout the country -- are looking for A Light Smoke -- a Light Smoke of rich, ripe-bodied tobacco -- then Lucky Strike is the cigarette for you!

("THERE'S ALWAYS A HAPPY ENDING".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Three Americans living in England wrote this song which America ranks THIRTEENTH this week. "There's Always a Happy Ending."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: For the first time in the history of Your Hit Parade two waltzes crash the Big Fifteen at the same time. This one is called "Would You?" number FIFTEEN from Coast to Coast this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("EENY MEENY MINEY MO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra playing "Eeny Meeny Miney Mo."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TORMENTED".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The torch song - "Tormented" ... sweeps all the way from twelfth to SEVENTH place this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODY GOODY" DICK AND ORCHESTRA)

(FANFARE)

ANNOUNCER: Attention . . . Attention Sweepstakes fans! Here's an up-set! "Goody Goody" comes back to win THIRD place this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week . . . Wednesdays on this station with Al Goodman and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and Saturday nights with Freddie Rich and his Lucky Strike Orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Remember your entry card for Your Lucky Strike SWEEPSTAKES of next week must be postmarked no later than midnight this coming Sunday. Be sure to enter - it's loads of fun - and a regular carton of 200 Lucky Strike Cigarettes goes to every winner. Just list on a post card the first three songs in the order you think they will rank next week -- 1-2-3 -- just like that -- and mail it in to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES . . . Copyright 1936 by The American Tobacco Company.

(MORE)

ANNOUNCER:
(CONT)

Just as Your Hit Parade and Your Lucky Strike
SWEEPSTAKES are presented for your pleasure, so, too,
Lucky Strike Cigarettes are made for your pleasure -
made of the choicest center leaf tobacco to give you
the full rich taste you enjoy - and then -- "IT'S
TOASTED" to give you throat protection against
irritation, against cough. Try Luckies! You'll find
a new high in smoking pleasure. And so, until next
Saturday, good night and pleasant smoking.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, MAY 16th, 1936

10: 0 to 11:00 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

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

ANN'CR: Lucky Strike presents Your Hit Parade...the FIFTEEN
song favorites of the nation this week - played by
Freddie Rich and the Lucky Strike Orchestra. You
yourselves have told us that these are your fifteen
favorite tunes -- you've told us by the sheet music
and phonograph records you are purchasing, by the numbers
you request from orchestra leaders when you're out
dancing, and by the tunes you enjoy most over radio
stations from Coast-to-Coast. Each week Lucky Strike
conducts this song popularity survey - and the top-most
ranking tunes are YOUR HIT PARADE.....

And now a new feature - that every modern music fan will
enjoy...YOUR LUCKY STRIKE SWEEPSTAKES!...a fascinating
entertainment in which you test your skill in ranking,
in advance, the three most popular songs of the nation
as reported on Your Hit Parade of the following week.
Then you compare your choices with the vote of the
entire nation. If you hit the nail on the head and
pick the three ranking songs in their correct order of
popularity - 1 - 2 - 3, just like that, you win a
regular carton of 200 Luckies! (MORE)

ANNOUNCER: (CONT'D)

Thousands upon thousands of you joined in the fun by sending in your selections for this week ... and you showed a mighty good knowledge of America's hits, too. If you're among the winners, CONGRATULATIONS! And for the rest...well...there's a new race every week...so listen carefully to the program tonight...and mail in your entry for next week postmarked not later than tomorrow mid-night...and good-luck to you. Remember -- there's no entry fee, nothing to buy. It's easy to enter. Get your friends to come in with you. You'll have loads of fun. More about ~~the~~ SWEEPSTAKES later!

Tonight's program opens with the song that's in FOURTH place this week..."You" from "The Great Ziegfeld".

("YOU".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: England ranks "Love Is Like a Cigarette" as its most popular tune...but here in America this week it finishes ELEVENTH.

(MUSIC SWELLS AND FINISHES)

segue to

("I DON'T WANT TO MAKE HISTORY".....MC CRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song... "I Don't Want To Make History" from "Palms Springs" is MAKING history by jumping from fifteenth to TENTH place its second week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

(NEXT PAGE)

ANNOUNCER: The vast difference between the fertile valley of the Nile and the Sahara desert, is due largely to moisture and lack of moisture. And you would be surprised, too, at the difference moisture or lack of it can make in a cigarette. Too much moisture in a cigarette causes it to burn badly and makes the smoke unpalatable ...while insufficient moisture results in a dry, hot smoke. Realizing the importance of moisture control, the manufacturers of Lucky Strike Cigarettes developed, in collaboration with a prominent maker of scientific precision instruments, a method for the instantaneous and accurate determination of moisture in the process of manufacture. This accomplishment enables us to exercise constant, scientific control of the moisture in Luckies. In this way we can make sure that always your Lucky Strike will contain just the proper amount of moisture necessary to produce the most pleasing smoke. What's more - you'll find that Luckies stay in condition, that they don't dry out. Luckies are A Light Smoke of rich, ripe-bodied tobacco. They're made right. They stay right - to give you real smoking pleasure.

("MIMI".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays..."Mimi".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Started Me Dreaming". It's been up and down and up in the last three weeks...finishing number SIX on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: Flash! Here's a winner in Your Lucky Strike SWEEPSTAKES! "LOST"... That tuneful thoroughbred ranks SECOND on Your Hit Parade this week...did you have it right?

("LOST".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO.2)

WOMAN: Like most women smokers I carry my cigarettes in my handbag and since I've started smoking Luckies I've noticed something about them that's important to me and I'm sure to every other woman smoker. Luckies are nicely packed, round and firm, so that loose ends of tobacco don't sift out in my handbag. And more important still -- loose ends don't come off on my lips to annoy me when I'm smoking. Maybe this is a small thing -- but it's one of the reasons why, to me, Luckies are a more enjoyable smoke. I'm sure that millions of smokers, like myself, object to getting bits of cigarette tobacco in their mouths -- and to them I say, just try Luckies. They're firm and fully packed -- and the tobacco stays put where it belongs -- in the cigarette.

("SIDEWALKS OF CUBA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sidewalks of Cuba" played for you by the Lucky Strike orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's news! A song on Your Hit Parade written by an amateur composer who's a tailor by trade... "All My Life" FIFTH among your favorites this week.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" from the motion picture "San Francisco" sold 25,000 copies of sheet music in two weeks. It's a newcomer in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

segue to

("MY LOVE PARADE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "My Love Parade" by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

STATION BREAK

STATION BREAK

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

ANNOUNCER: This is Your Hit Parade...the FIFTEEN most popular songs of the nation this week...presented for your pleasure by the manufacturers of Lucky Strike cigarettes. Now, the new musical game that's sweeping the country....YOUR LUCKY STRIKE SWEEPSTAKES! It's a fascinating, modern contest, easy to enter, easy to win. And if you're successful...you receive absolutely free a regular carton of 200 Lucky Strike Cigarettes....It's loads of fun, and everybody's doing it. No entry fee and a prize for every winner. Here's all you have to do -- just follow these simple rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's program: 1-2-3, just like that; and PRINT your name and address clearly on your postcard.

TWO: The postcard must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York.... 111 Fifth Avenue, New York...and must be postmarked not later than Sunday midnight - that's tomorrow night. Winning songs will be announced on the program of next week.

THREE: Only one entry for any one person each week... more than one entry in any one week disqualifies you for that week.

ANNOUNCER: (CONTINUED)

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Remember ...your entry for next week's musical race... only one for each person...must be postmarked not later than midnight tomorrow night. Listen to the rest of tonight's program. It's the last parade of the horses before next week's race...then sit down and write on a postcard the songs you think will rank 1 - 2 and 3 next week. Winners are announced each Wednesday and Saturday during Your LUCKY STRIKE SWEEPSTAKES. A new race every week.

(FANFARE)

ANNOUNCER: Here comes the number ONE winner.....the song we hope you ranked at the very top! America's favorite this week from Coast to Coast -- "Melody From the Sky".

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

(MUSIC SWELLS AND FINISHES)

segue to

("ROBINS AND ROSES".....MCCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Two composers wrote this song and every tune they've written together has been a nationwide hit! Here's their newest success "Robins and Roses"...in TWELFTH place this week.

(MUSIC SWELLS AND FINISHES)

segue to

("THERE'S ALWAYS A HAPPY ENDING".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Latest of the English song hits that have taken America by storm is "There's Always a Happy Ending".. your choice for THIRTEENTH position.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Touch of Your Lips"...EIGHTH in your favor from coast to coast.

(MUSIC SWELLS AND FINISHES)

segue to

("YOU'RE O.K.".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra now plays..."You're O.K."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 3

ANNOUNCER: "Grandmother, why have you such long white teeth?"... Probably, we all remember what the wolf's answer to Red Riding Hood was. Well, tobacco in its natural state has things to bite you with, too, in the shape of acids and irritants. Curing removes some of these irritants. Aging removes some. But only TOASTING carries the process to its logical full conclusion: the production of a light smoke -- a cigarette that is easy on your throat. And do you realize that TOASTING is an exclusive Lucky Strike process? No other cigarette in the world is treated in the same way as Luckies. No other cigarette has the benefit of this TOASTING process which combines the purifying effect of heat with the mellowing effect of the ultra-violet ray. That's one reason why Luckies are, by actual laboratory tests, less acid. They're smoother, less irritating to the throat. Luck Strike smokers know from experience how delicious A Light Smoke of rich, ripe-bodied tobacco really is. They know the importance of the words "IT'S TOASTED".

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE".....MCCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song about songs. "Is It True What They Say About Dixie" written about the many familiar Dixie songs...NINTH this week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("TORMENTED".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In one week ^{here} a thousand orchestra leaders ordered music for the song "Tormented". Nationally it's in SEVENTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("ONE STEP TO HEAVEN".....OR CHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "One Step to Heaven" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("IT'S A SIN TO TELL A LIE".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This song was popular in Baltimore four months before it was even published. "It's a Sin to Tell a Lie" finishes FOURTEENTH ~~place~~ it's first week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: Here it is, SWEEPSTAKES fans! -- the tune that completes the top-ranking three this week...."GOODY GOODY".... Mary Lewis, opera singer wires us it was top favorite on the zeppelin HINDENBURG'S trip back to Germany ... but it finishes THIRD under the wire.on your Hit Parade. We hope you got it right!

("GOODY GOODY".....MCCRAE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:

Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week....Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT time, and on Wednesday nights with Al Goodman and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details of the Wednesday broadcast. Remember your entry postcard for next week must be postmarked no later than midnight tomorrow night....Sunday, May 17th...So why not write out your selections now while the songs are fresh in your mind. Be sure to enter...and tell your friends to join in the fun. Just list on a postcard the first three songs in the order you think they will rank next week....1 - 2 - 3 just like that -- and mail to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES....copyright 1936 by the American Tobacco Company.

Your Hit Parade and Your Lucky Strike SWEEPSTAKES come to you through the courtesy of the manufacturers of Lucky Strike Cigarettes. If you're looking for a ^{light} smoke and yet one that has character and rich tobacco taste, then you'll find in Luckies just the cigarette you want. Don't miss the smoking pleasure Luckies will give you - they're a LIGHT SMOKE of rich, ripe-bodied tobacco. Till Wednesday, then, goodnight and pleasant smoking.

(APPLAUSE)

This is the COLUMBIA...Broadcasting System

(Fade theme 20 seconds)

WABC.... New York

LUCKY STRIKE

(REVISED)

WEAF

"YOUR HIT PARADE"

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

MAY 20, 1936

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents Your Hit Parade ... the fifteen most popular songs in America this week ... played by Al Goodman and the Lucky Strike orchestra. Each week Lucky Strike takes the musical pulse of America by a huge survey from Coast to Coast. We learn from radio stations your favorites over the air - we check the sales of sheet music and phonograph records ... and the country's principal orchestra leaders wire us the tunes you most frequently request. Then we analyze this vast fund of information to find what songs America wants most to hear that week - and those songs are Your Hit Parade.

And in addition, there's now a new thrill on Your Hit Parade ... a fascinating musical thrill that is taking America by storm ... Your Lucky Strike SWEEPSTAKES. Are you among those up-to-the-minute people who know their popular music? Well, here's how you can demonstrate your skill and have a barrel of fun to boot. Just write on a postcard the songs you think will rank one, two and three next week and mail them in to us not later than this coming Sunday midnight. That's all there is to it. There's nothing to buy, no entry fee, no complicated rules. If you pick the winners - 1 - 2 - 3 - just like that, we'll send you absolutely free a regular carton of 200 Lucky Strike Cigarettes. (MORE)

ANNOUNCER:
(CONT)

We had thousands of entries this week - and a carton of Luckies and our congratulations are on the way to over a thousand winners. Every person who enters this Sweepstakes will receive by mail an entry card for next week's race.

We hope you win -- we want thousands more of you to get a free carton of Luckies! Just this one caution -- only one entry each week per person. More than one entry in any one week disqualifies you for that week. So listen carefully to this week's rankings as given on tonight's program and tune in again this Saturday for a final view of the musical thoroughbreds before next week's race. We'll tell you more about the SWEEPSTAKES later.

Tonight's program opens with a song from "Follow the Fleet" that comes back into the Big Fifteen this week ... "Let Yourself Go," America's choice for FOURTEENTH place.

("LET YOURSELF GO" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALL MY LIFE" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Four leading orchestra conductors in New York report this song is requested more than any other. "All My Life" ranks SEVEN on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(" ")

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE".DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Is It True What They Say About Dixie" is running strong.
It sweeps from ninth to FIFTH place in all America's favor

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

(COMMERCIAL NO 1.)

ANNOUNCER: Fingerprints identify a man, no matter how perfectly he's disguised. In the same way, chemical analysis of tobacco shows up the faults of even the best-looking leaf. That's why Lucky Strike -- and, so far as know, only Lucky Strike -- makes provision for chemical analysis of selected tobacco samples before purchase. Thus we have the absolute assurance that the tobacco which goes into Luckies is really the Cream of the Crop. Lucky Strike does not use the top leaves of the tobacco plant, for they are undeveloped and harsh -- does not use the bottom leaves, either, for they are tough and woody. But the center leaves have these natural qualities -- a smooth lightness and fine tobacco taste. These choice center leaves are more expensive, but they are essential to give you the kind of cigarette you enjoy most -- A Light Smoke of rich, ripe-bodied tobacco,

("GOOD NEWS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays the title song from
"Good News."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Higher this week than it's ever been before ... this
song "The Touch of Your Lips" finishes FOURTH.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CHRISTOPHER COLUMBUS" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to Your Hit Parade! "Christopher Columbus"
... number FIFTEEN in the nation's favor this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2.)

(COMMERCIAL NO. 2)

ANNOUNCER: There are certain things in our every-day lives that we do purely for pleasure. After all, isn't that why we smoke cigarettes? And isn't there real contentment in the smoke of a cigarette that tastes good? Well, here's the point. Many people have chosen Luckies simply because they taste good. It isn't until they have been smoking Luckies for several days that they begin to realize that this cigarette they are smoking is making much smoother going for their throats. Of course! That is the wonderful thing about that famous process, "It's Toasted" - which only Lucky Strike employs. "Toasting" preserves all the natural taste-elements of the finest tobaccos -- at the same time it removes quantities of acids and other heavy, harsh irritants present in all tobacco. Here we have one of the important secrets of A Light Smoke, for that is what Luckies are -- A Light Smoke of rich, ripe-bodied tobacco. Try Luckies -- taste that difference -- and feel that difference in your throat. "Toasting" does protect your throat against irritation, against cough.

("THE PEANUT VENDOR" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra playing "The Peanut Vendor."

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: Are you ready? Here's one of this week's winners! . . .

"Melody from the Sky" . . . the nation's choice for
SECOND place . . . and we hope that's right where you
put it!

("MELODY FROM THE SKY" STOKES AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WOULD YOU" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you rank THIRTEENTH this week is . . . "Would You"

. . . from the motion picture "San Francisco."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I FEEL A SONG COMING ON" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Feel a Song Coming On" . . . played by the Lucky Strike
orchestra.

(MUSIC SWELLS AND FINISHES)

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

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: This is Your Hit Parade - your FIFTEEN favorite songs of the week -- presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes. And with it comes a new national pastime -- Your LUCKY STRIKE SWEEPSTAKES! That fascinating game that everyone's playing today. If you win we send you a regular carton of Lucky Strike Cigarettes 200 Luckies - absolutely free! You've nothing to buy - there's no entry fee - and all of you, all over the country are invited to join -- Remember -- there's a prize for every winner. And the winners are in the thousands. Here are the rules.

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity, as you think they will rank on the week's programs: 1-2-3 just like that; and PRINT your name and address clearly on your postcard.

TWO: The postcard must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than this coming Sunday midnight. Winning songs will be announced in the programs of next week.

THREE: Only one entry for any one person each week -- more than one entry in any one week disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are of legal age to receive the prize. The contest is not open to employees of the American Tobacco Company and its affiliates and for custom's reasons is restricted to residents of the United States.

(MORE)

ANNOUNCER: Don't forget - each entry for next week's musical race...
 (CONT) only one for each person...must be postmarked not later than
 midnight Sunday, May 24th. Listen to the rest of tonight's
 program - and to Saturday's program. It will help you
 decide how you think the songs will rank next week. Then
 send in your card, postmarked no later than this coming
 Sunday midnight, for next week's race. Winning songs are
 announced each Wednesday and Saturday during your Lucky
 Strike SWEEPSTAKES. A new race every week.

(FANFARE)

ANNOUNCER: And now....the big news...Your Hit of Hits...a brand new
 champion. Last week this song finished just outside the
 prize winning positions....but this week it sweeps to the
 very top.... America's NUMBER ONE song of songs...."YOU"...
 from "The Great Ziegfeld".

("YOU" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TORMENTED" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: That torch song from Texas -- "Tormented" -- in TWELFTH
 place from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PARDON MY SOUTHERN ACCENT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Pardon My Southern
 Accent".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" QUARTETTE AND ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Started Me Dreaming" holds SIXTH place this week --
right where it was last week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHE SHALL HAVE MUSIC" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a thrill! A new entry on Your Hit Parade, jumps
from nowhere to take the remarkable starting position of
NINTH this week...It's called "She Shall Have Music".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: Machines that smoke cigarette after cigarette....Scales so delicate that they actually register the weight of each puff of smoke... Mechanical fingers that tell you in an instant if a cigarette is round and firm and fully packed to standard... These and similar wonders have amazed many visitors to the Lucky Strike Research Department Yet to the trained staff of Lucky Strike laboratory technicians all these things are mere routine equipment. Knowing that what the public wanted was A Light Smoke -- a Light Smoke that offered full, rich tobacco taste -- all Lucky Strike research has been directed to this end that we may give you the utmost in smoking enjoyment. And has Lucky Strike succeeded?..... An ever-increasing number of smokers have found it so. There's truly more smoking pleasure in store for you in Luckies -- A Light Smoke of rich, ripe-bodied tobacco.

("ROBINS AND ROSES" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Robins and Roses", already half way to the top in its second week on Your Hit Parade - number EIGHT from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Love Is Like a Cigarette" - America ranks it TENTH this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALEXANDER'S RAGTIME BAND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays that never-to-be-forgotten favorite "Alexander's Ragtime Band".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here you are Sweepstakes fans! Here's the song we hope you ranked as number THREE -- a great musical thoroughbred written by an amateur composer who's an engineer by profession - "LOST" - the song America says crosses the finish line THIRD this week.

("LOST" QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOODY GOODY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: On Your Hit Parade longer than any other song this week....
still number one with the Naval Training Station at Hampton
Roads...number ELEVEN the country 'round...."Goody Goody".

(MUSIC SWELLS AND FINISHES)

THIS IS THE NATIONAL BROADCASTING COMPANY

jhh-jgs
5/19/36

ANNOUNCER: Your Hit Parade and Your Lucky Strike SWEEPSTAKES now come to you regularly twice a week....Wednesdays on this station with Al Goodman and his Lucky Strike Orchestra at 10:00 P.M. Eastern DAYLIGHT Time, and Saturday nights with Freddie Rich and his Lucky Strike Orchestra in Your Hit Parade over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Remember your entry card for Your Lucky Strike SWEEPSTAKES of next week must be postmarked no later than midnight this coming Sunday. Be sure to enter -- it's loads of fun -- and a regular carton of 200 Lucky Strike Cigarettes goes to every winner. Just list on a post card the first three songs in the order you think they will rank next week -- 1-2-3 -- just like that -- and mail it in to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES....Copyright 1936 by the American Tobacco Company.

And now just a word about Luckies. They're A Light Smoke of rich, ripe-bodied tobacco -- they have character, fine taste, and yet they're smooth and gentle to your throat. If you're not now smoking Luckies maybe you're missing something. Millions of Lucky Strike smokers will say that you are. Until Saturday night, then, good-night and pleasant smoking.

(CLOSING SIGNATURE)

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY

jhh-jgs
5/19/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, MAY 23rd, 1936
10:00 to 11:00 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(..... .30 seconds)

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

ANN'CR: ' Lucky Strike presents Your Hit Parade...America's FIFTEEN most popular songs this week -- played by Freddie Rich and the Lucky Strike Orchestra. You yourselves - the American people - select the songs that compose Your Hit Parade. Lucky Strike learns your preference each week by means of a huge nationwide survey covering sales of sheet music and phonograph records, the tunes most frequently requested of orchestra leaders at the places where you dance, and your favorite melodies broadcast by nearly 200 radio stations. This nationwide survey shows which songs you like best each week...and the top-ranking FIFTEEN are Your Hit Parade.

And now, something new under the sun....a thrilling new cigarette pastime that is sweeping the country like wildfire -- Your LUCKY STRIKE SWEEPSTAKES! -- A great ^{musical} ~~contest~~ race in which you pick the songs you think America will rank first, second and third the following week. (MORE)

ANNOUNCER: (CONT'D)

If you rank the songs correctly -- 1 - 2 - 3 - just like that - we send you absolutely free, a regular carton of 200 Lucky Strike Cigarettes. There's no entry fee, nothing to buy and it's loads of fun. Just list the songs on a postcard and mail them in to us. Many -- many thousands of you joined in the fun this week and a carton of Luckies is on its way to every winner. And this is a contest in which the winners are running into the thousands. But whether you win or not, we acknowledge your entry by sending you an entry card for the following week's race. We want you all to come in. Don't miss the fun -- and we want thousands of you to win! So listen carefully to tonight's program. It's your last chance to hear the songs before the next SWEEPSTAKES. Then mail your entry card to us postmarked not later than tomorrow midnight. And now just one caution -- only one entry each week per person. More than one entry in any one week disqualifies you for that week. But be sure to send in the one entry to which you are entitled. More about the LUCKY STRIKE SWEEPSTAKES later! Tonight's program opens with the tune that's FOURTEENTH this week... "Let Yourself Go" from "Follow the Fleet."

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Touch of Your Lips"...touches a new high in the nation's favor... It climbs to FOURTH place in Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

segue to

("CHRISTOPHER COLUMBUS". McCRAE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's news...America discovers "Christopher Columbus".. .a weird, swing tune that breaks into the ranks of Your Hit Parade in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER: It takes a very skillful chef to produce, day after day, a soup or a souffle with always the same delicious results. He must blend maybe a dozen ingredients in skillful proportions. And perhaps even much more intricate and difficult is the blending of fine tobaccos to produce always the same desirable result -- a Light Smoke of rich, ripe-bodied tobacco. Consider the fact that in Lucky Strike more than 100 different types of tobacco from many parts of the world are blended. Tobacco from Samsoun---tobacco from Smyrna---tobacco from Macedonia---tobaccos from our own fair Southland. Yet, to assure that every Lucky Strike will be precisely like every other Lucky Strike, our Research Department scientifically tests the tobacco before blending and then, again, makes an elaborate test of the completed blend. That is one reason why each and every Lucky Strike has exactly that same, delicate taste of rich, fine tobacco -- that same smooth feeling in your throat. That's why day after day and month after month, you'll always enjoy your Luckies--A Light Smoke of rich, ripe-bodied tobacco.

("WHY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "WHY";

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: At the University of Georgia the students favor

"All My Life" as their most popular tune - but
throughout the country it's SEVENTH this week.

(MUSIC SWELLS AND FINISHES)

segue to

("GOODY GOODY".....(Orchestra)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one America doesn't seem to tire of...

"Goody Goody" -- you place it in ELEVENTH position
this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

Most men will admit that a clear, pleasant speaking voice is one of woman's outstanding charms. Yet Many a woman who is careful of her complexion is careless of the tender membranes within her throat. It seems a pity to risk throat irritation and cough with a heavy smoke -- when it's so easy to enjoy smoking and still protect your throat. No one could ask for a richer, better-tasting cigarette than Lucky Strike -- a light smoke -- of rich, ripe-bodied tobacco. And in addition, Luckies offer you throat protection against irritation, against cough. That famous Lucky Strike process known as "It's Toasted" removes certain harsh irritants naturally present in all tobacco. My voice is precious to me, and I'm careful of it -- yet, I enjoy all the Luckies I want because they are TOASTED. And no matter how many I smoke, they always taste good to me. That's the wonderful thing about Luckies -- and it's because they are, truly, a Light Smoke of rich, ripe-bodied tobacco.

("SONG OF THE VAGABONDS".....ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The "Song of the Vagabond" ... played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: A WINNER! A winner in Your LUCKY STRIKE
SWEEPS TAKES! "Melody From the Sky"
it's number TWO in Your Hit Parade this week.
Did you have it right? We hope you did.

("MELODY FROM THE SKY".....CLARK AND ORCHESTRA

(MUSIC SWELLS AND FINISHES)

Segue to

("WOULD YOU".....QUARTETTE AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The same authors who wrote that great tune "Alone"
composed this one for the motion picture
"San Francisco" -- it's "Would You" -- America's
THIRTEENTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

segue to

("DON'T HOLD EVERYTHING".....ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From "Hold Everything" the Lucky Strike
orchestra plays "Don't Hold Everything".

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: This is Your Hit Parade ... the FIFTEEN most popular songs of the country this week ... presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And along with it comes the new thrill, your Lucky Strike Sweepstakes.. an entirely different -- modern -- cigarette game with no limit on the number of winners -- it's easy to enter -- easy to win -- and for every winner - there's a prize of a regular carton of 200 Lucky Strike Cigarettes. There'll be thousands of winners ... and you'll want to be one so listen carefully to these simple rules --

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York --- 111 Fifth Avenue, New York --- and must be postmarked not later than Sunday midnight --- that's tomorrow night. Winning songs will be announced on the programs of next week.

ANNOC'R: THREE: Only one entry for any one person each week -- more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Now remember -- your entry for next week's race -- only one entry per person -- must be postmarked not later than midnight tomorrow night. Listen carefully to the standings on the rest of tonight's program -- It's your big chance to hear this week's order of popularity -- then sit down and write on a postcard the songs you think will rank 1-2 and 3 next week. Winners are announced each Wednesday and Saturday during Your LUCKY STRIKE SWEEPS TAKES. A new race every week.

(FANFARE)

ANNOUNCER: Here's this week's champion! The NUMBER ONE WINNER!
the tune we hope you placed right at the top. "You"...
from the "Great Ziegfeld" ran a magnificent race.
It's FIRST in the nation's choice!

("YOU".....CLARK AND ORCHESTRA

(MUSIC SWELLS AND FINISHES)

segue to

("YOU STARTED ME DREAMING".....QUARTETTE AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Started Me Dreaming"..... It's "tops" at the
University of California in Berkeley ... but America
doesn't quite agree. The nation says it's number
SIX this week.

(MUSIC SWELLS AND FINISHES)

segue to

("I WISH THAT I WERE TWINS".....ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Wish That I Were Twins" ... played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("SHE SHALL HAVE MUSIC".....CLARK AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's the title song of a motion picture -- it's
the theme song of a famous orchestra -- it's
number NINE on Your Hit Parade -- " She Shall
Have Music".

(MUSIC SWELLS AND FINISHES)

segue to

("TORMENTED".....ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Kentucky, home of thoroughbreds of the track likes
"Tormented" best this week ... but the vote of the
entire nation ranks it TWELFTH.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (Commercial No. 3)

ALBERT R. STEVENS

COMMERCIAL NO. 3

ANNOC'R: Do you know people who always do this when they take out a cigarette? ... (SOUND EFFECT -- TAP - TAP - TAP - OF CIGARETTE ON A BOX) tapping the cigarette so they won't get loose ends of tobacco in their mouths? ... Well, that's an unnecessary gesture if you're a Lucky Strike smoker; for Luckies don't have loose bits of tobacco to come out on your lips. That's because Luckies are made right - with just the proper amount of moisture to bring them to you in perfect condition - round and firm and fully packed. Moisture content of the tobacco is controlled throughout the manufacture of Luckies by scientific devices which detect the slightest variation ... and as a further assurance the Lucky Strike factories are air conditioned So, when you smoke Luckies, you need not tap your cigarette. Wherever and whenever you buy them you'll find Luckies in condition, not dry -- no loose ends and always just moisture enough to assure you A Light Smoke of rich, ripe-bodied tobacco ---- Your Lucky Strike.

("ROBINS AND ROSES".....MC CRAE & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Robins and Roses" played seventy-three times
on New York radio stations during the week. --
It's number EIGHT from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

segue to

("LOVE IS LIKE A CIGARETTE".....CLARK AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week you place "Love Is Like A Cigarette" in
TENTH position on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("IT DON'T MEAN A THING".....ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It Don't Mean A Thing" played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Attention Sweepstakes! Here's the song that
crosses the finish line in THIRD place this week ...
and the name of this winner is "Lost".

("LOST".....QUARTETTE & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

segue to

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE?.....MC CRAE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Next to the last on Your Hit Parade two weeks ago, this
song is already crowding the leaders -- "Is it True
What They Say About Dixie?" --
America's FIFTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your LUCKY STRIKE SWEEPSTAKES now come to you regularly twice a week ... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.M., Eastern DAYLIGHT Time, and on Wednesday nights with Al Goodman and his Lucky Striko Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Remember, your entry postcard for next week's race must be postmarked no later than midnight tomorrow night. So why not sit down right now, and write out your selections while the songs are fresh in your mind. Be sure to enter - and get your friends to join in, too. Just list on a postcard the first three songs in the order you think they will rank next week - 1- 2- 3 - just like that - and mail it to us. Winning songs are announced every Wednesday and Saturday in Your LUCKY STRIKE SWEEPS TAKES ---
copyright 1936 by The American Tobacco Company.

ANNOUNCER

CONT'D: And now, before we sign off -- here's a Lucky tip. If you want to win in "Your LUCKY STRIKE SWEEPSTAKES", and we know you do, we suggest you select the three songs that you think will occupy first, second and third place from those fifteen songs that have appeared on "Your Hit Parade" tonight. Never during the course of "Your LUCKY STRIKE Hit Parade" has a song jumped into first, second or third position until it first of all has appeared in a lower position on "Your Hit Parade". This is just a friendly tip from Luckies, A Light Smoke of rich, ripe-bodied tobacco -- the cigarette that's "Toasted", the only cigarette that offers you this throat protection against irritation - against cough, for you know Luckies give you the full flavor of fine tobacco and yet they're easy on your throat-- perhaps that's why millions of smokers say "LUCKIES Please".

Until next Wednesday night, then, goodnight and pleasant smoking.

(CLOSING SIGNATURE)

(APPLAUSE)

This is the COLUMBIA.....BROADCASTING SYSTEM)

(fade theme 20 seconds)

WABC.....NEW YORK

EB:EB

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

MAY 27, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents Your Hit Parade -- the FIFTEEN most popular songs in America this week - played by Al Goodman and the Lucky Strike Orchestra. Each week Lucky Strike checks the sheet music and phonograph records you buy, the tunes you request of principal orchestra leaders and the melodies that are your favorites over the air. These factors show what songs you like best each week and how they rank in your favor. Then we bring you the top fifteen as Your Hit Parade.

It's fascinating to watch this ever-changing parade of popular melodies -- and now there's an added new thrill.... Your Lucky Strike SWEEPSTAKES ... the great national cigarette game in which you have the fun of testing your skill in picking the winning songs in advance. Here's how you do it. Write on a postcard the songs you think will rank first, second, and third next week and mail the card to us before next Sunday midnight. If you rank them correctly 1 - 2 - 3 -- just like that - we send you absolutely free, a regular carton of 200 Lucky Strike Cigarettes. There's no entry fee - nothing to buy - and no complicated rules. Many, many, many thousands have joined in the fun and there are thousands of winners -- but we want thousands more

(MORE)

ANNOUNCER: So listen carefully to tonight's program and to next
 (CONTINUED) Saturday's -- then mail in your selections before next
 Sunday midnight. The final compilation of the fifteen hit
 tunes of each week is made at the offices of the American
 Tobacco Company, 111 Fifth Avenue, New York, on Monday
 morning -- and NO ONE knows what the tunes are and how they
 will rank until that Monday's tabulation is made. Every
 race is a race -- and there's a carton of Luckies for every
 single winner. So come in and cash in on your Lucky Strike
 Sweepstakes.

Tonight's program opens with a truly remarkable tune
 -- eleventh last week... SEVENTH this week ... "Goody Goody".

("GOODY GOODY" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU STARTED ME DREAMING" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Started Me Dreaming" -- number EIGHT from Coast to Coast

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Hit of the week in Arlington, Massachusetts; Denver, Colorado
 Fresno, California - "Is It True What They Say About Dixie"
 but the nation says it's number SIX this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

(COMMERCIAL NO: 1)

ANNOUNCER: Upwards of one hundred million dollars deposited to your smoking account! Think of it! Upwards of one hundred million dollars' worth of fine Turkish and domestic tobaccos stored away for you in Lucky Strike's great modern warehouses in the Southland. Each day that tobacco becomes mellow, richer -- finer in quality. For aging is Nature's way of smoothing out the harshness naturally present in even the finest tobacco. And so Lucky Strike -- thoroughly ages its choice tobaccos over a period which varies from more than one-and-one-half to three years. But Nature stops short of the perfection which is Lucky Strike's aim. The tobacco for your Luckies is put through an extra, exclusive secret process known as "IT'S TOASTED". This famous process carries on Nature's work through the scientific application of purifying heat. The result is that Luckies are smoother, mellow, less irritating to the throat. Proper aging and TOASTING are two all-important reasons why you always enjoy, in Luckies, A Light Smoke of rich, ripe-bodied tobacco.

("NO OTHER ONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "No Other One"... not in the Big 15, but a melody always popular.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALL MY LIFE" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Best seller" this week with the biggest dealers in phonograph records.... "All My Life" -- in FOURTH place from coast to coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE GLORY OF LOVE" DICK AND ORCHESTRA: . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Glory of Love" a musical thoroughbred new to Your Hit Parade this week, finishes in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: Have you ever seen what they call a bad horse -- one with just a bit too much fire in his eyes? Maybe he is one of the very finest of the old Kentucky breed -- but he needs disciplining. Like even the choicest tobaccos he needs the raw edges taken off him; he needs to be smoothed down, while still retaining his wonderful spirit intact. What the expert trainer does for such a horse, Lucky Strike's exclusive TOASTING process does for those choice tobaccos that go into your Lucky Strike. By its famous, secret process known as "IT'S TOASTED", Lucky Strike removes certain harsh irritants naturally present in even the finest tobaccos. That's especially important to you, if you inhale.. and you probably do inhale, either knowingly or unknowingly. So why not make sure of throat-protection against irritation - against cough. Smoke Luckies -- the cigarette that's TOASTED -- and you can enjoy them to the utmost...for Luckies truly, are A Light Smoke of rich, ripe-bodied tobacco -- "IT'S TOASTED".

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not in the BIG FIFTEEN, but a welcome addition to any musical program is "I'll Never Say Never Again, Again", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: A Winner -- "A Melody From The Sky"... a consistent winner, finishes this week's race just where it finished last week's ... in SECOND place. Were you a Lucky picker?

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IT'S A SIN TO TELL A LIE" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: An obscure composer's first published song... A Nation-wide hit... FOURTEENTH on Your Hit Parade this week... "It's A Sin To Tell A Lie".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra gives you - "Don't Let It Bother You". A swell number not in the BIG FIFTEEN.

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: This is Your Hit Parade ... the fifteen most popular songs of the country this week presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And Your Hit Parade brings you that great - new - up-to-the minute cigarette game - Your Lucky Strike SWEEPSTAKES - a modern melody hunt - exciting - stimulating - (with no limit on the number of Lucky winners) -- and for every winner - a regular carton of two hundred Lucky Strike cigarettes absolutely free. You'll want to be among the thousands of winners -- so listen carefully to these simple rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York -- 111 Fifth Avenue, New York -- and must be postmarked not later than this coming Sunday midnight -- that's June first. Winning songs will be announced on the programs of next week.

THREE: Only one entry for any one person each week - more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

(MORE)

ANNOUNCER: Dont forget -- your entry for next week's race -- only one
(CONT)
entry for each person - must be postmarked not later than
midnight this coming Sunday. So listen carefully to the
standings on the rest of tonight's program - and to
Saturday's program. Then write on a postcard the songs
you think will rank 1-2 and 3 next week and mail them in
to us. Now here's a tip from Luckies which we hope will
help you win. Pick the tunes you think will rank one,
two, three next week from the fifteen hit songs played on
Your Hit Parade this week. They are certainly the most
likely contenders for the winning positions and perhaps
the fifth song has more chance to win than the 15th.
Winning songs are announced each Wednesday and Saturday
during your LUCKY STRIKE SWEEPSTAKES. Remember -- there's a
new race every week.

(FANFARE)

ANNOUNCER: And now - the first song of the week - Your Hit of Hits!
Four times in the last six runnings of Your Hit Parade,
this song has charged ahead of the field to stage a
whirlwind finish in FIRST place! It's all America's
champion again - America's winning song with the
contradictory title - "Lost."

("LOST. QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Outstanding hit among passengers aboard the Queen Mary tonight is "Love is Like a Cigarette," reads a radiogram just received from Henry Hall and his orchestra ... and America likes this English tune, too, and ranks it TENTH in popularity this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra pauses in its presentation of the Big fifteen to bring you "Take a Number From One to Ten."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TORMENTED" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Up one week, down the next... the unpredictable torch song, "Tormented" -- NINTH on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHE SHALL HAVE MUSIC" STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "She Shall Have Music" -- written in England by three Americans, comes across the Atlantic to win favor in the composers' native land. America ranks it TWELFTH.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: Down in the sunny fields of the Southland, tobacco farmers are already caring for this summer's crop. And if you could see the green plants pushing their way up into the sunlight, you'd understand why the center leaves are used in Luckies. For the top leaves will be under-developed -- green -- not ripe. The bottom leaves will be heavy ... woody -- covered with grime and sand. But the choice center leaves are ripened by sunshine and cleansed by the warm southern breezes. Rich .. clean .. fragrant, they're what tobacco men call the cream of the crop. And it's from these cream-of-the-crop-tobaccos that your Luckies are made, because only these center leaves approach in nature that most desirable acid-alkaline balance which is essential to A Light Smoke. Luckies are by actual laboratory tests less acid. They are smoother, less irritating to the throat. If you want A Light Smoke which at the same time offers you the rich tobacco taste that smokers like so well - try Luckies - A Light Smoke of rich, ripe-bodied tobacco.

("ROBINS AND ROSES"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Robins and Roses" - the country's choice for FIFTH place
this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WOULD YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Remember "The Pagan Love Song"? Remember "Paradise"?
Here's another waltz by the same authors - "Would You" from
the motion picture "San Francisco" - America's THIRTEENTH
ranking song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SHOOTING HIGH"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: As an interlude in Your Hit Parade, the Lucky Strike
Orchestra plays -- "I'm Shooting High."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Most requested number at Cornell University's recent
Spring Day Ball is ELEVENTH on Your Hit Parade this week ...
"The Touch of Your Lips."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a flash! Sweepstakes! One, two, three - just like that, and this is three -- a champion last week and a prize winner still! "You" from "The Great Ziegfeld" - wins THIRD place the country 'round.

("YOU"DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike Sweepstakes now come to you regularly twice a week ... Wednesday on this station at 10 P.M. Eastern DAYLIGHT Time with Al Goodman and his Lucky Strike Orchestra and on Saturday night over another station with Freddie Rich and his Lucky Strike Orchestra. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Remember, your entry for next week's race must be postmarked no later than midnight this coming Sunday ... June first. So you have another opportunity next Saturday evening for a final look at the musical thoroughbreds before the running of next week's SWEEPSTAKES - and we sincerely hope that that week will be YOUR Lucky SWEEPSTAKES. Be sure to come in. Don't miss the fun and excitement that thousands of other Lucky listeners and Lucky Strike smokers are having. Just list the first three songs on a postcard in the order you think they'll rank next week - 1-2-3 - just like that - and mail to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES -- copyright 1936 by The American Tobacco Company.

Earlier in the program we gave you a tip we hope will help you win in Your Lucky Strike Sweepstakes. Now, before we sign off, why not choose Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco. Luckies give you the fine taste of the world's choicest tobaccos...and, in addition, Luckies are TOASTED. They're easier, they're gentler on your throat. You'll enjoy them more. Thousands will tell you so.

Until Saturday, then goodnight and pleasant smoking.

(THEME)

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs/jhh/5/26/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, MAY 30, 1936

10:00 to 11:00 P.M.

CUE: { COLUMBIA BROADCASTING SYSTEM }
 {30 seconds..... }

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

ANNOUNCER: Your Hit Parade...the fifteen most popular songs in America this week, presented for your pleasure by the manufacturers of Lucky Strike cigarettes, played by Freddie Rich and the Lucky Strike Orchestra. Yes, it's Your Hit Parade... because these are the songs you are requesting most frequently at the places where you dance...the numbers you purchase most often in sheet music and on records...the melodies you enjoy over the big radio networks. Each week Lucky Strike surveys the entire nation to find what songs you like the best.

The final compilation of the fifteen hit tunes of each week is made at the offices of the American Tobacco Company, 111 Fifth Avenue, New York, on Monday morning - and NO ONE knows what the tunes are and how they will rank until that Monday's tabulation is made.

Can you predict which three melodies the entire nation will rank ONE...TWO...THREE, just like that, next week... because if you can you'll win a prize in the thrilling new cigarette game that has the whole country talking... Your Lucky Strike SWEEPSTAKES.

(MORE)

ANNOUNCER: (continued)

It's good sound fun...there's no entry fee...nothing to buy. And, to each of the thousands of winners we send, absolutely free, a regular carton of 200 Lucky Strike Cigarettes. So listen carefully to tonight's program... see how the nation's choices rank this week. Then, when you've made your choice as to what the first three ranking tunes next week will be, mail your prediction to us on a card postmarked not later than tomorrow midnight. And now...on with Your Hit Parade...there'll be more details on Your Lucky Strike SWEEPSTAKES later in our program and at the end we'll give you a tip that perhaps will help you in your selections. We begin with a grand tune that just won't stay down... "Goody Goody".... It jumps up four positions to rank number SEVEN this week.

("GOODY GOODY".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "All My Life" written in Hollywood, is the most popular song in Hollywood this week -- but it ranks FOURTH on Your Hit Parade!

(MUSIC SWELLS AND FINISHES)

segue to

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE".....McCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Is It True What They Say About Dixie"....biggest
seller of the week in sheet music...is number SIX this
week.

(MUSIC SWELLS AND FINISHES)

(NEXT PAGE)

(COMMERCIAL NO. 1)

ANNOUNCER: Once an expression begins to pass into general use, you may be sure that it has "clicked" with the popular taste. In the last few months, at smart gatherings everywhere, you hear: "Thanks, A Light Smoke for me" ... "Make mine A Light Smoke". And when they say "A Light Smoke", they mean -- Luckies, of course! For twenty-five years Lucky Strike has striven, through scientific research, through field investigations, through every means at its disposal, to perfect A Light Smoke of rich, ripe-bodied tobacco. Why? Simply because A Light Smoke is what the public want -- what you want, consciously or unconsciously. A Light Smoke - a cigarette that gives you rich tobacco taste, yet offers throat protection against irritation, against cough. A cigarette that's a pleasure to smoke all day long ... a cigarette that makes easy going for your throat because it is A Light Smoke -- Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco.

("OH KATHERINA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Not in the Big Fifteen...but always popular is "Oh Katherina"....played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Three girls' colleges in Greensboro, North Carolina vote "The Touch Of Your Lips"...hit song of the week... but Your Hit Parade finds it in ELEVENTH place.

(MUSIC SWELLS AND FINISHES)

segue to

("THE GLORY OF LOVE".....McCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Remember "The Last Roundup"? The writer of that great song wrote this one..."Glory Of Love"...a newcomer to Your Hit Parade in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

(MORE)

(COMMERCIAL 2)

ANNOUNCER: There's an old expression ... "Even Homer nods ...". The point is, all men make mistakes. Machines alone are capable of perfect accuracy. That is why, during a quarter-century of scientific investigation, the Lucky Strike research department has devoted so much of its energies to the development of perfected instruments and devices for use in the manufacture of Luckies. These inventions, many of them now to the industry, have made it possible for Lucky Strike to achieve standardized uniformity. Perhaps you, as a smoker, don't realize the importance of this. The variation of a millimeter in the circumference of a cigarette could obviously never be perceived by the human eye. Yet, science reveals, such a variation would definitely affect the quality of the smoke. It is because of this -- because even those tiny details of manufacture are important -- that Lucky Strike employs such an elaborate system of scientific instruments for checking and inspection. So -- every Lucky Strike you smoke is as round as firm as fully packed -- as every other Lucky -- certain to give you what every smoker wants ... A Light Smoke of rich, ripe-bodied tobacco.

("HAPPY FEET".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra pauses in its presentation of the Big Fifteen....to play "Happy Feet".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Here's a winner!....A winner in Your Lucky Strike SWEEPSTAKES..."Melody From the Sky"....SECOND in this week's musical race. We hope that's just where you placed it.

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

(MUSIC SWELLS AND FINISHES)

segue to

("WOULD YOU".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the motion picture "San Francisco" comes the nation's THIRTEENTH ranking favorite this week.... "Would You".

(MUSIC SWELLS AND FINISHES)

segue to

("POMPADOUR".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

(continued)

ANNOUNCER: As an interlude in the Big Fifteen, the Lucky Strike Orchestra plays "Pompanola" from "Three Cheers".

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: Lucky Strike presents Your Hit Parade...the FIFTEEN most popular songs of the country this week. And for your pleasure, also, that latest thrill....Your Lucky Strike SWEEPSTAKES...it's taken the country by storm... Entries are pouring in by the hundreds of thousands. Does America enjoy playing this fascinating - modern cigarette game? We'll say it does! To each of the thousands of winners goes a prize of a regular carton of 200 Lucky Strike cigarettes... You'll want to be a winner...so listen carefully to the rules:

ONE: Fill in on a postcard the date, and print the names of the three songs you select in the order of their popularity as you judge they will rank on the week's programs: 1-2-3, just like that; and print your name and address clearly on your postcard.

TWO: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York...111 Fifth Avenue, New York...and must be postmarked not later than Sunday midnight...that's tomorrow night. Winning songs will be announced on the programs of next week.

(CONTINUED)

ANNOUNCER: (continued)

THREE: Only one entry for any one person each week...
more than one entry disqualifies you for that week.

FOUR: This contest is not open to minors. You must be, and state that you are, of legal age to receive the prize. The contest is not open to employees of The American Tobacco Company and its affiliates, and for customs reasons is restricted to residents of the United States.

Remember...your entry for next week's musical race... only one for each person...must be postmarked not later than midnight tomorrow night. Listen to the rest of tonight's program...it's your last chance to judge these tunes by their present performances...then sit down and write on a postcard the songs you think will rank 1-2-3 next week. Winning songs are announced each Wednesday and Saturday during Your LUCKY STRIKE SWEEPSTAKES. There's a new race every week!

(FANFARE)

ANNOUNCER: "Lost"...public melody number ONE this week.

("LOST".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: In EIGHTH position the country over is the tune called
"You Started Me Dreaming".

(MUSIC SWELLS AND FINISHES)

segue to

("BROADWAY RHYTHM".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: It doesn't rank in the Big Fifteen...but you'll enjoy
"Broadway Rhythm" as played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("SHE SHALL HAVE MUSIC".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "She Shall Have Music" ranks TWELFTH this week.

(MUSIC SWELLS AND FINISHES)

segue to

("TORMENTED".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "Tormented"...the only torch song on Your Hit Parade...
receives a national ranking of number NINE!

(MUSIC SWELLS AND FINISHES)

(MORE)

(COMMERCIAL No. 3)

RUYSDALE; Flash! From the Queen Mary -- the new giantess of the Atlantic has broken every record for a day's run -- 766 miles -- and then that thrilling short-wave broadcast direct from the smoking room of the new Queen of the Seas. The ship's smoking room -- in the old days the refuge of the men passengers -- not so today -- for in the luxurious smoking room of the Queen Mary there are almost as many women enjoying their cigarettes as there are men.

WOMAN; Why didn't women in the past century smoke cigarettes? Was it just a prejudice? ... Maybe - but I'm convinced that there was a reason for that ancient prejudice - a good solid foundation in fact. For, even after the usual curing and aging processes, tobacco still contains certain throat-irritating properties. It was not until Lucky Strike pioneered with a new and exclusive secret process known as "IT'S TOASTED", that the prejudice against cigarette smoking really began to disappear. Why? Because Lucky Strike offered the world a cigarette from which certain harsh irritants naturally present in even the finest tobaccos had been removed by TOASTING. Even today, Lucky Strike is still the only cigarette which offers you this throat protection against irritation, against cough.

RUYSDALE; They're smoking Luckies on the Queen Mary. Why don't you try a package of Luckies tonight? Find out how good A Light Smoke is ... A Light Smoke of rich, ripe-bodied tobacco ... Lucky Strike.

("ROBINS AND ROSES".....McCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Chicago selects "Robins and Roses" as the hit of the week - but the nation puts it in FIFTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("IT'S A SIN TO TELL A LIE".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "It's a Sin To Tell A Lie" comes back to Your Hit Parade this week in FOURTEENTH place.

(MUSIC SWELLS AND FINISHES)

segue to

("DRUMS IN MY HEART".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: As an interlude in Your Hit Parade, the Lucky Strike Orchestra plays "Drums in My Heart" from "Thru the Years".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: America's TENTH ranking song... "Love Is Like A Cigarette".

(MUSIC SWELLS AND FINISHES)

segue to

(FADE)

ANNOC'R: Okay Lucky Listeners...here's the news you've been waiting for...the tune that ranks THIRD and completes this week's winning trio..."YOU" from "The Great Ziegfeld"...Is that where you placed it? Don't forget! We've a friendly tip for you at the conclusion of this song to help you in next week's SWEEPSTAKES.

("YOU"..... QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOC'R: Your Hit Parade and Your LUCKY STRIKE SWEEPSTAKES come to you twice a week... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 P.m., Eastern DAYLIGHT time, and on Wednesday nights with Al Goodman and his Lucky Strike Orchestra over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

Remember, your entry postcard for next week's musical race must be postmarked no later than midnight tomorrow night. And here's that Lucky tip we hope will help Lucky listeners and Lucky smokers in the SWEEPSTAKES.... You'll be wise to make your selections from the songs that are in your Big Fifteen this week...and are not your chances probably better if you pick a melody from the top ranking five or six tunes...than if you made your choice from those near the bottom?

(continued)

ANNOUNCER: (continued)

Come one...come all! - Join the fun! Mail your entry card so it will be postmarked not later than tomorrow midnight. The winners will be announced next Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES... copyright 1936 by The American Tobacco Company.

In the meantime while you're waiting to find out if you're a Lucky winner...you'll find it very pleasant to be a Lucky smoker...Lucky Strike...A Light Smoke of rich, ripe-bodied tobacco. Lucky Strike - "IT'S TOASTED" your throat protection against irritation, against cough. Goodnight... and pleasant smoking.

(CLOSING THEME)

(APPLAUSE)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK