

JUNE

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

WEAF

(REVISED)

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10:00 - 11:00 P.M.

JUNE 3 1936

WEDNESDAY

ANNCR: Your Hit Parade is on the air! -- America's FIFTEEN most popular melodies of this week presented for your pleasure by the manufacturers of Lucky Strike Cigarettes played by Al Goodman and the Lucky Strike Orchestra. Each week Lucky Strike's nationwide musical survey covers the country to find what songs you like best -- checks the sale of sheet music and of phonograph records, the tunes you request from orchestra leaders, and your favorites over the air. Then, we bring you Your Hit Parade the FIFTEEN top-ranking songs in America each week. And along with Your Hit Parade -- Your Lucky Strike SWEEPSTAKES - that great new cigarette game that has the whole country speculating on what the top three tunes of the following week will be! Because, if you can, in advance, pick them in their proper order, you win a carton of 200 Lucky Strike Cigarettes. Here's how to go about it! Write the songs on a postcard as you think they will rank next week and mail the card to us before next Sunday midnight. If you rank them correctly - 1 - 2 - 3, just like that -- we will send you absolutely free, a regular carton of 200 Lucky Strike Cigarettes. There's no entry fee -- nothing to buy! Come, one -- come all!

(more)

ANNCR (CONTINUES) Hundreds of thousands of you have already joined in the fun -- thousands have won cartons of Luckies - so far as we know there never has been a contest with so many winners all over the country in so short a time.

Your Lucky Strike SWEEPSTAKES is America's newest and smartest thrill. Now -- on with the show -- we'll tell you more about the SWEEPSTAKES later.

Our program tonight opens with "Robins and Roses" -- only four weeks on Your Hit Parade, but already in FOURTH place.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNCR: "Love Is Like a Cigarette: is in FIFTEENTH place from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:-

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Love songs - Mother songs - Cowboy songs - Billy Hill has written them all - here's his latest - "The Glory of Love" - number THIRTEEN on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO1)

ANNCR: To the banquets given by ancient Roman Emperors, epicurean delicacies were brought from the far corners of their world.... Today, for your delight, Lucky Strike gathers choice tobaccos from more parts of the world than the Romans even knew ... Every fresh blending of Lucky Strike tobacco contains more than one hundred different types of tobaccos -- each the finest of its kind -- Tobacco from Macedonia and Xanthia in Greece -- Tobacco from Smyrna and Samson in Turkey -- Tobacco from Virginia, the Carolinas, Georgia, Tennessee, Kentucky, Maryland -- every great cigarette tobacco-growing region you can name. A veritable smoker's feast ... and each individual Lucky offers this feast to you! For each individual Lucky is blended to the same high standard. Year in, year out, uniformity of taste and smoothness is assured by careful scientific tests of the tobacco both before and after blending. Never too strong, never insipid, Luckies offer you always that same delight; A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen - but a welcome addition to any musical program is "No Strings" from "Top Hat" - played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUES TO:-

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

(FADE FOR ANNOUNCEMENT)

ANNCR: From the Hotel Commodore in far-off Vancouver, B. C., -- bandleader Bob Lyons sends word dancers keep requesting an American favorite -- "You Started Me Dreaming" * number FOURTEEN on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:-

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Take an old nursery rhyme -- add a modern melody -- the result "She Shall Have Music" number EIGHT in all America's favor this week.

(MUSIC SWELLS AND FINISHES)

Handwritten notes:
This is for
before
* number
used
P.A. in music

(COMMERCIAL NO 2)

WOMAN: Have you ever seen a beautiful woman -- who yet lacked appeal?... Something insipid about her -- no sparkle, no personality....That's the way a cigarette may be if there's not enough Turkish tobacco in the blend. For it's this rich, mellow, delicately aromatic "Turkish" that gives a cigarette character. And each year for Lucky Strike cigarettes we purchase many millions of dollars worth of the finest Turkish tobacco -- let me repeat -- many millions of dollars worth of the finest Turkish tobacco for Lucky Strike. You'll find no skimping of this priceless tobacco in Luckies. Every Lucky Strike cigarette you smoke contains the choicest Turkish tobaccos blended with the fine tobaccos of our own Southland. So naturally you'll find Luckies a cigarette with real character. You'll find that they taste good and continue to taste good. No detail is ever spared to make Luckies to your satisfaction -- A Light Smoke of rich, ripe-bodied tobacco...your Lucky Strike.

("CHICAGO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen -- but a welcome addition to any musical program is "Chicago" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:-

(FANFARE)

ANNCR: A winner -- SWEEPSTAKES! -- "All My Life" -- last week in fourth position - "All My Life" crashes into the BIG THREE this week - it's SECOND in all America's favor.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:-

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

(FADE FOR ANNOUNCEMENT)

ANNCR: The motion picture "San Francisco" won't be released until next week -- but one of its popular tunes "Would You" is already in NINTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:-

("PICCOLINO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen - but a welcome addition to any musical program is "Piccolino" from "Top Hat," played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

-(STATION BREAK)-

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: This is Your Hit Parade -- the fifteen most popular songs in America this week. And with Your Hit Parade comes that fascinating, up-to-the-minute smart cigarette game -- Your Lucky Strike SWEEPSTAKES -- a national song hunt that America is going for in a great big way! We have hundreds of thousands of entries -- but there's no limit to the number of winners in this modern musical race -- let us repeat - no limit to the number of winners - no limit to the number of winners each week.-- and to every winner goes a carton of two hundred Lucky Strike Cigarettes, absolutely free. Of course you'll want to be among the "Lucky Strikers" 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 Seventh. 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: Don't forget -- only one entry each week per person. BUT --
(CONT) that DOES NOT mean only one entry from each family.. All the adults in a family CAN try their skill every week. You're all welcome, the more the merrier and the better your chances are. So gather round and listen carefully to the rest of tonight's program and again on Saturday. Then, when you decide on your predictions send them in to us postmarked not later than this coming Sunday midnight. Be sure to list the songs 1 - 2 - 3 -- just like that -- in the order you think they will rank. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES -- There's a new race every week.

(FANFARE)

ANNOUNCER: Here's America's number ONE song -- a sensational winner that passes five other songs to win FIRST position in this week's running of Your Lucky Strike SWEEPSTAKES -- last week it stood in sixth place. This week it's number ONE ---
"Is It True What They Say About Dixie."

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week "The Touch of Your Lips" is almost in the middle -- It's in SEVENTH place on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SIBONEY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen---but a welcome addition to any musical program is "Siboney" -- played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TORMENTED".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Never yet higher than seventh -- never yet lower than twelfth -- "Tormented" -- America's choice for TENTH place this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Lost" -- last week's winning tune, this week finishes in FIFTH place.

(MUSIC SWELLS AND FINISHES)

.....COMMERCIAL #3

COMMERCIAL NEWS (3)

RUYSDAEL: Monday after her maiden voyage the Queen Mary, the giantess of the Atlantic, docked at Pier 90 North River, New York City. She had broken every record for a day's run. Seven hundred and sixty-six miles from Friday noon until Saturday noon. And Friday night at seven o'clock came this message direct from the smoking room of the Queen Mary, an unsolicited commentary as to the increasing popularith of cigarettes with modern women.

GRAUER: In the olden days the ship's smoking room was the refuge of the men, but today, as I look over the luxurious smoking room of the Queen Mary I see almost as many women enjoying their cigarettes.

WOMAN: Why didn't women formerly smoke cigarettes? Was it just a prejudice - maybe - but I am convinced there was a reason for that ancient prejudice, a foundation of fact. Even after the usual curing and aging processes all tobacco still contains certain throat irritating properties. It was not until Lucky Strike pioneered with the new and exclusive secret process known as "It's Toasted" that the anicent prejudice against cigarette smoking really began to disappear. And so Lucky Strike offered a service to women and to the world at large - for it offered a cigarette from which certain harsh irritants naturally present in even the finest tobaccos had been removed - removed by toasting. And today Lucky Strike is still the only cigarette which offers you this throat protection against irritation - against cough - Luckies ... A Light Smoke of rich, ripe-bodied tobacco.

COMMERCIAL NO. 3 (CONT)

RUYSDAEL: Why don't you try a package of Luckies tonight? Find out for yourself how good A Light Smoke is ... A Light Smoke of rich, ripe-bodied tobacco... Lucky Strike.

~~This for
Proctor Keller
Center 17th~~

"THERE'S A SMALL HOTEL".....STOKES AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The only newcomer to Your Hit Parade this week...."There's A Small Hotel" - from "On Your Toes" is TWELFTH from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's A Sin To Tell A Lie"....hit of the week in St. Paul, Minnesota--but number ELEVEN the country 'round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"BROADWAY MELODY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen - but a welcome addition to any musical program is "Broadway Melody"....played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Melody from The Sky" is number SIX on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.....)

ANNOUNCER: And now - SWEEPSTAKES:-----"You" from "The Great Ziegfeld"
-- a prize winner four times -- "You" again runs in the
money. It captures THIRD place in America's favor this
week.

("YOU".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike "SWEEPSTAKES" come to you regularly twice a week -- Wednesdays on this station at 10 P.M. Eastern DAYLIGHT Time with Carl Hoff 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 Seventh. So listen in again Saturday for a final view of the musical thoroughbreds before next week's running of Your Lucky Strike SWEEPSTAKES. 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. But now I'll give you a lucky tip. Each week for twenty-one weeks the winning songs have been those that occupied the top five or six positions the previous week. Of course, as in any race, a long shot may win -- but it usually doesn't happen. So perhaps it isn't a bad idea to consider the top-ranking five or six songs as having the better chance. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES - copyright 1936 by The American Tobacco Company.

(MORE)

ANNOUNCER: Don't miss the fun and excitement - don't miss the extra
(Cont'd) smoking pleasure that can be yours with Lucky Strike
Cigarettes, Lucky Strike "IT'S TOASTED" -- A Light Smoke
of rich, ripe-bodied tobacco - A Light Smoke delightful to
your taste.- A Light Smoke that is wonderfully easy on your
throat. Till Saturday then -- goodnight and pleasant
smoking.

(CLOSING SIGNATURE.....)

(APPLAUSE)

ANNOUNCER: THIS IS THE NATIONAL BROADCASTING COMPANY.....

jhh/nc
6/3/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JUNE 6TH, 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 is on the Air! ... The fifteen
 top-ranking songs in America this week, played
 by Freddie Rich and the Lucky Strike Orchestra...
 presented for your pleasure by the manufacturers
 of Lucky Strike cigarettes. The fifteen songs
 the nation likes best - - your choice as
 revealed by the nation-wide survey we make each
 week checking the sheet music and records you
 buy ... the tunes you request of orchestra
 leaders ... the melodies you enjoy over the big
 radio networks. That's Your Hit Parade.

ANNOUNCER:
(CONTD)

But, that's not all! With your Hit Parade comes Your Lucky Strike SWEEPSTAKES - that grand new cigarette game that hundreds of thousands of you are finding loads of fun. So - if you haven't entered yet - well, you'd better "get aboard" and join the fun. There's no entry fee, nothing to buy, no complicated rules. Just list on a postcard the songs you think will rank - 1 - 2 - 3 - on Your Hit Parade next week and mail it to us not later than tomorrow midnight. If you list them correctly - and literally thousands have been able to do so - we'll send you a regular carton of 200 Lucky Strike Cigarettes, absolutely free ... Thousands of winners. That's just what we want and more thousands of winners will make other thousands of winners - because every winner stimulates more entries that make more winners ... and there's no limit ... no limit each week to the number of winners. So ... look the musical thoroughbreds over tonight. It's your last chance before next week's race. Now - on with the show - we'll tell you more about the Sweepstakes later.

ANNOUNCER: Your Hit Parade steps out with "ROBINS AND
ROSES" ... a melody that's climbing high ...
number FOUR this week the country over!

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In Poughkeepsie, home of Vassar College they
select ... "You Started Me Dreaming" as hit of
the week... but the nation says it's FOURTEENTH

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "She Shall Have Music", from a motion picture
made in England is number EIGHT on Your Hit
Parade.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANNOUNCER: Why do most of us, these days, want as much sun and air as we can get? Isn't it because the heat of the sun, the oxygen of the air just naturally combine to make us feel healthy ... Well, that's the combination Lucky Strike uses in its famous process known as IT'S TOASTED. TOASTING ^{includes the} ~~is~~ pre-heating of tobacco at higher temperatures by which certain harsh irritants, naturally present in all tobaccos, are removed. TOASTING preserves the natural taste - the fine character of the finest tobacco\$. TOASTING conditions Luckies -- points up their good taste -- makes smoother going for your throat. TOASTING is one of the most important factors of A Light Smoke, for that is what Luckies are, A Light Smoke of rich, ripe-bodied tobacco, "conditioned" by this exclusive process - IT'S TOASTED -- to give you ~~the~~ throat protection against irritation, against cough.

("I MISS MY SWISS".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen ... but a welcome
addition to any musical program is ...
"I Miss My Swiss" ... played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: FIFTEENTH in the nation's favor -- "Love Is Like
a Cigarette".

(MUSIC SWELLS AND FINISHES)

segue to

("THE GLORY OF LOVE"MCCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "The Glory of Love" ... climbs two notches to
reach THIRTEENTH place this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 2)

WOMAN: Smoking a good cigarette, a cigarette that is made right, is real pleasure. But how annoying it is to get a cigarette that is poorly made -- that has loose ends -- loose bits of tobacco that come off on your lips. You can avoid this annoyance by smoking Luckies. Lucky Strike cigarettes are so round, so firm, so fully packed -- that there are no loose ends. The Lucky Strike method of manufacture and inspection assures you that every Lucky you smoke is in condition -- and stays in condition. That's one reason why I like Luckies so much -- because there's nothing to spoil my enjoyment of that finest of all cigarettes -- A Light Smoke of rich, ripe-bodied tobacco -- Your Lucky Strike.

("LOVE IS JUST AROUND THE CORNER".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen ... but a melody you're
sure to enjoy ... "Love Is Just Around the Corner",
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNCR: A winner! "All My Life" in fourth place last
week, a winner in the Sweepstakes this week!
"All My Life" ... SECOND, from Coast to Coast.

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

(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". Here it is, up
among the Big Fifteen in ELEVENTH position!

(MUSIC SWELLS AND FINISHES)

segue to

(SING YOU SINNERSORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen ... but what a tune!
"Sing You Sinners" ... 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")

ANNCR: On we go with Your Hit Parade...the nation's
FIFTEEN most popular songs this week. And, that
smart, new, exciting cigarette game that has
america guessing....Your Lucky Strkle SWEEPSTAKES!
And is it fun? ... This great new cigarette game?
Yes! You bet! ...is the nation's overwhelming
answer as thousands upon thousands of entries
pile in from every State in the Union. And back
to thousands the country 'round...are going
cartons of Lucky Strike Cigarettes.... prizes for
the Lucky winners. Can you play? Of course you
can! Can you win? Yes, indeed you can. Listen.
Here's how it's done...here are the rules:

RUYSDAEL: 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.

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.

ANNCR: And remember ... only one entry each week per person. BUT ... that DOES NOT mean only one entry from each family. All the adults in a family CAN try their skill every week. You're all welcome, the more the merrier, and the better your chances are. So gather round and listen carefully to the rest of tonight's program.

(MORE)

ANNCR:
(CONTD)

Then, when you make your choice...list your songs
1 - 2 - 3 -- just like that -- in the order you
think they will rank next week, and mail your
entry card to us ... postmarked not later than
midnight tomorrow. Winning songs are announced
each Wednesday and Saturday during Your Lucky
Strike SWEEPSTAKES There's a new race every
week.

(FANFARE)

ANNCR:

Hail the Winner! The number ONE song from Coast
to Coast ... the winner flashes by five other
great tunes to jump all the way from sixth last
week to FIRST this week... "Is It True What they
Say About Dixie".

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR:

Almost in the money two weeks ago....down last
week...now up again. "The Touch of Your Lips"...
SEVENTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

segue to

"I NEVER KNEW".....(ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen...but an ever-popular
tune is...."I Never Knew", played by the Lucky
Strike Orchestra,

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: ✓ Here's "Lost" -- last week's great winner...this
week in FIFTH place. So it goes. One week they're
up and another week they're down. Popular fancy
is a fickle thing! But Lady Luck loves a winner!

(MUSIC SWELLS AND FINISHES)

segue to

("TORMENTED".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: TENTH ranking song this week...is the tune
"Tormented".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 3)

ANNCT: If you could plant a tobacco seedling in a flower-pot in your own home and actually watch it grow -- you'd soon see why we use the center leaves in Lucky Strike cigarettes. For -- no matter how carefully you tended that plant--no matter how fine it turned out to be -- the top leaves would be stunted and under-developed ... the bottom leaves, woody and coarse. Even to the untrained eye those center leaves look finer. And both science and experience show that they are finer -- that they possess those natural qualities of taste and smoothness necessary to the production of A Light Smoke. And so it is the center leaves of the finest, rich, ripe-bodied tobaccos -- the "Cream of the Crop" -- that are used in Luckies. Naturally these choice center leaves are more expensive, perhaps even double the cost of ordinary tobacco, but we insist on them in order to give you a really finer, better tasting, a really smoother cigarette -- Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco.

("THERE'S A SMALL HOTEL".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A newcomer to Your Hit Parade from "On Your Toes"..
"There's a Small Hotel", the nation's choice for
TWELFTH place.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: From the motion picture "San Francisco" comes the
song that wins NINTH place this week, "Would You".

(MUSIC SWELLS AND FINISHES)

segue to

("RUNNIN' WILD".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen...but here's
"Runnin' Wild" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Sheet music leader in Indianapolis and Pittsburgh..
radio favorite in Lincoln, Nebraska.... "A Melody
from the Sky" this week places SIXTH in national
favor.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Attention! SWEEPSTAKES! This week, once
again, "You" from "The Great Ziegfeld"...ranks
THIRD from Coast to Coast.

("YOU"MCCRAE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNCR: 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 Carl Hoff 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 for next week's
SWEEPSTAKES must be postmarked not later than
midnight tomorrow...that's Sunday midnight.

(MORE)

ANNCR:
(CONT'D)

So why not pick your tunes right now -- and here's
a Lucky tip. Each week for twenty-one weeks the
winning songs have been those that occupied the
top five or six positions the previous week.
Of course, as in any race, a long shot may win --
but it usually doesn't happen. So perhaps it
isn't a bad idea to consider the top-ranking five
or six songs as having the better chance. Winning
songs are announced Wednesdays and Saturdays in
Your Lucky Strike SWEEPSTAKES....copyright 1936
by the American Tobacco Company.

Here's wishing you the best of luck -- and here's
offering you the best of smokes -- Lucky Strike,
A Light Smoke -- "IT'S TOASTED", your throat
protection against irritation, against cough.
Lucky Strike -- A Light Smoke of rich, ripe-
bodied tobacco
Till Wednesday, then, good-night and pleasant
smoking.

(CLOSING THEME)

(APPLAUSE)

This is the COLUMBIABROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC NEW YORK

EMERGENCY ANNOUNCEMENT

(Immediately after Ceremonies)

CLEVELAND

ANNOUNCER: For a moment we return you to New York.

BEN GRAUER

NEW YORK: Through the courtesy of The American Tobacco Company, manufacturers of Lucky Strike Cigarettes - whose radio program -- "YOUR HIT PARADE" and Your Lucky Strike SWEEPSTAKES is heard regularly at 10 o'clock Eastern DAYLIGHT Time -- you have been listening to a broadcast of the National Republican Convention Ceremonies from Cleveland. And now -- an announcement regarding Your Lucky Strike SWEEPSTAKES. -- FANFARE --

Following are the three most popular songs in America this week -- the winning tunes that rank 1 - 2 - and 3 on Your Hit Parade of this week - 1 - 2 - 3 - just like that. In FIRST place - ONE ("Is It True What They Say About Dixie") -- in SECOND place -- TWO ("Robins and Roses") -- in THIRD place -- THREE ("She Shall Have Music.")

Prizes of a regular carton of 200 Lucky Strike Cigarettes will be awarded to all contestants in this week's musical race who ranked the three songs in the correct order.

Don't fail to send in your entries for next week's SWEEPSTAKES postmarked not later than this coming Sunday - June 14th. Your Hit Parade and SWEEPSTAKES will come to you Saturday night as usual. Consult your local newspaper for full details.

JUNE 10, 1936

EMERGENCY ANNOUNCEMENT - LUCKY STRIKE

(IMMEDIATELY BEFORE CEREMONIES)

CLEVELAND

ANNOUNCER: For a moment we return you to New York.

BEN GRAUER

NEW YORK: Through the courtesy of The American Tobacco Company, manufacturers of Lucky Strike Cigarettes -- the Lucky Strike program -- YOUR HIT PARADE and Your Lucky Strike Sweepstakes which is heard regularly at 10 o'clock Eastern DAYLIGHT Time -- will be omitted tonight in order that you may hear an account of the National Republican Convention Ceremonies from Cleveland.

But first - an announcement regarding Your Lucky Strike SWEEPSTAKES. --(FANFARE)--Following are the three most popular songs in America this week -- the winning tunes that rank 1 - 2 - and 3 on Your Hit Parade of this week - 1 - 2 - 3 - just like that. In FIRST place -- ONE ("Is It True What they Say About Dixie") -- in SECOND place -- TWO ("Robins and Roses") -- In THIRD Place - THREE ("She Shall Have Music."

Prizes of a regular carton of 200 Lucky Strike Cigarettes will be awarded to all contestants in this week's musical race who ranked the three songs in the correct order. Don't fail to send in your entries for next week's SWEEPSTAKES postmarked not later than this coming Sunday - June 14th. Your Hit Parade and SWEEPSTAKES will come to you Saturday night as usual. Consult your local newspaper for full details.

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

REVISED

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

JUNE 10, 1936

WEDNESDAY

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

ANNOUNCER: Here comes - YOUR HIT PARADE....bringing you America's FIFTEEN favorite songs of this week - played by Carl Hoff and the Lucky Strike Orchestra -- presented by the manufacturers of Lucky Strike Cigarettes. Your Hit Parade, your FIFTEEN favorite songs is a constantly changing musical picture - but Lucky Strike keeps in step with the nation's preference by a countrywide survey every week. Orchestra leaders tell us the songs that dancers request most frequentlywe check the sheet music and phonograph records you are buying.... and nearly 200 radio stations tell us your favorites over the air. Put all these factors together and out come the FIFTEEN tunes you like best - YOUR HIT PARADE!

It's mighty pleasant these wonderful spring evenings to sit back and listen to the popular tunes you like best, played the way you like to hear them. And, for a real thrill along with it, Your Hit Parade brings you Your Lucky Strike SWEEPSTAKES. Yes, it's a real thrill and a lot of fun -- that fascinating new cigarette game -- because it's a race for which there's no entry fee, nothing to buy, no complicated rules, and there's no limit on the number of winners. Thousands and thousands are winning. And we want thousands and thousands more -- thousands and thousands every week.

(MORE)

ANNOUNCER: (Cont'd)

Here's all you have to do. Write on a postcard the three songs you think will rank 1 - 2 - 3 - just like that - on Your Hit Parade of next week and mail the card to us, postmarked not later than midnight next Sunday. If you list the songs correctly we'll send you, absolutely free, a regular carton of 200 Lucky Strike Cigarettes. So - gather round and listen carefully tonight -- and listen again on Saturday night. Notice how the songs rank this week - then, send in your entry.

Now for this week's songs. On with ~~the~~ show, We'll tell you more about the SWEEPSTAKES later.

Your Hit Parade opens with the song that America says is number SIX -- "You" -- from "The Great Ziegfeld".

("YOU".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "All My Life" -- in the money last week is in FOURTH place this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("THERE'S A SMALL HOTEL".....GROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the musical comedy - "On Your Toes" comes the FOURTEENTH ranking song on Your Hit Parade - "There's a Small Hotel".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

WOMAN: Time: next Wednesday. Place: the sunken plaza at the foot of the gigantic RCA Building in Rockefeller Center, New York. Occasion: the opening of the newest, the largest, the most glamorous open-air restaurant in the world -- the Rockefeller Center Promenade Cafe. To this grand opening the makers of LUCKY STRIKE Cigarettes hope to take you by radio at this same hour next Wednesday night. You will see -- you will hear -- through the eyes of a prominent reporter -- New York's smartest people dining in state under a canopy of stars, around the bubbling fountain over which is poised the golden statue of Prometheus.

ANNOUNCER: This ultra-chic cafe in Rockefeller Center will signalize a new high mark in civilized dining -- just as LUCKIES are a high mark in modern smoking. For LUCKIES offer you that true delight -- A Light Smoke of rich ripe-bodied tobacco --- a smoke from which certain harsh irritants, naturally present in even the finest tobaccos, have been removed by that exclusive LUCKY STRIKE process known as "IT'S TOASTED". And so at that wonderful new Promenade Cafe in Rockefeller Center -- as at a thousand cross-roads -- you'll find folks smoking LUCKIES.....A Light Smoke of rich, ripe-bodied tobacco.

("BYE BYE BLUES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but a great tune -- "Bye Bye Blues" -- played for you by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Started Me Dreaming" -- number ONE with the midshipmen at Annapolis this week -- number THIRTEEN the country 'round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" -- from the motion picture "San Francisco" is America's TWELFTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOVE AND A DIME".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen -- but a song we know you like, "Love and A Dime", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 2)

(COMMERCIAL No. 2)

ANNOUNCER: Measuring the weight of a dewdrop sounds like quite a feat, doesn't it?...but for the Lucky Strike Research Department that is easy. Every day the moisture content of millions of Luckies in the process of manufacture is measured to a fraction of one dew drop -- think of it - a fraction of one dew drop! That is because no factor is of greater importance in producing a really fine cigarette than precise control of the moisture content of the tobacco. Too much moisture interferes with proper combustion and makes cigarette smoke unpalatable. Too little moisture results in a dry, dusty, hot smoke. The makers of Lucky Strikes employ elaborate scientific means to ensure that LUCKIES shall be always standard -- always right. For example, Luckies are made in completely air-conditioned factories -- a refinement unique in the industry. Luckies are made right and Luckies stay right. No matter when or where you buy them you'll find them always the same fine cigarette -- never too dry, never too moist -- Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco - conditioned to your taste.

(FANFARE.....)

ANNOUNCER: Here's an upset! A long shot finishes in the money --
"She Shall Have Music" jumps from eighth place last week
to win THIRD place in this week's running of Your Lucky
Strike SWEEPSTAKES.

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Touch of Your Lips" remains right where it was last
week -- in SEVENTH place.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("YOU'RE GONNA LOSE YOUR GAL".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but a grand tune-"You're Gonna
Lose Your Gal" -- played by the Lucky Strike Orchestra.

(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.....America's fifteen most popular songs this week, presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes. And, for an added thrill, Your Hit Parade brings you - Your Lucky Strike SWEEPSTAKES....that fascinating, new cigarette game that hundreds of thousands of Lucky listeners are enjoying. And for every winner there's a regular carton of 200 Lucky Strike Cigarettes, absolutely free. You'll want to hold a winning ticket in next week's great cigarette SWEEPSTAKES, so listen carefully to the simple rules:

RUYSDAEL: 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 Your 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 - June 14th. Winning songs will be announced on the two 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.

ANNOUNCER: Get your friends to come in with you. Folks tell us they add to the sport by forming their own groups to play the SWEEPSTAKES and share the Luckies they win. Naturally the more there are of you the better your chances are to win. And every adult is entitled to ONE entry every week. But be sure to listen to Your Hit Parade tonight and again this Saturday. Then we suggest that each of you make your selections from the fifteen song-hits you hear. A song isn't likely to break into the first three places unless it has first appeared on Your Hit Parade. And, in spite of this week's upset in the case of "She Shall Have Music," experience shows that it's usually those near the top that have the best chance to place among the winners. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES. Remember - there's a new SWEEPSTAKES every week.

(FANFARE.....)

ANNOUNCER: And now for the big news - the hit of hits this week! A consistent winner! First last week - first this week.... America's number ONE song -- "Is It True What They Say About Dixie."

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: One of the composers of this song - "Melody From The Sky" is now honey-mooning on the profits it brought him. It's number EIGHT in the country's favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIVING IN A GREAT BIG WAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but it's a thoroughbred! "Living In a Great Big Way" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TORMENTED" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Tormented" changes little in your favor. This week it's ELEVENTH from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LOST" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Lost" - appears this week in NINTH position.

WOMAN

ANNOUNCER: The passing of the pipe of peace, among the American Indians, was a picturesque custom. But if you or I were to smoke such a pipe of peace, we'd find it far from pleasant. The Indian's tobacco was raw and unfinished, just as nature grew it. Tobacco in its natural state is sharp, biting, disagreeable. It needs to be smoothed down ... and that's the precise function of Lucky Strike's exclusive process, known as "IT'S TOASTED". By an exclusive scientific method, TOASTING removes certain harsh irritants naturally present in even the choicest tobaccos. This makes for smoothness - for a Light Smoke that's easy on your throat ... But TOASTING has a second vital function as well -- it brings out, enhances, the full richness of the choice tobaccos used in Luckies -- conditions them to your taste. The result is a cigarette that gives you the utmost in smoking pleasure.....A Light Smoke of rich, ripe-bodied tobacco - your Lucky Strike.

("GLORY OF LOVE" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A tune that's climbing steadily - "Glory of Love " - in TENTH position on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tremendous gain! Last week in elventh place - This week in FIFTH place - "It's a Sin to Tell a Lie."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RIO RITA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen but always great to listen to is the title number from "Rio Rita."

(MUSIC SWELLS AND FINISHES)

(FANFARE) SEGUE TO:

("ROBINS AND ROSES" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A winner! A winner in the SWEEPSTAKES! "Robins and Roses" flashes under the wire to win SECOND place among America's musical thoroughbreds.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CHRISTOPHER COLUMBUS.ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here it is again! That strange, rollicking swing tune,
"Christopher Columbus" -- in FIFTEENTH place this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike SWEEPSTAKES come to you regularly twice each week...Wednesday on this station at 10 P.M. Eastern DAYLIGHT Time with Carl Hoff and his Lucky Strike Orchestra and on Saturday 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 newspapers for full details on the Saturday broadcast.

Don't fail to enter Your Lucky Strike SWEEPSTAKES. Your entry for next week's race may be postmarked as late as midnight this coming Sunday - June 14th. So Saturday you have another chance to hear this week's tunes and to make up your mind how they will rank next week. Then, when you've decided, just list the first three songs on a postcard - 1 - 2 - 3 - just like that -- and mail the card to us. Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPSTAKES -- copyright 1936 by The American Tobacco Company.

And now, as we close, we ask you to remember that Luckies are the only cigarette that's TOASTED - the only cigarette that gives you this throat protection against irritation, against cough. Luckies have real character, too - that fine, full tobacco taste you enjoy. Yet Luckies are A Light Smoke -- A Light Smoke of rich, ripe-bodied tobacco. Until Saturday, then Good-night and pleasant smoking.

(CLOSING THEME)

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE

SATURDAY, JUNE 13, 1936

10:00 to 11:00 PM

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

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

ANNOUNCER: Here comes - YOUR HIT PARADE ... bringing you
America's FIFTEEN favorite songs of this week -
played by Freddie Rich and the Lucky Strike Orchestra
presented by the manufacturers of Lucky Strike
Cigarettes. Your Hit Parade, your FIFTEEN favorite
songs, is a constantly changing musical picture -
but Lucky Strike keeps in step with the nation's
preference by a countrywide survey every week.
Orchestra leaders tell us the songs that dancers
request most frequently ... we check the sheet music
and phonograph records you are buying ... and nearly
200 radio stations tell us your favorites over the
air. Put all these factors together and out come
the FIFTEEN tunes you like best - YOUR HIT PARADE!

(MORE)

ANNOUNCER

CON'T'D: It's mighty pleasant these wonderful spring evenings to sit back and listen to the popular tunes you like best, played the way you like to hear them. And, for a real thrill along with it, Your Hit Parade brings you Your Lucky Strike SWEEPSTAKES. Yes, it's a real thrill and a lot of fun -- that fascinating new cigarette game -- it's a race for which there's no entry fee, nothing to buy, no complicated rules, and there's no limit to the number of winners. Thousands and thousands are winning. And we want thousands and thousands more -- thousands and thousands every week.

Here's all you have to do. Write on a postcard the three songs you think will rank 1 - 2 - 3 - just like that - on Your Hit Parade of next week and mail the card to us, postmarked not later than Sunday midnight -- that's tomorrow. If you list the songs correctly we'll send you, absolutely free, a regular carton of 200 Lucky Strike Cigarettes. So - gather round and listen carefully tonight -- Notice how the songs rank this week - and then, send in your entry.

Now for this week's songs. On with the show. We'll tell you more about the SWEEPSTAKES later.

ANNOUNCER

CON'T'D: Your Hit Parade opens with the song that America
says is number SIX -- "You" -- from "The Great Ziegfeld".

("YOU".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Touch Of Your Lips" remains right where it was
last week -- in SEVENTH place.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNOUNCER: Here's an upset! A long shot finishes in the money --
"She Shall Have Music" jumps from eighth place last
week to win THIRD place in this week's running of
Your Lucky Strike SWEEPTAKES.

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

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO.1

ANNOUNCER: Father Time ...that grim old man with an hour glass and a scythe ... a destroyer of some things... but, for others -- a savior. Kind to vintage wines ... time mellows the great works of man ... and mellows fine tobaccos, too. For remember ... raw tobacco is harsh, unpleasant to smoke. It must be aged. Time must be given an opportunity to smooth it out, mellow it to your taste. And that is why, under careful supervision, Lucky Strike Tobaccos are aged from one and a half to three years. Not until time and nature have brought the mellowing process of this choice, centerleaf tobacco to full, rich maturity ... does it leave the Lucky Strike store houses. Proper aging is just one of the steps we take to make Luckies A Light Smoke ... A Light Smoke of rich, ripe-bodied tobacco.

("LINGER AWHILE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but a great tune --
"Linger Awhile" -- played for you by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "All My Life" -- in the money last week is in
FOURTH place this week.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tremendous gain! Last week in
eleventh place - this week in FIFTH place -
"It's a Sin To Tell A Lie".

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen -- but a song we
know you like, "My Honey's Lovin' Arms",
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 2

ANNOUNCER: Measuring the weight of a dewdrop sounds like quite a feat, doesn't it? but for the Lucky Strike Research Department that's easy. Every day the moisture content of the tobacco for millions of Luckies in the process of manufacture is measured to a fraction of one dew drop -- think of it -- a fraction of one dew drop! That is because no factor is of greater importance in producing a really fine cigarette than precise control of the moisture content of the tobacco. Too much moisture interferes with proper burning and makes cigarette smoke unpalatable. Too little moisture results in a dry, dusty, hot smoke. The makers of Lucky Strikes employ elaborate scientific means to ensure that LUCKIES shall be always standard -- always right. For example, Luckies are made in completely air-conditioned factories -- a refinement unique in the industry. Luckies are made right and Luckies stay right. No matter when or where you buy them you'll find them always the same fine cigarette -- never dry, never too moist -- Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco - conditioned to your taste.

("THE GLODY OF LOVE".....MC CRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A tune that's climbing steadily - "Glory of Love"
in TENTH position on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: One of the composers of this song - "Melody
From The Sky" is now honey-mooning on the
profits it brought him. It's number EIGHT
in the country's favor this week.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but a grand tune -
"Do The New York" from The Ziegfeld Follies --
played by the Lucky Strike Orchestra.

(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 ... American's fifteen most popular songs this week, presented for your enjoyment by the manufacturers of Lucky Strike Cigarettes. And, for an added thrill, Your Hit Parade brings you - Your Lucky Strike SWEEPSTAKES ... that fascinating, new cigarette game that hundreds of thousands of Lucky listeners are enjoying. And for every winner there's a regular carton of 200 Lucky Strike Cigarettes, absolutely free. You'll want to hold a winning ticket in next week's great cigarette SWEEPSTAKES, so listen carefully to the simple rules:

RUYSDAEL: 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: Your 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.

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 customs reasons is restricted to residents of the United States.

ANNOUNCER: Get your friends to come in with you. Folks tell us they add to the sport by forming their own groups to play the SWEEPSTAKES and share the Luckies they win. Naturally the more there are of you the better your chances are to win. And every adult is entitled to ONE entry every week. But be sure to listen to the rest of Your Hit Parade tonight. Then we suggest that each of you make your selections from the fifteen song-hits you hear. A song isn't likely to break into the first three places unless it has first appeared on Your Hit Parade. And, in spite of this week's upset in the case of "She Shall Have Music", experience shows that it's usually those near the top that have the best chance to place among the winners. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES. Remember - there's a new SWEEPSTAKES every week.

(FANFARE)

ANNOUNCER: And now for the big news - the hit of hits this week!
A consistent winner! First last week - first this
week ... America's number ONE song -- "Is It True
What They Say About Dixie".

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Started Me Dreaming" -- number ONE with the
midshipmen at Annapolis this week -- number THIRTEEN
the country 'round.

(MUSIC SWELLS AND FINISHES)

segue to

("PACK UP YOUR SINS.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but it's a thoroughbred!
"Pack Up Your Sins" from The Music Box Revue, played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("TORMENTED".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "TORMENTED changes little in your favor. This week it's ELEVENTH from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Lost" - appears this week in NINTH position.

(MUSIC SWELLS AND FINISHES)

WOMAN
ANNOUNCER:

The passing of the pipe of peace, among the American Indians, was a picturesque custom. But if you or I were to smoke such a pipe of peace, we'd find it far from pleasant. The Indian's tobacco was raw and unfinished, just as nature grew it. Tobacco in its natural state is sharp, biting, disagreeable. It needs to be smoothed down ... and that's the precise function of Lucky Strike's exclusive process, known as "IT'S TOASTED". By an exclusive scientific method, TOASTING removes certain harsh irritants naturally present in even the choicest tobaccos. This makes for smoothness - for a Light Smoke that's easy on your throat. ~~But~~ TOASTING has a second vital function as well -- it brings out, enhances, the full richness of the choice tobaccos used in Luckies -- conditions them to your taste. The result is a cigarette that gives you more smoking pleasureA Light Smoke of rich, ripe-bodied tobacco - Your Lucky Strike .

("CHRISTOPHER COLUMBUS".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here it is again! That strange, rollicking swing tune,
"Christopher Columbus" -- in FIFTEENTH place this week.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" -- from the motion picture "San Francisco"
is America's TWELFTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

segue to

("I'M NOBODY'S SWEETHEART NOW".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen but always great to listen
to is "I'm Nobody's Sweetheart Now".

(MUSIC SWELLS AND FINISHES)

segue to

("THERE'S A SMALL HOTEL".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the musical comedy - "On Your Toes" comes the
FOURTEENTH ranking song on Your Hit Parade - "There's
A Small Hotel".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: A winner! A winner in the SWEEPSTAKES! "Robins and
Roses" flashes under the wire to win SECOND place in
America's musical race this week.

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

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike SWEEPS TAKES come to you regularly twice each week ... Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra at 10:00 PM. Eastern DAYLIGHT Time, and on Wednesday nights with Carl Hoff 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. Don't fail to enter Your Lucky Strike SWEEPS TAKES. Your entry for next week's race must be postmarked not later than midnight Sunday - that's tomorrow midnight. So make up your mind how the songs will rank next week. Then, when you've decided, just print the first three songs on a postcard - 1 - 2 - 3 - just like that -- and mail the card to us. Any kind of a card will do -- but if you prefer -- you can get from your retail tobacco dealer -- absolutely free - special entry cards which have been printed for Your Lucky Strike Sweepstakes. They're free for the asking.

Winning songs are announced every Wednesday and Saturday in Your Lucky Strike SWEEPS TAKES --
copyright 1936 by the American Tobacco Company

(MORE)

ANNOUNCER
CONT'D.

And now, as we close, we ask you to remember that Luckies are the only cigarette that's TOASTED - the only cigarette that gives you this throat protection against irritation, against cough. Luckies have real character, too, fine tobacco character -- that rich, full, tobacco taste you enjoy. Yet, Luckies are A Light Smoke -- A Light Smoke of rich, ripe-bodied tobacco. Until Wednesday then, Good-night and pleasant smoking.

CLOSING THEME

(APPLAUSE)

This is the COLUMBIA...BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC...NEW YORK

AM:EB

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

(REVISED)

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

JUNE 17, 1936

WEDNESDAY

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

ANNOUNCER: Lucky Strike brings you YOUR HIT PARADE.....the FIFTEEN most popular songs in America this week, played by Carl Hoff and the Lucky Strike Orchestra. Every week we make a nationwide survey to find the nation's preference in popular music. We check the sheet music and records you buy.....the melodies you request of orchestra leaders... and your favorites over the big radio networks. When all the facts are in.....fifteen tunes stand at the top -- America's favorites of the week -- the songs you want most to hear -- and we bring them to you as YOUR HIT PARADE.

And together with the popular music you like best comes Your Lucky Strike SWEEPSTAKES.....something new, something different....and lots of fun....the cigarette game hundreds of thousands of you are playing enthusiastically. And you'll enjoy it too....there's nothing to buy....no entry fee, no complicated rules. Simply write on a post-card the three songs you think will rank 1 - 2 - 3 just like that -- on Your Hit Parade next week.... and mail it to us not later than midnight this coming Sunday. If you're right we'll send you a regular carton of 200 Lucky Strike Cigarettes, absolutely free. You can win.....we know you can....for thousands are winning.

(more)

ANNOUNCER: This week alone, we have mailed over 12,000 prizes -- over
(Cont'd) 12,000 cartons of Lucky Strike cigarettes to lucky smokers.
in this week's SWEEPSTAKES. The sky's the limit.....the
more thousands of winners the better we like it. So,
listen carefully tonight....see how America rates her
songs this week. More about the SWEEPSTAKES later.

Your Hit Parade opens with a tune that runs
FOURTH this week -- "You" - from "The Great Ziegfeld."

("YOU".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Touch of Your Lips" is number TWELVE this week -- just
where it ranked when it first entered Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "She Shall Have Music" last week's upset continues high in
your favor -- it's number FIVE from Coast to Coast this
week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER.....(COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: The other day I was extolling the virtues of Luckies to a friend of mine and when I got through he said: "I think there's one thing you haven't said about Luckies, that's perhaps more important than anything else. People trust Luckies. All over this country people are testing what you say about Luckies by their own experience and they're finding it to be so. You say that Luckies are A Light Smoke of rich, ripe-bodied tobacco.....You say that the last Lucky of the day tastes just as good as the first.....And that's the truth. You can smoke Luckies all day with pleasure. People have faith in Luckies, in what you say about Luckies....because you talk facts..."

The makers of Lucky Strike Cigarettes are gratified by this attitude on the part of smokers. Definitely, Luckies possess qualities that fulfill every claim we make about them. We invite you to try Luckies, and prove for yourself that they are the smooth, delightful cigarette we say they are -- A light Smoke of rich, ripe-bodied tobacco.

("BYE BYE BLUES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Bye Bye Blues" - not one of the Big Fifteen -- but a top notch tune - played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("TAKE MY HEART".....GROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a new-comer to Your Hit Parade - "Take My Heart" - and, believe it or not, it starts way up in EIGHT position.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The favorite dance number at the Waldorf-Astoria in New York - "Would You", from the motion picture "San Francisco" -- THIRTEENTH ranking song this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:--

("LOVE AND A DIME".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but we know you'll like it. "Love and a Dime" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER.....(COMMERCIAL NO. 2).....

(COMMERCIAL #2)

WOMAN: I believe that I'm like many women when I say -- scientific things don't particularly interest me. Yet I'm quick to appreciate the benefits brought to me by science. I don't even pretend to understand the chemical changes which are involved in that exclusive Lucky Strike process known as "IT'S TOASTED" -- which includes Luckies' equally exclusive ultra-violet ray treatment of tobaccos. All I'm interested in is just thisLuckies taste better and taste smoother. Of course, I know scientists say TOASTING removes certain harsh irritants naturally present in even the finest tobacco - I know they say Luckies are mellowed by ultra violet rays -- but I still come back to this one fact: I like Luckies ...that's why I smoke them. I like them. And they like me, because they're kind to my throat. Luckies -- A light Smoke of rich, ripe-bodied tobacco.

(FANFARE.....)

ANNOUNCER: Attention! A winner in the SWEEPSTAKES! --- "Robins and
Roses" -- runner up last week -- again sweeps across the
finish line in SECOND Place.

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:--

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The hit of this week in Muncie, Indiana and Racine,
Wisconsin -- number NINE the country 'round....."A
Melody From the Sky".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:--

("YOU'RE GONNA LOSE YOUR GAL".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen - but still a great favorite.
"You're Gonna Lose Your Gal" played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

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

RUYSDAEL: (Cont'd)

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.

ANNOUNCER: Remember....although only one entry each week per person¹ is allowed.....every adult in your family can submit one entry. So come on in....see who will win from your family!....and tell your friends about it, too. Let's get the whole neighborhood in on this grand cigarette SWEEPSTAKES. The more winners, the merrier!

And now as YOUR HIT PARADE goes on....watch the procession of tunes as they pass. See how the nation ranks its melodies this week. Look them over again this Saturday, too. Then list the first three songs - 1 - 2 - 3 -- just like that.....in the order you think they will rank next week, and mail your entry card to us.....postmarked not later than midnight Sunday. Winning songs are announced each Wednesday and Saturday during Your Lucky Strike SWEEPSTAKES.....There's a new race every week.

(FANFARE)

(FANFARE)

ANNOUNCER: America's number ONE song! - winner of FIRST Place in the SWEEPSTAKES. For the third week in a row the country elects "Is It True What They Say About Dixie" -- Public Melody Number ONE.

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("ON THE BEACH AT BALI BALI".....TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The very first song of a new combination of writers - and it's a hit! "On the Beach at Bali Bali" - in FOURTEENTH Place on Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen - but a grand rhythm number - "Living in a Great Big Way" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's A Sin to Tell A Lie" - Number SIX in Your Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("LOST".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Approaching a record for continued popularity - "Lost"
holds TENTH Place from Coast to Coast this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: A tobacco man, wise in the ways of his business, once said: "Painting's an art - music's an art - so's buying tobacco...." The makers of Lucky Strike cigarettes believe that their own buyers are among the most skillful "artists" in the world -- artists at selecting tobacco. But, to make assurance doubly sure, Lucky Strike -- and, so far as we know, only Lucky Strike -- backs up the trained judgment of its buyers with chemical analysis of selected tobacco samples before purchase. And here's one of the most interesting things these laboratory tests reveal:.... Only the center leaves of the tobacco plant approach in nature that most desirable acid-alkaline balance, which is essential to A Light Smoke. In other words it is only the center leaves that offer you that rich tobacco taste, that mellow smoothness which make for maximum smoking pleasure, and that's why Lucky Strike insists upon the center leaves of the finest tobacco money can buy ... to ensure you A Light Smoke of rich, ripe-bodied tobacco - your Lucky Strike.

"THE GLORY OF LOVE".....TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Some bands play it hot - some bands play it sweet - but any way it's played - you like "The Glory of Love" - the song you rank ELEVENTH.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

(FANFARE)

ANNOUNCER: Rounding out the Lucky Trio - "All My Live" - crashes into the money this week - and takes THIRD place in Your Lucky Strike SWEEPSTAKES.

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

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

"RIO RITA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen - but a tune that never grows old - the title song from "Rio Rita", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

"THERE'S A SMALL HOTEL".....CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Remember "Thou Swell" - "My Heart Stood Still" - "Blue Moon" - favorites all. The composers of those hits wrote your FIFTEENTH ranking melody - "There's a Small Hotel," from "On Your Toes".

(MUSIC SWELLS AND FINISHES)

(SEGUE TO --

("YOU CAN'T PULL THE WOOL OVER MY EYES" . . . DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another new-comer off to the fastest start in months -
"You Can't Pull the Wool Over My Eyes" in SEVENTH place
in its first week on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: YOUR HIT PARADE and Your Lucky Strike SWEEPSTAKES come to
you twice a week.....Wednesday on this station with Carl
Hoff and his Lucky Strike Orchestra at 10:00 P.M., Eastern
DAYLIGHT Time and on Saturday night with Freddie Rich and
his Lucky Strike Orchestra over another station. You'll
want to hear both programs, so be sure to consult your local
newspapers for full details on the Saturday broadcast.

And don't forget...your entry for next week's SWEEPSTAKES
may be postmarked as late as midnight this coming Sunday,
June 21st. So, Saturday you have another chance to hear
this week's musical favorites and to decide how you think
they'll rank next week. Remember, any postcard will do for
your entry....but, to make it easier for you, we're supplying
your tobacco dealer with specially printed entry cards.
They're free for the asking! Don't fail to enter. It's
loads of fun. Listening to Your Hit Parade is interesting
and entertaining, but if you're in the SWEEPSTAKES, that's
an added thrill. Winning songs are announced Wednesdays
and Saturdays in Your Lucky Strike SWEEPSTAKES...copyright
1936 by The American Tobacco Company.

(MORE)

ANNOUNCER: (CONT'D)

We'll be looking for your entry card -- and wishing you good luck. Remember, Lucky Strike Cigarettes, that bring you Your Hit Parade, bring you more smoking pleasure, too. You can smoke Luckies all day long -- one after another -- and enjoy every one -- because they're A Light Smoke --- A Light Smoke of rich, ripe-bodied tobacco....."It's Toasted" for your throat protection against irritation, against cough.

So, until Saturday...good-night...and pleasant smoking.

(CLOSING THEME)

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

nc/jhh/mc/
6/18/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JUNE 20, 1936

10:00 to 11:00 PM

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

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

ANNOUNCER: Your Hit Parade is on the Air! ... The fifteen most popular songs in America this week, played by Freddie Rich and the Lucky Strike Orchestra. 130,000,000 of you choose these songs ... and every week we make a nation wide survey to determine your preferences. Orchestra leaders tell us what numbers you request most often when you go dancing. The big radio networks list your favorites over the air. Your purchases of sheet music and phonograph records are reported to us. Out of all this information comes Your Hit Parade. ... America's fifteen top ranking tunes.

(MORE)

ANNOC'R
CONT'D:

And ... together with Your Hit Parade comes a new thrill in entertainment ... that fascinating new cigarette game ... Your Lucky Strike Sweepstakes. Literally hundreds of thousands are playing it ... and if you haven't entered ... you'd better get in. It's as simple as A.B.C. There's nothing to buy, no complicated rules, no entry fee. Just list on a postcard the songs you think will rank 1 - 2 - 3 on Your Hit Parade next week. Mail the card to us not later than tomorrow midnight. And if you're right ... you win a regular carton of 200 Lucky Strike Cigarettes! So join the thousands of Lucky Winners. This week alone more than 12,000 prizes were awarded-- over 12,000 cartons of Luckies for lucky smokers. So ... look over the tunes tonight! See how they rank this week as they swing by on Your Hit Parade!

ANNOUNCER: But, more about the Sweepstakes later, for here comes the first tune ... a song that makes a comeback this week to claim the number FOUR position "You" from "The Great Ziegfeld"!

("YOU".....ORCHESTRA

(MUSIC SWELLS AND FINISHES)

Segue to

("THERE'S A SMALL HOTEL"....CLARK AND ORCHESTRA

..(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the musical comedy "On Your Toes" ... "There's A Small Hotel" -- in FIFTEENTH place this week.

(MUSIC SWELLS AND FINISHES)

Segue to

("THE GLORY OF LOVE".....MC CRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Remember? We were all singing "Get along little dogie, get along" a few years ago. Well the writer of "The Last Roundup" changed his style to write this one --"The Glory of Love" -- this week in ELEVENTH place.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANN'C'R: There's a story that a certain famous chef, asked for the recipe of his favorite sauce, reeled off a long list of ingredients, and then added: --
"--oh, yes, and mix in one solid pound of Hope!
The "pound of hope" was once a necessary ingredient in the blending of tobaccos. But Lucky Strike brought science to the assistance of this intricate and difficult art. Every fresh blending of Lucky Strike tobacco contains more than one hundred different types. Yet the result is always the same. The final blend always measures up to Luckies' high standard, because Lucky Strike employs science as well as art. By careful analysis of the tobacco, both before and after blending, absolute uniformity of taste and smoothness is assured. That's why Luckies always please -- why you'll find them always the same fine uniform cigarette --
A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen ... but a grand
tune just the same -- "Great Day" -- played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: NINTH this week the country over is "A Melody
from the Sky".

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week this melody climbed ~~up~~ six places
on Your Hit Parade ... and it stays right up
there this week ... your SIXTH ranking song,
"It's A Sin To Tell A Lie!"

(MUSIC SWELLS AND FINISHES)

Segue to

("DINAH".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Dinah",
not one of the Big Fifteen, but a tune that
certainly makes you want to dance.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO.2

WOMAN: Like many other hostesses I usually purchase cigarettes by the carton. Friends are always dropping in and it's nice to have a supply of cigarettes on hand for such occasions. Before I took to using Luckies exclusively, it often happened that the cigarettes would dry out and, much to my embarrassment, I was offering my guests a dry, harsh, hot smoke. Luckies are a blessing -- because they're always just right -- not dry, not too moist.

ANNOUNCER:

Luckies don't dry out for the simple reason that they are well-made. Their moisture content is under rigid scientific control throughout their manufacture. For instance, Luckies are made and packaged in air-conditioned factories -- a refinement unique in the industry. This is one of many reasons why Luckies have always exactly the right moisture content -- conditioned to your taste -- certain to give you, always, that maximum smoking pleasure to be found in A Light Smoke of rich, ripe-bodied tobacco -- your Lucky Strike.

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

FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week a winner ... this week still high
in your favor ... "She Shall Have Music"
number FIVE in popularity.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNOUNCER: Attention ... here's a Sweepstake's Winner ...
"All My Life" finishes THIRD this week. Is
that where you ranked it? *We hope you did!*

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

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's another tune that's not one of the
Big Fifteen ... but what a tune! "I Can't
Give You Anything But Love" 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: All right ... come on everybody ...
gather round! Your Hit Parade carries on!
The nation's fifteen most popular tunes
of this week ... presented for your
pleasure by the manufacturers of
Lucky Strike Cigarettes. And with Your Hit
Parade comes that sensational new cigarette
game which has all America going 'round and
around. It's fun ... it's exciting ...
Winners all -- in every state in the Union.
It's Your Lucky Strike Sweepstakes!
Thousands and thousands are receiving prizes
of regular cartons of 200 Lucky Strike
Cigarettes. This week alone, we've mailed
out over 12,000 cartons -- over 12,000
prizes to Lucky listeners. And we hope
there'll be more next week ... we hope that
you yourself will win ... so, here's the
way it's done! Listen carefully to these
simple rules!

RUYSDAEL: 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.

RUYSDAEL (continued):

TWO: Your 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 two 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
customs reasons is restricted to residents
of the United States.

ANNOUNCER:

Remember ... you can submit only one entry
yourself ... but, each adult member of
your family can also submit one entry.
So get the whole family to join in on the
fun ... and stir up competition among your
friends, too. Let's see who are the best
song pickers in your neighborhood. And
don't forget ... your best bet is to listen
carefully tonight and find out how the
tunes ranked this week ... then put on your
"thinking cap" ... and make your choice ...

(MORE)

ANNOUNCER (continued)

list the first three songs, 1 - 2 - 3 -
just like that ... in the order you think
they will rank next week, and mail your
entry card to us ... postmarked not later
than midnight tomorrow. 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.
So everybody starts from scratch in this
race.

(PANFARE)

ANNOUNCER: The champion! ... your king of songs that
for the third consecutive week rules the
musical waves ... "Is It True What They
Say About Dixie" ... Number ONE song the
country over.

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

(MUSIC SWELLS AND FINISHES)

segue to

("TAKE MY HEART" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Take My Heart" ... this week begins its
career on Your Hit Parade way up in
EIGHTH position.

(MUSIC SWELLS AND FINISHES)

segue to

("WAITING FOR THE ROBERT E. LEE"..... ..ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A lively rhythm that's mighty good though
not one of the Big Fifteen
"Waiting for the Robert E. Lee" played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("WOULD YOU" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" ... from the picture
"San Francisco" ... is number THIRTEEN
this week.

(MUSIC SWELLS AND FINISHES)

segue to

("LOST"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

-13-

ANNOUNCER: Here's that great tune "Lost" --
 This week it ranks TENTH on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

MAN: What has happened to many of the motion picture stars of the old silent screen? They've passed into oblivion, haven't ^{them} them? ... Why? ... In most cases, because they lacked a clear, pleasant, speaking voice. To all of us -- in all walks of life -- an agreeable voice is a tremendous asset. And it's simply bad economy, it seems to me, to risk throat irritation and cough with a harsh heavy smoke. Luckies offer you A Light Smoke -- the utmost in cigarette enjoyment -- A Light Smoke of rich ripe-bodied tobacco. The famous Lucky Strike process known as "IT'S TOASTED" removes certain harsh irritants naturally present in all tobacco. You can protect your precious voice and at the same time enjoy Luckies to your throat's content, because they're TOASTED. Luckies are, truly, A Light Smoke of rich ripe-bodied tobacco.

("YOU CAN'T PULL THE WOOL OVER MY EYES" ...MCCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer! Written in two afternoons ... and instantly sold ... "You Can't Pull the Wool Over My Eyes" makes a sensational entrance into Your Hit Parade ... way, way up in SEVENTH place.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Touch of Your Lips" ... Number TWELVE on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

("FROM THE TOP OF YOUR HEAD".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen ... but it's a good one. "From The Top of Your Head" ... played by the Lucky Striko Orchestra ...

(MUSIC SWELLS AND FINISHES)

segue to

("ON THE BEACH AT BALI BALI".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another new song this week ... "On the Beach
at Bali Bali" ... ranks FOURTEENTH in your
favor.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Sweepstakes ... Hear Ye ... Lucky Listeners
and smokers ... here's the tune that finishes
SECOND! Once again it's "Robins and Roses".

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

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Your Hit Parade and Your Lucky Strike
Sweepstakes come to you regularly twice each
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 Carl Hoff and his
Lucky Strike Orchestra over another station.

(MORE)

ANNOUNCER (continued):

You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Wednesday broadcast.

And right now is the best time to choose the tunes you feel will rank 1 - 2 - 3 ... just like that, in Your Lucky Strike Sweepstakes next week. Why not jot them down right now on a postcard while this week's rankings are fresh in your mind. Come on in and join the fun ... and make sure that your entry to next week's SWEEPSTAKES is postmarked not later than midnight tomorrow night ... that's Sunday Night. Winning songs are announced Wednesdays and Saturdays in Your Lucky Strike SWEEPSTAKES ... copyright 1936 by The American Tobacco Company.

And now, Please! ... Don't miss the extra smoking pleasure Luckies offer you. If you're looking for a cigarette that has character and rich tobacco taste, and yet is A Light Smoke -- then Lucky Strike is your cigarette. Luckies are always smooth, always mellow, always kind to your throat. Luckies are, truly, A Light Smoke of rich, ripe-bodied tobacco. Till Wednesday then -- goodnight and pleasant smoking.

(CLOSING THEME)

(APPLAUSE)

This is the COLUMBIABROADCASTING SYSTEM}

(Fade theme 20 seconds)

WABC NEW YORK

LUCKY STRIKE

JUNE 24, 1936

EMERGENCY ANNOUNCEMENT - LUCKY STRIKE

(IMMEDIATELY BEFORE CEREMONIES)

BEN GRAUER
NEW YORK:

Through the courtesy of The American Tobacco Company, manufacturers of Lucky Strike Cigarettes -- the Lucky Strike program -- YOUR HIT PARADE and Your Lucky Strike SWEEPSTAKES which is heard regularly at 10 o'clock Eastern DAYLIGHT Time -- will be omitted tonight in order that you may hear a broadcast in connection with the ~~nomination~~ ^{proceedings} ~~ceremonies~~ of the National Democratic Convention.

But first -- an announcement regarding Your Lucky Strike SWEEPSTAKES -- Following are the three most popular songs in America this week -- the winning tunes that rank 1 - 2 - 3 on Your Hit Parade of this week - 1 - 2 - 3 -- just like that.

In FIRST place -- ONE ("Is It True What They Say About Dixie")

In SECOND place -- TWO ("Robins and Roses")

In THIRD place -- THREE ("She Shall Have Music")

Over 38,000 cartons of Luckies -- over 38,000 prizes -- have already been mailed to contestants in this week's musical race alone. Don't fail to send in your entry for next week's SWEEPSTAKES postmarked not later than midnight this coming Sunday - June 28th. Your Hit Parade and Your Lucky Strike SWEEPSTAKES will be on the air this Saturday night. Be sure to consult your local newspaper for full details.

LUCKY STRIKE

EMERGENCY ANNOUNCEMENT -JUNE 24, 1936

(IMMEDIATELY AFTER CEREMONIES)

BEN GRAUER:
NEW YORK: Through the courtesy of The American Tobacco Company, manufacturers of Lucky Strike Cigarettes -- whose radio program -- "YOUR HIT PARADE" and Your Lucky Strike SWEEPSTAKES is heard regularly at 10 o'clock Eastern DAYLIGHT Time -- you have been listening to a broadcast of the National Democratic Convention ~~ceremonies~~ from Philadelphia.

And now -- an announcement regarding Your Lucky Strike SWEEPSTAKES -- Following are the three most popular songs in America this week -- the winning tunes that rank 1 - 2 - 3 on Your Hit Parade of this week -- 1 - 2 - 3 -- just like that.

In FIRST place --- ONE ("Is It True What They Say About Dixie")

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JUNE 27, 1936

8:00 to 9:00 PM

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

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

ANNOUNCER: Here they come ... The Big Fifteen .. the fifteen most popular songs in America this week ... yes, it's YOUR HIT PARADE, played by Freddie Rich and the Lucky Strike Orchestra. What goes on behind the scenes of YOUR HIT PARADE ... how do we check the entire nation to find out the country's leading tunes? Well here's how!

~~RUSSDAEL:~~ ATLANTA GEORGIA! A music store!

GIRL: I'd like the sheet music for Robins and Roses.

Russdael!
~~BARUCH!~~ Lucky Strike checks sheet music sales the country over.

Baruch!
~~RUSSDAEL:~~ LOS ANGELES, CALIFORNIA! A phonograph shop.

BOY: I'll take this record ~~of~~ "Is It True What They Say About Dixie"

Russdael!
~~BARUCH:~~ We find out which records you're buying from Coast to Coast.

-2-

Baruch: *Chicago* On the dance floor of a
~~RUYSDAEL:~~ ~~NEW YORK CITY!~~ ~~A smart night club.~~ Hotel.

Lombards
GIRL: Oh, Mr. ~~Lopez~~ ... will you please play "She Shall Have Music" for the next dance.

Ruysdael:
~~BARUCH:~~ We check the numbers you request when dancing.

Baruch: *New York*
~~RUYSDAEL:~~ ~~KANSAS CITY!~~ An average home!

WOMAN: Oh, Jack they're playing that tune you like so much on the radio ... "All My Life"

Ruysdael:
~~BARUCH:~~ We learn from the big radio networks which melodies are most often played over the air.

Baruch:
~~RUYSDAEL:~~ We get this information from all sections of the country ... and it all adds up to YOUR HIT PARADE ... America's fifteen top ranking songs.

BARUCH: And ... when we found how much fun some of you were having trying to pick out in advance the whole nation's top-ranking tunes ... it ~~suddenly~~ *occurred to* ~~dawned on~~ us that here was a grand game all of you would enjoy. And ~~here's~~ *that's* how Your Lucky Strike Sweepstakes were born! A prize -- a regular carton of 200 Lucky Strike Cigarettes goes to every one who ranks the tunes correctly ... one ... two ... three ... just like that.

(MORE)

BARUCH CONT'D:

And there's no limit to the number of prize winners, either. So come on ... see what you can do ... there's nothing to buy ... no entry fee ... no complicated rules. You can win ... we know you can ... and, remember there's no limit to the number of winners ... This week alone we have mailed 40,267 cartons of Luckies ... over 40,000 cartons of Luckies... prizes to lucky Sweepstakes fans. And now - the orchestra's raring to go. You'll hear more about the Sweepstakes later.

ANNOUNCER: But right now, listen to "You" from "The Great Ziegfeld" ... the nation's EIGHTH ranking song this week.

("YOU".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

FADE FOR ANNOUNCEMENT

ANNOUNCER: The melody you are ranking FOURTEENTH this week ...
is "The Touch Of Your Lips"!

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE GLORY OF LOVE".....MC CRAE AND ORCHESTRA)

FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's action ... "The Glory of Love" jumps four
places to win the number SEVEN spot for this week.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANNOUNCER: There's a good old common-sense saying ...

"You can't go by looks" ... Some tobacco, for instance, looks perfect -- yet chemical analysis reveals faults that would inevitably spoil your smoking pleasure. This is why Lucky Strike -- and, so far as we know, only Lucky Strike -- makes provision for chemical analysis of selected tobacco samples before purchase. The tobaccos that go into your Lucky Strike cigarette not only look like the Cream of the Crop -- they are the Cream of the Crop. They're the choice center leaves. The finest leaves of rich, ripe-bodied tobacco - laboratory-tested by sample to make sure they come up to standard. For every center leaf purchased the highest price is paid. This extra care that Lucky Strike exercises in the purchase of tobacco is one very good reason why Luckies taste better -- why they're smoother, less irritating to the throat. Luckies are A Light Smoke -- the very height of cigarette enjoyment -- A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This is not one of the Big Fifteen ... So don't
enter it for Your Lucky Strike Sweepstakes ...
but it's mighty pleasant listening to "Song
of the Vagabonds", played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THERE'S A SMALL HOTEL".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "There's a Small Hotel" ... from "On Your Toes" ...
THIRTEENTH in your favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's A Sin To Tell A Lie" ... the Coast to Coast
selection for Number FIVE in Your Hit Parade!

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SIBONEY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Though it's not one of the **big** Fifteen ... the
Lucky Strike Orchestra bring you "Siboney" --
tops for a thrilling rhumba.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO.2

WOMAN: Here's an interesting thing I've noticed. The most masculine men I know -- the real he-men -- prefer A Light Smoke just as I do. I've asked a number of them about it and their reply generally runs like this...

MAN: I prefer A Light Smoke -- because I'm a heavy smoker. For instance, I always inhale. And I've found that with Luckies, I can let myself go. I can ~~smoke~~ inhale all the Luckies I want -- inhale all I want ... really got the greatest enjoyment out of smoking. That's why I'm a Lucky fan.

ANN'CR: Seven out of ten smokers inhale consciously. The other three inhale a certain amount of the smoke, whether they know it or not. And this is one more reason why Lucky's exclusive process known as "IT'S TOASTED" is so important. TOASTING removes certain harsh irritants naturally present in even the finest tobaccos. No wonder Luckies are so pleasant to inhale; no wonder they're always smooth, always mellow. The exclusive TOASTING process offers throat protection against irritation, against cough. You have every right to demand of a cigarette today that it be a light smoke and yet rich-tasting -- and that's just what you have in Luckies -- A Light Smoke of rich, ripe-bodied tobacco.

(FANFARE)

ANNOUNCER: What was your choice for SECOND place in the Sweepstakes? Was it "Robins and Roses"? We hope it was ... because that's exactly where the nation ranks this tune for the third consecutive week!

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("TAKE MY HEART".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Take My Heart" ... number TEN this week!

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not a contender for the Sweepstakes ... not one of the Big Fifteen ... but a melody with plenty of tuneful appeal ... "After You've Gone" 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: All right everybody ..on with your Hit Parade..the fifteen top ranking tunes in America this week presented for your pleasure by the manufacturers of Lucky Strike Cigarettes. And along with Your Hit Parade is a special treat for lucky listeners and lucky smokers...YOUR LUCKY STRIKE SWEEPSTAKES.. that spectacular cigarette game of fun and skill which is thrilling the popular music fans of all America. And how you'll enjoy it, too...test your skill along with the thousands and thousands who are joining in the good fun every week...Think of it...a contest ^{with} ~~wish~~ no limit to the number of prize winners. 40,267 Sweepstakes fans - 40,267 have won prizes this week .. prizes of a regular carton of 200 Luckies. But even so we'd like to see more winners..thousands more. Here are the simple rules.

BARUCH: ONE:

RUYSDAEL: 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.

BARUCH: TWO:

RUYSDAEL: Your 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 two programs of next week.

BARUCH: THREE:

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

BARUCH: FOUR:

RUYSDAEL: 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.

(PANFARE)

GIRL: "Listen Bob - listen!"

MAN: "I'm listening -what's up?"

GIRL: Cross your fingers for luck! - maybe we'll win in the Sweepstakes this week. They're going to announce the number one song!

ANNOUNCER: Right you are.. here it is again..the song that week after week holds its position in front of all its tuncful competitors .."Is it True What They Say About Dixie"...FIRST four times in a row...a real champion!

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

(MUSIC SWELLS AND FINISHES)

Segue to

("THESE FOOLISH THINGS REMIND ME OF YOU...CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "These Foolish things Remind Me of You"..from"Spread It Abroad".. makes its debut high up in NINTH position this week.

(MUSIC SWELLS AND FINISHES)

Segue to

("BRIGHT EYES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Bright Eyes" -- not one of the Big Fifteen...but a lively,dance number...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A come-back...a spectacular come-back .."Would You"
from the motion picture "San Francisco" ..skyrockets
from thirteenth place last week to become Number
SIX -- this week.

(MUSIC SWELLS AND FINISHES)

Segue to

("LOST".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Keep "Lost" on Your Hit Parade one more week and it
will tie the record for continuous popularity -this
week it ^{rank} ~~is~~ FIFTEENTH!

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #3)

ANNOUNCER: The Calendar tells us hot weather is on the way. All over the country, the summer sun is warming to its work. And that's a real test of any cigarette. For if cigarettes are not well-made, warm weather shows them up. The tobacco dries out; the smoke becomes harsh, unpalatable, irritating to the throat. Luckies do not dry out because they are well-manufactured - uniformly round, uniformly firm and fully packed. For twenty-five years the Lucky Strike Research Department has pioneered in the development of a method of manufacture which guarantees Luckies. That guarantee is on every package of Luckies you buy. Luckies are never dry, never too moist -- but round, and firm, and fully packed - with no loose ends to annoy you. That's why, whether you live in Maine or Arizona, Oregon or Florida, you'll find Luckies the same smooth, delightful cigarette - always A light Smoke of rich, ripe-bodied tobacco, conditioned to your taste.

(ON THE BEACH AT BALI BALI.....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Remember that great hit -"On the Beach at Waikiki?"
There's much the same appeal in this new South Sea
musical romance - "On the Beach at Bali Bali" -
TWELFTH in popularity this week.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: ~~and~~ Here's a tune that finished strong again this
week--"All My Life"...FOURTH in your favor.

(MUSIC SWELLS AND FINISHES)

Segue to

("PUTTING ON THE RITZ".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike orchestra "Putting On the Ritz"
...not one of the Big Fifteen but a swell tune, full
of dance rhythm.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now...the song America rates ELEVENTH this week...
.."A Melody from the Sky".

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNOUNCER: One...Two...AND THREE! Here it comes --Sweepstakes
fans ...get ready for the title of the nation's
THIRD ranking tune...it's "She Shall Have Music".

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

(MUSIC SWELLS AND FINISHES)

~~Segue to~~

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ANNOUNCER: Your Hit Parade and Your Lucky Strike Sweepstakes come to you twice each week...Saturdays on this station with Freddie Rich and his Lucky Strike Orchestra regularly at 10:00 P.M. Eastern DAYLIGHT Time, and on Wednesday nights with Carl Hoff 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.

And now for Your Lucky Strike Sweepstakes...
Jot your selections down right now, while you're in the mood, and while you remember how the songs rank this week. List on a postcardthe tunes you feel will rank ...1 - 2 - 3 ...just like that on Your Hit Parade next week. And then, be sure your entry is ... postmarked not later than midnight tomorrow night... that's midnight Sunday. So come on...we don't want you to miss the fun...and we're hoping you'll pick them right and join the lucky prize winners. Remember... winning songs are announced Wednesdays and Saturdays in Your Lucky Strike Sweepstakes..copyright 1936 by The American Tobacco Company.

RUYSDAEL: We've told you three things about Lucky Strike cigarettes tonight - three important reasons why they offer you more smoking pleasure, -- First: We purchase for Luckies the finest tobaccos that money can buy - the "Cream of the Crop". Second: IT'S TOASTED -- that famous and exclusive process which makes Luckies smooth and gentle to your throat. Third: Luckies are made right - round and firm and fully-packed - so they don't dry out. Three reasons why you ^{will find as} ~~like~~ millions of others ^{have} ~~will find~~ that always - Luckies please. Till Wednesday then --goodnight and pleasant smoking.

(CLOSING THEME....)

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

/eb
/ec