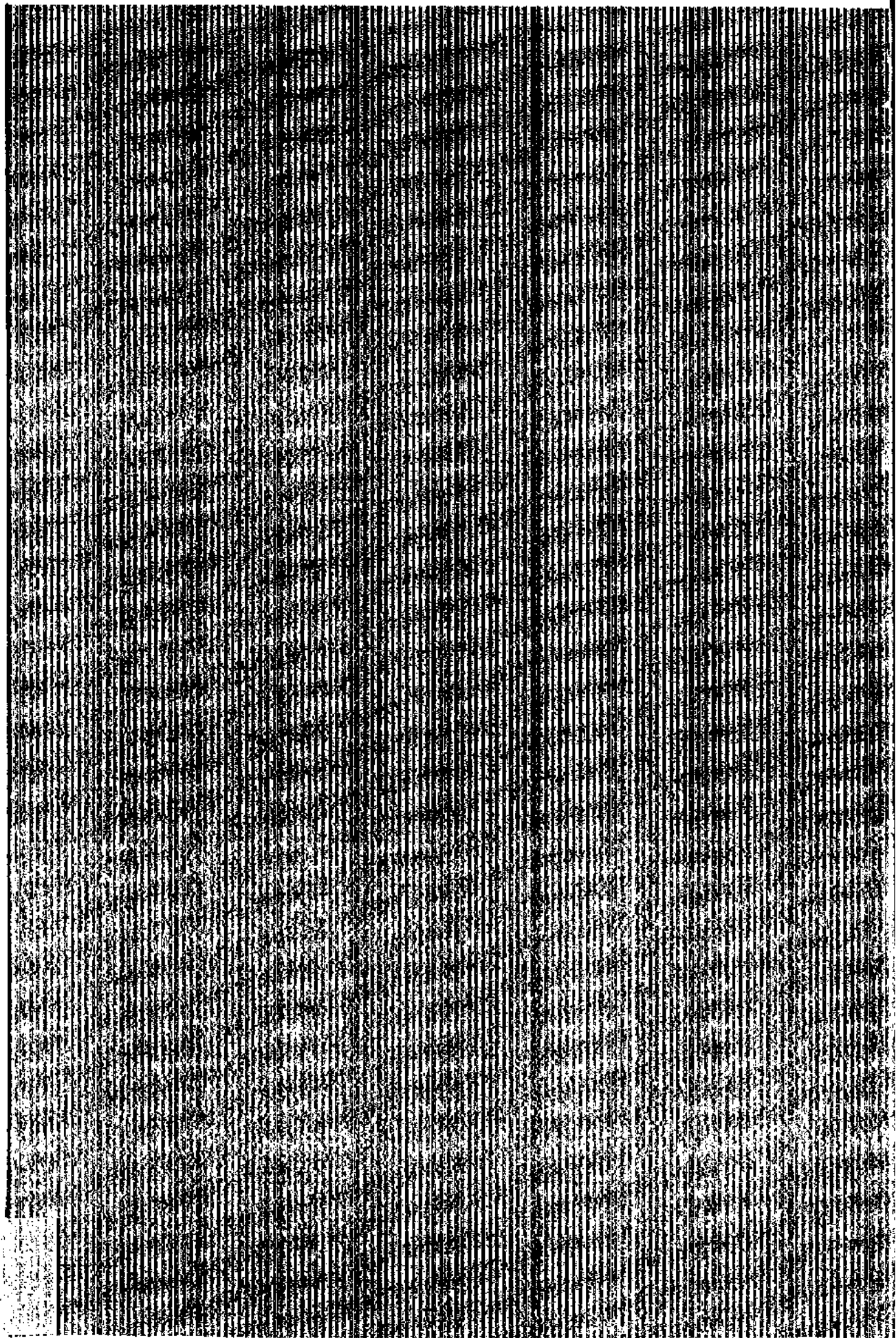


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BTX01-0014430



JULY

REVISED

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

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

JULY 1, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Gather 'round ... here come the nation's favorites ...
YOUR HIT PARADE ... the fifteen most popular songs in
America this week, played by Carl Hoff and the Lucky
Strike Orchestra. And here's how we know which melodies
you favor most ... here's the way the nationwide survey,
made every week, shows us the tunes you like best.

GRAUER: HOUSTON, Texas a girl returns home from a music
store.

GIRL: Look Mother... I just bought the sheet music for "The
Glory of Love".

RUYSDAEL: Each week Lucky Strike checks the sale of sheet music
from Coast to Coast.

GRAUER: BOSTON, Massachusetts... young folks grouped around a
phonograph.

MAN: Just wait 'til you hear this new record ... "Robins and
Roses"

RUYSDAEL: Each week we find out the nation's best selling records.

GRAUER: SEATTLE, Washington at a sophisticated dance club.

GIRL: Come on let's ask the orchestra to play "Is It True What
They Say About Dixie".

RUYSDAEL: Each week principal orchestra leaders report to us the
numbers you request most often when you dance.

GRAUER: ANYBODY'S HOUSE... the country over.

ATX01 0014432

MAN: Turn up that radio, Mary... they're playing my favorite
"There's a Small Hotel".

RUYSDAEL: And each week ^{the} big radio networks tell us which songs
you favor on the air.

That in a nutshell... is how we gather the facts.
Then, they're tabulated... and the fifteen most popular
melodies - the 15 melodies 130,000,000 of you like
best come out on top... the cream of the musical
crop... that's YOUR HIT PARADE!

GRAUER: And out of your interest in the week's most popular tunes
has sprung YOUR LUCKY STRIKE SWEEPSTAKES - a new cigarette
game ... a gigantic cigarette game in which this week alone
nearly one million entries were received. But regardless
of the number of entries there is no limit to the number
of prizes - prizes of a regular carton of 200 Lucky Strike
Cigarettes for all who can list the first three songs
correctly ... one ... two ... three ... just like that
... as they will rank next week on Your Hit Parade.

GIRL: But don't you find thousands of people are winning prizes?
It sounds so easy.

ANNOUNCER: That's it exactly ... tens of thousands are winning ...
and we say "the more the merrier!"
So why not get in on the fun ... you can win. There's
nothing to buy ... no entry fee ... no complicated rules.
Listen later for more about the Sweepstakes ... and now
let's hear this week's tunes.
We strike up the band with the song all America ranked
TENTH this week ... "You Can't Pull the Wool Over My Eyes".

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

(MUSIC SWELLS AND FINISHES)

ATX01 0014433

SEGUE TO:

("ALL MY LIFE"SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE! That's a place of honor when you consider
the hundreds and hundreds of songs competing for the top.
This week it belongs to "All My Life"!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "There's a Small Hotel" -- from "On Your Toes" scores
with a dazzling spurt, coming all the way up from
thirteenth to FOURTH place!

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:(C O M M E R C I A L - NO. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: Would you like to actually hear for one instant a famous Lucky Strike process for the mellowing of fine tobaccos.....Listen...(SOUND EFFECT -- TICKING OF CLOCK)...That's it -- TIME - nothing more nor less than the mellowing passage of time --- TIME -- minutes, TIME -- months, TIME -- years. For TIME -- proper aging, is one of the most necessary steps in the smoothing out of those harsh irritants naturally present in even the choicest ~~raw~~ tobaccos... That is why, under rigid scientific supervision, Lucky Strike tobaccos are aged over periods which range, according to type, from one and one-half to three years. Then -- and only then -- when Time and Nature have done their part in mellowing the tobacco, it is removed from the storehouses and further smoothed and mellowed by the exclusive Lucky Strike process of manufacture. The final result is a smoke incomparably mellow -- rich yet smooth -- and always kind and gentle to ^{your} ~~the~~ throat -- Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014435

("TRUCKIN'" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen... but a whole dance craze in
itself ... "Truckin'" played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: SWEEPSTAKES! Listen well ... here's a winner...the melody
America ranks THIRD this week..."Robins and Roses":
Congratulations you thousands who picked it right.

("ROBINS AND ROSES" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WOULD YOU" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" from the motion picture "San Francisco" scored
last week's biggest rise... and keeps right on moving up
in your favor... this week it's number FIVE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("STAY ON THE RIGHT SIDE OF THE ROAD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Stay on the Right Side of the Road" ... not one of the Big
Fifteen, but a grand song and a good advice for Sunday
drivers ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (C O M M E R C I A L -- NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: Dame Nature seems always intent upon taxing man's ingenuity. She surrounds her richest gifts to us with all sorts of difficulties we have to overcome. Tobacco is the perfect example. Nature endowed the tobacco plant with a rich and wonderful virtue, yet at the same time gave to the leaf, in its natural state, certain harsh repellent qualities which were a real barrier to smoking pleasure. For ^{a long time} ~~centuries~~ men strove to destroy that barrier, to smooth out the native harshness of tobacco so that they might enjoy smoking to the full; but it remained for the Lucky Strike research department to apply modern scientific methods to the problem. And the result was that famous and exclusive Lucky Strike process known as IT'S TOASTED. TOASTING really achieves the smoking ideal of years, for it removes from Luckies certain harsh irritants naturally present in even the finest tobaccos. That's why Luckies are smoother -- mellow -- better-tasting -- a cigarette that offers you throat protection against irritation, against cough.... Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014437

("CROSS PATCH" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Those two girl composers -- Lawnhurst and Seymour -- have done it again ... for here's their new tune -- "Cross Patch" entering YOUR HIT PARADE this week in FIFTEENTH position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE MY HEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Entered in eighthplace.. slipped ~~in~~^a little last week.... now back strong, to SEVENTH place this week..."Take My Heart".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("HAPPY AS THE DAY IS LONG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not a contender in the Sweepstakes -- not one of the Big Fifteen ... but a mighty tuneful earful..."Happy As The Day Is Long" 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 aboard America ... here we go ... on with YOUR HIT PARADE ... the fifteen songs highest in the nation's favor, presented for your pleasure by the manufacturers of LUCKY STRIKE CIGARETTES. And out of YOUR HIT PARADE has come a new national pastime ... a thrilling cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES. Anybody can play and everybody can win ... literally hundreds of thousands of you are playing ... and Uncle Sam's Post Office is kept busy delivering thousands and thousands of prizes to you lucky winners ... regular cartons of two hundred Lucky Strike Cigarettes. And believe you me ... you've got as good a chance as anyone else -- there's absolutely no limit to the thousands of prizes each week ... Why not come on in and join the fun. We'd like to send a prize - a full carton of Luckies - to you next week So, listen for a moment ... to these simple rules.

GRAUER: 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 program: 1 - 2 - 3, just like that; and print your name and address clearly on your postcard.

GRAUER: TWO!

RUYSDAEL: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... 111 Fifth Avenue, New York ... and must be postmarked no later than this coming Sunday midnight....that's July 5th. Winning songs will be announced on the two programs of next week.

ATX01 0014439

GRAUER: THREE!

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

GRAUER: 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.

(SOUND EFFECT ... TELEPHONE BELL RINGING)

GIRL: Don't answer that phone ... Jerry!

MAN: What not?

GIRL: Because we want to hear the name of the number ONE song in the Sweepstakes this week!

MAN: Swell! I played a long shot ... so I'm all ears to hear if my hunch was a good one.

(FANFARE)

ANNOUNCER: Well ... this week's race was a thriller ...a long shot did win with a sensational finish! From way back in seventh place ... came this amazing tune, "The Glory of Love" ... to become the new champion ... your number ONE song this week!

("GLORY OF LOVE" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET'S SING AGAIN" SIMMONS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's another newcomer....called "Let's Sing Again"
a melody the nation says is TWELFTH this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Devil and the Deep Blue Sea" ... played by the Lucky
Strike Orchestra - a swell tune ... but don't pick it for
the Sweepstakes, because it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("MELODY FROM THE SKY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: THIRTEENTH place for "Melody from the Sky" ... that's
America's judgment this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHE SHALL HAVE MUSIC" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This is a week chock full of surprises...."She Shall Have
Music" ... drops to number ELEVEN position.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

WOMAN: I wonder if it's a purely feminine trait to be fascinated by things that are perfectly matched. When I open a package of Luckies, it's a real pleasure to me just to see how uniform they are, how meticulously made, how each is exactly as round and firm and fully packed as every other. I really get two kinds of pleasure out of Luckies. I guess -- one from smoking them, the other from just looking at them.

ANNOUNCER: Good workmanship is something men appreciate as much as women. ^{and} good workmanship is one of Luckies' outstanding qualities Lucky Strike has always pioneered in improving and standardizing the finer details of cigarette manufacture. By means of instruments and devices new to the industry, Luckies' ideal of a well-made cigarette is thus constantly maintained. Every Lucky Strike cigarette is -- and must be -- round and firm and fully packed ... no loose ends to come off on your lips or drop from the burning end of your cigarette ... Every careful step in manufacture contributes to your enjoyment of Luckies....
A Light Smoke of rich ripe-bodied tobacco.

("YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the motion picture "The Great Ziegfeld" comes "You" the melody you rank FOURTEENTH this week.

(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" ... sheet music leader in Harrisburg, and Dallas ... radio favorite in Greensboro, and Chattanooga, ... but number EIGHT the country 'round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I NEVER KNEW" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Lucky Strike Orchestra plays "I Never Knew" ... a syncopated melody that's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THESE FOOLISH THINGS" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "These Foolish Things" from "Spread It Abroad," stands number SIX this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Sweepstakes fans ... here's a winner!...."Is It True What They Say About Dixie" last week's number one song...
SECOND this week!SECOND from Coast to Coast.

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

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you regularly twice each week ... Wednesday night on this station with Carl Hoff and the Lucky Strike Orchestra at 10:00 P. M. Eastern DAYLIGHT Time ... and 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 newspaper for full details on the Saturday broadcast.

Why not jot down a ~~preliminary~~ selection for the Sweepstakes right now ... then see if you agree with your own choice when you hear this week's tunes again this Saturday night. You ought to do mighty well ... with ~~these~~ ^{two} ~~two~~ chances to study the rankings. So sit down right away and list on a postcard the melodies you think will rank 1 - 2 - 3 - just like that on YOUR HIT PARADE next week ... and, remember, your entry must be postmarked no later than midnight this coming Sunday - July 5th. Here's good luck to you ...each and every one of you. Winning songs are announced Wednesday and Saturday nights in Your Lucky Strike Sweepstakes... copyright 1936 by The American Tobacco Company.

(more)

RUYSDAEL: Tonight we stressed three of the reasons why Lucky Strike Cigarettes offer you A Light Smoke ... a mellow~~A~~- a more pleasant smoke. PROPER AGING of tobacco to achieve mellowness ... our exclusive process "IT'S TOASTED" which removes certain harsh irritants ... and skillful precision in manufacture which assures that each Lucky Strike will be round and firm, and fully packed ... All these things contribute to making Luckies unique among cigarettes ... A Light Smoke of rich, ripe-bodied tobacco ... a smoke you enjoy more because it tastes better and yet offers you throat protection against irritation, against cough. Till Saturday then -- goodnight and pleasant smoking.

(CLOSING THEME)

THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0014445

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JULY 4, 1936
10:00 to 11:00 P.M.

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

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

ANNON: Your Hit Parade is on the air ... America's fifteen most popular tunes this week played by Freddie Rich and the Lucky Strike Orchestra...150,000,000 of you pick the songs that go on Your Hit Parade, pick them as shown by a gigantic nationwide weekly survey -- the most complete survey ever made in the field of popular music -- covering the song leaders over the air -- the tunes you buy most frequently in sheet music and on records -- and the melodies most requested from leading orchestras all over the country.

And ... as the special feature of Your Hit Parade, comes Your Lucky Strike Sweepstakes ... that fascinating, up-to-the-minute cigarette game that has the whole nation ranking the songs, 1 - 2 - 3 - just like that. It's easy to enter and there's no limit to the number of prizes -- regular cartons of 200 Lucky Strike Cigarettes. There's nothing to buy -- no entry fee -- no complicated rules. So come one -- come all. Everybody's doing it ... almost a million entries were received this week. Gather round the radio and watch the songs go by -- this may be YOUR lucky week!

(MORE)

RTX01 0014446

ANNCR: We'll tell you more about the Sweepstakes later ...
(CONTD) but right now here's --

(FANFARE)

ANNCR: A winner -- right to start with ... Sweepstakes
fans ...here's your SECOND place tune ... "Is It
True What They Say About Dixie" ... a musical
thoroughbred if there ever was one!

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

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SEVEN seventh place this week belongs to
"Take My Heart"!

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: "There's a Small Hotel" from "On Your Toes" ... a
mighty fast stopper that sprinted from thirteenth
position way up to FOURTH this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

Much has been said, much has been written about the art of salesmanship. Yet the art of buying is even more difficult. Lucky Strike's trained corps of tobacco buyers are among the most particular, the keenest, the most difficult buyers to please in the world. That's because they refuse to be satisfied with anything but the best. Regardless of higher cost, they insist upon the choice center leaves of the finest rich, ripe-bodied tobacco ... Why the center leaves? Because the top leaves, even of the best tobacco plants, tend to be underdeveloped and harsh -- the bottom leaves woody and coarse. It is only the center leaves that excel in those qualities of taste and of lightness essential to A Light Smoke. And so it is the center leaves -- the Cream of the Crop -- that are used in Luckies. That's one fundamental reason why Luckies are, truly, A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen ... but easy to listen to,
"Smile Darn Ya Smile" ... played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

("CROSS PATCH"MCCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's a newcomer to Your Hit Parade this week --
"Cross Patch" -- in FIFTEENTH place!

(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" ... your number EIGHT
melody this week!

(MUSIC SWELLS AND FINISHES)

Segue to

("TOP HAT"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen ... but we know you'll
like the title tune from "Top Hat" played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

COMMERCIAL NO. 2

WOMAN: Isn't it amazing the way children seem to expand in summer -- grow bigger, stronger, healthier. Just as soon as school's over and they have a chance to be out in the sun all day -- you notice the difference. There's really magic in sunshine.

ANNCR: Science has shown that it is the ultra-violet ray in sunshine which makes it so beneficial, and this same ultra-violet ray is employed the year round, winter and summer by Lucky Strike in the preparation of tobacco. Every shred of tobacco used in Luckies is exposed during manufacture to the mellowing influence of the ultra-violet ray. It is part of that famous process known as "IT'S TOASTED" -- which removes certain harsh irritants naturally present in even the finest tobaccos. The result, we believe, is a better cigarette -- a cigarette that you can smoke all day with pleasure -- Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014451

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

(FADE FOR ANNOUNCEMENT)

ANNCR: "You Can't Pull the Wool Over My Eyes" makes a stirring come back this week to rank number TEN!

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: The melody that's ELEVENTH this week is -- "She Shall Have Music".

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Don't pick this one for the Sweepstakes ... for it's not one of the Big Fifteen ... The Lucky Strike Orchestra plays "Everybody Step" from the Music Box Revue.

(MUSIC SWELLS AND FINISHES)

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

ATX01 0014452

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

ANNOUNCER: On with the show ... on with America's Big Fifteen ...
YOUR HIT PARADE, presented for your pleasure by Lucky
Strike Cigarettes. And with YOUR HIT PARADE ... comes
that grand new cigarette game -- a game of skill, a
game of fun -- YOUR LUCKY STRIKE SWEEPSTAKES. It's
spreading like wild-fire ... Almost a million entries
this/week alone -- Think of it! Almost a million
players. Everybody's doing it ... and everybody can
win. Sure that means you! So come on in ... win
yourself one of those tens of thousands of prizes ...
a regular carton of 200 Lucky Strike Cigarettes. Here's
how it's done ... listen to these simple rules.

BARUCH: ONE:

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

BARUCH: TWO:

ROYSDAEL: Your postcard must be mailed to The American Tobacco
Company, 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

GIRL: Oh Jim ... Jim hurry up ... come here.

MAN: I'm coming ... what's the rush?

GIRL: Here's the announcement of the song that's first in the Sweepstakes this week.

(PANDARE)

ANNOUNCER: No skyrocket in America tonight ... soared upward more sensationally than did this song this week. From seventh place ... way, way up into the "big time". FIRST from Coast to Coast! ... "The Glory of Love".

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

(MUSIC SWELLS AND FINISHES)

segue to

("LET'S SING AGAIN".....CLARK AND ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: TWELFTH place this week belongs to "Let's Sing Again"
-- a melody that's just entering Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Played by the Lucky Strike Orchestra ... "It Don't
Mean a Thing" is a tuneful triumph ... although it's
not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" from the motion picture "San Francisco" ...
moves a step higher. It's number FIVE this week.

(MUSIC SWELLS AND FINISHES)

segue to

("THESE FOOLISH THINGS".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "These Foolish Things" ... written in England takes
SIXTH place this week on "Your Hit Parade".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

COMMERCIAL NO. 3

WOMAN: Round and firm and fully packed, with no loose ends. That's what I demand of my cigarette, and that becomes doubly important to me in hot Summer weather.

ANNOUNCER: LUCKIES are round - LUCKIES are firm - LUCKIES are fully packed, with no loose ends - and LUCKIES give you more smoking enjoyment at any season of the year. Why? ... Because A Light Smoke tastes better. It offers you throat protection against irritation, against cough. Also, unlike heavier smokes, A Light Smoke never palls. After a whole day's smoking Luckies still have that same delicious taste, that same natural smoothness and mellowness. Try Luckies now, we are convinced that you will smoke them all the year. Because what every smoker wants every day in the year is -- A Light Smoke of rich, ripe-bodied tobacco - and that's your Lucky Strike.

COMMERCIAL NO. 3

WOMAN: Round and firm and fully packed, with no loose ends. That's what I demand of my cigarette, and that becomes doubly important to me in hot Summer weather.

ANNOUNCER: LUCKIES are round - LUCKIES are firm - LUCKIES are fully packed, with no loose ends - and LUCKIES give you more smoking enjoyment at any season of the year. Why? ... Because A Light Smoke tastes better. It offers you throat protection against irritation, against cough. Also, unlike heavier smokes, A Light Smoke never palls. After a whole day's smoking Luckies still have that same delicious taste, that same natural smoothness and mellowness. Try Luckies now, we are convinced that you will smoke them all the year. Because what every smoker wants every day in the year is -- A Light Smoke of rich, ripe-bodied tobacco - and that's your Lucky Strike.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In FOURTEENTH place this week is "You" ... from
"The Great Ziegfeld".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In the money two weeks ago, "All My Life" is still
running strong. This week in NINTH position.

(MUSIC SWELLS AND FINISHES)

segue to

("I'M SHOOTIN' HIGH".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not one of the Big Fifteen ... but "I'm Shootin'
High" will win your approval as played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

-13-

ANNOUNCER: "Melody from the Sky" ... number THIRTEEN this week.

(MUSIC SWELLS AND FINISHES)

segue to

(P. NFARE)

ANNOUNCER: SWEEPSTAKES! Good luck! We hope you picked this one
right ... we hope "Robins and Roses" makes you a
lucky winner! It comes in THIRD this week.

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

(MUSIC SWELLS AND FINISHES)

ATX01 0014459

ANNOUNCER: Your Hit Parade and Your Lucky Strike Sweepstakes come to you regularly twice each week ... Saturdays on this station at 10:00 P.M. Eastern DAYLIGHT Time with Freddie Rich and his Lucky Strike Orchestra. Next Saturday Freddie Rich will have Harry Salter as his guest conductor for the Lucky Strike Orchestra. And on Wednesday nights, as usual, you'll find 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 let this week's song rankings slip your mind ... You'd better make your selection for next week's Sweepstakes right now. List your tunes on a postcard the way you think they will rank ... 1 - 2 - 3 ... just like that ... Your entry card must be postmarked no later than Sunday midnight ... that's tomorrow night! So jot them down right now. And here's hoping you win. Don't forget that winning songs are announced Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES ... copyright 1936 by The American Tobacco Company.

BUYSIDE: Three times tonight we have talked to you about LUCKY STRIKE Cigarettes.

GRATER: For one thing we have told you that the best tobacco is used in LUCKIES - the center leaves of the tobacco plant - the cream of the crop.

WOMAN: And that LUCKY STRIKE'S extra and exclusive process
"IT'S TOASTED" removed certain harsh irritants
naturally present in even the finest tobacco.

RUYSDAEL: AND finally we emphasize that LUCKIES are - A LIGHT
SMOKE - a smoke that affords throat protection - that
gives you more smoking pleasure - LUCKY STRIKE - A
Light Smoke of rich ripe-bodied tobacco.

And so we wish you goodnight, a happy holiday
weekend ... and pleasant smoking.

(CLOSING THEME)

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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

JULY 8, 1936

WEDNESDAY

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

ANNOUNCER: Let's go America ... here's the popular music you like best this week ... YOUR HIT PARADE ... played by Carl Hoff and the Lucky Strike Orchestra. Out of the biggest survey ever made in the field of popular music come America's fifteen favorites every week. We check the tunes you buy on sheet music and records. Prominent orchestra leaders tell us the melodies you request most frequently when you're out dancing. And the great radio networks report the leading songs over the air-waves. The preferences of all of you -- North, South, East and West are reflected in this great survey. And the fifteen tunes you favor most ... make up YOUR HIT PARADE.

One million Americans can't be wrong ... no sir ... when that many people are playing a game, the game must be a thriller. And it is! YOUR LUCKY STRIKE SWEEPSTAKES ... that new cigarette game is a sensation that has folks from Maine to California sharpening their wits to pick the three top ranking songs on YOUR HIT PARADE. There's no limit to the number of winners ... there have been thousands upon thousands of them ... and each and every winner receives a regular carton of 200 Lucky Strike Cigarettes.

(MORE)

ATX01 0014462

ANNOUNCER: So join the fun this week ... win one of those prizes ...
(CONT) and have a grand time doing it. There's nothing to buy ...
no entry fee ... no complicated rules. Just relax in your
easy chair ... and we'll parade the songs over your radio
and tell you how the nation ranked them this week. Later
on you'll hear more about the Sweepstakes ... but now let's
have music ...

"You Can't Pull the Wool Over My Eyes" ... ranking just
where it did last week ... TENTH.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE on YOUR HIT PARADE ... "There's a Small Hotel"
... from "On Your Toes."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE MY HEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Most played this week over the big national radio networks
... "Take My Heart" jumps up three places to FOURTH this
week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NUMBER ONE)

COMMERCIAL #1

ANNOUNCER: Thousands of suitcases are being packed these days for vacation trips ... and in thousands of those suitcases, vacationists are including cartons of their favorite cigarettes -- Luckies. Luckies are particularly well-adapted to vacation smoking, because, no matter what kind of country or climate you encounter, Luckies stay in condition. Suppose you're going "dude-ranching" out West in the dry bracing air of the plains and mountains -- then take Luckies, because Luckies do not dry out ... Or you may prefer the pleasures of lake or river or seashore -- it makes no difference ... take Luckies! ~~---~~ Luckies are made right and Luckies stay right. Their moisture content is rigidly, scientifically controlled, through every step in their manufacture. The result is a cigarette that ~~is~~^{is} in condition -- that is never dry and harsh, never soggy and damp. On vacation and at home too, Luckies are always the same fine cigarette -- A Light Smoke of rich ripe-bodied tobacco -- conditioned to your taste.

COMMERCIAL #1

ANNOUNCER: Thousands of suitcases are being packed these days for vacation trips ... and in thousands of those suitcases, vacationists are including cartons of their favorite cigarettes -- Luckies. Luckies are particularly well-adapted to vacation smoking, because, no matter what kind of country or climate you encounter, Luckies stay in condition. Suppose you're going "dude-ranching" out West in the dry bracing air of the plains and mountains -- then take Luckies, because Luckies do not dry out ... Or you may prefer the pleasures of lake or river or seashore -- it makes no difference ... take Luckies! For Luckies are made right and Luckies stay right. Their moisture content is rigidly, scientifically controlled, through every step in their manufacture. The result is a cigarette that stays in condition -- that is never dry and harsh, never soggy and damp. On vacation and at home too, Luckies are always the same fine cigarette -- A Light Smoke of rich ripe-bodied tobacco -- conditioned to your taste.

("LA CUCURACHA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "La Cucaracha" - a swell rhumba that's not one of the Big Fifteen ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: All right ... Sweepstakes fans ... here's a winner. Coming up with a rush from fifth place last week ... "Would You" from the motion picture "San Francisco," captures SECOND place this week.

("WOULD YOU" KLASSEN AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Returning to Your Hit Parade is that song of the islands ... "On the Beach at Bali Bali" ... number THIRTEEN this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE DARKTOWN STRUTTERS' BALL" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one of the best ever written - though it's not one of the Big Fifteen ... "Darktown Strutters' Ball" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NUMBER TWO)

COMMERCIAL # 2

ANNOUNCER: An unconscious tribute is the highest praise of all. And here's one that the makers of Lucky Strike cigarettes prize most deeply ... Down in the tobacco country, the tobacco farmers themselves have a phrase to describe the kind of tobacco Lucky Strike buyers insist upon for Luckies. They call it "The Cream of the Crop." Now nobody inspired those farmers to say "Cream of the Crop." The expression was not originally an advertising phrase. It was not even the creation of the manufacturers of Lucky Strike Cigarettes. Nobody put such colorful words into those farmers' mouths. They just naturally call Lucky Strike tobaccos the Cream of the Crop -- because they are The Cream of the Crop, the choice center leaves of the finest tobacco money can buy ... And that's the highest testimonial of all, it seems to us -- coming, as it does, from the tobacco farmers themselves, men who know tobacco from seed to smoke. It's one more proof of Lucky Strike quality -- one more proof of the Lucky Strike standard to which we scrupulously adhere.

("ROBINS AND ROSES" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Recently "Robins and Roses" was among the top three on Your Hit Parade ... It's still going strong! Number SIX this week!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: 2500 students at Louisiana State University last week selected "It's a Sin to Tell a Lie" ... their number one tune ... but all America says it's EIGHTH this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("STEIN SONG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen ... but a mighty famous number "The Stein Song", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: On with YOUR HIT PARADE ... America's fifteen most popular songs this week presented by Lucky Strike ... and on with YOUR LUCKY STRIKE SWEEPSTAKES ... the new cigarette pastime that's bringing prizes of regular cartons of 200 Lucky Strike Cigarettes to enthusiastic Sweepstakes fans everywhere the country 'round! Anybody can win. So come on, test your skill against your neighbors' ... Bob "Believe It or Not" Ripley tells us he's in this week, and Frank Crumit and Edgar Guest and Phil Baker and George Burns and Gracie Allen, too, just to mention a few. So come on in ... There's no limit to the thousands and thousands of prizes. Here are the simple rules ... here's the way you play.

GRAUER: 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.

GRAUER: TWO!

RUYSDAEL: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... and must be postmarked no later than this coming Sunday midnight ... that's July 12th. Winning songs will be announced on the two programs of next week.

GRAUER: THREE!

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

GRAUER: 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.

(FANFARE)

ANNOUNCER: The winner! Back in first place ... back on top ... a real champion with what it takes to come back. Yes, it's that pride of the Southland ... "Is It True What They Say About Dixie." First again from Coast to Coast.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN I'M WITH YOU"CROSS AND ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's a newcomer ...entering YOUR HIT PARADE in FOURTEENTH place ... "When I'm With You" ... from the motion picture "Poor Little Rich Girl."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "You're O. K." ... and you'll agree the tune's O. K. too ... though it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A MELODY FROM THE SKY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIFTEEN on YOUR HIT PARADE this week is ... "A
Melody from the Sky".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHE SHALL HAVE MUSIC" CROSS AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "She Shall Have Music" ... and so, indeed, she shall, for
you keep this tune high up among the leaders in NINTH
position.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NUMBER THREE)

ANNOUNCER: Nature's anything but consistent. For instance, you pluck an apple from the tree - rub it a couple of times and presto! it's ready for eating. Tobacco's different. More, perhaps, than any other of nature's gifts it requires careful preparation for use. That's why Lucky Strike's famous and exclusive process known as IT'S TOASTED is so important. TOASTING removes from Luckies certain harsh irritants present in even the finest tobaccos in their natural state. It is, we consider, an indispensable step in the production of a finer cigarette -- yet Lucky Strike is the only cigarette in the world to offer you the benefits of toasting. If you inhale -- and nearly everyone does -- you owe it to yourself to try Luckies. Find out what TOASTING means to you personally in terms of throat protection against irritation, against cough. We think that, after trial, you'll agree with us...Luckies taste better -- Luckies smoke smoother...~~because~~ Luckies are TOASTED. Luckies are A Light Smoke of rich ripe-bodied tobacco.

("THE GLORY OF LOVE"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Last week it skyrocketed to the very top...and it's still a big favorite this week .. "The Glory of Love" .. number SEVEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALL MY LIFE"KLASSEN AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "All My Life"..ELEVENTH in your favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE DUCHESS AND HER CRUTCHES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Don't pick it for the Sweepstakes ... for it's not one of the Big Fifteen ... but boy, oh boy! ... just listen to the Lucky Strike Orchestra play "The Duchess Threw Her Crutches Away"

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(fanfare)

GIRL: Oh, Jerry, wish me luck!

BOY: Sure thing, Sally ... I've got my fingers crossed, too!

GIRL: I ranked the first two songs correctly in the Sweepstakes and if I'm right on Number THREE I'll win.

~~(MUSIC)~~

ANNOUNCER: We're wishing you luck too, Sally ... and everybody else... we hope you all ranked "These Foolish Things" THIRD this week... because that's where it finished the race, THIRD from Coast to Coast.

("THESE FOOLISH THINGS" CROSS AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("STOMPIN' AT THE SAVOY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a colorful entry ... a newcomer this week...

"Stompin' at the Savoy" ... TWELFTH on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES come to you regularly twice each week...Wednesdays on this station at 10:00 P.M. Eastern DAYLIGHT Time with Carl Hoff and his Lucky Strike Orchestra. Next Wednesday Carl Hoff will have Harry Sosnick as his guest conductor for the Lucky Strike Orchestra. And on Saturday night you'll find Harry Salter and the 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 Saturday broadcast.

And now... you'd better jot down on a postcard the melodies you think will rank 1-2-3 just like that, on YOUR HIT PARADE next week. Then check the selection you make tonight again when you hear YOUR HIT PARADE this Saturday night. And don't forget ... your entry must be postmarked no later than midnight this coming Sunday ... July 12th. So good luck to you ... we hope this is your lucky week. Winning songs are announced Wednesday and Saturday nights in Your Lucky Strike Sweepstakes ... copyright 1936 by The American Tobacco Company.

RUYSDAEL: We hope you'll remember how the songs rank this week... for that will help you in the Sweepstakes ... and we hope you'll remember the three points we've made tonight about Lucky Strike Cigarettes ... for they are excellent reasons why you'll enjoy Luckies more. Scientific MOISTURE CONTROL in ~~the~~ manufacture ~~of Luckies~~ assures that ~~the cigarettes are~~ *Luckies are* ~~perfectly conditioned~~ perfectly conditioned to your taste. Lucky Strike uses only the finest tobaccos -- The Cream of the Crop....And that famous and exclusive process -- "IT'S TOASTED" -- is your throat protection against irritation, against cough. These are three important reasons why Luckies are a Light Smoke -- a cigarette that you'll enjoy more -- A Light Smoke of rich, ripe-bodied tobacco. And so ... until Saturday night ... good night and pleasant smoking.

(CLOSING THEME)

THIS IS THE NATIONAL BROADCASTING COMPANY

jh/eb
7/7/36

ATX01 0014475

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JULY 11, 1936

10:00 to 11:00 P.M.

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

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

ANNOUNCER: Here they come ... the fifteen most popular songs of the nation this week ... YOUR HIT PARADE, played by Harry Salter and the Lucky Strike Orchestra. They're tops ... we know they are, because each week a huge nation-wide survey shows which melodies you like best. We check the sheet music and records you buy ... the tunes you request of orchestra leaders. And the nation's big radio networks report your favorites over the air. When all the facts are in ... and analyzed ... fifteen songs stand at the very top ... America's most popular songs of the week ... and that's YOUR HIT PARADE!

And here's that record-smashing feature ... the biggest thing of its kind in the history of radio ... the newest thing in games ... YOUR LUCKY SHOT SWEETSTAKES ... a cigarette game that's a real thriller ... and more fun than a barrel of monkeys! From coast to coast literally hundreds of thousands are trying to pick the three top ranking songs on YOUR HIT PARADE.

ATX01 0014476

ANNOUNCER: (CONT'D) And no wonder ... for there's a prize for everyone who picks them right ... and we mean everyone there's no limit to the thousands and thousands of winners ... no limit to the number who can win and do win regular cartons of 200 Lucky Strike Cigarettes. So ... climb aboard the Sweepstakes band wagon. There's nothing to buy ... no entry fee ... no complicated rules. Just pack up your troubles ... and make way for a grand time. And now the songs are at the post ... we're all set ready to go on with YOUR HIT PARADE ... so watch these melodies carefully ... More about the Sweepstakes later

All right .. we're off .. with "The Glory of Love"
... number SEVEN this week the country 'round.

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

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one that came mighty close ... "Take My Heart" ... jumps up three places on YOUR HIT PARADE this week to finish FOURTH.

(MUSIC SWELLS AND FINISHES)

Segue to

("NOBODY'S SWEETHEART".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not one of the big fifteen ... but when the Lucky Strike Orchestra plays "Nobody's Sweetheart" ... well ... it's sure something to write home about.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANNOUNCER: Most of us have heard the expression: "When such-and-such was made, the mould was broken" ... And that's high tribute. But isn't it an even higher tribute to say, as can be said of Luckies -- "Luckies are a fine cigarette -- a perfect blend of the choicest Turkish and domestic tobaccos -- and there are billions and billions of Luckies, all the same, all equally good." ... Lucky Strike was one of the first to recognize the importance of this uniformity in cigarettes -- Lucky Strike was the first to apply modern science to the ancient art of tobacco blending. More than one hundred different types of tobacco go into every fresh blending for Luckies -- yet the result is always the same fine, uniform Lucky Strike cigarette. Chemical tests both before and after blending ensure this. That fine-tasting Lucky Strike tobacco -- that Lucky smoothness -- that pleasing lightness in the smoke -- you will find them in every Lucky, everywhere. Luckies are always what you want a cigarette to be -- A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014479

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays ... "She Shall Have Music" ... number NINE in YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNOUNCER: Attention, Sweepstakes fans! "Would You" from the motion picture "San Francisco", FIFTH last week, finishes SECOND this week. Is that where you ranked it? We hope you did ... it's SECOND.

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

(MUSIC SWELLS AND FINISHES)

Segue to

("WHEN I'M WITH YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a record breaker! Released only seventeen days ago, it's already a national hit ... "When I'm With You" from the picture "Poor Little Rich Girl" ... in FOURTEENTH place on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays ... "There's Something About a Soldier" ... a grand number that's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 2

ANNOUNCER: When you're in the market for an automobile, a refrigerator, a radio, you carefully examine the various makes until you have found one that has some marked point of superiority -- and then you buy it ... Why not apply the same rule to cigarettes? Just ask yourself: "Has any one brand of cigarettes a real point of superiority over the others -- something truly individual about it?" We think that, in all fairness, your answer must be: "Yes, Luckies. For that famous Lucky Strike process known as IT'S TOASTED is absolutely exclusive and it removes certain harsh irritants naturally present in even the finest tobaccos!" ... That's why millions and millions of smokers have chosen Luckies as their cigarette. Because TOASTING mellows and purifies Luckies -- makes Luckies smoother, better-tasting, kind to your throat. Luckies are a light smoke -- A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's that popular South Sea tune ... back again
on YOUR HIT PARADE in THIRTEENTH position ... "On
the Beach at Bali Bali"

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Robins and Roses" ... still flying high ... number
SIX this week from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen ... but a tune alive with
sparkle and pep ... "No Other One" ... 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: We're off! . . . here we go, with YOUR HIT PARADE . . . the fifteen favorite songs in the nation this week, presented for your pleasure by Lucky Strike Cigarettes. And along with YOUR HIT PARADE comes that game of games . . . YOUR LUCKY STRIKE SWEEPSTAKES . . . a cigarette game packed with thrills and chuckles . . . and prizes, too, tens of thousands of prizes . . . regular ^{cartons} ~~cartons~~ of 200 Lucky Strike Cigarettes. There's no limit to the number of winners. And the more thousands of winners there are, the better we like it. So cut yourself a slice of fun . . . come on in and join the Sweepstakes . . . we're hoping we can send you a winning carton of Luckies this coming week. Here are the rules . . . they're simple as ABC.

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 - 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.

(SOUND EFFECT ... MOTOR COP SIREN ... AUTOMOBILE MOTOR SLOWING DOWN AND STOPPING.)

COP: Hey, Buddy, pull over to the curb ---- are you in a big hurry?

MAN: I'm in no hurry officer. No! I was only doin' twenty-five.

COP: Sure! That's right, but pull over -- I just want to listen to that Lucky Strike program you've got on your auto radio....

MAN: Okay -- you're just in time; here comes the announcement of the number ONE song in the Sweepstakes this week.

(PANTARE)

ANNOUNCER: Righte ... everybody stop ... everybody listen ... for here it is, topping them all ... Public Melody Number One ... "Is It True What They Say About Dixie" ... In second place last week - in FIRST place this week from the Atlantic to the Pacific.

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

(MUSIC SWELLS AND FINISHES)

Segue to

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

(PADE FOR ANNOUNCEMENT)

ANNOUNCER: In ELEVENTH position ... on YOUR HIT PARADE ... is "All My Life".

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Feel A Song Coming On" Not one of the Big Fifteen but played by the Lucky Strike Orchestra because it's a mighty fine tune.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Shoot music leader in Little Rock ... best selling phonograph record in Minneapolis ... and radio favorite in Milwaukee ... "It's a Sin to Tell a Lie" ... Number EIGHT this week on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: FIVE ... in FIFTH place this week ... "There's A Small Hotel" from "On Your Toes" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 5

WOMAN: Like most woman I admire neatness. I admire it in a person, in a home ... and in a cigarette, too. I find it's no pleasure at all to smoke a cigarette that's poorly made ... loosely packed.

RUYSDAEL: And I think a lot of other people feel the same way. I think that's one reason why many Lucky Strike smokers are Lucky Strike smokers. Because Luckies are so consistently well-made...so consistently up to standard. Lucky Strike has spent twenty-five years perfecting instruments and devices which gaurantee the Lucky Strike standard of ^Q quality. Luckies are uniformly round, uniformly firm, uniformy fully packed -- and the result is that Luckies smoke smoother. They're free of annoying loose ends. They have no loose bits of tobacco. Luckies taste better and they're always the same -- they're made right -- they stay right -- A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014488

("STOMPIN' AT THE SAVOY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Stompin' at the Savoy" ... swing music ... and
how! ... a newcomer entering YOUR HIT PARADE in
TWELFTH position.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the Lucky Strike Orchestra playing the
song that's number FIFTEEN this week.... "A Melody
From the Sky".

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a great tune, but don't enter it for the
Sweepstakes ... for it's not one of the Big
Fifteen ... The Lucky Strike Orchestra plays
"Don't Hold Everything" from "Hold Everything."

(MUSIC SWELLS AND FINISHES)

Segue to

FANFARE

ANNOUNCER: SIXTH last week and now THREE ... that's
fast moving for this winner in the Swoopstakes ...
"These Foolish Things" THIRD
throughout the nation.

("THESE FOOLISH THINGS"..... CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune the country picked as number TEN
this week on YOUR HIT PARADE.. .. "You Can't Pull
the Wool Over My Eyes".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Tonight YOUR HIT PARADE had Harry Salter as
guest conductor for the Lucky Strike orchestra ...
YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES
come to you regularly twice each week ...
Saturdays on this station at 10:00 P.M. Eastern
DAYLIGHT time ... and on Wednesday nights 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.
Now a word to the wise ... you've heard this week's
tunes and their rankings tonight ... so before they
slip your mind ... you'd better write down your
entry for the Sweepstakes. Take a minute right
now ... jot down the songs on a postcard ... 1 -
2 - 3 just like that, in the order you think they
will rank next week on YOUR HIT PARADE. Then see
that your card is postmarked no later than midnight
tomorrow . . that's Sunday midnight. Remember ...
every week winning songs are announced Wednesday
and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES
..... copyright 1956 by The American Tobacco
Company.

- 17 -

RUYSDAEL: Don't miss next Wednesday's program -- And
don't miss the extra smoking pleasure that is
yours with Lucky Strike cigarettes. Luckies are made
of the choicest center leaf tobacco -- and... the
exclusive Lucky Strike process IT'S TOASTED -- is
your throat protection against irritation, against
cough. For the pleasure really fine tobacco
gives -- and for your throat's sake, too, smoke
Luckies. Till Wednesday, then -- good night and
pleasant smoking.

(CLOSING THEME)

This is the COLUMBIA Broadcasting System.

(Fade theme 20 seconds)

WABC.....NEW YORK

HR

ATX01 0014492

REVISED

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

() ()
10:30 - 11:00 P.M.

JULY 15, 1936

WEDNESDAY

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

ANNOUNCER: Are you ready America? Here they are...the fifteen most popular songs in the nation this week...YOUR HIT PARADE, played by Harry Sosnick and the Lucky Strike Orchestra. This week and every week, a vast, nationwide survey tells us which fifteen tunes 130,000,000 of you like the best. We check the sheet music and records you buy...the numbers you request of principal orchestra leaders. And from the big radio networks...we learn the outstanding melodies of the air-waves. And when we add up all these facts...there they are...right on top ...the fifteen songs you like best of all...that's YOUR HIT PARADE! And here's something new -- something different...YOUR LUCKY STRIKE SWEEPSTAKES...that new national cigarette game that's loaded with excitement and fun for all who play. And every winner -- and we have thousands upon thousands of winners -- every winner gets a prize...a regular carton of 200 Lucky Strike Cigarettes. Folks by the millions are flocking to join the fun...yes, so far this week we have over a million five hundred thousand entries...Think of it --over one million five hundred thousand Sweepstakes entries this week. So come on in...win yourself 200 of those fine Lucky Strike Cigarettes...note the way the melodies rank this week...and then let's see how good a "picker" you are. There'll be more about the Sweepstakes later.(MORE)

ATX01 0014493

ANNOUNCER
CONTINUED:

But right now there's no holding the Lucky Strike
Orchestra because they're all set to go with "Is It
True What They Say About Dixie"...number FOUR this
week all around the country.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "There's a Small Hotel"...from "On Your Toes"...EIGHTH
this week on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Radio favorite in New Orleans...and sheet music leader
in San Antonio..."The Glory of Love" climbs higher
this week...it's FIFTH!

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:

Coffee, in its natural state, lacks aroma, lacks taste. Heat must be applied to the raw coffee beans to bring out their full flavor, their true deliciousness. In very much the same way, Lucky Strike's exclusive process "It's Toasted" develops in those fine center leaf tobaccos we use that full, rich taste all smokers want. But the Lucky Strike "Toasting" process goes still further. It removes certain harsh irritants naturally present in even the choicest tobaccos. TOASTING - then - not only improves the taste -- it also makes for a smoother cigarette -- a cigarette that you can enjoy smoking all day long -- a cigarette that is wonderfully easy on your throat. So, for real pleasure, and for your throat's sake, too, smoke Luckies, a Light Smoke of rich, ripe-bodied tobacco -- "IT'S TOASTED".

("GOOD NEWS".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not a Sweepstakes contender...not one of the Big Fifteen
but you'll like the title tune from "Good News" 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 motion picture "San Francisco"
... SEVENTH the country 'round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: NINE...Number Nine this week on YOUR HIT PARADE...it's
"Robins and Roses!"

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALEXANDER'S RAG TIME BAND".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a dandy...an all-time champion...though it's not
one of the Big Fifteen... "Alexander's Rag Time Band"
...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO 2)

ANNOUNCER: The other day, a friend of mine, a woman commercial artist who smokes constantly throughout the day, had this interesting thing to say about Luckies....

WOMAN: "It has occurred to me that the amount I smoke is a real test of any cigarette's goodness... and I can truthfully say that Luckies come through the test wonderfully. My last Lucky of the day tastes just as good as the first one in the morning."

ANNOUNCER: Yes - there's something about Luckies that makes them a mighty good companion throughout a long day of smoking. They're smooth, they're mellow, they're easy on your throat - they're a light smoke - and the taste of that fine rich tobacco that's so delightful when you take your first puff of the day is still thoroughly enjoyable in the last Lucky you smoke before going to bed - That's because Luckies are . . . A light smoke of rich, ripe-bodied tobacco.

(CROSS PATCH" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Back on YOUR HIT PARADE this week in FOURTEENTH position
... is that tune called "Cross Patch."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a winner...you Sweeptstakes fans...gather'round.
THIRD last week ... and now it's gone up another step...
"These Foolish Things" ... SECOND this week in a
sensational finish.

("THESE FOOLISH THINGS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("EENY MEENIE MINEY MO" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Eeny Meenie Miney Mo" ... not one of the Big Fifteen ...
but a topnotch tune 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: Come on America...on with YOUR HIT PARADE ... the fifteen favorite songs in the nation this week, presented for your pleasure by LUCKY STRIKE CIGARETTES. And on with YOUR LUCKY STRIKE SWEEPSTAKES, too ... that king of games ... that national cigarette game that's a new high in fun and excitement! And there's a prize for every winner ... tens of thousands of prizes ... regular cartons of 200 Lucky Strike Cigarettes. Think of it ... no entry fee and no limit to the number of prizes! So try your skill ... who knows ... you may be a wizard once you get started ... Here's how it's done ... Listen carefully because we want you to be a lucky winner, too.

GRAUER: 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.

GRAUER: TWO!

RUYSDAEL: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York ... and must be postmarked no later than this coming Sunday midnight.... that's July 19th. Winning songs will be announced on the two programs of next week.

GRAUER: THREE!

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

GRAUER: 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.

GRAUER: And now for that thrilling moment....

(FANFARE)

The winner! A sensational winner ... coming up like a whirlwind from FOURTH place last week to top them all this week ... "Take My Heart" ...FIRST song of the land, a new champion!

("TAKE MY HEART"QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHE SHALL HAVE MUSIC"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra playing the song you rank FIFTEENTH this week ... "She Shall Have Music."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SWEET SUE"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sweet Sue" ...an old favorite played by the Lucky Strike Orchestra...though it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to YOUR HIT PARADE... "No Regrets"...
beginning its career in THIRTEENTH place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("STOMPIN AT THE SAVOY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays that great swing
tune... "Stomp'n' at the Savoy" - It's number
E L E V E N this week.

ANNOUNCER: Every person knows his or her age though sometimes folks won't admit it - if you were to ask a little fellow how old he was he'd proudly shout: "Four going on five"! - and ladies, well, they could tell you their ages too - though you should just never ask. But, in the vegetable world, things are different. For example, a tobacco plant, which we speak of as having "reached maturity", is truly mature only in its center leaves. Its bottom leaves are already too old, woody and coarse -- its top leaves are still too young, underdeveloped, harsh. Only the center leaves have that rich taste -- that mellow smoothness -- which make for finer smoking pleasure. Lucky Strike uses the choice center leaves of fine ripe tobacco for every pile of which the highest price is paid. These center leaves cost more but they give you a better - a finer smoke. And Lucky Strike spares no expense in bringing you what millions consider to be the finest cigarette -- A Light Smoke of rich, ripe-bodied tobacco -- your Lucky Strike.

("LET'S SING AGAIN".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week "Let's Sing Again" comes back strong....back
to TWELFTH position on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays...."It's A Sin to Tell
A Lie" ... in SIXTH place this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not in the Sweepstakes ... not one of the Big Fifteen...
but a tune full of rhythm and dance...."I'll Never Say
Never Again Again" played by the Lucky Strike Orchestra

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "On the Beach at Bali Bali" moves higher ... it's number
TEN this week on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: We hope you were right on this one ... but it's an upset ... a long shot...for it jumped from TENTH last week way up to THIRD place this week... "You Can't Pull the Wool Over My Eyes"

("YOU CAN'T PULL THE WOOL OVER MY EYES"...DICK, QUARTETTE & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Tonight YOUR HIT PARADE had Harry Sosnick as guest conductor for the Lucky Strike Orchestra. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you regularly twice each week.....Wednesdays on this station at 10:00 P.M., Eastern DAYLIGHT Time...and on Saturday nights over another station. You'll want to hear both programs, so be sure to consult your local newspaper for full details on the Saturday broadcast.

Better jot down right now your selection for the SWEEPSTAKES.....1 - 2 - 3 ---just like that, as you think the tunes will rank next week. Then check your entry again when you hear YOUR HIT PARADE this Saturday night. Your entry card must be postmarked no later than midnight this coming Sunday. The best of luck to you ... to all of you ... here's hoping you're a prize winner.

Remember, winning songs are announced Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES.....
copyright 1936 by The American Tobacco Company.

RUYSDAEL: We're going to say "Good-night" now....and if you are not already smoking Luckies, we hope you'll try them. Don't miss that ~~extra~~ smoking pleasure Luckies offer you. You'll find Luckies are always smooth, always mellow, always kind to your throat. Luckies are truly a LIGHT SMOKE of rich, ripe-bodied tobacco.

Till Saturday night then, good-night and pleasant smoking.

(CLOSING THEME)

THIS IS THE NATIONAL BROADCASTING COMPANY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JULY 18, 1936

10:00 to 11:00 P.M.

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

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

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE... America's fifteen most popular songs this week, played by Freddie Rich and the Lucky Strike Orchestra! These are the melodies a huge nationwide survey tells us you like best this week ... the songs you buy most frequently on sheet music and records ... the tunes you request most often from the country's prominent orchestra leaders... and the songs the networks tell us are your favorites over the air. From North, East, South, and West comes the information which determines the fifteen songs highest in America's favor ... and that's YOUR HIT PARADE ... the cream of this week's musical crop!

And with YOUR HIT PARADE ... comes that sensational cigarette game that's booming to the skies ... YOUR LUCKY STRIKE SWEEPSTAKES ... that phenomenal cigarette game ... packed, jammed, and overflowing with thrills and fun for all who play.

(MORE)

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ANNOUNCER:
(CONT'D)

Fun for the millions ... yes, millions ... we've had over one million seven hundred thousand entries this week alone ... think of it, over one million seven hundred thousand this week. But no wonder! There's no limit to the thousands upon thousands of prizes ... absolutely no limit ... prizes of regular cartons of 200 Lucky Strike Cigarettes. So come on in ... don't miss the fun. You can win. Chances are that some of the thousands of prize winners are right in your neighborhood. So why not you? There'll be more about the Swoopstakes later ... but right now the orchestra says "GO!"

And we're off with a melody that's still mighty high in the rankings ... number FOUR ... "Is It True What They Say About Dixie?"

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: FIFTEENTH in YOUR HIT PARADE this week is "She Shall Have Music."

(MUSIC SWELLS AND FINISHES)

segue to

("CROSS PATCH" MCCRAB AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the Lucky Strike Orchestra with a melody that comes back this week into YOUR HIT PARADE in FOURTEENTH position ... "Cross Patch."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANNOUNCER: There is a lure in far-off places ... The whistle of a train at night -- the salt smell of the sea -- the open road -- these fill most of us with a desire to be off on distant travels ... Your Lucky Strike cigarette is quite a traveler, too. Not only is it sold all over the world -- but the tobaccos from which it is so expertly blended come from thousands of different plantations both here and across the seas ... Macedonia and Xanthia in Greece -- Smyrna and Samsoun in Turkey -- Virginia, the Carolinas, Georgia, Tennessee, Kentucky, Maryland ... in our own fair land. More than one hundred different types of choice tobacco go into every fresh blending for Lucky Strike -- yet, by careful scientific tests, by the most rigid inspection, perfect uniformity of taste and smoothness is assured. That's why you'll find unchanging pleasure in Luckies -- in this perfect blend of the finest foreign and domestic tobaccos -- because Luckies are always the same. Luckies offer you always A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune that's not among the Big Fifteen ... but
it's one you all know well. The Lucky Strike
Orchestra plays "Sunnyside Up".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "It's a Sin to Tell
a Lie" ... It gains two places to reach number SIX
this week.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that ranks THIRTH on YOUR HIT PARADE
this week ... "On the Beach at Bali Bali."

(MUSIC SWELLS AND FINISHES)

segue to

("FARWELL BLUES"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Farwell Blues" ...
but don't pick it for the Sweepstakes for it's not
one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 2

RUYSDAEL: Here's something we think will interest you.

BARUCH: A Flash from the "Normandie" -- giant French superliner, blue ribbon champion of the Atlantic, speeding eastward with a passenger list that reads like the Blue Book of two continents -- via wireless direct to Lucky Strike comes a message to tell us that far out in mid-ocean the passengers aboard this great vessel are eagerly following the Lucky Strike Sweepstakes. Ham Fisher, famous cartoonist aboard the "Normandie" picked them right -- 1 - 2 - 3 -- just like that. A prize carton of 200 Luckies will catch up with him on his journey. This flash from the "Normandie" tells us, also, that more and more passengers are smoking Luckies -- more and more every voyage.

RUYSDAEL: And speaking of travel -- wherever you are, wherever you go -- you'll find Luckies always the same fine cigarette. Open a pack of Luckies anywhere, any time. You'll find twenty cigarettes that are absolutely identical -- round and firm and fully packed. Luckies are made right and Luckies stay right. Passengers aboard the Normandie, as well as millions of smokers at home, know that you can count on Luckies always for A Light Smoke of rich, ripe-bodied tobacco.

("THE GLORY OF LOVE" MCCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Glory of Love" moves higher this week ... it's
number FIVE in YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: A winner! How about it Sweepstakes' fans? Did you
pick "These Foolish Things" to go to SECOND place?
Well that's where it went ... up from third last
week to SECOND this week.

("THESE FOOLISH THINGS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("MARGIE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen ... but you'll like it ...
it's "Margie", played by the Lucky Striko Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ATX01 0014513

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

ANNOUNCER: This is YOUR HIT PARADE ... the fifteen most popular songs in America this week ... brought to you by Lucky Strike ... plus ... and it's a mighty big plus ... YOUR LUCKY STRIKE SWEEPSTAKES ... the new game sensation ... the amazingly popular cigarette game that's bringing fun and excitement to millions throughout the land. There's no entry fee ... nothing to buy ... and no limit to the number of prizes. Just think of that - no limit to the tens of thousands of prizes ... regular cartons of 200 Lucky Strike Cigarettes. So come in and get your friends in too. The more there are in your group the better your chances are ... and we're for you ... we hope you win ... we want you to have a prize of 200 of those grand Lucky Strike Cigarettes. Here are the rules. So listen carefully.

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 program: 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 - 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.

ANN'CR: And now ... come one... come all ... gather 'round ... here's his majesty ... this week's king of tunes!

(FANFARE)

ANN'CR: And what a song! What a winner! Back in fourth place last week ... and now out in front ... your number ONE melody from coast to coast. That's the brilliant record of ... "Take My Heart"

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

(MUSIC SWEELS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: NINTH ... number NINE on YOUR HIT PARADE this
week is ... "Robins and Roses"!

(MUSIC SWEELS AND FINISHES)

SEGUE TO

("SHINE"ORCHES TRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Shine" ... a melody that's not one of the
Big Fifteen ... but a grand tune that gives
the Lucky Strike Orchestra a real chance to
"rise and shine".

(MUSIC SWEELS AND FINISHES)

SEGUE TO

("NO REGRETS".....CLARK AND ORCHES TRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your number THIRTEEN tune ... "No Regrets" ...
a newcomer to YOUR HIT PARADE this week that
sounds like a real musical thoroughbred!

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("STOMPIN' AT THE SAVOY".....ORCHESTRA)

FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Stompin' At
The Savoy" ... the song that ranks ELEVENTH
this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO.3)

COMMERCIAL NO. 3

ANNOUNCER: Sun-ripened ... Those two words describe so many of the good things of this world ... sun-ripened -- enriched -- mellowed ... And that's a mighty good description of Luckies, too -- of Luckies more than of any other cigarette. For not only is the choice tobacco used in Luckies mellowed by the sun -- but it is further mellowed by the use of the ultra-violet ray. And this extra mellowing is exclusive with Lucky Strike Cigarettes. Every bit of tobacco used in Luckies is exposed to the ultra-violet rays, as a part of the famous Lucky Strike process known as IT'S TOASTED, TOASTING removes from Luckies certain harsh irritants naturally present in even the choicest tobacco. And the result? ... Well, naturally, the result is that Luckies are smoother -- more mellow.

You can smoke Luckies all day long with pleasure -- you can enjoy to the very utmost the taste of the world's finest tobaccos. Yet Luckies are wonderfully easy on your throat. Luckies are, truly, A Light Smoke of rich ripe-bodied tobacco.

ATX01 0014518

("LET'S SING AGAIN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let's Sing Again" ... back this week on
YOUR HIT PARADE in TWELFTH position.

(MUSIC SWEELS AND FINISHES)

SEGUE TO

("WOULD YOU"QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: We asked the studio audience for their Hit
of the week ... and they chose "Would You" by
a wide margin ... but throughout the country
this melody from the picture "San Francisco"
ranks SEVENTH!

(MUSIC SWEELS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the motion picture "Top Hat" the Lucky
Strike Orchestra plays "No Strings" ... not
one of the Big Fifteen ... but a mighty lively
tune.

-15-

(MUSIC SWEELS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:"There's a Small Hotel" ... in EIGHTH place this
week on YOUR HIT PARADE.

(MUSIC SWEELS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER:Hear Ye ... Hear Ye ... Sweepstakes Fans. Here's a
winner ... and what a race it ran ... all the way
up from tenth place last week to become ^{your} number THREE
tunc this week ... "You Can't Pull the Wool Over My
Eyes"!

("YOU CAN'T PULL THE WOOL OVER MY EYES"... MC CRAE AND ORCHESTRA

(MUSIC SWEELS AND FINISHES)

2

ATX01 0014520

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

Now is the time to jot down your selections for Your Lucky Strike Sweepstakes of next week. Just list on a postcard ... the 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 in ... we don't want you to miss the fun ... and we do want you among the lucky prize winners. Remember ... winning songs are announced Wednesdays and Saturdays in Your Lucky Strike Sweepstakes ... copyright 1936 by The American Tobacco Company.

-17-

RUYSDAEL: And, as we bid you "Good-night" ... we hope that all of you who enjoy Your Hit Parade and Your Lucky Strike Sweepstakes will ... "light a Lucky". It will tell you, better than we can, that Lucky Strike Cigarettes bring you more smoking pleasure ... Luckies are smoother, Luckies are better-tasting ... Luckies are easier on your throat. Luckies are a light smoke -- A Light Smoke of rich, ripe-bodied tobacco.

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

(CLOSING THEME)

This is the COLUMBIA....BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC...NEW YORK

LT:EB

ATX01 0014522

(REVISED)

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

WEAF

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

JULY 22 1936

WEDNESDAY

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

ANNOUNCER: They're on the air!.. the fifteen favorite songs of the week...YOUR HIT PARADE, played by Carl Hoff and the Lucky Strike Orchestra. These are the fifteen tunes that a huge nation-wide survey shows are "tops" with America this week ... a survey covering the sheet music and phonograph records you buy, the numbers you request most often on the dance floor, and the tunes played most over the air. They're the nation's fifteen champions of song ... YOUR HIT PARADE! And, speaking of champions, with YOUR HIT PARADE comes the all-time champion in games, too -- that remarkable, new national cigarette game - Your Lucky Strike SWEEPSTAKES. We've told you you could win. We've told you there was no limit, absolutely no limit to the number of prizes -- well -- so far this week alone, we've sent over sixty-five thousand prizes ... over sixty-five thousand prizes so far this week alone, and the week is still young..... prizes of regular cartons of 200 Lucky Strike Cigarettes to SWEEPSTAKES fans from Maine to California. So, come on - pull up your chairs, gather 'round the radio and hop aboard the SWEEPSTAKES bandwagon for a barrel of fun. There's no entry fee, nothing to buy, no complicated rules. We'll tell you all about it later in the program.

(MORE)

ATX01 0014523

ANNOUNCER: Right now, the Lucky Strike Orchestra is ready to go with
(CONT) the song America puts in FIFTH place this week.... "IS IT
True What They Say About Dixie".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "On the Beach at Bali
Bali"...

This week it climbs to number EIGHT.

(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" ... number
SEVEN on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

.....(COMMERCIAL #1).....

(COMMERCIAL #1)

-2A-

WOMAN: Of course, I know that Luckies are easy on your throat; but never-the-less I was very much impressed when a friend of mine who just returned from Hollywood remarked on the great number of movie stars who are Lucky smokers.

ANNOUNCER: That's quite true. Motion picture people have been among the first to realize the advantages of Luckies. Their voice is a precious business asset. That famous Lucky Strike process known as IT'S TOASTED, which removes certain harsh irritants naturally present in even the choicest tobaccos, is their throat protection against irritation, against cough. And it can be yours. Your throat is precious, too. You owe it to yourself to try Luckies. Discover how smooth and gentle they are always -- rich-tasting, but so kind to your throat that you can smoke them all day long with pleasure ... Lucky Strike -- A Light Smoke of rich ripe-bodied tobacco.

ATK01 0014525

("A SENTIMENTAL GENTLEMAN FROM GEORGIA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a tune that's not one of the big fifteen... "A Sentimental Gentleman from Georgia."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's A Sin to Tell A Lie"... the country's biggest-selling phonograph record... but when all the factors are counted, it's number SIX on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ROBINS AND ROSES" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Robins and Roses"..... this week number TWELVE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NEGRA CONSENTIDA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Negra Consentida"...played by the Lucky Strike Orchestra. A swell rhumba, though not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

. (COMMERCIAL #2).

(COMMERCIAL #2)

ANNOUNCER: Paper is so important -- indeed, essential -- to present day life, that we can almost say: Civilization itself depends upon paper. Certainly, one of civilization's most universal pleasures -- the cigarette -- depends to a considerable degree upon cigarette paper. Both abroad and in this country, Lucky Strike has conducted extensive research on this subject. The high-quality of cigarette paper used for Luckies is composed of the same materials, in a purified state, which are naturally present in tobacco itself. Careful laboratory analysis of the cigarette paper used proves this and is one more example of the scientific care exercised by Lucky Strike through every step in manufacture. Luckies are -- and must be -- well-made ... round and firm and fully packed ... in cigarette paper of proven highest quality. No factor is over-looked in Luckies to assure that they are always that most enjoyable cigarette -- A Light Smoke of rich ripe-bodied tobacco.

(FANFARE)

ANNOUNCER: Attention, Sweepstakes fans! A winner! "The Glory of Love," last week number FIVE, climbs up to finish SECOND...in the money, at number TWO!

("THE GLORY OF LOVE"QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("AFTERGLOW"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer, "Afterglow," starting its career on YOUR HIT PARADE at number FOURTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LIFE BEGINS AT SWEET SIXTEEN" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Life Begins at Sweet Sixteen." It's not one of the Big Fifteen, but we bet it makes a million feet start tapping.

(MUSIC SWELLS AND FINISHES)

----- STATION BREAK -----

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

ANNOUNCER: This is YOUR HIT PARADE ... all America's favorite songs of this week, brought to you by Lucky Strike. And Luckies bring you, YOUR LUCKY STRIKE SWEEPSTAKES, too. That fascinating national cigarette game that's sweeping America like wild fire. There never before was anything like it - a game that's loads of fun and costs nothing to enter - and there's no limit to the number of prizes. Yes, we mean just that - no limit. So far this week alone we have mailed out over 65,000 prizes - over 65,000 regular cartons of 200 Lucky Strike Cigarettes, and the week is still young. So join the fun. Try your skill at the Sweepstakes ... here's wishing you success. Listen! Here are the rules!

GRAUER: 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.

GRAUER: TWO!

RUYSDAEL: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York .. and must be postmarked no later than this coming Sunday midnight ... that's July 26th, winning songs will be announced on the two programs of next week.

GRAUER: THREE!

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

GRAUER: 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

(FANFARE)

ANNOUNCER: Here you are, Sweepstakes fans! Listen! The winner! -- "Take My Heart" wins again! FIRST last week .. and still number ONE throughout America ... "Take My Heart" -- the national champion for this week.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET'S SING AGAIN".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The country's choice for number TEN on YOUR HIT PARADE ... "Let's Sing Again."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Way Down Yonder in New Orleans" ... not one of the Big Fifteen ... but one of the first and one of the greatest swing tunes.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN I'M WITH YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Back again with the nation's favorites....."When I'm
With You"....from the motion picture "Poor Little Rich
Girl" ... this week number THIRTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CROSS PATCH".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Cross Patch" ... climbs three places this week to reach
number ELEVEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

.....COMMERCIAL #3.....

(COMMERCIAL #3)

ANNOUNCER: Right now at _____ P.M. here, this very moment, _____ P.M.,
a warm sun is just beginning to appear above the hills
of far off Macedonia, Smyrna and Samsoun at the Eastern
end of the Mediterranean. And, if you and I were there,
we could see literally millions of dollars worth of the
world's finest tobaccos slowly ripening on those fertile
slopes. Some day, the very finest of those choice Turkish
tobaccos, will be adding its richness, its fragrance and
its priceless aroma to your Lucky Strike Cigarettes. For
every year, Lucky Strike buys many millions of dollars
worth of the cream of the Turkish crop to blend in Luckies
with the cream-of-the-crop of our own fair Southland.
Turkish is the most expensive tobacco in the world, yet
Luckies use Turkish, not as a mere spice, not sparingly,
but as an integral part of the Lucky Strike blend. Turkish
tobacco adds character to the smoke. It is responsible, in
large measure, for that fine taste millions and millions of
smokers enjoy in Luckies---A Light Smoke of rich, ripe-
bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "She Shall Have Music"...
number FIFTEEN this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays...."Would You"...from
the motion picture "San Francisco"....this week number
NINE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RHYTHM IN MY NURSERY RHYMES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune everybody likes....though it's not among
the Big Fifteen...."Rhythm in My Nursery Rhymes", played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a winner! A winner in the SWEEPSTAKES. "These
Foolish Things" ... last week number TWO ... finishes
THIRD this week. Congratulations to the thousands of
you who picked it right. It's number THREE!

("THESE FOOLISH THINGS".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Can't Pull the Wool Over My Eyes"....just misses finishing in the money. It's America's choice for number FOUR.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... the fifteen most popular songs in America this week. The question is now -- how will America rank her popular songs next week -- and how will you rank them to win 200 of those fine Lucky Strike Cigarettes? You have one more chance to hear the week's tunes---so don't miss YOUR HIT PARADE this Saturday. It will help you make your selection. Remember ... winning songs are announced and played Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES ... copyright 1936 by The American Tobacco CompanyWednesdays on this station at 10:00 p.m., Eastern DAYLIGHT Time with Carl Hoff and his Lucky Strike Orchestra....and on Saturdays over another station with Freddie Rich and his Lucky Strike Orchestra.

RUYSDAEL: And now, before we say goodnight - here's a little lesson in arithmetic--Subtract certain harsh irritants from tobacco---and the result?--You add a world of extra smoking pleasure. That's just what Lucky Strike does with that exclusive process known as "IT'S TOASTED". We're sure you'll like Luckies. If you're not already smoking them we hope you'll try them. Luckies are a Light smoke of rich, ripe-bodied tobacco. Till Saturday, then -- goodnight and pleasant smoking.

(CLOSING THEME)

THIS IS THE NATIONAL BROADCASTING COMPANY.

1/7/22/36

ATX01 0014534

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JULY 25th, 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 nation's fifteen most popular songs this week, played by Freddie Rich and the Lucky Strike Orchestra. Every week a nationwide survey determines the song favorites of 130 million of you ... a huge survey that covers your purchases of sheet music and phonograph records, the numbers you request most often from orchestra leaders, and your favorites over the air. Out of all this information comes YOUR HIT PARADE ... America's fifteen top-ranking tunes.

And with YOUR HIT PARADE Lucky Strike brings you a grand new thrill in entertainment ... YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that all America is playing. Yes, all America is playing - and how!... for all over America Sweepstakes fans are winning ... winning millions of Lucky Strike Cigarettes.

(MORE)

ATX01 0014535

ANNOUNCER:
(CONT'D)

This week alone over thirteen million five hundred thousand Luckies are going out as prizes ... over thirteen million five hundred thousand Lucky Strike Cigarettes as prizes this week alone. But we want still more players, more prize-winners ... so join the fun and try your judgment and skill. See how the tunes rank this week. That will help you pick 'em - 1-2-3- just like that - for next week ... But more about the Sweepstakes later, for here comes tonight's first tune ... the song America puts in FOURTH place this week ... "You Can't Pull the Wool Over My Eyes."

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

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The members of the United States Olympic team on the
S. S. Manhattan in mid-ocean chose this song as their
favorite ... "There's a Small Hotel" from "On Your
Toes." It's number SEVEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("ROBINS AND ROSES"McCRAE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Robins and Roses."
This week it's number TWELVE.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1

ANNOUNCER: Out West, in the ranch country, they're "busting bronchos" ... fine, wild young horses. They're being trained to bear a saddle -- to be of service ... It's a process of toning down without breaking the spirit -- very much as the famous Lucky Strike process, known as IT'S TOASTED, "tones down" the harsh qualities that are found in even the finest tobacco. "TOASTING" -- a development of Lucky Strike's Research Department -- and a process still exclusive with Luckies -- removes certain harsh irritants ... yet it retains in the tobacco those elements essential to rich taste and character. That's why so many millions are exclusive Lucky Strike smokers. That's why Luckies are smoother -- That's why you can smoke Luckies all day long, with real pleasure. Luckies are easy on your throat, and Luckies taste better, too. For TOASTING mellows and brings out the full richness of the fine Lucky Strike tobaccos to give you A Light Smoke ... of rich, ripe-bodied tobacco.

("WHEN THE RED RED ROBIN COMES BOB BOB BOBBIN' ALONG"
QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra says right now is "When
the Red Red Robin Comes Bob Bob Bobbin' Along" ...
a great tune that's not among the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's a Sin to Tell a Lie" ... the country's choice
for number SIX on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("ON THE BEACH AT BALI BALI"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A tune that's climbing up ... "On the Beach at Bali
Bali" rises to number EIGHT this week.

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN MY BABY SMILES AT ME"..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an old favorite made famous by Ted Lewis ... "When My Baby Smiles at Me". But it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

(COMMERCIAL #2)

WOMAN: It's noticeable to me everywhere I go that more and more women are smoking Luckies. Women, you know, appreciate smoothness and mellowness in a cigarette -- they appreciate A Light Smoke.

ANNOUNCER: Yes, and I notice, too, that everywhere I go more men are reaching for Luckies. Men want a cigarette that's mild and doesn't irritate -- and yet they want one that has real character, too -- one, that has the full, robust taste of rich tobacco. And they find that in Luckies. That's the grand thing about Luckies -- they give you a fine-tasting smoke and yet one that's really mild -- one that's enjoyable from morning till night. Luckies are that rare and wonderful combination -- A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014541

(FEATURE)

ANNOUNCER: A winner in the Sweepstakes! "The Glory of Love"
sprints up to number TWO. Last week it was FIFTH
...this week SECOND on YOUR HIT PARADE.

("THE GLORY OF LOVE".....Mc CREE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN I'M WITH YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "When I'm With You" ... from the motion picture
"Poor Little Rich Girl" .It's number THIRTEEN
on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("TIGER RAG"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: One! Hold your hats for this one! Not one of the
Big Fifteen...but an all-time favorite .."Tiger
Rag"..played by the Lucky Strike orchestra.

(MUSIC SWELLS AND FINISHES)

C. B. S.

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

9

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: HERE WE GO ...with the fifteen most popular songs
in the nation this week...YOUR HIT PARADE,
presented for your pleasure by Lucky Strike ..and
here we go with YOUR LUCKY STRIKE SWEEPSTAKES.....
..that gigantic national cigarette game that's
packed with thrills and prizes. There's no limit
to the number of winners ... no limit at all! This
week alone we've mailed out over thirteen million
five hundred thousand Luckies as prizes ..thirteen
million five hundred thousand Lucky Strike
cigarettes as prizes this week alone. Next week
we want YOU to be one of the Lucky winners. So
come on in ... win yourself a regular carton of
those famous Luckies! There's nothing to buy -no
entry fee and here are the simple rules.

BARUCH: ONE:

RUYSDALE: Fill in on a postcard the date and print the names
of the three songs you select in 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

RUYSDALE: Your postcard must be mailed to The American
Tobacco Company, 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.

ATX01 0014543

BARUCH: THREE:

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

BARUCH: FOUR:

BUYSDALE: 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.

(ANNOUNCEMENT)

ANNOUNCER: Attention, Sweepstakes fans! Here it is- the winner! Last week number ONE....and still on top from coast to coast... "Take My Heart" finishes FIRST again!

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

(MUSIC SWELLS AND FINISHES)

segue to

("WHO'S SORRY NOW"..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays "Who's Sorry Now"

. Not among the Big fifteen, but a grand number you'll all remember and like!

(MUSIC SWELLS AND FINISHES)

segue to

(LET'S SING AGAIN QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let's Sing Again" . . . This week it climbs to
number TEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("AFTERGLOW" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Afterglow" . . . a newcomer. It's a first venture
in song writing for the two boys who wrote the
music . . . It joins YOUR HIT PARADE at number
FOURTEEN.

(MUSIC SWELLS AND FINISHES)

segue to

("SHE SHALL HAVE MUSIC ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays "She Shall Have
Music" number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #3)

ANNOR: Tobacco-growing is a leisurely, simple process - simple as the sun and wind and rain and the changing seasons. Cigarette making, however, should be a scientifically-controlled, accurately-interlocking process - as precise as the making of a fine-jewelled watch. For example: Accurate control of moisture in the tobacco is indispensable to the production of a fine cigarette. The factories in which Luckies are made are really great laboratories; in them the atmosphere is scientifically conditioned and the temperature carefully regulated and guarded. So far as we know, such factory conditions are exclusive with the manufacturers of Lucky Strike Cigarettes.

Complete Air Conditioning, supplemented by the constant and skilled use of specialized instruments insures precise control of moisture throughout the Lucky Strike process.. That's one reason why you find Luckies never dry, never too moist ...but everywhere and always...A LIGHT SMOKE of rich
ripe-bodied tobacco -- conditioned to your taste.

(CROSS PATCH.....McCRAB AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one that seems to be climbing ... "Cross Patch" ... number ELEVEN on YOUR HIT PARADE,

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

The Lucky Strike Orchestra plays "Would You"^{a waltz} from the motion picture "San Francisco". This week it's number NINE in America's favor.

(MUSIC SWELLS AND FINISHES)

segue to

("SOME OF THESE DAYS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

The lucky Strike Orchestra plays -- "Some of These Days"... Though it's not among the Big Fifteen all the nation loves it.

(MUSIC SWELLS AND FINISHES)

segue to

(FINNMARK)

ANNOUNCER: Here's the third winner you've been waiting for!
"These Foolish Things" ...Last week it was
SECOND ...this week it's THIRD ...and a prize-
winner again.

("THESE FOOLISH THINGS"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Is It True What
They say About Dixie"...The country's choice
for number FIVE

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:

And that's YOUR HIT PARADE ...the fifteen most popular songs in America this week. But how about next week? How will the tunes finish in next week's race? There's a regular carton of 200 Luckies waiting for you when you pick the winners -1 - 2 - 3 - just like that...so put your entries down right now. Make sure your card is postmarked not later than midnight Sunday..that's tomorrow night. Remember...winning songs are announced and played Wednesday and Saturday nights in YOUR LUCKY STRIKE SWEEPSTAKES... Saturdays on this station at 10:00 P.M. Eastern DAYLIGHT Time ...and on Wednesdays over another station. You'll want to hear both programs, so consult your local newspapers for full details on the Wednesday broadcast. Your Lucky Strike Sweepstakes is copyright 1936 by the American Tobacco Co.

RUYSIAEL:

Songs come and songs go. YOUR HIT PARADE is a constantly changing panorama of melody. But Lucky Strike, that brings you YOUR HIT PARADE, is always the same fine cigarette -- today and a year from today - summer or winter - always the same smooth, mellow cigarette - A Light Smoke of rich, ripe-bodied tobacco. If you're not now smoking Luckies, We hope you'll try them. Perhaps you'll find you've been missing something.

So, until Wednesday - goodnight and pleasant smoking.

This is the COLUMBIA BROADCASTING SYSTEM

(PADE THEME 20 SECONDS)

WLBC...NEW YORK

OR
DE



THE AMERICAN TOBACCO CO.



WEAF "YOUR LUCKY STRIKE HIT PARADE"

() ()
10:00 - 11:00 P.M. JULY 29, 1936. WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Gather 'round, America! Here come the fifteen favorite songs of this week ... YOUR HIT PARADE ... played by Carl Hoff and the Lucky Strike Orchestra. A nation-wide survey shows that these tunes are champions in popularity ... a huge survey that covers the sheet music and phonograph records you buy, the numbers you request most often on the dance floor, and the tunes played most frequently over the air.

And with these fifteen favorite songs comes that great new game ... YOUR LUCKY STRIKE SWEEPSTAKES ... the national cigarette game everybody's playing! And no wonder everybody's joining the fun ... for all over America Sweepstakes fans are winning ... winning thousands and thousands and thousands of regular cartons of Lucky Strike Cigarettes. This week we're sending out over 150,000 cartons of Luckies to lucky Sweepstakes fans ... over 150,000 cartons this week alone. Why ... if we could stand those cartons on end, one on top of the other, out here in front of the NBC Studios, the top would tower more than twenty-five miles above the loftiest pinnacle of the huge RCA Building. Think of it -- a tower of smoking pleasure more than twenty-five miles high. That's a lot of miles of prizes! But we're ready to give still more. And we're hoping you and you and you-millions of you - will join the fun.

(MORE)

ATX01 0014551

ANNOUNCER: So ... lend an ear to tonight's tunes and we will tell you
(CONTINUED) all about the Sweepstakes later, for here comes the first
tune ... the song America puts in SEVENTH place this week ...
"Is It True What They Say About Dixie".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET'S SING AGAIN" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Let's Sing Again" ...
number TWELVE on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CROSS PATCH" DICK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Cross Patch" climbs again! This time up five places to
number SIX on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1



TENTH
ANNIVERSARY

WEAF

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

LUCKY STRIKE

JULY 29 1936



A DECADE OF
NBC BROADCASTING

WEDNESDAY

COMMERCIAL #1

ANNOUNCER: Every week end now -- thousands upon thousands of happy workers are leaving for summer vacations. If your vacation itinerary happens to include Richmond, Virginia, why not visit the great Lucky Strike factory located there. You'll find it a mighty interesting experience. And you'll probably be particularly impressed by the Lucky Strike Research Laboratory. Recently, down there, I heard this typical comment from a visitor --

WOMAN: No wonder Luckies are so smooth and easy on my throat. Now that I've really seen what scientific care you take in making Luckies, I'll certainly never be content with any other cigarette.

ANNOUNCER: Everyone who sees the Lucky Strike Research Department is tremendously impressed. It is, we believe, one of the most completely equipped scientific laboratories in the world. And it is devoted exclusively to the improvement and maintenance of quality in cigarettes. More than twenty specialists are employed in it -- each an expert in his particular field. The Research Department has but a single purpose -- to guarantee that each Lucky Strike Cigarette shall be as nearly perfect as modern science can make it.

ATX01 0014553

LUCKY STRIKE)

RADIO COMMERCIAL (PROPER AGING)

ANNOUNCER: Time will tell.... time passes judgment on the work of men. Time is the final critic of art and literature. And time has much to do with making tobacco fit for use. For.... remember, even the choicest tobaccos are irritating to the throat in their natural state. Tobacco needs to be aged.... for aging enables time to do its part in smoothing out, in mellowing the smoking qualities of even the finest tobaccos. Our choice tobaccos are aged, under the supervision of our tobacco experts, for periods ranging from one-and-a-half to three years. Then, and only then are they released from storage for further processing. It costs millions of dollars to carry these huge stocks of the world's finest tobaccos while time is slowly mellowing them through the years. But the emphasis we place on proper aging of tobacco is typical of the consideration we give to each step in making Luckies genuinely A Light Smoke ... A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014554

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "My Honey's Lovin' Arms"
... It's not among the Big Fifteen, but it's got a mighty
modern swing to it.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WOULD YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" from the motion picture "San Francisco" ... a
waltz that's pressing close to the winners. It's number
FOUR this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN I'M WITH YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "When I'm With You" from
the motion picture "Poor Little Rich Girl". This week it's
number ELEVEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Don't Let It Bother You" played by the Lucky Strike Orchestra
... It's not in the Big Fifteen, but you'll like it.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

(FANFARE)

ANNOUNCER: Hear ye! A winner! "You Can't Pull The Wool Over My Eyes"
finishes in the money ... last week number FOUR, this week
number TWO!

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RENDEZVOUS WITH A DREAM" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Rendezvous with a Dream" - a newcomer to YOUR HIT PARADE
from the motion picture "Poppy". It's number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("AFTER YOU'VE GONE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra brings you another swell tune
that's not one of the Big Fifteen ... "After You've Gone".

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: This is YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike and with it is that record-breaking game, that huge national cigarette game that's packed with fun and thrills and prizes. Yes - you've guessed it. It's YOUR LUCKY STRIKE SWEEPSTAKES! It's free! There's nothing to buy, no entry fee and no limit, absolutely no limit, to the number of winners. This week alone - just this week mind you - we've already sent out over 150,000 regular cartons of 200 Lucky Strike Cigarettes as prizes in the Sweepstakes. And that's the way we like it. The more thousands and thousands and thousands of winners there are, the happier we are. So, listen carefully. Here come the rules.

GRAUER: 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.

GRAUER: TWO!

RUYSDAEL: The postcard must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York .. and must be postmarked no later than this coming Sunday midnight ... that's August 2nd, winning songs will be announced on the two programs of next week.

GRAUER: THREE!

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

GRAUER: FOUR!

RJYSDAEL: 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.

(FANFARE)

ANNOUNCER: Number ONE! The champion of the week! "These Foolish Things" leads the field. The top winner! Last week it was THIRD ... this week FIRST throughout America!

("THESE FOOLISH THINGS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ON THE BEACH AT BALI BALI" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "On the Beach at Bali Bali" ... number NINE this week on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M SHOOTING HIGH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Shooting High". Don't pick it for the Sweepstakes, for it's not in the Big Fifteen. But the Lucky Strike Orchestra plays it because it's a lively and popular tune.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The biggest-selling phonograph record in America this week ..
"It's A Sin To Tell a Lie". But it's number TEN, the country
over.

(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" ... number EIGHT
on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #3

LUCKY STRIKE

RADIO COMMERCIAL: (TOBACCO CENTER LEAVES BEST TASTING)

ANNOUNCER: You all remember the famous story of Dr. Jekyll and Mr. Hyde . . Well, the tobacco plant has a mixed personality, too -- a real Jekyll-and-Hyde character. For it tends to be downright disagreeable in its top leaves and in its bottom leaves. But, at its center, it's good as gold. And here's why
the top leaves of the tobacco plant are under-developed, biting and harsh -- the bottom leaves coarse, woody, deficient in taste Only the center leaves approach in nature that most desirable combination of taste and smoothness, which we insist upon for Luckies. Lucky Strike willingly pays top prices for the costly center leaves -- because they make Luckies taste better - smoke smoother. And this insistence upon the center leaves of the finest tobacco is only one important reason why you'll always find Luckies A Light Smoke - A Light Smoke of rich-bodied tobacco.

("THE GLORY OF LOVE" DICK & ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The audience in the studio at YOUR HIT PARADE last Wednesday chose this song as their favorite..."The Glory of Love."
It's number FIVE in America's favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "No Regrets" comes back on YOUR HIT PARADE. This week it finishes at number THIRTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("FROM THE TOP OF YOUR HEAD" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "From the Top of Your Head".
It's a real favorite, even though it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Attention....Sweepstakes! "Take My Heart"...last week number ONE ...finishes in the money again. Did you pick it for THIRD? We hope you did, for here it is....number THREE!

("TAKE MY HEART" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("STOMPIN' AT THE SAVOY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays America's choice for number FOURTEEN... a typical modern swing tune.. "Stompin' at the Savoy".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE...the fifteen most popular songs in America this week. Can you tell which three tunes will lead the field next week? Why not have the fun of trying your judgment and skill? There's a regular carton of 200 Luckies waiting for you when you pick the winners... 1-2-3... just like that. So jot down your entries right now. Then keep your list, and check it again when you hear YOUR HIT PARADE this Saturday. Remember...winning songs are announced and played Wednesday and Saturday nights...Wednesdays on this station at 10:00 P.M. Eastern DAYLIGHT time with Carl Hoff and his Lucky Strike Orchestra.. and on Saturdays over another station with Harry Salter and his Lucky Strike Orchestra. You'll want to hear both programs, so consult your local newspapers for full details on the Saturday broadcast of YOUR LUCKY STRIKE SWEEPSTAKES, copyright 1936 by The American Tobacco Company.

RUYSDAEL: We hope you'll make the right choice of the winning songs for next week...and we hope you'll make the right choice in cigarettes, too. You'll find Luckies a mild smoke.... They're easy on your throat and yet you'll find Luckies have character, that character inherent in the fine, full taste of the world's choicest tobaccos. For Luckies are A Light Smoke of rich, ripe-bodied tobacco. Till Saturday, then...good night...and pleasant smoking.

(CLOSING THEME "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE NATIONAL BROADCASTING COMPANY.

eb-jgs
7/28/36

ATX01 0014562

[The main body of the document is a dense, illegible block of text, likely a scan of a document with very low contrast or significant noise. The text is oriented vertically on the page.]

AGUSTE

COLUMBIA BROADCASTING SYSTEM

LUCY STRIKE - "YOUR HIT PARADE"

SATURDAY, AUGUST 1ST, 1936
10:00 TO 11:00 P.M.

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

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

ANNOUNCER: YOUR HIT PARADE, brought to you by Lucky Strike!
The fifteen most popular songs in the nation this week according to a huge survey that checks America's favorites from coast to coast! A national survey re-checked by certified public accountants! It covers your purchases of sheet music and phonograph records, the numbers you request most often from orchestra leaders, your favorites over the air. All this information is assembled and it is only on Monday morning, after the week's contest has closed, that final compilation is made and we know the fifteen melodies America ranks highest.

PREFACE

ANNOUNCER: And with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... that record-smashing national cigarette game! All America's playing the SWEEPSTAKES, and every week thousands of prizes of regular cartons of 200 fine Lucky Strike Cigarettes are being mailed to lucky SWEEPSTAKES fans ... over 200,000 cartons this week alone!

(MORE)

ATX01 0014564

ANNOUNCER:
(CONT'D)

Just think of it ... over forty million delicious
Light Smokes ... not merely 40,000,000 cigarettes,
but 40,000,000 Lucky Strike Cigarettes - each one
A Light Smoke of rich, ripe-bodied tobacco. ...
why, end to end, they'd stretch from New York to
Denver. - over half way across the United States.
So gather round the radio and join the fun.
Win yourself a carton of Luckies. Nothing to buy -
no entry fee ... and it's a barrel of fun. But more
about the SWEEPSTAKES later, for here comes tonight's
opening tune ... "Is It True What They Say About
Dixie" ... this week number SEVEN in popularity.

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE 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" ... number
EIGHT on YOUR HIT PARADE

(MUSIC SWELLS AND FINISHES)

segue to

("THE GLORY OF LOVE" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "The Glory of Love"
... number FIVE in the nation's favor.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

ANN'CE: If you could visit a tobacco auction in the South you'd be amazed at the keenness of Lucky Strike's expert tobacco buyers in choosing just those particular lots of tobacco that meet their standards. In an instant, their trained senses detect the extra choice tobacco that's always required for Luckies. For tobacco varies greatly! One and the same tobacco plant may produce a smoke that's too strong -- a smoke that's too weak -- and a smoke that's just right. Buyers for Lucky Strike cigarettes insist upon the center leaves - because the center leaves are just right - the center leaves are the Cream of the Crop - they have that rich taste and smoothness so typical of the Lucky Strike Cigarette. And to make doubly sure that the tobacco meets the high Lucky Strike standard, samples are submitted to chemical analysis before purchase. This is just another reason why you will find Luckies, always, -- A Light Smoke of rich, ripe-bodied tobacco.

("THE RANGERS' SONG".....TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANN'CR: "The Rangers' Song", from "Rio Rita" doesn't ride with this week's Big Fifteen but you'll like it played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to:

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

(FADE FOR ANNOUNCEMENT)

ANN'CR: "It's A Sin to Tell a Lie" ... the song America puts in TENTH place this week, on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

Segue to:

("WHEN I'M WITH YOU"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANN'CR: Number ELEVEN on YOUR HIT PARADE ... "When I'm With You", from the motion picture "Poor Little Rich Girl."

(MUSIC SWELLS AND FINISHES)

Segue to:

("PARDON MY SOUTHERN ACCENT"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANN'CR: The Lucky Strike Orchestra plays "Pardon My Southern Accent." Not one of the Big Fifteen ... but it's a great tune.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

RUYSDAEL: A young woman, who recently started smoking Luckies, made this interesting comment the other day.

WOMAN: Before I began smoking Luckies, I had to limit myself to a certain number of cigarettes a day, or else I didn't enjoy the last few I smoked at night. But with Luckies I smoke as many as I like.

RUYSDAEL: And here's the reason. When you smoke all day long, you need a mild smoke - a light smoke -- it's then - when you have smoked all day long - it's then that you appreciate most the mellow smoothness of Luckies. As you inhale that fragrant Lucky you find it wonderfully gentle with your throat. ~~And~~ That's because certain harsh irritants naturally present in even the finest tobacco are removed by Lucky Strike's exclusive TOASTING process. Yes, it's perfectly true - your last Lucky of the day tastes just as good as the first one, because Luckies are A Light Smoke-- A Light Smoke of rich, ripe-bodied tobacco. ~~And~~ remember "IT'S TOASTED".

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: America's choice for number NINE on YOUR HIT PARADE...
"On the Beach At Bali Bali."

(MUSIC SWELLS AND FINISHES)

Segue to:

FANFARE:

ANNOUNCER: Sweepstakes fans! Are you ready? "Take My Heart" is
a winner again! This week number THREE... last week
number ONE from coast to coast.

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

(MUSIC SWELLS AND FINISHES)

Segue to:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen but a grand dance tune.
The Lucky Strike Orchestra plays "The Best Things in
Life Are Free," from "Good News."

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: This is YOUR HIT PARADE... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike Cigarettes. They are the tunes a nation-wide survey - a huge survey checked by certified public accountants - shows us America ranks highest this week.

And here's YOUR LUCKY STRIKE SWEEPSTAKES ... that national cigarette game that has all America talking. It's packed with thrills and prizes for you and you and YOU. This week we've sent out over 200,000 free cartons of Luckies ... over 200,000 prizes this week alone! How about it, you Lucky winners? Why not tell your friends and let them win too. For this colossal cigarette game of judgment and skill keeps growing every week ... there's absolutely no limit to the number of prizes. So pull up your chair and win yourself a carton of delicious Luckies. A carton of Lucky Strikes - A Light Smoke of rich, ripe-bodied tobacco. It's simple ... it's fun. Here's how to enter.

RUYSDAEL: ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight, this coming Sunday. THREE: Only one entry eligible for any one person each. FOUR: This contest is not open to minors or to our employees.
(continued)

ATX01 0014570

ANNCR: Complete rules are printed on all SWEEPSTAKES entry
blanks obtainable in almost any retail tobacco store.

(TANFARE)

ANNCR: Number ONE! America's champion song this week...
"These Foolish Things." Last week it was number
THREE ...this week it crosses the line FIRST from
coast to coast!

("THESE FOOLISH THINGS".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("CROSS PATCH".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "Cross Patch" keeps moving up. Here it is at number
SIX on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's the nation's biggest seller in sheet music ...
"Would You" from the motion picture "San Francisco" ...
number FOUR on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("MAMA INEZ".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Mama Inez" ... a
rhythmic Cuban rhumba that's not among the BIG Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(NO REGRETS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Back among America's favorites! "No Regrets" returns
to YOUR HIT PARADE at number THIRTEEN.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #3)

(COMMERCIAL) -10-

ANNOUNCER: Even the most precious metal doesn't make fine jewelry unless it is worked by a master craftsman. It's the same with tobacco. Even the fine tobaccos Lucky Strike uses would not result in Lucky's high quality, were it not for the skill and care of our workmanship. The next time you open a pack of Luckies, just notice how well made they are ... how round and firm and fully packed. Then - you will understand why we take pride in our workmanship, for you'll never find ^{your Luckies} them dry -- you'll never find them too moist. And here's another important point -- Luckies don't have loose ends, loose bits of tobacco that cling to your lips. Luckies are made to meet the most rigid standards science can devise. Next time you smoke one see if you don't agree that Luckies are smoother, mollower, a finer cigarette ... A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014573

("STOMPIN' AT THE SAVOY".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Here's "Stompin' at the Savoy" ... played by the
Lucky Strike Orchestra ... number FOURTEEN this week.

(MUSIC SWELLS AND FINISHES)

segue to

("LET'S SING AGAIN"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number TWELVE among the favorites on YOUR HIT PARADE
this week is "Let's Sing Again".

(MUSIC SWELLS AND FINISHES)

segue to

("IDA".ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Remember "Ida"? Of course you do! And here's the
Lucky Strike Orchestra to play it, though it's not
among the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

segue to

("A REFLECTIONS WITH A DREAM".CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Rendezvous with a Dream" ... a newcomer to YOUR
HIT PARADE in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Stand by, America! The winner you've been waiting
for! Last week number FOUR ... this week SECOND the
country 'round ... "You Can't Pull the Wool Over My
Eyes" ... Number TWO!

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

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... the fifteen most
popular songs in America this week. Now ... while
the songs are fresh in your mind ... make your selections
for next week's Sweepstakes. Jot down the three songs
on a postcard ... 1 - 2 - 3 - ... just like that --
as you think they will rank on YOUR HIT PARADE next
week. There's a regular carton of 200 fine Lucky
Strikes - 200 delicious Light Smokes--waiting for
you when you pick those winning songs, so don't miss
the fun. Be sure your entry is postmarked not later
than Sunday midnight ... that's tomorrow night.

(MORE)

ANNCR: (continued)

Remember ... winning songs are announced and played regularly twice each week on YOUR HIT PARADE ... Saturdays on this station at 10:00 P.M. Eastern DAYLIGHT Time with Harry Salter and his Lucky Strike Orchestra ... and on Wednesday nights with Carl Hoff and his Lucky Strike Orchestra over another station.

RUYSDAEL: Literally millions of people throughout the country are having loads of fun in YOUR LUCKY STRIKE SWEEPSTAKES. And literally millions of people, all over the world, are finding loads of real smoking enjoyment in Lucky Strike Cigarettes. We think you'll like them, too. So if you're not smoking Luckies now, why not try them? You'll find that they're smoother ... mollower... that they're a Light Smoke of rich, ripe-bodied tobacco.

So, until Wednesday, goodnight and pleasant smoking.

(CLOSING THEME)

Your Hit Parade and Your Lucky Strike Sweepstakes are copyright 1936 by The American Tobacco Company.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK



TENTH
ANNIVERSARY

WEAF



A DECADE OF
NBC BROADCASTING

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

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

AUGUST 5, 1936

WEDNESDAY

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

ANNOUNCER: YOUR HIT PARADE, brought to you by Lucky Strike! The fifteen most popular songs in the nation this week according to a huge survey that checks America's favorites from coast to coast! A national survey re-checked by independent public accountants! It covers your purchases of sheet music and phonograph records, the numbers you request most often from orchestra leaders, your favorites over the air. All this information is assembled and it is only on Monday morning, after the week's contest has closed, that final compilation is made and we know the fifteen melodies America ranks highest.

(FANFARE)

ANNOUNCER: And along with YOUR HIT PARADE, comes Your Lucky Strike SWEEPSTAKES -- That great national cigarette game that's sweeping America like wildfire. Millions, yes, literally millions are playing! So far this week alone we've received more than five million entries. Just think of it, more than five million entries and the week isn't over! For every one wants to win a regular carton of 200 delicious Lucky Strike Cigarettes and thousands are winning.

(more)

ATX01 0014577

ANNOUNCER: There's no limit to the number of prizes. Thousands and thousands are winning regular cartons of Luckies -- regular cartons of 200 Light Smokes. So come on in all of you - join the SWEEPSTAKES. There's nothing to buy, no entry fee. And it's a world of fun. But - more about the SWEEPSTAKES later for right now we're going to strike up the band with the melody America ranks SIXTH this week: "You Can't Pull the Wool Over my Eyes."

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THERE'S A SMALL HOTEL" CLARKE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE on YOUR HIT PARADE "There's a Small Hotel" from "On Your Toes."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE GLORY OF LOVE" DICK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: One notch higher this week.... "The Glory of Love" comes mighty close to scoring among the winners....for it's FOURTH in America's favor!

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #1)

(COMMERCIAL #1)

-2A-

ANNOUNCER: A dive in the surf ... a hike through the hills
long lazy moments around the campfire at night....That's
fun! And so is smoking Luckies fun ... Luckies offer
you more real, honest-to-goodness smoking pleasure because
Luckies -- and Luckies alone -- give you the benefits
of that famous and exclusive process known as IT'S TOASTED.
TOASTING removes from Luckies certain harsh irritants
naturally present in even the finest tobaccos. That's why
you can enjoy Luckies more -- why you can smoke as many
as you like -- for Toasting is your throat protection
against irritation, against cough. Luckies are mild and
mellow -- Luckies are -- A Light Smoke of rich ripe-bodied
tobacco.

ATX01 0014579

(" FEEL LIKE A FEATHER IN THE BREEZE" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen .. but it's a grand hot weather tune. The Lucky Strike Orchestra plays "I Feel Like a Feather in the Breeze."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHEN I'M WITH YOU" CLARKE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a leap worthy of the Olympics ... hurdling six places, "When I'm With You" from "Poor Little Rich Girl" comes 'way, 'way up to FIFTH position on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO 0

("WOULD YOU" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Would You" from the motion picture "San Francisco" ... number EIGHT this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EYE BYE BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

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

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #2)

(COMMERCIAL #2)

-3A-

ANNOUNCER: A LUCKY STRIKE smoker recently made this interesting comment:

WOMAN: "I have smoked LUCKIES for a good many years now. One thing I have noticed is that their fine flavor, their fine taste, never seems to vary, year in - year out."

ANNOUNCER: Why? Why is it that LUCKIES do not vary? Why is it that their fine flavor, their fine taste remains the same year in - year out? The answer is that science is combined with art in blending the choice foreign and domestic tobaccos used in Lucky Strike. Careful tests both before and after each blending remove any possibility of error - ensure that Lucky Strike uniformity of taste and character which millions of smokers all over the world have come to rely upon. More than one hundred different types of choice tobacco -- specially selected from the finest tobacco-growing regions -- go into every fresh blending for Lucky Strike ... Yet the result is always the same -- uniformly mild -- uniformly mellow - uniformly - A Light Smoke of rich, ripe-bodied tobacco ... Your Lucky Strike.

ATX01 0014581

(FANFARE)

ANNOUNCER: Calling all SWEEPSTAKES fans ... here's a winner. It was THIRD last week ... but now it's higher ... "Take My Heart" ... America's number TWO song this week.

("TAKE MY HEART" CLARKE & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO REGRETS" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: TWELFTH on YOUR HIT PARADE this week ... "No Regrets."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LADY OF SPAIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra playing "Lady of Spain" ...not one of the Big Fifteen .. but a number packed with rhythm.

(MUSIC SWELLS AND FINISHES)

Station Break

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: "O.K." AMERICA! ... on with YOUR HIT PARADE...the nation's fifteen most popular songs this week, presented for your pleasure by Lucky Strike cigarettes. The fifteen tunes highest in America's ^{favor} ~~favor~~ as shown by a vast nationwide survey checked by independent public accountants.

When it comes to fun ... nothing can top YOUR LUCKY STRIKE SWEEPSTAKES...that thrilling, record smashing national ... cigarette game millions are playing. So far this week alone we've received more than five million entries...Think of it, over five million entries...why only three cities in the whole wide world - New York - London - Tokio - have populations greater than five million. No wonder the SWEEPSTAKES has so many enthusiastic fans...it's great fun to play...there's absolutely no limit to the number of winners...and what prizes! ... regular cartons of 200 mild and mellow Lucky Strike Cigarettes! Thousands and thousands of cartons of delicious Luckies are ready for YOU AND YOU AND YOU...for everyone who wins. So come on in...put on your thinking cap and win yourself a carton of Lucky Strikes.. a Light Smoke of rich, ripe-bodied tobacco. Here's how to enter:

RUYSDAEL: ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs
TWO: the card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight this coming Sunday. THREE: Only one entry for any one person each week.
FOUR: This contest is not open to minors or to our employees.

ANNOUNCER: Complete rules are printed on SWEEPSTAKES entry blanks obtainable wherever you buy Lucky Strikes.

(FANFARE)

ANNOUNCER: FIRST AGAIN... a real champion -- repeating last week's triumph "These Foolish Things" wins the number ONE position from Maine to California ... your song of songs again according to this week's vast survey.

("THESE FOOLISH THINGS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DID I REMEMBER" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer to YOUR HIT PARADE... "Did I Remember" beginning its career among America's favorites up in TENTH place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'm Gonna Sit Right Down and Write Myself A Letter", not one of the Big Fifteen...but a grand tune played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT:)

ANNOUNCER: Sheet music leader in Birmingham....radio favorite in
Louisville.....but with all America accounted for "It's
A Sin To Tell A Lie".....ranks SEVENTH on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"CROSS PATCH" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Cross Patch" ... ELEVENTH in popularity on YOUR HIT
PARADE this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: Moisture -- or the lack of it -- makes all the difference between a dry hot harsh smoke and a smooth rich delicious-tasting one. The manufacturers of Lucky Strike Cigarettes were among the first to pioneer in the development of methods and instruments for the rigid scientific control of moisture content in cigarettes. Luckies are as far as we know, the only cigarettes made and packaged in completely air-conditioned factories. This is one of many reasons why Luckies have exactly the right moisture content. And that proper moisture content in Luckies assures you always the real, smoking pleasure to be found only in A Light Smoke of rich ripe-bodied tobacco -- conditioned to your taste.

ATX01 0014586

("STOMPIN' AT THE SAVOY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: THIRTEEN the country 'round...."Stompin' At the Savoy",
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A RENDEZVOUS WITH A DREAM".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra playing "A Rendezvous
With A Dream".....number FIFTEEN this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BACK HOME IN INDIANA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Though it's not among the Big Fifteen ... the Lucky
Strike Orchestra plays an all-time fireside favorite:
"Back Home In Indiana".

(MUSIC SWELLS AND FINISHES)

(FANFARE.....)

ANNOUNCER: Another winner in that weekly song Race...YOUR
LUCKY STRIKE SWEEPSTAKES...and what a winner...NINTH
last week....and then it started to zoom -- and how
it zoomed.....way, way up to become number THREE this
week...."On the Beach at Bali Bali".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Is It True What They Say About Dixie". . FOURTEENTH the country 'round!

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And there you have it - popular music's greatest show - "YOUR HIT PARADE". LUCKY STRIKE brings you "YOUR HIT PARADE" and YOUR LUCKY STRIKE "SWEEPSTAKES" every Wednesday on this station and on Saturday evening over another station. You'll want to hear both programs, so consult your local newspapers for full details of the Saturday broadcast. We hope you enjoy these programs and that you, too, will find fun in entering the "SWEEPSTAKES". If you have entered before, do so again this week, as actually millions of others are doing. We planned the "SWEEPSTAKES" in the hope that it would bring pleasure into thousands of homes -- pleasure from participating in a game of skill -- and pleasure derived from the smoking of LUCKIES.

RUYSDAEL: We believe LUCKY STRIKES are the finest cigarettes that can be made. We spare no effort in making them just that. And so, if you, like millions of others, find enjoyment in these programs and in YOUR LUCKY STRIKE "SWEEPSTAKES" - won't you try LUCKIES? Smoke them for a week or two and see for yourself what enjoyment they bring. LUCKIES - A Light Smoke of rich, ripe-bodied tobacco. Till Saturday, then....goodnight...and pleasant smoking.

(CLOSING SIGNATURE.....)

-10-

ANNOUNCER: YOUR HIT PARADE AND YOUR LUCKY STRIKE
"SWEEPSTAKES" are copyright 1936 by The American Tobacco
Company.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0014589

COLUMBIA BROADCASTING SYSTEM

"YOUR HIT PARADE"

SATURDAY, AUGUST 8, 1936
10:00 to 11:00 P.M.

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

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

ANNOR: YOUR HIT PARADE, brought to you by Lucky Strike!
The fifteen most popular songs in America this
week... The Big Fifteen ... according to a vast
nationwide survey which checks America's favorites
from Coast to Coast. This gigantic survey covers
the sheet music and records you buy ... the
melodies you request most frequently ... and your
favorites over the air. All this information is
gathered together, but not until Monday morning,
after the week's contest has closed, is the final
compilation made -- checked and rechecked by
independent certified public accountants. Then --
and only then -- do we know the fifteen songs
America ranks highest ... and, that's YOUR HIT
PARADE!

(FANFARE)

ANNOR: And hand in hand with YOUR HIT PARADE comes that
great national cigarette game ... YOUR LUCKY STRIKE
SWEEPSTAKES. Everyone's talking about it --
Millions are having the time of their lives testing
their judgment and skill. (MORE)

ATX01 0014590

ANNCH:
(CONT'D)

This week the response from the SWEEPSTAKES fans of America rose to a new high -- an all-time record -- as millions of entries came pouring in from all parts of the country. Millions and millions -- every one of them out to win grand prizes of regular cartons of 200 delicious Lucky Strike cigarettes. And did they win? You bet they did! Thousands and thousands of them. So come on -- get your share of the fun -- and win a carton of real smoking pleasure -- Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco. Remember -- there's nothing to buy ... no entry fee ... it's a world of fun and -- there's no limit to the number of prizes. You'll hear more about the SWEEPSTAKES later ... but now the orchestra's all set to go with "The Glory of Love", number FOUR this week all around the country.

("THE GLORY OF LOVE" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("NO REGRETS" CLARE & ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNCH: America ranks "No Regrets" TWELFTH this week on YOUR HIT PARADE.

--3--

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANCHOR: Here's the Lucky Strike Orchestra with "Is It True
What They Say About Dixie" ... in FOURTEENTH place
in the nation's favor.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

ATX01 0014592

(COMMERCIAL #1)

ANNCR: 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 careful analysis of selected tobacco samples before purchase. And here's one of the most interesting things these scientific 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 that money can buy ... the cream of the crop ... to ensure you A Light Smoke of rich, ripe-bodied tobacco -- your Lucky Strike.

("HALLELUJAH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: It's not one of the Big Fifteen ... but here's something to cheer about. "Hallelujah" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: "It's a Sin to Tell a Lie" ... record leader in St. Louis ... radio favorite in Indianapolis ... but a roll call of all America shows it's SEVENTH on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN I'M WITH YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: This week the nation ranks "When I'm with You" from "Poor Little Rich Girl" in FIFTH place on YOUR LUCKY STRIKE HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("AN EARFUL OF MUSIC" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays ... "An Earful of
Music" ... but it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

(COMMERCIAL #2)

WOMAN: It used to be that my first cigarette in the morning was the only one I really completely enjoyed. That's why I'm so grateful now for Luckies. My last Lucky of the day always tastes just as good as the first one.

ANNCR: And there's a very good and very understandable reason for that. A Light Smoke leaves a clean taste -- and Luckies never let your taste go stale. You'll enjoy Luckies all day long because they're a light smoke -- mild and mellow with the full rich tobacco quality every smoker wants. Ask yourself this question: If you light up a cigarette now, at this very minute, will it taste as good as the one you had with your morning coffee? ... If not, you owe it to yourself to try Luckies. Find out what A Light Smoke means in terms of all-day smoking pleasure -- A Light Smoke leaves a clean taste -- and Luckies never let your taste go stale.

(FANFARE)

ANNCR: O.K., SWEEPSTAKES Fans ... Here's your number THREE
song this week ... a melody that soared way up
among the winners from NINTH place last week ...
"On the Beach at Bali Bali" ... in the money at
Number THREE!

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

(MUSIC SWELLS AND FINISHES)

segue to

("A RENDEZVOUS WITH A DREAM"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: FIFTEENTH among the nation's favorites this week ...
"A Rendezvous with a Dream", played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("GREAT DAY" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "Great Day" -- from the Broadway success of the same
name ... a great song but not one of the Big
Fifteen ... played by the Lucky Strike Orchestra.

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

ATX01 0014597

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

ANNOUNCER:

On with YOUR HIT PARADE ... the fifteen most popular songs in the nation this week, presented for your pleasure by Lucky Strike Cigarettes. The fifteen songs America likes best this week as shown by a huge nation-wide survey, checked and rechecked by independent certified public accountants..

And in addition...along with the nation's top tunes...comes America's game of games.... YOUR LUCKY STRIKE SWEEPSTAKES...that great national cigarette game that sets a new high in fun and entertainment ... Can you play it? Can you win? Sure you can! This week your Lucky Strike Sweepstakes set an all time record...and thousands upon thousands upon thousands are receiving regular cartons of 200 fine Lucky Strike Cigarettes...200 delicious light smokes - each one mild and mellow - Each one "Toasted" for your throat protection. We want you to join the fun too -- and win a carton of Lucky Strikes. Here's how to enter.

ATX01 0014598

RUYSDARTI: ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight, this coming Sunday. THREE: Only one entry for any one person each week. FOUR: This contest is not open to minors or to our employees.

ANNOUNCER: Complete rules are printed on all SWEEPSTAKES entry blanks obtainable wherever you buy Lucky Strikes.

FANFARE

ANNOUNCER: The winner!.....The number one song - topping them all again this week ... America's champion from coast to coast. "THESE FOOLISH THINGS"... Number ONE song from the Statue of Liberty to the Golden Gate.

("THESE FOOLISH THINGS".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CROSS PATCH".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike orchestra plays "Cross Patch"
number ELEVEN this week on YOUR HIT PARADE...

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

FADE FOR ANNOUNCEMENT

ANNOUNCER: "Would You" from the motion picture "San
Francisco"...leading sheet music seller in
Louisville and Philadelphia ... EIGHTH this week
on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHO"..... ORCHESTRA)

FADE FOR ANNOUNCEMENT

ANNOUNCER: Not one of the big Fifteen, but it's one of the
best loved popular tunes of all times ... "Who"
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

FADE FOR ANNOUNCEMENT

ANNOUNCER: NINTH this week on YOUR HIT PARADE - "There's a
Small Hotel" from "On Your Toes."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 3

ANNOUNCER: Have you ever noticed how much magic there is in sunshine? Have you ever noticed how much healthier people become when exposed to the sun's rays? Science has shown that it is the ultra-violet ray in sunshine which makes it so beneficial, and this same ultra-violet ray plays a very important part in mellowing fine tobacco. For example, the fine tobaccos used in Luckies are sun-ripened in the fields, enriched and mellowed by the natural sunshine as all fine tobaccos are -- but Lucky Strike does not stop there. Every shred of tobacco used in Luckies is further mellowed by exposure to ultra-violet rays as a part of the famous Lucky Strike process known as "It's Toasted". "Toasting" takes up where nature leaves off. It scientifically removes from Luckies certain harsh irritants naturally present in all tobacco. This famous "Toasting" process is exclusive with Luckies. Toasting is your throat protection against irritation, against cough. That's why Luckies are truly mild, truly mellow, truly a Light Smoke of rich, ripe-bodied tobacco.

("STOMPIN' AT THE SAVOY".....ORCHESTRA)

FADE FOR ANNOUNCEMENT

ANNOUNCER: Here's the Lucky Strike Orchestra with that swing favorite...."Stompin' At The Savoy" ... in THIRTEENTH position this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DID I REMEMBER".....CLARK AND ORCHESTRA)

FADE FOR ANNOUNCEMENT

ANNOUNCER: "Did I Remember" ... a nowcomor to YOUR HIT PARADE...off to a fine start this week in TENTH place among America's favorite.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LADY IN RED".....ORCHESTRA)

FADE FOR ANNOUNCEMENT

ANNOUNCER: And now ... the "Lady in Red" ... a grand rhythm tune played by the Lucky Striko Orchestra ... though it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

FANFARE

ANNOUNCER: Sweepstakes fans! ... Here's your number TWO song - "Take My Heart". It moves from THIRD place last week...up to number TWO in all America's favor.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

FADE FOR ANNOUNCEMENT

ANNOUNCER: "You Can't Pull the Wool Over My Eyes" this week in SIXTH place on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And there you have it - popular music's greatest show - "YOUR HIT PARADE". "YOUR HIT PARADE" and YOUR LUCKY STRIKE "SWEEPSTAKES" comes to you twice each week - Saturdays on this station with Harry Salter and his Lucky Strike orchestra and Wednesdays with Carl Hoff over another station. You'll want to hear both programs, so consult your local newspapers for full details of the Wednesday broadcast. We hope you enjoy these programs and that you, too, will find fun in entering the "SWEEPSTAKES". If you have entered before, enter again this week, as millions of others are doing. We planned the "SWEEPSTAKES" in the hope that it would bring pleasure into thousands of homes -- pleasure from participating in a game of skill -- and pleasure derived from the smoking of LUCKIES.

ATX01 0014603

RUYSDAHL: Millions of smokers believe LUCKY STRIKES are the finest cigarettes that can be made. We spare no effort in making them just that. And so, if you find enjoyment in these programs and in YOUR LUCKY STRIKE "SWEEPSTAKES" - won't you try LUCKIES? Smoke them for a week or two and see for yourself what enjoyment they bring. LUCKIES - A Light Smoke of rich, ripe-bodied tobacco. Till Wednesday, then ... goodnight ... and pleasant smoking.

CLOSING SIGNATURE

ANNOUNCER: Your Hit Parade and Your Lucky Strike Sweepstakes are copyright 1936 by The American Tobacco Company. Ranking of tunes is checked each week by independent certified public accountants. This is the COLUMBIA Broadcasting System.

(Fade theme 20 seconds)

WABC.....NEW YORK

AS -- HA



TENTH
ANNIVERSARY



A DECADE OF
NBC BROADCASTING

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"YOUR HIT PARADE"

WEAF

(REVISED)

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

AUGUST 12 1936

WEDNESDAY

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

ANNCR: Lucky Strike presents YOUR HIT PARADE ... the fifteen most popular songs in America this week...as shown by a huge nationwide survey checked and rechecked, by independent certified public accountants. Not until Monday morning do we know the people's choice ... the fifteen songs America ranks highest ... and, that's YOUR HIT PARADE!

(FANFARE)

ANNCR: And right in step with YOUR HIT PARADE - right in step with Lucky Strike's ability to offer pleasure to all comes YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game which provides pleasure and thrills to millions of enthusiastic friends. What a game it is ... the biggest, most exciting game in America. Up and up go the number of entries -- way way up as millions and millions and millions are out after those fine cartons of delicious Lucky Strike Cigarettes.

(MORE)

ATX01 0014605

ANNCR
(CONT)

And are they getting them? ... are they winning? ... well, we'll tell the world they are ... by the thousands and the thousands. For there's no limit to the number of prizes .. everybody can win. Remember, there's nothing to buy no entry fee. So come on in, there's plenty of fun ahead ... For though we know you buy them everyday...we want YOU to win a carton of Luckies ... with their real, honest to goodness smoking pleasure ... Lucky Strike ... A Light Smoke of rich, ripe-bodied tobacco. There'll be more about the SWEEPSTAKES later on .. but right now there's no holding the Lucky Strike Orchestra ... ready to go with "You Can't Pull the Wool Over My Eyes"....number FOUR in all America this week.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A RENDEZVOUS WITH A DREAM".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "A Rendezvous with a Dream" .. leaps six places this week to rank NINTH on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNCR: "The Glory of Love" ... the melody America ranks EIGHTH this week ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNCR:-----COMMERCIAL NUMBER ONE-----

(COMMERCIAL NO 1)

ANNCR: May we take a minute of your time to read to you the center page of the folder that was this week sent to over six million, five hundred thousand entrants in "YOUR LUCKY STRIKE SWEEPSTAKES." Quote: That great national cigarette game, YOUR LUCKY STRIKE "SWEEPSTAKES", is bringing pleasure and entertainment to millions of people, and is of direct material benefit to thousands more. Last week, more than five million people -- people from every state in the Union -- joined the fun and entered the "SWEEPSTAKES". Thousands upon thousands of them won. By reason of this wide-spread interest, thousands more have been furnished employment. Here are some interesting results of the "SWEEPSTAKES": -- 1. We have rented 45,000 square feet of additional office space -- three entire floors. 2 -- We have taken on over five hundred additional employees. 3 -- Seven new addressing agencies, employing over six thousand people, are caring for our mail. 4. -- Last week, we purchased over 230 tons of paper to print "SWEEPSTAKES" entry blanks. 5 -- Our factories in Durham, Richmond and Reidsville have all been placed on a full forty-hour week schedule. Considering the wide-spread interest in YOUR LUCKY STRIKE "SWEEPSTAKES", and the happiness it brings to thousands upon thousands all over the country, both in the form of entertainment and in direct material benefit, is it any wonder that we call it -- "The Great National Cigarette Game"? ... Unquote. -- And Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco -- is pleased to have offered this pleasure and this service at this time.

ATX01 0014607

("SWEET GEORGIA BROWN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Not one of the Big Fifteen ... but one of America's favorites ... "Sweet Georgia Brown" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU'RE NOT THE KIND".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A newcomer to YOUR HIT PARADE... "You're Not The Kind" starts off in THIRTEENTH place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNCR: America's choice for SIXTH position this week goes to "It's a Sin to Tell a Lie", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THREE LITTLE WORDS".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "Three Little Words" ... one swell tune ... though it's not among the Big Fifteen ... here it is played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNCR:-----COMMERCIAL NUMBER TWO-----

(COMMERCIAL NO TWO)

ANNCR: A question we often hear asked about LUCKY STRIKE is ..

WOMAN What exactly is the process known as "It's Toasted"? Of course I know what it does. I can notice the result in every Lucky I smoke -- They do not irritate my throat. But what is "Toasting" itself?

ANNCR: Toasting is a private process exclusive with Luckies involving several different steps - one of these - perhaps one of the most important is scientific application of higher heat. Everyone knows -- heat purifies. Heat is a universal agent for the removal of impurities. And with Luckies -- heat -- one step in the famous Lucky Strike Toasting process -- is used to expel certain impurities, certain harsh irritants naturally present in all tobacco. "Toasting" is recognized as one of the most important advances made in the processing of cigarette tobaccos during the past quarter of a century. It is, in fact, your throat protection against irritation, against cough. "Toasting" is one of the reasons why Luckies are a truly light smoke ... A Light Smoke of rich, ripe-bodied tobacco.

(FANFARE)

ANNCR: SWEEPSTAKES ... SWEEPSTAKES ... come on fans ... lend
us your ears for here's a winner ... Number three
last week the nation ranked it SECOND ... but this
week finds it NUMBER THREE in popularity ... "Take My Heart".

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DID I REMEMBER".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's a fast stepper ... this week "Did I Remember" moves
up three notches to rank SEVEN the country over.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CARIOCA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The "Carioca" played by the Lucky Strike Orchestra ... a
tune that made a dance sensation ... but it's not one
of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: YOUR HIT PARADE moves on . . . the fifteen most popular songs this week, presented for your pleasure by Lucky Strike Cigarettes those truly fine light smokes. These are the Big Fifteen the melodies 130,000,000 Americans like best according to a gigantic nationwide survey, checked and rechecked by independent certified public accountants!

And here's YOUR LUCKY STRIKE SWEEPSTAKES . . . that great national cigarette game, a game that's tops in thrills and entertainment . . . and tops for the number of winners. Thousands and thousands and thousands are receiving cartons of fine Lucky Strike Cigarettes . . . delightful mild, mellow smokes . . . each A Light Smoke, . . . each "Toasted" for your throat protection and greater smoking pleasure. So come on and play . . . join the fun . . . we'd like you to win a carton of Luckies. Here's how to enter.

RUYSDAEL: ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, before midnight this coming Sunday. THREE: Only one entry for any one person each week. FOUR: This contest is not open to minors or to our employees. Complete rules are printed on SWEEPSTAKES entry blanks obtainable wherever you buy your Lucky Strikes.

(FANFARE)

ANNOUNCER: And now -- the big news! America crowns a new champion this week -- a tune which zoomed up to the top and . . . raced home ahead of them all.

ANNOUNCER: Your new Song Champion.... "When I'm With You", from "Poor
(CONT) Little Rich Girl".

("WHEN I'M WITH YOU" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: TENTH this week on YOUR HIT PARADE... "No Regrets".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT:)

ANNOUNCER: Not among the Big Fifteen but it's a great tune. The
Lucky Strike Orchestra says "I've Got Rhythm".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with a melody that
enters your Hit Parade for the first time this week...
"A Star Fell Out of Heaven".....it ranks TWELFTH.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "On the Beach at Bali Bali" ranks number FIVE this week
on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: We owe much to our grandfathers - and the manufacture of cigarettes offers an excellent illustration. From our grandfathers has come much of our modern knowledge about tobacco. For example "Bulking" - "Bulking" is a method of ^{handling} ~~blending~~ tobacco - unknown to most modern tobacco manufacturers - but never forgotten and never overlooked by the manufacturers of that modern cigarette - LUCKY STRIKE. "Bulking" forms an integral part of that famous and exclusive LUCKY STRIKE process known as "It's Toasted". It is really an extra step - an old fashioned quiet method of mellow ^{ing, maturing} ~~seasoning~~ known and never forgotten in the manufacture of Lucky Strike cigarettes. Every bit of tobacco used in your LUCKY STRIKE - and there are hundreds of different types both Turkish and domestic - is carefully bulked in the bulking room to draw, to season, to mellow. The tobacco stands in this bulk under scientifically controlled temperatures while the various flavors and aromas of the tobacco intermingle and while each different type of choicest tobacco leaf imparts its own special goodness to the whole. This extra ^{handling} ~~blending~~ of choice LUCKY STRIKE tobacco - this "bulking" - is perfect - is complete - it assures uniformity of taste and helps to add that smoothness always to be found in your LUCKY STRIKE. Part of the toasting process - "Bulking" is one more reason why LUCKIES are A Light Smoke of Rich Ripe-Bodied Tobacco.

"ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune called "Me and the Moon" . . . another newcomer
this week to YOUR HIT PARADE in FIFTEENTH position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"WOULD YOU" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: From the motion picture "San Francisco", the Lucky Strike
Orchestra plays "Would You" ELEVENTH this week in
America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"I'VE GOT PLENTY OF NUTHIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I've Got Plenty of Nuthin'" not one of the Big
Fifteen but this melody from "Porgy and Bess"
~~had~~ plenty of somethin' when played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Calling all SEEEPSTAKES' fans . . . calling all Sweepstakes'
fans . . . another winner! . . . "These Foolish Things" . . .
FIRST last week SECOND this week . . . and we
certainly hope that's exactly where you picked it
. number TWO from the Atlantic to the Pacific . . .
"These Foolish Things."

"THESE FOOLISH THINGS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"CROSS PATCH" DICK AND ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week's vast musical survey shows "Cross Patch" in
FOURTEENTH position on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE....American' musical headliners
this week. YOUR HIT PARADE and YOUR LUCKY STRIKE
SWEEPSTAKES come to you twice each week...Wednesdays on
this station with Carl Hoff and his Lucky Strike Orchestra...
and ^{Saturdays} ~~Saturdays~~ with Harry Salter over another station.
You'll want to hear both programs, so consult your local
newspapers for full details of the Saturday broadcast.
Don't miss the fun and excitement of playing the
SWEEPSTAKES! If you're not one of the many million
SWEEPSTAKES fans....we cordially invite you to join the
good times -- send in your entry - you'll enjoy this
game of skill. There's a real treat in store for you....
so come on in.

RUYSDAEL: And.....the pleasure you get from smoking LUCKIES is
another treat you won't want to miss. Millions of
smokers all over the world believe that Luckies are the
finest cigarette that can be made. We spare no effort
in making them just that. And our guarantee is on every
package - Try Luckies - maybe you've been missing
something. Do you know how much more enjoyable a
Light Smoke really is? Luckies are a Light Smoke of
rich, ripe-bodied tobacco -- "Toasted" for your throat
protection. Till Saturday then..goodnight...and pleasant
smoking.

(CLOSING SIGNATURE.)

ANNOUNCER: Your Hit Parade and Your Lucky Strike Sweepstakes are
copyright 1936 by The American Tobacco Company. Your
Lucky Strike Sweepstakes is checked and rechecked each
week by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE HIT PARADE

SATURDAY, AUGUST 15, 1936

10:00 to 11:00 P.M.

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

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

ANNOUNCER: Here's YOUR HIT PARADE presented by ... Lucky Strike...
the fifteen most popular songs this week ...America's
Big Fifteen according to a mammoth nationwide survey
checked and rechecked by independent certified public
accountants. Not until Monday morning, after the
week's contest has closed Sunday midnight, do we know
the fifteen songs the nation likes best...

YOUR LUCKY STRIKE HIT PARADE!

(FANFARE)

ANNOUNCER: And along with YOUR HIT PARADE -- along with Lucky Strike's ability to offer greater pleasure to all, comes Your Lucky Strike Sweepstakes ... that great national cigarette game the whole nation has gone for lock, stock and barrel. And is there any wonder? Never was there a game packed with more thrills -- more excitement -- and finer prizes ... delicious Lucky Strike Cigarettes. Thousands and thousands and thousands are actually winning and getting real, honest-to-goodness smoking pleasure with Luckies -- A Light Smoke of rich, ripe-bodied tobacco.

So why not join the fun ... there's nothing to buy - no entry fee and there's absolutely no limit to the number of prizes. Why? Because, although we know you buy Luckies every day, we want you to win a carton too -- win the honest to goodness smoking pleasure you get from A Light Smoke of rich, ripe-bodied tobacco. You'll hear more about the Sweepstakes later ... but right now let there be music as the Lucky Strike Orchestra gets under way with the tune America ranks FOURTE this week:
"You Can't Pull the Wool Over My Eyes."

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

(MUSIC SWELLS AND FINISHES)

segue to

("WID I REMEMBER".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ATX01 0014618

- 3 -

ANNOUNCER: "Did I Remember" is moving up fast in the nation's
favor ... this week it's SEVENTH on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with that song of
the islands ... "On the Beach at Bali Bali" ...
number FIVE in popularity this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 1)

ATX01 0014619

COMMERCIAL NO. 1

ANNOUNCER: There are few things in the world of which it can be said: "This is truly exclusive!" ... but one that is truly exclusive is that famous LUCKY STRIKE process known as "It's Toasted." "Toasting" is, in a very real sense, your throat protection against irritation, against cough. The scientific application of higher heat is one important step in the LUCKY STRIKE "toasting" process which removes certain impurities, certain harsh irritants, naturally present in all tobaccos. "Toasting" is recognized as one of the most important advances made in the processing of cigarette tobaccos during the past quarter of a century. And now, here's what a smoker typical of the millions of LUCKY smokers all over the world, thinks about "toasting."

WOMAN: I have smoked LUCKIES for years because I think they are a grand cigarette -- smooth and mellow -- and they never irritate my throat. I don't know much about cigarette making, but if it's "toasting" that makes LUCKIES so unusually easy on my throat, then I'm for LUCKIES -- the cigarette that's "toasted."

ANNOUNCER: "It's Toasted" is truly your throat protection against irritation, against cough, and what's more, it's one of the big reasons why LUCKIES are A Light Smoke of rich, ripe-bodied tobacco.

("WHAT'S THE REASON" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "What's the Reason" ... not one of the Big Fifteen ...
but you'll like it played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: ELEVENTH this week on YOUR HIT PARADE ... "Would You"
from the motion picture "San Francisco."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOUNCER: Gather 'round all you SWEEPSTAKES Fans. Here comes
a winner ... SECOND place last week ... THIRD place
this week ... "Take My Heart."

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

(MUSIC SWELLS AND FINISHES)

segue to

("THE CONTINENTAL"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not one of the Big Fifteen, but here's a rhythm
that's hard to resist ... "The Continental", played
by the Lucky Strike Orchestra

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 2

ANNOUNCER: Sometimes... old ways are best. Even the most modern Manufacturer is wise to combine what is best of the old with the latest scientific improvements. A perfect example is found in the manufacture of Lucky Strike cigarettes. That old-fashioned quiet method of maturing and mellowing tobacco, called "Bulking" ... "Bulking," unknown to most modern tobacco manufacturers, has never been forgotten and is never overlooked in the manufacture of -- Lucky Strike... a light smoke of rich ripe-bodied tobacco. An integral part of the famous and exclusive Lucky Strike process known as IT'S TOASTED, "bulking" is really an extra step, an extra step highly valued by the makers of Lucky Strike cigarettes. Every bit of the tobacco used in Luckies -- and there are hundreds of different types, both Turkish and domestic -- is carefully bulked in the bulking room to draw, to season, to mellow. The tobacco stands in this bulk under scientifically controlled temperatures, while the various flavors and aromas of the tobacco intermingle and while each different type of choicest tobacco leaf imparts its own special goodness to the whole. This extra handling of tobacco by Lucky Strike -- this extra step - "bulking" -- assures uniformity of taste and guarantees that smoothness always to be found in your Lucky Strike. An important step in the TOASTING process -- "Bulking" is one more reason why Luckies are, truly, A Light Smoke of rich ripe-bodied tobacco.

ATX01 0014622

("YOU'RE NOT THE KIND" TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now ... a tune that makes its debut this week on
YOUR HIT PARADE ... "You're Not the Kind" ...
number THIRTEEN throughout the nation.

(MUSIC SWELLS AND FINISHES)

segue to

("NO REGRETS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "No Regrets" ... Number TEN this week ... played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("STEIN SONG" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a national favorite ... though it's not among
the Big Fifteen ... the "Stein Song," played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ATX01 0014623

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

ANNOUNCER: On with YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike Cigarettes ... The nation's fifteen favorites as shown by a vast, nationwide survey ... checked and rechecked by independent certified public accountants.

And hand in hand with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... that record smashing national cigarette game which has all America going round and around with fun and excitement. A game that's jammed with prizes galore ... thousands and thousands and thousands of prizes for lucky winners ... delicious Lucky Strike Cigarettes packed with greater smoking pleasure ... every Lucky A Light Smoke of rich ripe-bodied tobacco, "It's Toasted" for your throat protection and greater enjoyment. So come on ... we want you to win ... and we want you to share the fun millions and millions are having. Here's how to enter.

RUYSDAEL: ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, before midnight, this coming Sunday.

THREE: Only one entry for any one person each week.

FOUR: This contest is not open to minors or to our employees.

ANNOUNCER: Complete rules are printed on all SWEEPSTAKES entry blanks obtainable wherever you buy your Lucky Strikes.

(FANFARE)

ANNOUNCER: Flash! America's Public Melody Number One ...
"When I'm With You" from "Poor Little Rich Girl".
Five last week --- This week Number ONE from
Coast to Coast.

("WHEN I'M WITH YOU".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ME AND THE MOON".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Me and the Moon" ... a newcomer to YOUR HIT
PARADE this week starts its career in FIFTEENTH
position.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And next ... the Lucky Strike Orchostra plays:
"It's a Sin To Tell a Lie" ... SIXTH this week
in America's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PARE THEE WELL ANNABELLE"...TRIO AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

-11-

ANNOUNCER: It's not one of the Big Fifteen ... but a grand
tune anyway ... "Fare Thee Well Annabelle",
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

. ("A STAR FELL OUT OF HEAVEN"... CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Highest in the rankings of the three newcomers
entering YOUR HIT PARADE this week is "A Star
Fell Out Of Heaven" number TWELVE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO.3)

ATX01 0014627

ANNOUNCEMENT: May we take a minute of your time to read to you the center page of the folder that was this week sent to over six million, five hundred thousand entrants in "YOUR LUCKY STRIKE SWEEPSTAKES." Quote: That great national cigarette game, YOUR LUCKY STRIKE "SWEEPSTAKES", is bringing pleasure and entertainment to millions of people, and is of direct material benefit to thousands more. Last week, more than five million people -- people from every state in the Union -- joined the fun and entered the "SWEEPSTAKES". Thousands upon thousands of them won. By reason of this wide-spread interest, thousands more have been furnished employment. Here are some interesting results of the "SWEEPSTAKES": -

1. We have rented 45,000 square feet of additional office space -- three entire floors.
- 2.-- We have taken on over five hundred additional employees.
- 3.-- Seven new addressing agencies, employing over six thousand people are caring for our mail.
4. -- Last week, we purchased over 230 tons of paper to print "SWEEPSTAKES" entry blanks.
- 5.-- Our factories in Durham, Richmond and Reidsville have all been placed on a full forty hour week schedule. Considering the wide-spread interest in YOUR LUCKY STRIKE "SWEEPSTAKES", and the happiness it brings to thousands upon thousands all over the country, both in the form of entertainment and in direct material benefit, is it any wonder that we call it -- "The Great National Cigarette Game"?

("CROSS PATCH".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In FOURTEENTH place this week according to all
America ... "Cross Patch" played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A RENDEZVOUS WITH A DREAM"... CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "A Rendezvous
with a Dream" ... number NINE among the nation's
favorites this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a melody
that's not among the Big Fifteen ... "I Can't
Give You Anything But Love."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Sweepstakes! What did you pick for SECOND
place this week? ... We hope it was "These
Foolish Things" ... last week's winner.
This week it ranks number TWO on YOUR HIT PARADE.

("THESE FOOLISH THINGS".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Glory of Love" ... America's choice for
EIGHTH place this week on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... the "high" in popular music this week. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Saturdays on this station with Harry Salter and his Lucky Strike Orchestra ... and Wednesdays with Carl Hoff over another station. You'll want to hear both programs, so consult your local newspapers for full details of the Wednesday broadcast.

And now ... another reminder about the SWEEPSTAKES ... don't let the fun and excitement pass you by ... join in this grand game of skill and pleasure. Remember, there's no entry fee - nothing to buy. It's just plenty of fun -- and there's no limit to the delicious Lucky Strikes we give as prizes.

RUYSDAEL: And don't be left behind in the important matter of smoking pleasure. Find out why millions of smokers believe that Luckies are the finest cigarette that can be made ... Try Luckies ... maybe you've been missing something. Luckies are A Light Smoke of rich, ripe-bodied tobacco. We believe you'll agree Luckies are more enjoyable ... for Luckies have a special virtue. "It's Toasted" for your throat protection ... for your greater smoking pleasure. Till Wednesday then ... goodnight ... and pleasant smoking.

-16-

(CLOSING SIGNATURE.....)

ANNOUNCER: Your Hit Parade and Your Lucky Strike Sweepstakes
are copyright 1936 by The American Tobacco
Company. Your Lucky Strike Sweepstakes is
checked and rechecked each week by independent
certified public accountants.

This is the COLUMBIA....BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC...NEW YORK

LT:EB

ATX01 0014632

AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

REVISED

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10:00 - 11:00 PM

AUGUST 19, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... America's fifteen most popular songs this week ... the Big Fifteen according to an immense nationwide survey checked and rechecked by independent certified public accountants. Not until Monday morning, after the week's contest has closed Sunday midnight, do we know the nation's choice ... the fifteen top-favorites for ... YOUR LUCKY STRIKE HIT PARADE!

(FANFARE)

ANNOUNCER: And Lucky Strike, which offers you the kind of smoking pleasure you like best . . . offers, too, along with YOUR HIT PARADE ... a great national cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES that thrilling game which has set a new high in pleasure for millions and millions of folks throughout the length and breadth of the land. YOUR LUCKY STRIKE SWEEPSTAKES! A record smasher, too, for the thousands and thousands of prizes!

ATX01 0014633

ANNOUNCER:
(CONT)

And what prizes are going to thousands and thousands of
of lucky winners ... delicious Lucky Strike cigarettes...
each packed full of real smoking pleasure ... Luckies ..
A Light Smoke of rich, ripe-bodied tobacco.

And how about you? We know you buy Luckies every day ...
but we'd like you to win a carton, too ... win yourself
that honest-to-goodness smoking pleasure you get from A
Light Smoke of rich, ripe-bodied tobacco! So come on in
and get your share of the fun ... there's nothing to buy ..
no entry fee ... and there's absolutely no limit to the
number of prizes. There'll be more about the SWEEPSTAKES
later ... but right now let's strike up the band ... for
here's the Lucky Strike Orchestra all set to go with the
melody America ranks FIFTH this week - "You Can't Pull
the Wool over My Eyes."

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A RENDEZVOUS WITH A DREAM" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that ranks ELEVENTH on YOUR HIT PARADE
this week . . . "A Rendezvous With A Dream."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ON THE BEACH AT BALI BALI QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now . . . the Lucky Strike Orchestra plays the FOURTH
most popular melody in America this week . . . "On the
Beach at Bali Bali".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)(C O M M E R C I A L #1).....

ANNOUNCER: After you've had your vacation, don't you feel a hundred percent better? Sunshine has worked its old familiar magic on you. Sunshine works magic on tobacco, too, and Luckies benefit more from sunshine than any other cigarette. For the fine tobaccos used by Lucky Strike are not only ripened, in the customary way, by natural sunshine - but they are further enriched and mellowed during manufacture by Luckies' exclusive use of the ultra-violet ray -- one step in that famous process known as IT'S TOASTED. Every shred of tobacco used in Lucky Strike Cigarettes is mellowed by the warm rays of giant ultra-violet ray machines with a power of fifty-four thousand watts -- yet moisture content is always carefully regulated. These magic rays - really take up where nature and sunshine leave off. They add an extra mellowness to Luckies' fine tobaccos. And remember: the ultra-violet ray is exclusive with Luckies - a part of the exclusive Lucky Strike process IT'S TOASTED which scientifically removes from Luckies certain harsh irritants naturally present in all tobacco. TOASTING is your throat-protection against irritation, against cough. Toasting is one important reason why Luckies are - A Light Smoke of rich ripe-bodied tobacco.

("LIMEHOUSE BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Limehouse Blues" . . . not one of the Big Fifteen . .
but a real "blues" favorite, played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE MY HEART" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the melody which
places SIXTH this week the country over . . "Take My Heart."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WOULD YOU" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: THIRTEENTH this week on YOUR HIT PARADE is "Would You"
from the motion picture "San Francisco".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LADY BE GOOD" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Lady Be Good" . . . played by the Lucky Strike Orchestra,
a mighty good tune though it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

.....(C O M M E R C I A L #2)

COMMERCIAL #2

MAN: Last night I went out to a party and did a lot of smoking. I always smoke a lot at parties, and so did the rest of the crowd. This morning, while chatting with one of these friends, he complained of after-party cigarette taste -- an irritated throat. As a matter of fact, I used to be bothered that way myself -- but now I smoke Luckies ... and believe me, I'm for them. Luckies always leave a clean taste, and although I smoked a lot last night, my throat feels comfortable today.

ANNOUNCER: There's a very good reason for that. Luckies are A Light Smoke -- A Light Smoke of rich, ripe-bodied tobacco. The famous and exclusive Lucky Strike process known as IT'S TOASTED removes from Luckies certain impurities, certain harsh irritants naturally present in all tobacco. We all know heat purifies....and TOASTING includes as one of its most important steps the scientific application of higher degrees of heat to Lucky Strike's choice tobacco. TOASTING is, truly, your throat protection against irritation, against cough. Remember: Luckies leave your throat feeling clean and comfortable -- Luckies leave a clean taste. The famous and exclusive Lucky Strike process IT'S TOASTED is one fundamental reason why Luckies are ... what millions of smokers all over the world prefer ... A Light Smoke of rich, ripe-bodied tobacco.

("THE GLORY OF LOVE" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Glory of Love" played by the Lucky Strike Orchestra...
number NINE this week from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FADE.....)

ANNOUNCER: Here's a winner in the SWEEPSTAKES ... and what a record .
TEN ... SEVEN ... and now THREE ... that's sensational
climbing for "Did I Remember" ... number THREE this week.

("DID I REMEMBER" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DON'T GIVE UP THE SHIP" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Don't Give Up The Ship" ... played by the Lucky
Strike Orchestra. Not one of the Big Fifteen - but you'll
like it.

(MUSIC SWELLS AND FINISHES)

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

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Let's go ... on with YOUR HIT PARADE ... the fifteen most popular songs in the nation this week, presented for your pleasure by Lucky Strike Cigarettes. The fifteen tunes America likes best as shown by a gigantic nationwide survey ... checked and rechecked by independent certified public accountants.

And right in step with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... The thrilling national cigarette game that's found its way into the hearts of millions and millions of Americans. And it's no wonder! For the SWEEPSTAKES are jammed with fun and excitement ... and prizes ... more prizes than you can shake a stick at ... no limit to the number of prizes ... delicious Lucky Strike Cigarettes ... each A Light Smoke of rich, ripe-bodied tobacco ... and remember IT'S TOASTED for your throat protection and greater enjoyment. So come on in ... join the fun millions are having. Here's how you enter.

RUYSDAEL: ONE: Write on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight this coming Sunday. THREE: Only one entry for any one person each week. FOUR: this contest is not open to minors or to our employees. Complete rules are printed on all SWEEPSTAKES entry blanks obtainable wherever you buy your Lucky Strikes.

(more)

ATX01 0014639

(FANFARE.....)

ANNOUNCER: Here it is first again -- head and shoulders above
all the rest -- the number ONE song on YOUR HIT PARADE
this week "When I'm With You" from "Poor Little
Rich Girl" ... Number one from Maine to California!

(WHEN I'M WITH YOU".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU'RE NOT THE KIND".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You're Not The Kind" ... played by the Lucky Strike
Orchestra ... it's TENTH this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I WON'T DANCE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The title says "I Won't Dance" -- but you dancers will
find it hard to resist this melody played by the Lucky
Strike Orchestra - though it's not among the Big
Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("UNTIL TODAY".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to YOUR HIT PARADE "Until Today" ..
FIFTEEN this week the country round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO REGRETS".....QUARTET AND ORCHESTRA)

17-

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN this week ... "No Regrets" played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

-----C O M M E R C I A L #3 -----

ATX01 0014641

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 were dry 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 -- never dry, never too moist.

ANNOUNCER:

Proper moisture - or the lack of it - makes all the difference in the way a cigarette tastes. Insufficient moisture makes a cigarette dry, dusty, hot. Luckies always give you a smooth, rich, refreshing smoke because the manufacturers of Luckies have ~~been~~ developed a method for scientifically determining and retaining proper moisture in the manufacture of Lucky Strike Cigarettes. And that's highly important to you as a smoker. For it cannot be emphasized enough that a cigarette, to taste right, must be neither dry nor too moist. It must be, as Luckies are, just right. Proper moisture content in Luckies assures you always that real smoking pleasure to be found only in A Light Smoke of rich, ripe-bodied tobacco. Luckies are, truly, conditioned to your taste.

ANNOUNCER: The Lucky Strike Orchestra plays a melody that's started a new craze ... "Knock, Knock" ... it enters this week at number EIGHT.

("KNOCK KNOCK" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: SEVENTH this week on YOUR HIT PARADE ... "It's a Sin to Tell a Lie".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ON YOUR TOES" . . . "IT'S GOTTA BE LOVE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a medley of the title tune from "On Your Toes" and "It's Gotta Be Love" played by the Lucky Strike Orchestra ... neither is among the Big Fifteen ... but both are great numbers.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Are you ready, SWEEPSTAKES Fans? Here's a winner .. in SECOND place, right where it was last week ... "These Foolish Things".

("THESE FOOLISH THINGS" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("BYE BYE BABY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another newcomer to YOUR HIT PARADE ... "Bye Bye Baby" making its debut in TWELFTH position this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... Popular music's greatest radio show. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Carl Hoff and his Lucky Strike Orchestra ... and Saturdays with Harry Salter over another station. You'll want to hear both programs, so consult your local newspaper for full details of the Saturday broadcast. And don't forget to enter the SWEEPSTAKES.

RUYSDAEL: We hope that you have this week's SWEEPSTAKES entry card within easy reach. Study it carefully -- many people have found it really helpful in selecting the winning songs. And there's a special message of genuine interest to you printed on the center page, which I would like to read; quote - Tobacco growing is a simple, leisurely process - unhurried as the sun and wind and rain and the changing seasons. There is no short cut in producing fine tobacco and there is no short cut in producing Lucky Strikes -- for time makes even the best tobacco better. There is no shred of tobacco in Luckies which has not been properly aged and mellowed. Unquote. If you're not already smoking Luckies - better try them. Maybe you've been missing something.

(CLOSING SIGNATURE)

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company.
Your LUCKY STRIKE SWEEPSTAKES is checked and rechecked
each week by independent certified public accountants.
THIS IS THE NATIONAL BROADCASTING COMPANY

JGF/DBM
8/19/36

ATX01 0014645

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE

SATURDAY, AUGUST 22, 1936

10:00 to 11:00 PM

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

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

ANNOUNCER: YOUR HIT PARADE ... America's fifteen most
popular songs this week ... brought to you
by Lucky Strike. These fifteen champion
tunes are selected each week by a huge nation-
wide survey, checked and rechecked by
independent certified public accountants.
The weekly contest closes Sunday midnight ...
but no one knows the nation's favorites until
Monday morning, when the figures are compiled
to show the fifteen top-ranking tunes for ...
YOUR LUCKY STRIKE HIT PARADE!

(FANFARE)

ATX01 0014646

ANNOUNCER: And Lucky Strike -- a light smoke of rich
ripe-bodied tobacco ... offers, along with
YOUR HIT PARADE ... a real thrill for all
radio listeners ... YOUR LUCKY STRIKE SWEEPSTAKES...
that great national cigarette game that has
the whole country talking. And just like Luckies
themselves, the SWEEPSTAKES brings pleasure to
millions ... yes, millions ... every week. The
nation has gone wild about this thrilling game ...
and why? Because it's fun to play ... and because
it's packed with prizes for the lucky winners.
So why not join the SWEEPSTAKES ~~game~~? Even
though you buy Luckies every day, we'd like you
to win them, too -- win yourself true smoking
enjoyment -- Luckies -- A light smoke of rich
ripe-bodied tobacco. There's nothing to buy ...
no entry fee ... and no limit to the number of
prizes, so come on in. We'll tell you all about
the SWEEPSTAKES later, but right now there's no
holding the Lucky Strike Orchestra ... they're
off with tonight's opening number ... "The Glory
of Love" ... number NINE.

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

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS".....CLARK AND ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's America's choico for FOURTEENTH place on
YOUR HIT PARADE

"No Regrets".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU'RE NOT THE KIND".....TRIO AND OR CHESTRA)

(PADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "You're Not The Kind"
number TEN this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

COMMERCIAL NO. 1

ANNOUNCER: We all remember Red Riding Hood's question:

"Grandmother, why have you such long white teeth?"...
and probably, we all remember what the wolf's
answer to Red Riding Hood was. Well, tobacco in
its natural state has things to bite you with, too,
in the shape of certain harsh irritants. Curing
removes some of these irritants. Ageing removes some.
But only the Lucky Strike process known as "It's
Toasted" completes this work, carries it to its
logical full conclusion -- a cigarette that is easy
on your throat. And do you realize that "IT'S TOASTED"
is an exclusive Lucky Strike process? No other
cigarette offers you this advantage. No other
cigarette has the benefit of this TOASTING process
which combines the purifying effect of higher heat
with the mellowing effect of the ultra-violet ray.
That's one reason why Luckies are smoother, less
irritating to the throat. Lucky Strike smokers know
from experience how delicious A Light Smoke of rich,
ripe-bodied tobacco really is. They know the
importance of the words "IT'S TOASTED".

("CHEERFUL LITTLE BARFUL".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with a "Cheerful
Little Barful". We know you'll like it, though it's
not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Would You" ... number THIRTEEN on YOUR HIT PARADE
this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL TOMY?".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a newcomer
among America's favorites ... "Until Today" ...
number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SINGING IN THE RAIN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This one's not among the Big Fifteen, but it's a
grand tune you'll all enjoy ... "Singing In The Rain"
... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL NO. 2

ANNOUNCER: One of the many thousands of winners in Your Lucky Strike Sweepstakes last week has this comment to make ...

WOMAN: I was tickled to death when I won - yet I feel like a winner in more than one sense, because smoking those Luckies I received has taught me how really good Luckies are. I have never before found any cigarettes that tasted so good - and left my throat so clear.

ANNOUNCER: Luckie's good taste and real smoothness is no accident. Each and every step in the Lucky Strike process of manufacture contributes to your greater smoking enjoyment. For example, "Bulking". "Bulking", unknown to most modern tobacco manufacturers but never forgotten and never overlooked by the makers of lucky Strike, that most modern of cigarettes, is an old-fashioned, quiet method of maturing and mellowing tobacco. Really an extra step, it consists in the bulking of Luckies' choice Turkish and domestic tobaccos in a special bulking room to draw, to season, to mellow. The tobacco stands in this bulk under scientifically controlled temperatures, until the delicious flavors and aromas of the various types of tobacco have thoroughly intermingled, ~~and~~ blended. This extra handling of tobacco - this bulking is one reason for Lucky Strike's extra smoothness and uniformity of taste. An important step in our exclusive process IT'S TOASTED -- "Bulking" is equally important to you as a smoker. For Bulking helps assure you that genuine honest-to-goodness pleasure to be found only in A Light Smoke of rich, ripe-bodied tobacco .. YOUR LUCKY STRIKE.

ATK01 0014652

("BYE BYE BABY".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Bye Bye Baby" ...
starting its career with America's favorites at
number TWELVE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(PANFARE)

ANNOUNCER: A winner, a winner! "Did I Remember" jumps up from
SEVENTH place last week to finish in the money at
number THREE.

("DID I REMEMBER".....CLARK AND OR CHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("OF THESE I SING".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Though it's not one of the Big Fifteen, the Lucky
Strike Orchestra plays one of your old favorites:
"Of These I Sing" from the musical comedy of the
same title.

(MUSIC SWELLS AND FINISHES)

S-T-R-I-K-E B-R-I-K

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

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in America this week, as shown by a nation-wide survey, checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game ... presented for your pleasure by Lucky Strike ... a Light Smoke of rich, ripe-bodied tobacco. Get into the excitement of the SWEEPSTAKES. It's jam-packed with fun and prizes. It's smashing all records for the number of winners.... for there's no limit to the thousands and thousands of prizes ... delicious Lucky Strike cigarettes ... offering you throat protection and greater enjoyment because of that famous process "It's Toasted." So come on in, America! Here's how to enter the SWEEPSTAKES.

RUYSDAEL: ONE: Write on a postcard the names of the three songs you think will rank 1-2-3 in popularity on next week's programs. TWO: The card must be mailed to THE American Tobacco Company, 111 Fifth Avenue, New York, before midnight Sunday. THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees. Complete rules are printed on all SWEEPSTAKES entry blanks... obtainable wherever you buy your Lucky Strikes.

(FANFARE)

ATX01 0014654

ANNOUNCER: Hat's off to America's favorite! ... last week
FIRST ... number ONE AGAIN... "When I'm With You" ...
still the champion on YOUR HIT PARADE.

("WHEN I'M WITH YOU"CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to:

("ON THE BEACH AT BALI BALI"TRIO & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "On The Beach at Bali Bali", played by the Lucky
Strike Orchestra. This week it's number FOUR.

(MUSIC SWELLS AND FINISHES)

Segue to:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: America's choice for SEVENTH place on YOUR HIT
PARADE this week... "It's A Sin To Tell A Lie."

(MUSIC SWELLS AND FINISHES)

Segue to:

("YOU'RE THE TOP" and "ANYTHING GOES" --- HENDLEY ...DICK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a medley of two
swell songs that are not among the Big Fifteen ...
the title song from "Anything Goes" and "You're
The Top".

(MUSIC SWELLS AND FINISHES)

Segue to:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Take My Heart" ... number SIX on YOUR HIT PARADE
this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #3)

COMMERCIAL NO. 3

ANNOUNCER: 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 -- for the top and bottom leaves make a harsh unpleasant smoke -- but the tender center leaves 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, but we insist upon 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.

ANNOUNCER: Knock, knock!

GIRL: Who's there?

ANNOUNCER: The Lucky Strike Orchestra, playing the new song that shot to fame like a sky rocket... "Knock, Knock" ... number EIGHT in the nation's favor.

("KNOCK, KNOCK"TRIO, DICK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to:

("A RENDEZVOUS WITH A DREAM"CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: ELEVENTH this week on YOUR HIT PARADE... "A Rendezvous With A Dream."

(MUSIC SWELLS AND FINISHES)

Segue to:

("CUCARACHA"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves the Big Fifteen
for a moment to play a great rumba favorite ...
"La Cucaracha".

(MUSIC SWELLS AND FINISHES)

Segue to:

(FANFARE)

ANNOUNCER: Attention, SWEEPSTAKES! "These Foolish Things"
finishes a winner again. Last week number TWO ...
still in SECOND PLACE from coast to coast.

("THESE FOOLISH THINGS".....CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to:

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

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "You Can't Pull
The Wool Over My Eyes" ... this week number FIVE
all over the country.

(MUSIC SWELLS AND FINISHES)

ED
10'

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest show ... presented by Lucky Strike, that Light Smoke of rich, ripe-bodied tobacco. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Saturdays on this station with Harry Salter and his Lucky Strike Orchestra ... and Wednesdays with Carl Hoff over another station. You'll want to hear both programs, so consult your local newspaper for full details on the Wednesday broadcast. And don't forget to enter the SWEEPSTAKES.

RUNSDAEL: We hope that you have this week's SWEEPSTAKES entry card within easy reach. Study it carefully -- many people have found it really helpful in selecting the winning songs. And there's a special message of genuine interest to you printed on the center page, which I would like to read; QUOTE - Tobacco growing is a simple, leisurely process - unhurried as the sun and wind and rain and the changing seasons. There is no short cut in producing fine tobacco and there is no short cut in producing Lucky Strikes -- for time makes even the best tobacco better. There is no shred of tobacco in Luckies which has not been properly aged and mellowed. UNQUOTE. If you're not already smoking Luckies - better try them. Maybe you've been missing something.

(CLOSING SIGNATURE)

ATX01 0014660

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES
are copyright 1936 by The American Tobacco Company.
YOUR LUCKY STRIKE SWEEPSTAKES is checked and
rechecked each week by independent certified public
accountants.

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK



THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

(REVISED)

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

AUGUST 26, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Here they come! The fifteen songs America likes best this week ... YOUR LUCKY STRIKE HIT PARADE ... The nation's fifteen favorite tunes as shown by a tremendous nation-wide survey, checked and rechecked by independent certified public accountants. When this week's SWEEPSTAKES closes Sunday midnight, no one knows America's choice ... for not until Monday morning when a new SWEEPSTAKES for next week begins are the figures compiled which show the Big Fifteen ... the melodies for YOUR LUCKY STRIKE HIT PARADE!

(PANFARE)

And Lucky Strike ... that light smoke of rich, ripe-bodied tobacco ... presents ... along with YOUR HIT PARADE ... that fascinating, national, cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES. Remember there's an entirely new, separate SWEEPSTAKES every week - a unique feature of YOUR LUCKY STRIKE HIT PARADE. And no wonder the whole nation's playing the SWEEPSTAKES. It's exciting fun ... and there are prizes without end. So -- come on in on this week's SWEEPSTAKES.

(MORE)

ANNOUNCER: Even though you buy Luckies ... we want you to win them,
 (CONT) too ... win the honest to goodness smoking enjoyment of
 A Light Smoke of rich, ripe-bodied tobacco. There's nothing
 to buy ... no entry fee ... and no limit to the number of
 prizes ... so climb aboard. You'll hear more about the
 SWEEPSTAKES later ... but right now here comes the music
 with the melody that's number TWELVE among America's
 favorites this week ... "Bye Bye Baby".

("BYE BYE BABY" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Star Fell out of Heaven" zooms way up to SIXTH place on
 YOUR HIT PARADE this week ...

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ON THE BEACH AT BALI BALI" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra playing America's choice
 for number EIGHT this week ... "On the Beach at Bali Bali".

(MUSIC SWELLS AND FINISHES)

- - - - C O M M E R C I A L # 1 - - - -

ANNOUNCER: Everybody knows that heat purifies. In the steel industry, in the food industry, in the scientific laboratory constant use is made of that well-known truth -- heat purifies. And Lucky Strike's process "IT'S TOASTED" includes, as one of its most important steps, the scientific application of higher degrees of heat to Lucky Strike's choice tobacco. For heat purifies tobacco, too. The exclusive Lucky Strike process "IT'S TOASTED" scientifically removes from Luckies certain impurities, certain harsh irritants present in even the finest tobacco in its natural state. And this is what TOASTING means to you, the smoker: Luckies are easier on your throat. They leave your throat feeling comfortable -- and clear, even though you smoke from morning till night. Luckies leave a clean taste in your mouth at the end of the day. Luckies are A Light Smoke of rich ripe-bodied tobacco.

("WE'RE IN THE MONEY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A swell tune with a pleasant title ... "We're in the Money" played by the Lucky Strike Orchestra, though it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A RENDEZVOUS WITH A DREAM" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Rendezvous with a Dream" - and, oh boy! how it climbs this week on YOUR HIT PARADE ... way, way up to rank as number FIVE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WOULD YOU" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: ELEVENTH this week ... "Would You", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LOUISIANA HAYRIDE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not among the Big Fifteen ... but listen to the Lucky Strike Orchestra go to town with "Louisiana Hayride".

(MUSIC SWELLS AND FINISHES)

- - - - C O M M E R C I A L # 2 - - - -

ANNOUNCER: Sun-ripened ... Those two words describe so many of the good things of this world ... sun-ripened - enriched - mellowed ... And that's a mighty good description of Luckies, too ... Luckies benefit more from sunshine than any other cigarette. For not only is the choice tobacco used in Luckies mellowed by the sun -- but it is further mellowed by concentrated sunshine - the ultra-violet ray. And this extra mellowing by the ultra-violet ray is exclusive with Lucky Strike Cigarettes. Every bit of tobacco used in Luckies has the extra benefit of the ultra-violet ray, as a part of the famous Lucky Strike process known as IT'S TOASTED . TOASTING removes from Luckies certain harsh irritants naturally present in even the choicest tobacco. And the result? ... Well, the result is that Luckies are smoother -- kinder to your throat.

WOMAN: Maybe that's why I can smoke Luckies all day long -- smoke as many as I please - and still enjoy the very last one.

ANNOUNCER: Yes -- TOASTING, including the ultra-violet ray treatment is one reason why Luckies are a light smoke that doesn't wear out its welcome -- A Light Smoke of rich ripe-bodied tobacco.

("THE GLORY OF LOVE"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Lucky Strike Orchestra plays "The Glory of Love" ... number FOURTEEN the country 'round.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Attention! ... here's a winner ... it was SECOND in last week's SWEEPSTAKES and it's number THREE in the new SWEEPSTAKES this week. "These Foolish Things".

("THESE FOOLISH THINGS"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LET'S SWING IT"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Let's Swing It" ... not one of the Big Fifteen ... but it's just about tops in swing tunes, 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: On goes YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in America this week according to a huge nation-wide survey, which determines the ranking of your favorite tunes for each separate weekly "Sweepstakes", A survey checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES... that great national cigarette game ... Lucky Strike presents a brand new Sweepstakes every week for your pleasure. Come on in and join the fun ... for the SWEEPSTAKES are crammed with thrills and entertainment ... and prizes ... why, there's no limit to the number of prizes ... thousands and thousands are receiving delicious Lucky Strike Cigarettes ... real smoking pleasure ... offering you throat protection and greater enjoyment because of that exclusive Lucky Strike process - "IT'S TOASTED." So don't miss out ... come on in ... here's how to enter the SWEEPSTAKES.

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight, Sunday. The final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOUNCER: Here it is ... the new champion ... coming up from THIRD place last week to become number ONE in this week's Sweepstakes...."Did I Remember"!

("DID I REMEMBER" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Oh ho! Listen to this one! A newcomer to YOUR HIT PARADE that starts way up in SEVENTH position ... "Until the Real Thing Comes Along".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SOMEBODY LOVES ME" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Somebody Loves Me"... not among the Big Fifteen ... but one of the nation's all-time favorites.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TAKE MY HEART" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Take My Heart" ... played by the Lucky Strike Orchestra.... number NINE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Lucky Strike Orchestra plays the melody the
nation picks for FOURTH place this week...."NO REGRETS".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L #2)

(COMMERCIAL #3)

ANNOUNCER: Down in the sunny fields of the South, tobacco farmers are harvesting this year's crop and preparing it for market. And if you could see those tobacco plants, you'd understand why the center leaves are used in Luckies. For the top leaves are under-developed -- green -- not ripe. The bottom leaves are heavy ... woody -- covered with dirt and sand. But the choice center leaves, ripened by the warm southern sunshine are rich ... clean ... fragrant. They're what tobacco men call the Cream of the Crop. And it's from these Cream - of - the - Crop tobaccos that your Luckies are made, because only these center leaves approach in nature that most desirable acid-alkaline balance which is essential to A Light Smoke. Center leaves make a better tasting cigarette - one that's kinder to your throat. Naturally these choice center leaves are more expensive, but we insist upon them in order to give you a really finer, a really smoother cigarette -- Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco.

("SING, BABY, SING" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sing, Baby, Sing" ... making its first appearance this week on YOUR LUCKY STRIKE HIT PARADE in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's A Sin To Tell A Lie" ... played by the Lucky Strike Orchestra ... America's number TEN this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LULLABY OF BROADWAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's a grand tune even though it's not a "Big Fifteener" ... "Lullaby of Broadway" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: How about it, SWEEPSTAKES fans? Where did you place the number one song in last week's Sweepstakes "When I'm With You"? We hope you placed it second, for that's right where the nation ranks it this week ... number TWO.

("WHEN I'M WITH YOU" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("KNOCK, KNOCK" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Who's here? Why, it's "Knock, Knock" ... the song that's in THIRTEENTH place on YOUR HIT PARADE this week ...

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest show ... presented by Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Carl Hoff and his Lucky Strike Orchestra ... and this Saturday, over another station, Harry Salter will have Don Voorhees as his guest conductor. Remember - there's a brand new separate Sweepstakes every week.

RUYSDAEL: We hope you are one of the millions who are getting a great deal of pleasure from the SWEEPSTAKES. We're anxious to have you get your full share of entertainment from these Lucky Strike programs. And, we're eager to have you try Luckies, too. If you're not already smoking them, maybe you've been missing something; maybe you'll discover for yourself, as millions and millions of other smokers have, that Luckies offer you greater smoking enjoyment .. that Luckies are truly a Light Smoke of rich, ripe-bodied tobacco

(CLOSING SIGNATURE)

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. Each separate weekly presentation of YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY . . .

jgs-cw
8/26/35

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE HIT PARADE

SATURDAY, AUGUST 29th, 1936

10:00 to 11:00 P. M.

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

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

ANNOUNCER: Here's YOUR LUCKY STRIKE HIT PARADE....the fifteen most popular songs in the nation this week... America's Big Fifteen according to an enormous, nationwide survey, checked and rechecked by independent certified public accountants. When this week's SWEEPSTAKES closes Sunday midnight, no one knows what the country's selection has been... for not until Monday morning when the new SWEEPSTAKES for next week begins are the final figures compiled which show the top fifteen...the tunes for YOUR LUCKY STRIKE HIT PARADE!

(FANFARE)

ANNOUNCER: And now for YOUR LUCKY STRIKE SWEEPSTAKES...that great national cigarette game that's smashed every record in radio for the number of prizes and the number of winners. This week alone 273,183 people selected the songs correctly...think of it... 273,183 winners.(continued on next page)

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ANNOUNCER: You're setting a fast pace for us...you've got us
(cont'd)
mighty busy keeping up with the number of entries
and winners. But, we want to keep the SWEEPSTAKES
going, and we don't want to limit the number of
prizes! -- We don't want to limit the number of
winners. So be sure to listen to the announcement
about next week's SWEEPSTAKES that you'll hear later
on in the program. Right now here's "Bye Bye Baby"
...America's choice for TWELFTH place this week.

("BYE BYE BABY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("TAKE MY HEART".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's "Take My Heart"...this week number NINE
on YOUR HIT PARADE!

(MUSIC SWELLS AND FINISHES)

segue to

("TRUCKIN'".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Truckin'"....not
one of the Big Fifteen...but a mighty fascinating
rhythm.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANNOUNCER: Here's an interesting comment written us recently by a Swoopstakes winner -- a man in Toledo, Ohio...

MAN: Gentlemen....This letter is a testimonial to Lucky Strike cigarettes, although I never thought I would write a testimonial on any product...For years I have smoked another brand of cigarettes...But along came "Your Hit Parade" and Swoopstakes and, like everyone else, I entered it with the idea of winning....Well, on my fourth try, I named the three songs in order and received my Lucky Strikes and here is where my story really begins...After they were about half gone, my wife remarked that I didn't cough any more when I went to bed at night, as I had for years. I thought at first that I would probably start in again. But I have not...Your statement that "toasting" has removed harsh irritants and thus provides throat protection is absolutely true and you have confirmed me to Luckies.

ANNOUNCER: And there it is, entirely unsolicited, typical of many letters received by the makers of Lucky Strike Cigarettes from smokers who have given Luckies a fair test. For smokers really appreciate a Light Smoke-- one that doesn't irritate their throat -- a smoke they can enjoy all day long -- with the same pleasure in the last one at night as in the first one in the morning. (continued on next page)

ANNOUNCER: And that's just what Luckies are...A Light Smoke --
(cont'd) always smooth, always mellow, and delightfully easy
on your throat...A Light Smoke of rich, ripe-bodied
tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "On The Beach At Bali Bali"....played by the Lucky
Strike Orchestra...It's number EIGHT in the nation's
favor this week.

(MUSIC SWELLS AND FINISHES)

segue to

("UNTIL THE REAL THING COMES ALONG".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Off to a grand start on YOUR HIT PARADE is the newcomer
"Until The Real Thing Comes Along".....in SEVENTH
place.

(MUSIC SWELLS AND FINISHES)

segue to

("WOULD YOU".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Lucky Strike Orchestra plays this week's
ELEVENTH place tune, the waltz, "Would You".

(MUSIC SWELLS AND FINISHES)

segue to

("SOMETIMES I'M HAPPY".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sometimes I'm Happy"...not a Sweepstakes contender,
not in the Big Fifteen...but a swell tune played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL NO. 2

ANNOUNCER: How many people listening to this program know the meaning of the word "Bulking"...B-U-L-K-I-N-G....
(PAUSE) "Bulking" describes a good old-fashioned method of maturing and mellowing tobacco. Yet "Bulking" is unknown to most modern tobacco manufacturers. Bulking, however, has never been forgotten and is never overlooked by the makers of Lucky Strike, that most modern of cigarettes. Every bit of tobacco for Luckies is bulked in a special bulking room to draw, to season, to mellow. These fine Turkish and domestic tobaccos remain in this bulk under scientifically controlled temperatures until the delicious flavors and aromas of the various types of tobacco have thoroughly intermingled. Bulking achieves that extra smoothness, that delightful fragrance, that perfect uniformity of fine taste, that millions enjoy in Luckies. This extra handling of tobacco -- this "Bulking" -- is an important step in Lucky Strike's famous and exclusive process known as "IT'S TOASTED". Bulking is one of many reasons why Luckies give you more honest-to-goodness smoking pleasure -- why Luckies are, truly, A Light Smoke of rich, ripe-bodied tobacco.

(NO REGRETS.....QUARTET AND ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNCR: FOUR...Number FOUR this week..."No Regrets", played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

(PIANFARE)

(ANNOUNCER: A winner.....a winner...It was first last week...and it
comes in SECOND in this week's SWEEPSTAKES ..."When I'm
With You".

(WHEN I'M WITH YOU.....CLARK AND ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

Segue to

(BLOW GABRIEL BLOW.....ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNCR: Remember this one? It's not a "Big Fifteener"...but
it's one of the best ever..."Blow Gabriel Blow", 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: On with YOUR LUCKY STRIKE HIT PARADE ..America's fifteen most popular songs this week..according to a mammoth nation-wide survey which determines the national ranking of your favorite melodies for each separate weekly SWEEPSTAKES ..a vast survey checked and rechecked by independent certified public accountants.

RUYSDAEL: And on with YOUR LUCKY STRIKE SWEEPSTAKES..that great national cigarette game that's bringing thrills and entertainment to millions of enthusiastic SWEEPSTAKES Fans. The whole nation has joined in the fun - more than a million SWEEPSTAKES Fans have received prizes- and Lucky Strike is working overtime to keep up with the number of entries and winners. Does America know its popular music? We'll say so! This week alone there were 273,183 winners. 273, 183 SWEEPSTAKES Fans picked the winning songs right - 1,2,3, just like that. That's over a quarter of a million winners in one week. We want to keep the SWEEPSTAKES going, and we don't want to limit the number of prizes...we don't want to limit the number of winners. We want everyone in America to have a chance to win. And so, in next week's SWEEPSTAKES the prizes will be tins of fifty delicious Lucky Strikes. Fifty Lucky Strikes, packed attractively in our special flat fifty container. And again, there will be no limit to the number of prizes-again no limit to the number of winners. There's a new SWEEPSTAKES every week. Remember, this week's SWEEPSTAKES ends at midnight tomorrow - Sunday.

RUYSDAEL: And when you enter next week's race you will have those handy tins of fifty Luckies to try for in the SWEEPSTAKES. So come on in - we want you to win - and we want you to have the fun of playing - here's how you enter.

BARUCH: One:- Print on a postcard the names of the three songs you think will rank 1 -2 -3 in popularity on next week's programs. Two:- The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight Sunday. The final closing time of each separate weekly SWEEPSTAKES. Three: Only one entry for any one person each week. Four: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOR: America reels a new song champion ...in last week's SWEEPSTAKES it was third..and this week it's number ONE ..."Did I Remember"...FIRST in this week's SWEEPSTAKES.

(DID I REMEMBER.....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

(I LOVE LOUISA.....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOR: "I Love Louisa" played by the Lucky Strike Orchestra because we're sure you love Louisa, even though it's not in this week's Top Fifteen.

(MUSIC SWELLS AND FINISHES)

Segue to

(A STAR FELL OUT OF HEAVEN.....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "A Star Fell Out of Heaven" ...well up in YOUR HIT
PARADE in SIXTH position this week.

(MUSIC SWELLS AND FINISHES)

Segue to

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

(FADE FOR ANNOUNCEMENT)

ANNCR: The lucky Strike orchestra plays the melody America
ranks Tenth this week..."It's A Sin to Tell a Lie".

(MUSIC SWELLS AND FINISHES)

Segue to

(KNOCK KNOCK.....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: THIRTEENTH Place on YOUR HIT PARADE this week goes to
"Knock Knock".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #5)

COMMERCIAL #3

WOMAN: Isn't it amazing the way children seem to expand in the summer - grow bigger, stronger, healthier. Now that they have a chance to be out in the sun all day - what a world of difference it makes! There's really magic in sunshine.

MENOR: Yes, there's magic in sunshine...and it's the ultra-violet ray in sunshine which makes it so beneficial. This same ultra-violet ray is employed the year round, winter and summer by Lucky Strike in the preparation of tobacco. Every shred of these fine, sun-ripened tobaccos used in Luckies is further mellowed during manufacture by ultra-violet rays from huge machines with a power of fifty-four thousand watts, yet moisture content is always carefully regulated. And you know this extra and costly step, the ultra-violet ray, is part of Lucky's exclusive process known as IT'S TOASTED.... which removes certain harsh irritants naturally present in even the finest tobaccos. The result is a better cigarette, a smoother cigarette - a cigarette that is easier on your throat - Lucky Strike, A Light Smoke of rich, ripe-bodied tobacco.

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

(FADE FOR ANNOUNCEMENT)

ANNOR: The Lucky Strike Orchestra plays "The Glory of Love"....
This week's number FOURTEEN tune.

(MUSIC SWELLS AND FINISHES)

Segue to

(A RENDEZVOUS WITH A DREAM.....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOR: "A Rendezvous With a Dream" ..FIFTH on YOUR HIT PARADE
this week.

(MUSIC SWELLS AND FINISHES)

Segue to

(A SHINE ON YOUR SHOES.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOR: The Lucky Strike Orchestra plays "A Shine On Your Shoes"
...not among the Big Fifteen ...but a crackerjack melody.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNOR: Attention SWEEPSTAKES Fans...here's the song that was
second last week, and it finishes THIRD in this week's
SWEEPSTAKES...yes...it's "These Foolish Things"....
Number THREE.

(THESE FOOLISH THINGS.....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

(SING BABY SING.....DICK AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNON: A newcomer to YOUR HIT PARADE this week..."Sing Baby
Sing" ...in FIFTEENTH place.

(MUSIC SWELLS AND FINISHES)

ANNCR: And that's YOUR HIT PARADE...with Don Voorhees as guest conductor...presented by Lucky Strike. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week...Saturdays on this station with Harry Salter and his Lucky Strike Orchestra ...and Wednesdays with Carl Hoff over another station. You'll want to hear both programs.

And remember...this week's SWEEPSTAKES ends at midnight tomorrow! And when you enter next week's SWEEPSTAKES.. You'll be out to win tins of fifty Luckies, packed attractively in our special "flat fifty" container. So come on, fans...let's see you top the figure of 273,183 winners. Let's have more next week. For remember, these SWEEPSTAKES are planned for your enjoyment.

RUYSDAEL: Your enjoyment! That's the keynote of Lucky Strike- the enjoyment of hearing the tunes you like best each week, the fun and excitement of playing the SWEEPSTAKES and the downright smoking pleasure offered you by a mighty fine cigarette...yes, honest-to-goodness smoking pleasure..that's what Lucky Strikes give you. If you're not already smoking Luckies, buy a pack and try them. Maybe you've been missing something. You'll appreciate the advantages of a Light Smoke of rich, ripe-bodied tobacco. Next time, say "Luckies, please."
(CLOSING SIGNATURE)

-16-

ANCHOR: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES
are copyright 1936 by The American Tobacco Company.
YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked
each week by independent certified public accountants

THIS IS THE COLUMBI.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC...NEW YORK

cr/cc

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[The main body of the document is a dense, highly degraded scan of text, appearing as a series of horizontal lines with significant noise and artifacts. The text is largely illegible due to the quality of the scan.]

SECRET
 No. 100-1000000000



THE AMERICAN TOBACCO COMPANY



WEAF

REVISED

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10:00 - 11:00 P.M.

"YOUR HIT PARADE"
SEPTEMBER 2, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Here they come - the nation's fifteen most popular songs this week...YOUR LUCKY STRIKE HIT PARADE....America's favorite tunes as shown by a huge nationwide survey, checked and rechecked by independent certified public accountants. This week's SWEEPSTAKES closes Sunday midnight and no one knows what the nation's choice has been until Monday morning when the new SWEEPSTAKES for next week begins and the final figures are compiled which reveal the Big Fifteen....the melodies for YOUR LUCKY STRIKE HIT PARADE!

(FANFARE.....)

ANNOUNCER: And as for YOUR LUCKY STRIKE SWEEPSTAKES...why - that's become the great national cigarette game....Probably, never before have there been so many prizes awarded. Just think of it...more than a million prizes! An astounding figure! And you can bet your boots you've kept us plenty busy keeping up with the number of entries and prizes! But... there's another SWEEPSTAKES this week -- and there's no limit to the number of prizes.....There's no limit to the number of winners. Everybody in America has a chance to win! So be sure to listen to the announcement about this week's SWEEPSTAKES that you'll hear later on in the program.

(MORE)

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ANNOUNCER: (Cont'd)

But right now lend an ear to the Lucky Strike Orchestra playing "Eye Eye Baby" - number TEN among the nation's favorites this week.

("EYE EYE BABY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THESE FOOLISH THINGS".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: SIXTH this week on YOUR HIT PARADE...."These Foolish Things"

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M AN OLD COW HAND".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's a newcomer...played by the Lucky Strike Orchestra ..."I'm An Old Cow Hand"...stepping out in FIFTEENTH place this week.

(MUSIC SWELLS AND FINISHES)

.....COMMERCIAL #1.....

(COMMERCIAL NO. 1)

ANNOUNCER: As I stand before the microphone, I'm holding two cigarettes -- two different brands -- one in my right hand-- one in my left. Now the tobacco in the cigarette I hold in my right hand has had the benefit of that famous LUCKY STRIKE process -- "It's Toasted"...What does that mean? It means that TOASTING has removed certain impurities, certain harsh irritants. It means that those impurities that have been removed are not present in the LUCKY STRIKE to irritate my throat. It means that when I smoke that cigarette and even many more like it, I'll find my throat still clear and I'll have a clean taste in my mouth. Now-- which of these two cigarettes would you choose to smoke?... the one in my right hand - the Lucky Strike -- that has had certain impurities removed, or the one in my left hand that has not had the benefit of the "Toasting" process?... certainly the one in my right hand -- the LUCKY STRIKE. LUCKIES are the only cigarettes that give the smoker the benefit of that famous and exclusive process known as "IT'S TOASTED". Only Luckies offer this throat-protection against irritation, against cough. Luckies are, truly, A Light Smoke -- A Light Smoke of rich, ripe-bodied tobacco.

("I WANT TO BE HAPPY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I Want To Be Happy"....
No - it's not one of the Big Fifteen ... but you'll agree
it's a swell tune.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A RENDEZVOUS WITH A DREAM".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Rendezvous with a Dream" ... played by the Lucky Strike
Orchestra....NINTH this week in popularity.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU'RE NOT THE KIND".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: In ELEVENTH place ... "You're Not The Kind" ... played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LULU'S BACK IN TOWN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not a Big Fifteener ... but the Lucky Strike Orchestra
plays that grand, familiar number - "Lulu's Back In Town".

(MUSIC SWELLS AND FINISHES)

..... COMMERCIAL #2

(COMMERCIAL No. 2)

WOMAN: Like millions of other people, I've been having a lot of fun out of "Your Lucky Strike Sweepstakes." A few weeks ago I won a prize. I hadn't been smoking Luckies up until then and the cigarettes I was smoking were sometimes a little dry - sometimes they gave me a harsh smoke. Well, I started to smoke the Luckies, and I've been with them ever since. They're never dry - never too moist. They always seem to be just right - just to my taste.

ANNOUNCER: And that's the experience of many thousands of other Lucky Strike smokers. Proper moisture - or the lack of it - makes all the difference in the way a cigarette tastes. Insufficient moisture makes a cigarette dry, dusty, hot. Luckies always give you a smooth, rich, refreshing smoke because the makers of Luckies have developed a method for scientifically determining and retaining proper moisture in the manufacture of Lucky Strike Cigarettes. And that's highly important to you as a smoker. For it cannot be emphasized enough that a cigarette, to taste right, must be neither dry nor too moist. It must be, as Luckies are, just right. Proper moisture content in Luckies assures you always that real smoking pleasure to be found only in A Light Smoke of rich, ripe-bodied tobacco. Luckies are, truly, conditioned to your taste.

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "On The Beach at Bali Bali"....ranks EIGHTH this week on
YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.....)

ANNOUNCER: SWEEPSTAKES fans!.....a winner.....a fast stepper that
leaps up from SIXTH place last week to win THIRD place in
this week's SWEEPSTAKES ... "A Star Fell Out Of Heaven."

("A STAR FELL OUT OF HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not a contender in the SWEEPSTAKES ... not one of the Big
Fifteen ... but a swell tune just the same ... "I Feel A
Song Coming On", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

.....STATION BREAK.....

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

LOWE: On we go with YOUR LUCKY STRIKE HIT PARADE....America's fifteen most popular songs this week....as shown by a tremendous nationwide survey of the nation's song favorites for each separate weekly SWEEPSTAKES....a mammoth survey checked and rechecked by independent certified public accountants.

RUYSDAEL: And every week ... there's a new SWEEPSTAKES ... a new chance to play the grand national cigarette game that's become America's number ONE pastime ... yes....YOUR LUCKY STRIKE SWEEPSTAKES. Does America like to play the game? Well, what would you think, if you were swamped with literally millions and millions of entries. And can America pick the popular tunes? Well, just listen to this! Over 400,000 winners in the last two weeks -- Think of it! -- Over 400,000 winners in the last two SWEEPSTAKES. There has never been anything like it -- and we're delighted that so many can have the fun of winning. That's the great thing about the Sweepstakes -- There's no limit to the number of prizes and there's no limit to the number of winners. We want everybody in America to have a chance to win. In this week's Sweepstakes the prizes will be fifty delicious Luckies ... fifty Luckies in our regular flat-fifty container. So come on in....let's see how good you are ... let's see you win yourself a prize of fifty Lucky Strikes. Here's how to enter. ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

(MORE)

ATX01 0014697

RUYSDAEL: (CONTINUED)

TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, before midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES".

THREE: Only one entry for any one person each week,

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE.....)

ANNOUNCER: Again it's on top!....again this week it's the all American favorite from Maine to California ... "Did I Remember"... number ONE song from Coast to Coast.

("DID I REMEMBER".....QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Take My Heart"FIFTH this week on YOUR HIT PARADE!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not a contender for the SWEEPSTAKES ... not one of the Big Fifteen ... but you'll all like "Top Hat" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL THE REAL THING COMES ALONG".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that ranks FOURTH
this week "Until the Real Thing Comes Along".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "No Regrets", played by the Lucky Strike Orchestra
number SEVEN this week.

(MUSIC SWELLS AND FINISHES)

.....COMMERCIAL #3.....

(COMMERCIAL No. 3)

ANNOUNCER: What cigarette during your day brings you the greatest enjoyment? The first one in the morning? The one after dinner at night? So often, when you get into conversation about smoking, that question comes up. The other day, I heard a Lucky Strike smoker comment on the subject like this:

MAN: Well, sir, the cigarette that tastes best to me is the very last one before I go to bed at night. I smoke a great deal, but Luckies always taste good. There's something mighty soothing about a Lucky even though you've been smoking them all day long. They don't irritate my throat, and they leave a clean taste in my mouth.

ANNOUNCER: And there's a very good reason why Luckies don't irritate your throat - a very good reason why Luckies leave a clean taste. That reason is the exclusive process known as "IT'S TOASTED". TOASTING removes certain harsh irritants naturally present in even the finest tobaccos - impurities that would irritate delicate throat tissues if allowed to remain. This removal of harsh irritants by Toasting is one very important reason why Luckies are A Light Smoke -- A Light Smoke of rich, ripe-bodied tobacco -- a smoke that does not irritate your throat - a smoke that leaves a clean taste.

("ME AND THE MOON".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week "Me and the Moon" takes FOURTEENTH place among America's favorites on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TWELVE this week ... "It's A Sin To Tell A Lie", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHINE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Shine"not among the Big Fifteen ... but a grand tune played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.....)

ANNOUNCER: SECOND place in the SWEEPSTAKES this week goes to "When I'm With You", the same melody that was second last week...
"When I'm With You."

("WHEN I'M WITH YOU".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"KNOCK KNOCK".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's that punster's delight...."Knock Knock"....
THIRTEENTH on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... with Carl Hoff and the
Lucky Strike Orchestra. YOUR HIT PARADE and YOUR LUCKY
STRIKE SWEEPSTAKES come to you twice each week....
Wednesdays on this station and Saturdays with Harry
Salter over another station. You'll want to hear both
programs.

And don't forget the SWEEPSTAKES! No limit to the number
of prizes ... no limit to the number who can win fifty
Lucky Strikes, packed ^{attractively} ~~exclusively~~ in our regular "flat
fifty" container! So come on in.... the SWEEPSTAKES are
for your own pleasure ... don't miss out on the fun.

RUYSDAEL: And now two words about Luckies ... these two words: IT'S
TOASTED. That exclusive Lucky Strike process is one
important reason why Luckies are always delightful to your
taste, always wonderfully easy on your throat. Don't miss
the real enjoyment that's in store for you in A Light
Smoke of rich, ripe-bodied tobacco. If you're not smoking
Luckies now we think you'll find them a new high in smoking
pleasure.

(CLOSING SIGNATURE)

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ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each
week by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY.

/nc
9/2/36

ATX01 0014703

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE

SATURDAY, SEPTEMBER 5, 1936

10:00 to 11:00 P.M.

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

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ...
America's fifteen most popular songs this week,
according to a huge nationwide survey, checked and
rechecked by independent certified public accountants.
Every Monday morning the survey figures are added
together to show the fifteen top-ranking tunes of
the week ... and that's YOUR HIT PARADE.

(PANNING.....)

ANNOUNCER: And Lucky Strike ... which brings to millions the
enjoyment of a light smoke of rich, ripe-bodied
tobacco, brings also, that great national cigarette
game ... YOUR LUCKY STRIKE SWEEPSTAKES ... that
thrilling game that has all America talking.
Everybody starts from scratch in this great game ...
for the SWEEPSTAKES closes Sunday midnight ... and
no one ... not even Lucky Strike ... knows which songs
will be winners until Monday morning, when the final
tabulation is made and checked to show America's
fifteen top tunes of the week, and a new SWEEPSTAKES
begins .

(MORE)

ATK01 0014704

ANNOUNCER: (CONT'D) So come on in, America! Play the SWEEPSTAKES! Win a prize ... a prize of 50 delicious Lucky Strike cigarettes, packed in the handy flat container. During the past two weeks more than 400,000 lucky winners spotted the top tunes, 1 - 2 - 3, just like that and won their Luckies. So join the SWEEPSTAKES fans ... get in on the fun. We'll tell you all about it later, but right now the Lucky Strike Orchestra is warming up for tonight's opening tune ... number TEN this week ... "Bye Bye Baby".

("BYE BYE BABY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO REGRETS".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that ranks SEVENTH on YOUR HIT PARADE this week ... "No Regrets".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M AN OLD COW HAND".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now ... the Lucky Strike Orchestra plays a newcomer ... "I'm an Old Cow Hand" ... number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

BARUCH: This week-end -- Labor Day week-end -- is a real holiday. All over the country millions of you will seek the outdoors, some will go to the beach -- others to the mountains -- others to the golf course -- but all of you know that you will find health and relaxation in the warm beneficial rays of the sun. For sunshine does wonders for people.

BUYSDALE: Yes, and sunshine does wonders for tobacco, too. The fine tobaccos used in Luckies thrive on sunshine -- for sunshine mellows -- gives richness and body to tobacco -- makes it smoother. Luckies benefit more from sunshine than any other cigarette. For not only is the choice Lucky Strike tobacco mellowed by the sun, but it is further mellowed by concentrated sunshine - the ultra-violet ray -- a part of that famous and exclusive Lucky Strike process known as IT'S TOASTED. Haven't you noticed how much kinder Luckies are to your throat? Haven't you noticed that they taste good all day long, that they leave your throat clear and comfortable in the evening? Well, that's because "Toasting" removes quantities of impurities naturally present in even the finest tobacco. These harsh irritants are not present in Lucky Strikes to irritate delicate throat tissues.

(MORE)

ATX01 0014706

RUYSDALE: (CONT'E) Remember, "It's Toasted" is exclusive with Lucky Strike and no other cigarette has the benefit of that extra sunshine goodness -- the ultra violet ray. That's an important reason why you'll find that Luckies are always gentle to your throat -- always a Light Smoke of rich, ripe-bodied tobacco.

("SOME OF THESE DAYS".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Some of These Days" ... not a Big Fifteener ... but a real favorite, played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A RENDEZVOUS WITH A DREAM".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that's number NINE this week the country over ... "A Rendezvous with a Dream."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: EIGHTH on YOUR HIT PARADE this week is "On the Beach Bali Bali".

- 5 -

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LADY OF SPAIN"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Lady of Spain" ...
a swell tune, though it's not one of the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL NO. 2)

ATX01 0014708

ANNOUNCER: Here's a perfect way to start the day right ...

MAN: Ready?... All right, you jump out of bed, get a good shower, then a good breakfast, and then, over your coffee -- you light up a Lucky...Boy! how good that tastes.

ANNOUNCER: And here's a way to end the day right.

WOMAN: Well -- personally -- I like to relax a minute before I turn in. I like to lean back in a comfortable chair and smoke a Lucky ... There's something about the last Lucky of the day which has a special deliciousness.

ANNOUNCER: Yes, Luckies taste good at the beginning of the day, at the end of the day -- and all day long. And here's why - that famous and exclusive Lucky Strike process known as "IT'S TOASTED". We all know heat purifies...and TOASTING includes, as one of its most important steps, the scientific application of higher degrees of heat to Lucky Strike's choice tobacco. By means of TOASTING, certain impurities, certain harsh acids naturally present in all tobacco are expelled. These harsh elements are not present in Luckies to irritate your throat. Toasting has removed them to give you a better smoke. And only in Luckies do you have the benefit of this removal of irritants--only in Luckies do you have this extra protection and smoothness of a light smoke - a light smoke of rich, ripe-bodied tobacco. Luckies leave your throat feeling clear and comfortable -- Luckies leave a clean taste.

(SWEET.....)

ANNOUNCER: Attention! SWEETSTAIRS! Here's a winner! "When I'm with you" ... last week number TWO ... finishes SECOND again in the money at number TWO!

("WHEN I'M WITH YOU".....CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("UNTIL THE REAL THING COMES ALONG".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Until the Real Thing Comes Along" played by the Lucky Strike Orchestra ... number FOUR this week from coast to coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "The Best Things in Life Are Free" from "Good News" ... not one of the Big Fifteen ... but you'll like it.

(MUSIC SWELLS AND FINISHES)

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

ATX01 0014710

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

ANNOUNCE: Let's go ... on with YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike cigarettes. Every week the fifteen top-ranking tunes are determined by a gigantic nation wide survey ... checked and rechecked by independent certified public accountants. And with YOUR HIT PARADE comes YOUR LUCKY STRIKE SWEEPSTAKES ... that thrilling weekly cigarette game that has swept the country. And no wonder America is rushing into the SWEEPSTAKES ... it's packed with fun and excitement ... and prizes ... more prizes than you can shake a stick at ... This week the prizes are 50 delicious Lucky Strike cigarettes, packed in the handy flat-fifty tin ... each a light smoke of rich, ripe-bodied tobacco. During the past two weeks more than 400,000 people have won in the Sweepstakes. Let me repeat -- more than 400,000 winners in the last two weeks ... So come on in, America ... join the fun and win yourself a prize of 50 of those fine tasting Lucky Strikes. Even though you buy Luckies regularly we want you to have the fun of winning in the Sweepstakes. Here's how you enter:

ATX01 0014711

BAROON: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, before midnight Sunday. The final closing time of each separate weekly SWEETSTAKES. THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEETSTAKES is not open to minors or to our employees.

(FANTASIES.....)

ANNOUNCER: The winner! The winner! We hope you picked "Did I Remember" for FIRST place, for here it is, right where it was last week ... number ONE:

("DID I REMEMBER".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU'RE NOT THE KIND".....DICK AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: "You're Not the Kind" ... played by the Lucky Strike Orchestra. It's number ELEVEN this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("RISE 'N SHINE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Rise 'N Shine".
It's not among the top Fifteen ... but it's a
mighty good tune.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's a Sin to Tell a Lie" ... number TWELVE on
YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE this week ... "Take My Heart" ...
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 3)

PAPER: Paper is so very scarce -- and expensive -- in certain parts of the world that the natives may often be found using ordinary wrapping paper for rolling their makeshift cigarettes. You can easily imagine how paper like that would affect the taste of the smoke. Indeed, cigarette paper is generally recognized as a most important factor in the way a cigarette tastes -- and in the way it burns. Chemical analysis reveals surprising variations in the composition and quality of cigarette paper. Lucky Strike cigarette paper is scientifically ascertained to be of the highest, finest, purest quality. And here is an amazing truth. It is composed of exactly the same materials, in a purified state, which are naturally present in tobacco itself. Think of it -- exactly the same materials, in a purified state, which are present in tobacco. Specifications are maintained by rigid chemical analysis of cigarette paper conducted in our own paper laboratories. And what does this mean to you? It means that no impure substance is present in Lucky Strike cigarette paper to detract from the delicious taste of your Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014714

("HE AND THE MOON".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This week's number FOURTEEN tune on YOUR HIT
PARADE is "He and The Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THESE POOLISH THINGS".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "These Poolish Things" played by the Lucky Strike
Orchestra. It's number SIX this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("OLD GRAY BONNET".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an old-timer that's still a swell tune ...
"Put On Your Old Gray Bonnet" ... played by the
Lucky Strike Orchestra ...

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(PREPARE.....)

ANNOUNCER: Here's a whirlwind finish! "A Star Fell Out of Heaven" sprints under the wire a winner. Last week number SIX ... this week THIRD the country round.

("A STAR FELL OUT OF HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("KNOCK KNOCK".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number THIRTEEN on YOUR HIT PARADE this week is the song that's tickling America's funnybone ... "Knock Knock".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike, that light smoke of rich, ripe-bodied tobacco. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... SATURDAYS on this station with Harry Selter and the Lucky Strike Orchestra ... and on Wednesdays with Harry Sosnick over another station. You'll want to hear both programs.

(MORE)

CONT'D
ANNOUNCER:

And remember ... this week's SWEEPSTAKES closes at midnight tomorrow. So come on in, fans. Don't miss the fun of the SWEEPSTAKES: And don't miss the chance to win a regular tin of 50 fine-tasting Lucky Strike Cigarettes in the famous flat fifty container.

RYSDALE: We hope you are among the millions who are getting a great deal of pleasure from the Sweepstakes. If any of you have enjoyed any unusual experiences in winning or playing, write and tell us about them -- we'd like to hear. And, if you're not already smoking Luckies, we'd like to have you try them. Maybe you've been missing something. We think you'll find, as millions and millions of other smokers have, that Luckies offer you greater smoking enjoyment...that Luckies are truly a Light Smoke of rich, ripe-bodied tobacco.

(CLOSING SIGNATURE.....)

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK.

HR/

ATX01 0014717



THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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

SEPTEMBER 9, 1936.

WEDNESDAY

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

ANNOUNCER: Here they come ... the nation's fifteen most popular songs this week ... YOUR LUCKY STRIKE HIT PARADE ... America's favorite tunes as shown by a great nationwide survey, checked and rechecked by independent certified public accountants. Every Monday morning the final figures of the survey are compiled to show the Big Fifteen in the nation's favor ... the champion melodies for YOUR LUCKY STRIKE HIT PARADE.

(PAUSE.)

ANNOUNCER: And along with YOUR HIT PARADE ... comes YOUR LUCKY STRIKE SWEEPSTAKES ... that record-breaking cigarette game that's spreading thrills from coast to coast. Sunday midnight when the SWEEPSTAKES closes and a new race begins .. no one -- not even Lucky Strike ... knows which songs will be winners not until Monday morning, when the final figures are compiled and checked are America's Big Fifteen revealed. It's a big thrill to hear your own entries sweep by the finish line in the money. So come on in, America! Join the millions who are playing the SWEEPSTAKES.

(MORE)

ANNOUNCER: (CONTINUED)

There's a prize of ^{fifty}~~forty~~ delicious Luckies waiting for you when you spot the winners ... 1-2-3 ... just like that ... fifty Luckies in the ^{handy}~~handy~~ flat container. And what genuine smoking pleasure you'll get from those Luckies -- A Light Smoke of rich, ripe-bodied tobacco. We'll tell you more about the SWEEPSTAKES later, but right now there's no holding the Lucky Strike Orchestra. They're off with tonight's opening number ... the tune America ranks FIFTH this week ... "Bye Bye Baby".

("BYE BYE BABY" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RENDEZVOUS WITH A DREAM" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "A Rendezvous With a Dream" ... number SEVEN this week from Coast to Coast.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN DID YOU LEAVE HEAVEN" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer joins the Big Fifteen ... "When Did You Leave Heaven" ... starting at TENTH place on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

*****C O M M E R C I A L #1*****

COMMERCIAL NO. 1

ANNOUNCER: Here's an interesting comment, an entirely unsolicited comment, written us recently by a Sweepstakes winner -- Mr. Glenn A. Steele, of 3606 Homewood Avenue, Toledo Ohio.

MAN: Gentlemen ... this letter is a testimonial to Lucky Strike cigarettes, although I never thought I would write a testimonial on any product ... For years I have smoked another brand of cigarettes ... But along came "Your Hit Parade" and Sweepstakes and, like everyone else, I entered it with the idea of winning ... Well, on my fourth try, I named the three songs in order and received my Lucky Strikes and here is where my story really begins ... After they were about half gone, my wife remarked that I didn't cough any more when I went to bed at night, as I had for years. I thought at first that I would probably start in again. But I have not ... Your statement that "Toasting" has removed harsh irritants and thus provides throat protection is absolutely true and you have confirmed me to Luckies.

ANNOUNCER: And there it is, entirely unsolicited, typical of many letters received by the makers of Lucky Strike Cigarettes. For smokers really appreciate A Light Smoke -- one that doesn't irritate their throat -- a smoke they can enjoy all day long -- with the same pleasure in the last one at night as in the first one in the morning. And that's just what Luckies are ... A Light Smoke of rich ripe-bodied tobacco -- always smooth, always mellow, always easy on your throat ...

(1)

ATX01 0014720

("YOU'RE A BUILDER UPPER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This one's not a Big Fifteener ... but you'll like "You're a Builder Upper" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL TODAY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number ELEVEN on YOUR HIT PARADE this week ... "Until Today".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THESE FOOLISH THINGS"! CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "These Foolish Things" .. the song that ranks number SIX in America's favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ZING WENT THE STRINGS OF MY HEART" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Zing Went the Strings of My Heart" ... played by the Lucky Strike Orchestra. It's not among the Big Fifteen, but it's a mighty fine tune.

(MUSIC SWELLS AND FINISHES)

*****C O M M E R C I A L #2*****

COMMERCIAL NO. 2

ANNOUNCER: Right now, presses in hundreds of newspaper offices throughout the country are already beginning to roll out copies of tomorrow's newspapers... When you open up your newspaper tomorrow, you will notice a Lucky Strike ad with this headline: "Lucky for you - It's a Light Smoke". The story which follows is one of such real interest to every smoker that I want to read it to you word for word...Quote... Lucky for You - It's a Light Smoke! As Gentle as it is Delicious! For Lucky Strike is not merely mild and mellow in taste, but a genuine Light Smoke which always treats you gently. You will find it easy on your throat, kind when you inhale, friendly all day long. If you believe in a gentle smoke, you believe in Luckies! Among all cigarettes, this is the one which offers you the welcome protection of that famous process known to the world as "IT'S TOASTED". And this is the one that millions turn to -- for deliciousness, for protection, for all-day smoking pleasure! Luckies are A Light Smoke of rich, ripe-bodied tobacco ... Unquote ... That's the story of Luckies - the only cigarette that has the benefit of that famous process "IT'S TOASTED" -- the only cigarette that offers you this unique throat protection against irritation, against cough. That's why millions have found Luckies the cigarette that is delightful to the taste and wonderfully easy on the throat.

(2)

ATX01 0014722

(FANFARE)

ANNOUNCER: Attention, SWEEPSTAKES fans!. "When I'm With You" is a
winner again. Last week SECOND ... this week number THREE
... "When I'm With You."

("WHEN I'M WITH YOU" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU'RE NOT THE KIND" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "You're Not the Kind" ...
chosen by the nation as number Fifteen this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THOU SWELL" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's one you'll like even though it's not in the top
fifteen -- "Thou Swell" from "A Connecticut Yankee" played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

S T A T I O N

B R E A K

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

ANNOUNCER: On with YOUR HIT PARADE ... the fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike Cigarettes ... the Big Fifteen according to a huge nationwide survey ... checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES, that great national cigarette game that is smashing all records the country round. America has gone for the SWEEPSTAKES lock, stock, and barrel ... and no wonder ... for it's packed with excitement and prizes ... thousands and thousands of prizes ... prizes of fifty delicious Lucky Strike cigarettes... in the handy flat fifty tin ...each round and firm and fully packed. A Light Smoke of rich, ripe-bodied tobacco. Over a million 300 thousand prizes have been awarded since the SWEEPSTAKES started. That's a tremendous number, but it's literally true! Over 1,300,000 prizes have been sent to SWEEPSTAKES fans all over America. So come on in. Join the SWEEPSTAKES. Even though you buy Luckies regularly, we want you to have the thrill of winning. Here's how to enter:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, postmarked before midnight, Sunday. The final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

ATX01 0014724

(FANFARE)

ANNOUNCER: Still the champion! "Did I Remember" ... FIRST last week ... still number ONE ... still FIRST in your favor the country round!

("DID I REMEMBER" QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR on YOUR HIT PARADE this week ... "A Star Fell Out of Heaven".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(MEDLEY OF "FASCINATING RHYTHM" AND "CLAP YOUR HANDS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a medley of "Fascinating Rhythm" and "Clap Your Hands". They're not in the Big Fifteen ... but we know you'll like them.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTR.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer on YOUR HIT PARADE ... "I Can't Escape From You". It's number THIRTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("KNOCK KNOCK" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the punster's delight "Knock Knock" ... played by the Lucky Strike Orchestra. It's number NINE this week.

7

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: - - - - - COMMERCIAL NO 3 - - - - -

ATX01 0014726

ANNOUNCER: You know what a musical chord is, don't you? ... Out of several different musical notes (PIANO STRIKES NOTES) ... is formed one full round beautiful chord (PIANO SOUNDS CHORD) ... Well, in another way, Lucky Strike accomplishes a very similar effect with the various types of tobaccos that go into your Lucky Strike. If you could see the choice Turkish and domestic tobaccos in Lucky Strike's great "bulking" rooms and see the way their various flavors and aromas are thoroughly intermingled, you would understand Luckies' extra smoothness and uniformity of taste -- that final harmony of delicious taste. For this "Bulking" -- this old fashioned time - honored method of maturing and mellowing tobacco -- is an extra step. It's an extra step most modern tobacco manufacturers entirely omit. But not the makers of Lucky Strike -- that most modern cigarette. For the Research Department of the American Tobacco Company has put its stamp of scientific approval on this method handed down by our grandfathers. Bulking is an integral part of Lucky Strike's famous and exclusive process known as IT'S TOASTED. It's one reason why you'll find Luckies taste better - and smoke smoother - why Luckies are truly, A Light Smoke of rich, ripe-bodied tobacco.

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune you rank
number EIGHT ... "Me and the Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO REGRETS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number ^{Twelve} THIRTEEN on YOUR HIT PARADE this week ... "No
Regrets".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DON'T HOLD EVERYTHING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Don't Hold Everything" says the Lucky Strike Orchestra.
It's a swell tune from the musical comedy "Hold Everything"
... though it's not among the Big Fifteen.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(BANFARE)

ANNOUNCER: SWEEPSTAKES! A Winner! "Until the Real Thing Comes Along"
finishes in the money. Last week number FOUR ... this week
SECOND the country over.

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M AN OLD COW HAND" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I'm an Old Cow Hand" ...
number FOURTEEN in the country's favor.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE... popular music's greatest show brought to you by Lucky Strike, YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Harry Sosnick and the Lucky Strike Orchestra ... and on Saturdays with Harry Salter over another station. You'll want to hear both programs.

Don't forget to get into the SWEEPSTAKES this week. There's no limit to the number of winners ... no limit to the number of prizes ... regular tins of fifty fine-tasting Luckies, packed in the handy flat fifty container. And remember, there's a new Sweepstakes every week.

RUYSDAEL: We hope you are among the millions who are getting a great deal of pleasure from the SWEEPSTAKES. If any of you have enjoyed any unusual experiences in winning or playing, write and tell us about them -- we'd like to hear. And, if you're not already smoking Luckies, we'd like to have you try them. Maybe you've been missing something. We think you'll find, as millions and millions of other smokers have, that Luckies offer you greater smoking enjoyment ... that Luckies are truly a Light Smoke of rich, ripe-bodied tobacco.

(CLOSING SIGNATURE)

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

9/8/36
b-w

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE -YOUR HIT PARADE

SATURDAY, SEPTEMBER 12th, 1936
10:00 to 11:00 P.M.

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

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

ANNOR: Here they come! --America's fifteen most popular songs this week, YOUR LUCKY STRIKE HIT PARADE...The nation's favorite tunes according to an enormous nationwide survey, checked and rechecked by independent certified public accountants. ~~No one knows the champion tunes.~~

(ANNOR.....)

ANNOR: And....YOUR LUCKY STRIKE SWEEPSTAKES...the biggest game in the history of radio...the cigarette game America is going for by the millions! It's packed with excitement and prizes. Come on in, everybody! Join the millions of SWEEPSTAKES fans and get in on the fun and thrills. It's a real race -- and everyone starts from scratch - because Sunday midnight when the SWEEPSTAKES closes and a new race begins, no one ...not even Lucky Strike .. knows which songs will finish in the money...for America's Big Fifteen aren't revealed until Monday morning, when the final figures on the nation's musical taste are added and checked.

ATX01 0014730

ANNOUNCER: (CONT'D) There's a prize of fifty delicious Luckies waiting for you when you spot the winners...1-2-3...just like that...fifty Luckies in the handy flat container... each one round and firm and fully packed with choice center leaf tobacco. We'll tell you more about the SWEEPSTAKES later, for here's tonight's opening number... "Bye Bye Baby"...number FIVE among the champions.

("BYE BYE BABY".....DICK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THESE FOOLISH THINGS"... ..CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "These Foolish Things" ...number SIX this week in America's favor.

(MUSIC SWELLS AND FINISHES)

Segue to

("I'M AN OLD COW HAND.....QUINTETT & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN on YOUR HIT PARADE....."I'm An Old Cow Hand," played by the Lucky Strike Orchestra

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

(COMMERCIAL #1)

RUYSDAEL: When a thing "speaks for itself", the addition of even a word is unnecessary. Here, without any addition is an unsolicited letter received by the makers of Lucky Strike Cigarettes.

MAN: Saturday, August 29th, 1936 --The American Tobacco Co., 111 Fifth Avenue, New York. Gentlemen - Want you to know how our family enjoy the music on Your Hit Parade, we like it best of all. Think it only fair, to tell you of my experience with Luckies. Started to smoke cigarettes about 28 years ago. I at first tried several different brands, popular at that time and switched from one brand to the other for about 10 years and honestly quit for about 2 years, due to an irritated throat, which disturbed my sleep due to coughing. When I started to smoke again about 10 years ago, I tried Luckies and in all fairness, must admit, I experienced no further throat irritation. Will say to anyone whose throat is irritated from smoking, just try Luckies, but why wait till the irritation, commence now with Luckies. --Signed
I.S.Hynes, 5514 Pershing Avenue, St. Louis, Missouri

RUYSDAEL: The experience of Mr.Hynes is typical of thousands of other Lucky Strike smokers who have benefited from that exclusive process "It's Toasted". Toasting removes certain harsh irritants. Toasting is your throat protection against irritation, against cough. You, too, will appreciate the advantages of Luckies-a light smoke of rich, ripe-bodied tobacco.

ATX01 0014732

("KEEP YOUR SUNNYSIDE UP".....ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This one's not a Big Fifteenor...but just listen to..
Keep Your Sunnyside Up, played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("I CAN'T ESCAPE FROM YOU".....CLARK AND ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNCR: "I Can't Escape From You"...a newcomer among America's
favorites. It's number THIRTEEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

(Segue to)

("NO REGRETS".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays "No Regrets"..number
TWELVE this week.

(MUSIC SWELLS AND FINISHES)

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

(FADE FOR ANNOUNCEMENT)


ANNCR: "Love and a Dime"...not among the Big Fifteen..but a
swell tune played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL NO.2

WOMAN: I guess everyone has his or her own pet recipe for making themselves completely, divinely comfortable. Here's mine..an old-fashioned hammock, a glass of lemonade, a mystery story, a pack of Luckies...and then..well, just leave me alone. That's all I ask.

RUYSDAEL: Luckies fit into any comfort picture, because Luckies are especially designed for comfort....for your throat comfort. And that reminds me of a Lucky Strike advertisement that appeared the other day, showing a picture of an elderly man stretched out in real comfort, to read and to enjoy his Lucky Strikes. That wise old fellow had  shut the door on worry and care, and he had opened up a pack of Luckies. And here's the message that goes along with that picture:

MAN: "You who love the limitless luxury of lying in bed with a cracking good story and a corking good smoke.. this evening make friends with A Light Smoke..a light smoke of rich, ripe-bodied tobacco...Lucky Strike! You'll taste the delicious flavor of higher-priced tobaccos....all those fine center leaves, the Cream of the Crop. You'll learn the joy of smoking with that welcome throat protection offered by Lucky's private process -- "It's Toasted" A Light Smoke for your peace of mind! A Light Smoke for your throat!"

RUYSDAEL: So, if you haven't already made friends with a Light Smoke, maybe you've been missing something. Buy a pack of Lucky Strikes and try them. You'll appreciate the comfort and the friendliness of A Light Smoke of rich ripe-bodied tobacco.

(FANFARE.....)

ANNCR: SWEEPSTAKES...A winner in the SWEEPSTAKES! "When I'm with You" finishes in the money again. Last week it was number TWO...this week it's THIRD from Coast to Coast.

("WHEN I'M WITH YOU".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("WHEN DID YOU LEAVE HEAVEN".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike orchestra plays this week's number TEN tune..."When Did You Leave Heaven".

(MUSIC SWELLS AND FINISHES)

Segue to

("CRAZY RHYTHM.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's one you like, even though it's not in the Big Fifteen..."Crazy Rhythm"...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: This is YOUR HIT PARADE...The fifteen most popular songs in America this week, presented for your pleasure by Lucky Strike cigarettes, These are the fifteen champions of melody, as revealed by a great nationwide survey, checked and rechecked by independent certified public accountants.

And YOUR HIT PARADE brings you also YOUR LUCKY STRIKE SWEEPSTAKES...that great, national cigarette game that is spreading thrills from coast to coast. Millions are playing the SWEEPSTAKES to share in the excitement and the prizes....prizes of fifty fine-tasting Luckies for everyone who spots the winners...1 - 2 - 3.... just like that; So come on in. You'll enjoy the fun! And you'll enjoy those Luckies when you win, because Luckies are A light Smoke of rich, ripe-bodied tobacco - kind to your throat good to your taste. Even though you're buying Luckies regularly, we want you to have the thrill of winning a prize..Here's how to enter.

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to the American Tobacco Company, 111Fifth Avenue, New York, postmarked not later than midnight Sunday, the final closing time of each separat. weekly SWEEPSTAKES...

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

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open
to minors or to our employees.

(FADE IN)

ANNOUNCER: Here it is !...The top winner!Your song of songs
"DID I REMEMBER"....NUMBER ONE last week...and this
week FIRST Again From Coast to Coast.

DID I REMEMBER).....CLARK & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

segue to

(YOU'RE NOT THE KIND".....DICK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You're Not The Kind" ranks FIFTEENTH on YOUR HIT
PARADE this week.

(MUSIC SWELLS AND FINISHES)

segue to

("RENDEZVOUS WITH A DREAM".....CLARK & ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Rendezvous With a Dream"
number SEVEN this week the country 'round.

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN NENA PLAYS THE RUMBA ON HIS TUBA"...QUARTETTE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not in the Big Fifteen...but the Lucky Strike
Orchestra plays "WHEN YUEA Plays the Rumba On His
Tuba" .. a swell rumba.

(MUSIC SWELLS AND FINISHES)

segue to

("UNTIL TODAY".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Until Today" in ELEVENTH position on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 5)

(COMMERCIAL NO.3)

ANNOUNCED: Today, at dozens of state and county fairs, prizes were awarded for the finest fruits, the finest grains, the finest farm produce. Every year, the "Cream of the Crop" is honored in this manner at fairs throughout the country. But in the tobacco-growing regions they'll tell you...There's a special extra award of merit for "Cream of the Crop" tobaccos. This award is simply the tag which, at a tobacco auction, signifies purchase by the makers of Lucky Strike cigarettes/. You yourself will notice when you smoke Luckies, the extra smoothness and richness of taste which are so characteristic of Lucky Strike. Well, one of the reasons is the tobacco. At auctions everywhere Lucky Strike buyers insist on the "Cream of the Crop"...the center leaves. Both science and experience show that even the choicest tobacco plant in the world tends to be harsh and underdeveloped in its top-leaves -- coarse and woody in its bottom leaves. It is the tender center leaves which approach in nature, that most desirable acid-alkaline balance essential to a Light Smoke. Naturally these choice center leaves are more expensive but Lucky Strike insists upon them. And that's one reason -- and a fundamental one -- why Luckies taste better, smoke smoother, why Lucky Strikes are always-- A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014739

("HE AND THE MOON"..... DICK & ORCHESTRA

(PAGE FOR ANNOUNCEMENT)

ANNOUNCER: "HE and the Moon" played by the Lucky Strike Orchestra..
America's choice for EIGHTH place this week.

(MUSIC SWELLS AND FINISHES)

segue to

("A STAR FELL OUT OF HEAVEN"..... OLSON AND ORCHESTRA

(PAGE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR on YOUR HIT PARADE this week.....
" A Star Fell Out of Heaven" ;

(MUSIC SWELLS AND FINISHES)

segue to

("MY BABY SMILES AT ME"..... ORCHESTRA

(PAGE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the Lucky Strike Orchestra playing a grand
melody that's not in the Top Fifteen..."MY BABY
Smiles At Me".

(MUSIC SWELLS AND FINISHES)

AFIWAWE

ANNOUNCER: Calling all Sweepstakes fans...for a winner... a winner
that leaps up from FOURTH place last week to become
number TWO this week... "Until The Real Thing Comes
Along".

("UNTIL THE REAL THING COMES ALONG"..... CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("KNOCK KNOCK"..... QUARTET AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

MAN: Knock Knock.

ANNOUNCER: Who's there?

~~MAN: The Lucky Strike Orchestra.~~

~~ANNOUNCER: The Lucky Strike Orchestra Who?~~

MAN: The Lucky Strike Orchestra and a song that needs no introduction. It ranks number FINE this week.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE.....Popular music's greatest show...brought to you by Lucky Strike cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week...Next Saturday on this station Harry Salter will have Bob Haring as guest conductor of the Lucky Strike Orchestra...On Wednesdays you hear Harry Sosnick over another station. Don't forget to get into the SWEEPSTAKES this week. There's no limit to the number of winners.... no limit to the number of prizes...regular tins of fifty fine - tasting Luckies packed in the handy flat fifty container. And remember, there's a new SWEEPSTAKES every week.

RUYSDAEL: And now two words about Luckies...These two words!
It's Toasted. That exclusive Lucky Strike process
known as "IT'S TOASTED" is one important reason why
Luckies are always delightful to your taste, always
wonderfully easy on your throat. If you're not smoking
Luckies now, why not buy a pack and try them. Maybe
you've been missing something. We think you'll find
them a new high in smoking pleasure. Luckies are A
Light Smoke of rich, ripe-bodied tobacco.

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES ARE
copyright 1956 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each
week by independent certified public accountants.

This is the COLUMBIA....BROADCASTING SYSTEM

(Fade Theme 20 Seconds)

WABC NEW YORK

rs - 55.

ATX01 0014742

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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

SEPTEMBER 16, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Ready, America? Here comes YOUR HIT PARADE... the fifteen tunes that rank highest in the nation's favor this week, brought to you by Lucky Strike Cigarettes. These are America's favorite songs as shown by an enormous nationwide survey, checked and rechecked each week by independent certified public accountants.

(PANSY)

ANNOUNCER: And here comes the biggest game in America....YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that's fascinating the country -- everybody's trying for those prizes of smooth, mellow Lucky Strike Cigarettes -- that grand Light Smoke, -- that cigarette that's so wonderfully easy on your throat. There's a new SWEEPSTAKES every week. And week after week prizes go out to thousands and thousands of winners. Everyone has a chance to win.... everyone starts from scratch... for when the SWEEPSTAKES closes Sunday night... no one knows which songs will win.

(MORE)

ATX01 0014743

ANNOUNCER: Only on Monday morning are the final figures added to show
 (CONT) the nation's champion tunes. So come on in, America!
 There's no limit to the number of prizes...no limit to the
 number of winners. Join the SWEEPSTAKES fans... get into
 the fun this week and win a prize of fifty delicious
 Luckies, packed in the handy flat container. We'll tell
 you all about the SWEEPSTAKES later, but right now the
 Lucky Strike Orchestra is off with the tune America chooses
 for number EIGHT this week... "Sing, Baby, Sing".

"SING BABY SING" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"UNTIL TODAY" QUARTETTE AND ORCHESTR)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Until Today"... number
 TWELVE in the nation's favor this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"WHEN I'M WITH YOU" CLARK AND ORCHESTR)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "When I'm With You" ... in FOURTH place this week on
 YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (C O M M E R C I A L #1).

(COMMERCIAL NO. 1)

ANNOUNCER: Here's an interesting fact..Even the finest tobacco in the world in its natural state is not fit to smoke! Think of it...Tobacco that may be worth almost its weight in gold -- and yet the poorest street-begger in the Orient would refuse to smoke it....Why is this? Because all tobacco, in its natural state, possesses certain harsh irritants which make the smoke unpalatable. Curing removes some of these irritants. Aging removes some. But only the exclusive Lucky Strike process known as "IT'S TOASTED" completes the work, carries it to its logical, full conclusion -- a cigarette that is genuinely easy on your throat... a light smoke of rich ripe bodied tobacco. In other words, Lucky Strike Cigarettes have a definite plus value over any other cigarette. For, if we may say that tobacco, properly aged and cured, makes an average cigarette....to turn out a Lucky Strike takes all that and more -- It takes the finest tobacco money can buy -- skillful curing -- the most scientific aging -- PLUS the Toasting Process. Everyone knows that heat purifies. And Lucky Strike, by applying higher degrees of heat to its choice tobaccos drives off impurities, certain harsh acids and irritants. Lucky Strike is the only cigarette to remove these acids by toasting. The only cigarette to offer your throat this exclusive protection against irritation, against cough. Remember that next time you buy cigarettes, and for your throat's sake ask for Luckies.

ATX01 0014745

("FORTY-SECOND STREET" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a song that's a pippin
... even though it's not among this week's Fifteen....
"Forty*Second Street".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune America picks
for number SIX this week... "No Regrets".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a winner.... "A Star Fell Out Of Heaven" finishes
in the money. Last week number FOUR.... this week it
climbs to number THREE.

("A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SWEET SUE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not a Big Fiftener, but you'll like "Sweet Sue",
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (C O M M E R C I A L #2).

(COMMERCIAL #2)

-3A-

ANNOUNCER: The fast tempo of modern life -- the fast tempo of modern life -- how many times have we heard that phrase! But just what does it mean... Listen....

SOUND: (TELEGRAPH -- TELEPHONE BELL -- WIRELESS -- FIRST IN RAPID SUCCESSION, THEN TOGETHER, CRESCENDO)

That's it..That's the tempo of our modern life...Hurry! Hurry! Hurry!.... Faster! Faster!....And that's just why Luckies are the modern cigarette -- fitting the modern tempo -- because Luckies are A Light Smoke. For, in those tense times during your day when you reach for one cigarette after another -- well -- that's when you need A Light Smoke most. Tomorrow, in newspapers throughout the country, you'll see a Lucky Strike advertisement that's right pat on this subject. Here's part of what it says....

Man: Lucky For You -- It's A Light Smoke! . . . When heavy demands lead to constant smoking -- When you're lighting one cigarette from another, working under pressure -- under strain... how you'll appreciate all the protection this grand tasting Light Smoke offers! For in each refreshing puff you'll enjoy the genuine smoothness of tender center-leaf tobacco... a kind, gentle smoke.. an ideal light smoke that is without certain harsh irritants removed by Lucky Strike's exclusive "Toasting" process. When you're working fast, and smoking fast, remember to reach for a light smokeremember to reach for a Lucky!

ANNOUNCER: Be sure to look for this Lucky Strike ad in your paper tomorrow. Be sure to read it in full. For we believe that it contains a message of real importance to you -- to everyone living in today's fast tempo. ^{Lucky} For you it's a Light Smoke --A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014747

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's "Me and the Moon". It's number NINE on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("EMPTY SADDLES" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Empty Saddles" .. a newcomer to America's favorites at number THIRTEEN ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Why" .. a mighty fine tune, though it's not in the Top Fifteen.

(MUSIC SWELLS AND FINISHES)

. (S T A T I O N B R E A K)

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

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE....America's fifteen most popular songs this week as shown by a survey that reflects the nation's musical taste from Coast to Coast a mammoth survey checked and rechecked each week by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES. Don't miss the chance to play the biggest game in the history of radio..... the national cigarette game that's packed with excitement and prizes. Thousands of people are kept busy running the SWEEPSTAKES...sending out entry blanks, notifying winners and mailing prizes....prizes by the thousands and thousands. So come on in, ALL of you...let's see you win fifty of those fine tasting Luckies...for that's the prize in this week's SWEEPSTAKES...fifty delicious Luckies a light smoke of rich ripe-bodied tobacco, in the handy flat-fifty container - each one round and firm and fully packed...Here's how to enter:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, 111 Fifth Avenue, New York, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employes.

(FANFARE.....)

ANNOUNCER: The winner again! Last week number ONE...FIRST again
from Coast to Coast..."Did I Remember"...America's
champion melody.

("DID I REMEMBER" QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THESE FOOLISH THINGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the song America picks for number FOURTEEN
on YOUR HIT PARADE this week..."These Foolish Things".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHO CARES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: This one's not among the top Fifteen...but it's a great
tune...."Who Cares" ... played by the Lucky Strike Orchestra

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN DID YOU LEAVE HEAVEN" QUARTETTE & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a jump..... "When Did You Leave Heaven" climbs all
the way from tenth to number FIVE on YOUR HIT PARADE!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer... "The Way You Look Tonight"... number FIFTEEN
this week... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L #3)

(COMMERCIAL NO. 3)

WOMEN: I suppose the first thing that appeals to me about Luckies is their taste -- the full, rich taste of fine tobacco. But I find more than just that in Luckies...in Luckies I find a cigarette that refreshes -- a cigarette that leaves my mouth comfortable and my throat clear at the end of each day's smoking. And here's the important part... I find that invariably true. Whenever or wherever I buy Luckies...they're always the same, fine, delicious smoke.

ANNOUNCER: Yes, open up any pack of Luckies and you'll find 20 absolutely uniform cigarettes, round and firm and fully packed -- not dry, not too moist, but accurately conditioned to your taste. And the reason for this is measured control of moisture content in the manufacture of Luckies.... accurate to the fraction of a dewdrop. It is one of the secrets of a Light Smoke. Lucky Strike has pioneered in developing methods and devices, many of which are exclusive with Luckies, for scientifically determining and retaining proper moisture. The tobacco in Luckies is in long, silky strands - never dry and crumbly - just moist enough. That's why you find Luckies always give you a refreshing smoke, never hot or harsh. That's why, even at the end of the day's smoking, you find your mouth comfortable and your throat clear. Luckies are a Light Smoke of rich, ripe-bodied tobacco....conditioned to your taste.

("KNOCK KNOCK".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Knock Knock"...number ELEVEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A RENDEZVOUS WITH A DREAM".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN on YOUR HIT PARADE this week.."A Rendezvous With A Dream".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE GIRL FRIEND".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not a contender in the SWEEPSTAKES...but you'll like "The Girl Friend" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.....)

ANNOUNCER: Attention...SWEEPSTAKES! "Until The Real Thing Comes Along" is a winner again. Last week number TWO...SECOND again the country round.

("UNTIL THE REAL THING COMES ALONG".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BYE BYE BABY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Bye Bye Baby". This week it's America's choice for number SEVEN.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE.... popular music's greatest show...brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week... Wednesdays on this station with Harry Sosnick and the Lucky Strike Orchestra, and Saturdays over another station. Be sure to listen in Saturday and don't forget to enter this week's SWEEPSTAKES.

RUYSDAEL: Lucky for you - it's a light smoke. That's a phrase that is on everyone's tongue these days. If you're not already smoking Luckies maybe you've been missing something. Buy a pack and try them. Smoke Luckies for a week and you'll see how wonderfully kind they are to your throat. You'll learn the full meaning of the expression "Lucky for you - It's a Light Smoke".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants. THIS IS THE NATIONAL BROADCASTING COMPANY.

LES
9/10/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, SEPTEMBER 19, 1936

10:00 to 11:00 P.M.

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR LUCKY STRIKE HIT PARADE is on the air! ... the fifteen most popular songs in America this week ... according to a huge nationwide survey, checked and rechecked by independent certified public accountants. And YOUR LUCKY STRIKE SWEEPSTAKES too ... that great cigarette game that's shattering every precedent. More entries received ... more prizes awarded ... more mail than any contest or game that radio has ever known. And the reason for this? A natural! It's a game that's loads of fun; ... there's no entry fee, there's nothing to buy and there's no limit to the number of prizes. So come on in ... The prize is fifty delicious Luckies -- fifty Luckies in the handy flat fifty container. Enjoyment in every cigarette -- each one round and firm and fully packed. Everyone has the same chance -- for at midnight Sunday when each Sweepstakes closes no one knows what the winning songs will be. Not until Monday morning is the final tabulation made that reveals the hits of the week. ... So don't miss the fun -- and to the winners we say, when you try those Luckies you'll know just what we mean by the expression ... "Lucky for you, it's a light smoke." ... More news about the Sweepstakes later, for here's the opening tune: "Bye Bye Baby" ... in SEVENTH place the country round!

ATK01 0014755

("BYE BYE BABY" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THESE FOOLISH THINGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "These Foolish Things" ... number FOURTEEN on YOUR HIT
PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("NO REGRETS" QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays America's choice for
number SIX this week ... "No Regrets."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1.)

(COMMERCIAL NO. 1)

INFO: It's only natural that among the many winners in the Sweepstakes thousands have discovered in Luckies a new high in smoking pleasure..and have become lucky Strike smokers. And it's very interesting...and very gratifying to find how many many of these people are so enthusiastic about Luckies that they write and tell us all about it. Here's a letter that's typical:

MEM: Dear Sirs: For the past three years I smoked various brands of cigarettes. I heard lots of advice and read advertisements about Luckies, but to my sorrow I never paid much attention. Then came the Sweepstakes. The third week of the contest I won a prize. From the first puff of my first Lucky, I was sold, and here's my reasons. I work outdoors all day and smoke a lot. I also play baseball three times a week. Smoking started irritating my throat, my wind became affected and I thought my ball-playing career was over. Now here is a statement I'm giving you from the bottom of my heart ... " Since smoking Luckies, I've found a new thrill in smoking, my wind is normal, and the taste of Luckies is something I feel I'll always owe to the Lucky Strike Sweepstakes, because the Sweepstakes introduced me to Luckies. I now smoke more than before, and I'll never be satisfied with anything but Luckies..." Signed John De Koyer, Manager, Marmon Athletic Club of Paterson, New Jersey.

(MORE)

ATX01 0014757

ANNOUNCER: Thank you, Mr. De Koye...thank you very much. We believe the "Sweepstakes" are introducing thousands of smokers to Luckies just as Mr. De Koye was introduced. And we are sure that they, too, appreciate the welcome protection offered by Lucky Strike's famous and exclusive process "It's Toasted." Toasting removes certain irritants - irritants that are naturally present in all tobacco. These harsh acids are not present in lucky Strikes to irritate your throat. That's one reason why luckies are a Light Smoke, - why, when you reach for a Lucky, you smoke to your throat's content.

("FINE AND DANDY"(ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's a fine and dandy tune though it's not one of this
week's hits ... "Fine and Dandy" played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE WAY YOU LOOK TONIGHT"CLARE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "The Way You Look Tonight" ... a newcomer starting at
number FIFTEEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("UNTIL TODAY" SEARTEtte AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays "Until Today." This
week it's number TWELVE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

"NEW SUN IN THE SKY"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

- 6 -

ANNOUNCER: Not a SWEEPSTAKES contender ... but a mighty fine tune --
"New Sun in the Sky" ... played by the Lucky Strike
Orchestra

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ATX01 0014760

ANNOUNCER: In music studies throughout the country, thousands of young students are daily training their voices, hoping for fame on the stage or screen or radio. Let's listen in to a conversation between one such voice student and her teacher ...

GIRL: How was I today, Professor? Have I shown any improvement?

TEACHER: (FOREIGN VOICE) Your voice is very beautiful, Mademoiselle ... always very beautiful ... but yet ... today, there is something ... the high notes ... they are not quite so clear.

GIRL: (VERY DISAPPOINTED) Oh, I was afraid of that. You see, Professor ... my throat is a little irritated. That must be why I'm not at my best.

TEACHER: I see ... (PAUSE) Well, perhaps I can help you. I have noticed that you smoke. The human throat is very delicate and a singer particularly must be careful to guard her throat. May I suggest that if you smoke, you choose a light smoke - a smoke that will not irritate.

(MORE)

ANNOUNCER: Yes, choose a light smoke, choose Lucky Strike. For a light smoke with all the throat protection that Lucky Strike's toasting process offers is not merely for the singing stars of radio, talkies and the stage. Your throat is just as tender ... your voice is precious, too, well worth guarding against irritation and cough. Lucky Strike is a light smoke of rich, ripe-bodied, center-leaf tobacco, as gentle with you as it is delicious. In fact, Luckies are the only cigarette that offers your throat the welcome comfort and protection of that famous process "It's Toasted." So for your throat protection as well as pleasure, reach for a light smoke, reach for a Lucky.

("ME AND THE MOON".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's number
NINE melody ... "Me and the Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(PAUSE)

ANNOUNCER: A winner! "A Star Fell Out Of Heaven" pushes up
to number THREE. Last week number FOUR ... this
week a prize-winner in THIRD place.

("A STAR FELL OUT OF HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PICCOLINO".....ORCHESTRA)

FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Piccolino" ... a swell tune that's not among
the top fifteen ... 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: On with YOUR HIT PARADE...the most popular songs in America this week ... presented for your pleasure by Lucky Strike Cigarettes. Every week these top fifteen are shown by a great nationwide survey, checked and rechecked by independent certified public accountants.

And ... on with that great cigarette game ... YOUR LUCKY STRIKE SWEEPSTAKES. The nation has gone for the SWEEPSTAKES all the way down the line ... and no wonder... for it's packed with thrills and prizes ... prizes galore ... over 121,000 winners this week alone. The prize in this week's SWEEPSTAKES will be fifty delicious Luckies in the handy flat-fifty container ... 50 Luckies - kind to your throat because of that famous process, "It's Toasted." So come on in. You'll enjoy the fun ... and even ^{though} you're buying Luckies regularly, we want you to have the fun of winning. Here's how you enter.

BARBON: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to the American Tobacco Company, 111 Fifth Avenue, New York, postmarked not later than midnight Sunday, the final closing time of each separate weekly SWEEPSTAKES. THREE: Only one entry per any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE.....)

ANNOUNCER: Here's a real champion! "Did I Remember"
finishes on top again ... still America's
number ONE song.

(" DID I REMEMBER".....(QUARTETTE AND OR CHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(" WHEN I'M WITH YOU".....CLARK AND OR CHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "When I'm With You" ... number FOUR this week ...
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU HIT THE SPOT"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the lucky Strike Orchestra with a
tune that's a crackerjack, though it's not in
this week's Fifteen... "You Hit The Spot".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("EMPTY SADDLES" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number THIRTEEN on YOUR HIT PARADE ... "Empty
Saddles" ... a newcomer to America's favorites.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHEN DID YOU LEAVE HEAVEN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The lucky Strike Orchestra plays "When Did You Leave
Heaven" ... on its way up at number FIVE this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. #3)

ANNOUNCER: When you hear this cry ... "Extra! Extra! ... You are attracted - aren't you - because you feel that it means something extra-ordinary -- something unusually worthy of your attention. Well, every package of Lucky Strike cigarettes might be hailed in exactly the same way ... for it is literally true that the makers of Lucky Strikes have never been satisfied to turn out just ordinary cigarettes. It is the extra steps in manufacture that explain Luckies' extra quality.

"Bulking" - an old, time-honored practice is a perfect example. "Bulking" is essential to the full seasoning, mellowing, and drawing of tobacco. Yet "Bulking" is an extra step - and, as such, it is omitted by most tobacco manufacturers. But not by Lucky Strike - that modern, light smoke. The makers of Lucky Strike include bulking - as one important step in that famous and exclusive Lucky Strike process known as IT'S TOASTED. All Lucky Strike tobaccos, both Turkish and domestic, are bulked in a special temperature-controlled bulking room. The choice leaves are thoroughly intermingled, made to share each other's goodness. Each flavor, each different delicious aroma permeates and mingles with all the other choice flavors and choice aromas -- until a perfect unity, a perfect harmony is attained. "Bulking", we consider, a necessary extra step to bring you that smoother, gentler, more delicious cigarette -- A Light Smoke of rich, ripe-bodied tobacco -- your Lucky Strike.

("KNOCK KNOCK".....QUARTETTE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's that rollicking song "Knock Knock" ...
number ELEVEN ... played by the Lucky Strike
orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(" A RENDEZVOUS WITH A DREAM"....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

A NOUNCER: Number TEN on YOUR HIT PARADE this week ... " A
Rendezvous With A Dream".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DOUBLE TROUBLE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves the top Fifteen
to play another song you're sure to like ...
"Double Trouble".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Attention ... SWEEPSTAKES! "Until the Real Thing
Comes Along" places in the money again. Last week
number TWO ... SECOND again the country round.

("UNTIL THE REAL THING COMES ALONG"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SING BABY SING".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sing Baby Sing" ... chosen by America for number
EIGHT on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week. Tonight Harry Salter has had Bob Haring as guest conductor for the Lucky Strike Orchestra ... and on Wednesdays you hear Harry Sosnick over another station. Don't forget to send in your entry for this week's SWEEPSTAKES ... postmarked not later than midnight tomorrow. And remember, there's a new, separate SWEEPSTAKES every week.

RUYSDAEL: lucky for you - it's a light smoke. That's a phrase that is on everyone's tongue these days. If you're not already smoking Luckies maybe you've been missing something. Buy a pack and try them. Smoke Luckies for a week and you'll see how wonderfully kind they are to your throat. You'll learn the full meaning of the expression "Lucky for you - It's a Light Smoke."

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

This is the COLUMBIA...BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC...NEW YORK

LT
EB

ATK01 0014770



TENTH
ANNIVERSARY

WEAF



A DECADE OF
NBC BROADCASTING

THE AMERICAN TOBACCO COMPANY

() ()
10:00 - 11:00 PM.

SEPTEMBER 23, 1936.

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR LUCKY STRIKE HIT PARADE ... is on the air ... the fifteen most popular songs in America this week, according to a great, nationwide survey, checked and rechecked by independent certified public accountants.

And YOUR LUCKY STRIKE SWEEPSTAKES, too ... that fascinating cigarette game ... the biggest game in radio with entries running in the millions. No wonder America is going for the SWEEPSTAKES lock, stock, and barrel. It's loads of fun ... there's no entry fee, nothing to buy .. and there's no limit to the number of prizes. There are over 150,000 winners so far this week. So come on in! Pick the winning tunes - 1 - 2 - 3, just like that, and get a prize of fifty delicious Luckies ... fifty Lucky Strikes in the handy flat container ... a Light Smoke of rich, ripe-bodied tobacco ... wonderfully kind to your throat. Everyone has the same chance to win in the SWEEPSTAKES ... for Sunday midnight when each SWEEPSTAKES closes, no one knows what the winning songs will be. Not until Monday morning are the final figures combined to reveal the hits of the week. We'll tell you more about the SWEEPSTAKES later. Right now, here's the opening number, the tune America picks for number SEVEN this week ... "Sing Baby Sing".

ATX01 0014771

("SING BABY SING" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I Can't Escape From You"
.... number TEN this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("EMPTY SADDLES" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now the Lucky Strike Orchestra plays this week's
number EIGHT tune ... "Empty Saddles".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L #1)

COMMERCIAL #1

ANNOUNCER: How do you feel when you wake up in the morning? Are you fresh and rested? Do you have a clear head, a clear throat and a clean taste in your mouth? It helps a lot to wake up full of pep, ready and eager to tackle the day's work ... Well ... a Lucky Strike advertisement that appears in your newspaper tomorrow makes a good suggestion for that grand and glorious feeling in the morning. Here's how it reads:

NAK: "Lucky for you ... it's a light smoke ... It's not just the pleasure a fellow gets out of smoking Lucky Strikes ... it's feeling good after smoking! Fresh as a daisy with a clean taste in your mouth. And when you start singing in your bath -- your voice is clear as a bell! That's the great thing about a light smoke. Lucky Strikes -- made of the finest center-leaf tobaccos -- taste good. And because they're a light smoke, you feel good smoking them. And after smoking them, too!

ANNOUNCER: Yes -- there's a wealth of meaning in those words "Lucky for you, it's a light smoke!" For Luckies -- a light smoke of rich, ripe-bodied tobacco -- don't irritate. They're smooth and gentle. Just try Luckies and prove it to yourself. You'll find Luckies taste better -- they taste good all day long and far into the night too -- and when you wake up smiling, feeling fit as a fiddle, in the morning, you'll be glad you chose Luckies - a light smoke - the night before.

("I KNOW THAT YOU KNOW" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Know That You Know" ... played by the Lucky Strike
Orchestra. It's not a "Top Fiftener" ... but it's a
mighty fine tune.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"NO REGRETS" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's "No Regrets". It's number FIFTEEN on YOUR HIT PARADE
this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that's number
FIVE the country 'round... "When Did You Leave Heaven".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU'VE GOT THAT THING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not a Sweepstakes contender, but you'll like "You've
Got That Thing" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L #2).

COMMERCIAL #2

ANNOUNCER: In the last few weeks, thousands of people have returned from their vacations. Most of them have spent their holiday out in the open, in the sun because everyone knows "There's magic in sunshine".

Yes, magic for human beings. And magic for tobacco, too. For sunshine really does wonders for tobacco. Such choice tobacco leaf as Lucky Strike uses owes much of its natural richness and body to sunshine. Sunshine mellows. Heat purifies. And Lucky Strike tobaccos receive their full share of natural sunshine - but Lucky Strike does not stop there. Lucky Strike - and Lucky Strike alone - employs concentrated sunshine as well - in the form of the ultra-violet ray - a part of the famous and exclusive Lucky Strike process, IT'S TOASTED. Haven't you noticed how much mellower Luckies are? Haven't you noticed that they leave a clean taste - a clear throat? ... Well, TOASTING, including the ultra-violet ray, is one important reason. For the TOASTING Process removes quantities of impurities from tobacco - a benefit exclusive with Luckies. Lucky Strike is the only cigarette from which these harsh irritants have been removed by TOASTING - the only cigarette to offer you the pleasure and protection of A Light Smoke of rich, ripe-bodied tobacco.

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number THIRTEEN on YOUR HIT PARADE this week is "Me and
The Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Still a winner! "Until The Real Thing Comes Along"
finishes SECOND again . . . number TWO in the nation's
favor.

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE PEANUT VENDOR" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra "The Peanut
Vendor" . . . one of the best rhumbas ever.

(MUSIC SWELLS AND FINISHES)

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

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(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE ... America's fifteen most popular songs this week as shown by a huge nationwide survey, checked and rechecked by independent certified public accountants.

And on with the biggest game in the history of radio . . . YOUR LUCKY STRIKE SWEEPSTAKES. Now's the time for everybody to get into this grand-national game and join the fun. This week's SWEEPSTAKES is under way ... so come on in! There's a prize waiting for you when you spot the winners . . . 1 - 2 - 3 . . . just like that . . . a prize of fifty fine-tasting Lucky Strike cigarettes, each one round and firm and fully packed ... when you smoke them you'll agree "Lucky for you - It's a Light Smoke". Even though you buy Luckies regularly, we want you to have the thrill of being among the thousands and thousands who are winning. Here's how you enter:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, - or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FINFARE)

ANNOUNCER: Hats off to the champion! "Did I Remember" ... and what a champion ... still number ONE, equaling the record of that grand tune "Cheek to Cheek" for continuous first position on Your Hit Parade. "Did I Remember" ... FIRST in America's favor, again.

("DID I REMEMBER" QUARTET & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN I'M WITH YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "When I'm With You" ... This week it's number SIX.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CHINATOWN MY CHINATOWN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a tune that's been popular for years! ... "Chinatown My Chinatown" ...an extra ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A RENDEZVOUS WITH A DREAM" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE this week on YOUR HIT PARADE ... "A Rendezvous With a Dream".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M AN OLD COW HAND" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN on YOUR HIT PARADE this week ... "I'm an
Old Cow Hand".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L # 3)

ANNOUNCER: "A trial will convince you" ... how many times have we heard that said! Well, and if the trial does convince you, isn't that the very best proof of any product's superiority? There have been hundreds of thousands of winners in Your Lucky Strike Sweepstakes - breaking all records - but what's even more interesting is the number of winners who, having tried Luckies, enjoy them so much that they become regular Lucky Strike smokers. Here is an extract from a letter, absolutely unsolicited - one of the many which we have on file in our offices. Written by a member of an Athletic Club, the letter concludes with the following really startling statistics ...

MAN: "As you probably know, quite a few members of our Club have won prizes in the Sweeps. Now here is something we stand ready to prove at the first request. Out of the 264 members of the Club, 217 of the men are now steady smokers of Lucky Strike Cigarettes. 107 have been Lucky smokers for years and 110 have changed to Luckies, our check-up showed."

ANNOUNCER: Yes, that's a significant record. And the makers of Lucky Strike cigarettes are gratified, indeed, that so many of the people who try Luckies, continue to smoke Lucky Strikes. One reason is undoubtedly the throat protection offered by Lucky Strike's famous and exclusive process IT'S TOASTED. TOASTING, as you know, removes certain harsh irritants - irritants that are naturally present in all tobaccos. These irritants are not present in Lucky Strikes to irritate your throat. So, try Luckies for a week and we feel sure that you'll notice the difference between Luckies, a light smoke of rich, ripe-bodied tobacco, and other cigarettes.

(MORE)

(COMMERCIAL NO 3)(CONTINUED)

-7B-

ANNOUNCER: We feel sure that your own throat will appreciate the
smoothness, the gentleness afforded by that famous Lucky
Strike process, "IT'S TOASTED".

ATX01 0014781

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TWELVE...Jerome Kern's "The Way You Look Tonight"
from "Swing Time"...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL TODAY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Until Today"...America's choice for number ELEVEN on YOUR
HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("S'WONDERFUL" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not among the top Fifteen...but you'll agree with the title
of this tune..."S'Wonderful".....played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(ANNOUNCEMENT)

ANNOUNCER: Sweepstakes fans, here's that third winner you've been
waiting for..."A Star Fell Out of Heaven"....number THREE
again among the champions.

("A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"EYE EYE BABY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays ... "Bye Bye Baby" ...
this week number FOUR.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest show
... brought to you by Lucky Strike Cigarettes. YOUR HIT
PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice
each week ... Wednesdays on this station with Harry
Sosnick and his Lucky Strike Orchestra ... and Saturdays
over another station. Be sure to tune in for Saturday's
broadcast ... and don't forget to enter this week's
SWEEPSTAKES.

RUYSDAEL: "Lucky for you - It's a Light Smoke". SWEEPSTAKES winners
from coast to coast tell us they have learned the full
meaning of those words when they discovered how good-tasting
how wonderfully kind to your throat Luckies are. If you're
not now smoking Luckies, maybe you're missing some of the
enjoyment you should have. Buy a pack of Luckies and try
them. You'll find Luckies so gentle, so smooth that you can
smoke ^{them} to your throat's content.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR LUCKY
STRIKE SWEEPSTAKES is checked and rechecked each week by
independent certified public accountants.

et
cfw 9/23/36 THIS IS THE NATIONAL BROADCASTING COMPANY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR HIT PARADE

SATURDAY, SEPTEMBER 26, 1936
10:00 to 11:00 P.M.

OUT: (COLUMBIA BROADCASTING SYSTEM)
(.....30 SECONDS.....)

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

ANNOUNCER: Ready, America! Here comes YOUR HIT PARADE...
the fifteen tunes that rank highest in the
nation's favor this week, brought to you by
Lucky Strike Cigarettes. These are your favorite
songs as shown by a huge nationwide survey,
checked and rechecked by independent certified
public accountants.
And here comes the biggest game in America ...
YOUR LUCKY STRIKE SWEEPSTAKES...that grand national
cigarette game that's fascinating the country --
everybody's trying for those prizes of smooth,
mellow Lucky Strike Cigarettes -- that swell
Light Smoke -- that cigarette that's so
wonderfully easy on your throat. Every week
prizes go out to thousands and thousands of
winners, for everyone has the same chance to
win...everyone starts from scratch when the
SWEEPSTAKES closes Sunday night...no one knows
how the songs will rank. Only on Monday morning
are the final figures compiled to show the
nation's champion tunes.

(MORE)

ATK01 0014784

ANNOUNCER: (CONT'D) So come on in. Join the fun this week and win yourself a prize of fifty Luckies, round and firm and fully packed, in the handy flat container. We'll tell you more about the STEPSWIMS later, but right now we're off with the tune America chooses for number SEVEN this week.... "Sing, Baby Sing".

("SING BABY SING".....DUO AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SIGN TO

("EMPTY SADDLES".....QUARTET AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's number EIGHT melody... "Empty Saddles".

(MUSIC SWELLS AND FINISHES)

SIGN TO

("WHEN I'M WITH YOU".....CHORUS AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: "When I'm With You"... America's choice for number SIX on YOUR LIST PALMER.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANNOUNCER: Have you seen the map in many tobacco store windows called "Winners All", showing the location of the thousands of winners in Your Lucky Strike Sweepstakes? Well, another map with almost as many red dots could be made out for those winners who after trying their Luckies, were so enthusiastic that they actually wrote us expressing their appreciation. Here's a statement in one such letter from a winner -- a business man in Grand Rapids, Michigan -- I quote from his letter as follows: "Previous to winning the cigarettes, I smoked other brands. I had a cough and a bitter after-taste in my mouth after smoking heavily during the day and evening. But now, thanks to you, my cough has practically disappeared and I have no bitterness left in my mouth after smoking my last Lucky. I still am a heavy smoker, all hard working men are, but I have no throat irritation. You have gained a life-long supporter of the truthfulness of your claims." End of quote. Yes, actual laboratory tests reveal that LUCKY STRIKES'S famous and exclusive process known as "IT'S TOASTED" removes certain irritants that are naturally present in all tobacco.

(MORE)

ANNOUNCER: (CONT'D) These harsh acids removed by
toasting are not present in LUCKY STRIKES to
irritate your throat. Millions prefer LUCKY
STRIKE, A Light Smoke of rich, ripe-bodied
tobacco - because a light smoke leaves a clean
taste and a clear, comfortable throat

("THIS IS MY LUCKY DAY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's "This Is My Lucky Day"...an extra played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SECUE TO

("I CAN'T ESCAPE FROM YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN on your HIT PARADE this week "I Can't
Escape From You."

(MUSIC SWELLS AND FINISHES)

SECUE TO

("NO REGRETS".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "No Regrets"
.....number FIFTEEN in the nation's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("AT THE DARTTOWN STRUTTERS' BALL.....ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: You'll all remember this one...It's an old timer
....."At The Darttown Strutters' Ball", played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 2

WOMAN: Have you ever "walked on air?" Have you ever
felt just so full of health and happiness and
fresh air and exercise and sunshine that you
could barely keep your feet on the ground? Well,
I have! And when I feel that way I like to
stay that way -- I choose A Light Smoke --- a
Lucky.

ANNOUNCER: Those three priceless V's -- vim, vigor, and
vitality -- how often you'll find their proud
possessors smoking Luckies! For A Light Smoke
is the natural choice of all those who like to
feel fit as a fiddle but who love life's
pleasures, too. You'll probably remember a
recent Lucky Strike advertisement which said:

(MOV)

ANNOUNCER:

(CONT'D) Lucky for you -- it's A Light Smoke!
A smoke that treats you right! You who go in
for sports...and you who don't...you both have
reason to treat yourselves well....to reach for
A Light Smoke....a Lucky. For A Light Smoke is
gentle with you. Easy on you when you inhale.
Kind to your throat. And since your Lucky....
A Light Smoke....is made from the choicest
center-leaf tobacco, it tastes good, too, even
when you smoke all day long. So, for a smoke
that treats you right it's wise to reach for a
Lucky. Luckies are a light smoke and the only
cigarette to give you the benefit of that famous
process... "It's Toasted."

77
("ME AND THE MOON".....DICK & ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCH: Here's "Me and the Moon"...the country's choice for
number THIRTEEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNCH: Number THREE again! "A Star Fell Out of Heaven"
finishes in the money at THIRD place.

(MUSIC SWELLS AND FINISHES)

segue to

("GREAT DAY".....QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCH: Not a SWEEPSTAKES contender...just a grand tune...
"Great Day"...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")

ANNCH: On with YOUR LUCKY STRIKE HIT PARADE...the fifteen most
popular songs in America this week as shown by a great
nationwide survey, checked and rechecked by independent
certified public accountants.

ATK01 0014790

And on with...YOUR LUCKY STRIKE SWEEPSTAKES...that thrilling national cigarette game. Everybody's invited to join the millions of SWEEPSTAKES fans...and everybody has a chance to win...for there's no limit to the number of winners. This week alone more than 170,000 SWEEPSTAKES fans won prizes for their skill. Come on in, America! There's a prize waiting for you when you spot the winners... 1 - 2 - 3 ...just like that... a prize of fifty of those fine-tasting Luckies, fifty Luckies -- easy on your throat because of that famous process "IT'S TOASTED". Even though you buy Luckies regularly, we want you to have the thrill of winning. Here's how to enter:

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to the American Tobacco Company, New York City, - or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(PAMPHLET)

ANNOUNCER: All hail...the winner! "Did I Remember"...number ONE again tying the record of "Check to Check" for continuous top position on Your Hit Parade..."Did I Remember" still FIRST in the nation's favor!

("DID I REMEMBER".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THE WAY YOU LOOK TONIGHT".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays the tune that ranks
number TWELVE this week....Jerome Kern's "The Way You
Look Tonight"....from "Swing Time".

(MUSIC SWELLS AND FINISHES)

segue to

("PANAMA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays an extra "Panama"....
one of those grand rhumbas.

(MUSIC SWELLS AND FINISHES)

segue to

("UNTIL TODAY".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number ELEVEN on YOUR HIT PARADE... "Until Today".

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN DID YOU LEAVE HEAVEN".....QUARTET & ORCHESTRA)

(PADE FOR ANNOUNCEMENT)

ANNCR: And now the Lucky Strike Orchestra plays "Whom Did You Leave Heaven"...number FIVE this week.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL No. 3

ANNCR: If you happen to have some change handy in your pocket or pocketbook, spread out the coins and examine them. You will discover on many the well-known Latin phrase, "E Pluribus Unum"...Well, that phrase "E Pluribus Unum" - which means "One from many" - is a pretty good description of one of those famous extra steps in manufacture which explain why you actually get extra quality in Luckies. I am referring to that old, time-honored method of maturing and mellowing tobacco, known as "Bulking" - that extra step generally omitted by manufacturers of cigarettes, but never by the makers of Luckies - that modern light smoke. Bulking really accomplishes "One from many"...Far from the many choice Turkish and domestic tobaccos used by Lucky Strike, "Bulking" draws that one perfect flavor and aroma which millions enjoy in Luckies. If you could see Lucky Strike's great "Bulking" rooms and see how carefully the choice leaves are intermingled in the bulks, how the temperature and humidity are scientifically regulated so that each flavor, each different delicious aroma will permeate the whole bulk -- if you could see that, you would understand Luckies' extra smoothness, Luckies' delightful fragrance and uniformity of fine taste.

(MORE)

ATX01 0014793

"Bulking" is one step in Lucky Strike's famous and exclusive process, "IT'S TOASTED" - one of many reasons why Luckies, A Light Smoke of rich, ripe-bodied tobacco, give you greater smoking pleasure.

("I'M AN OLD COW HAND".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "I'm An Old Cow Hand"...played by the lucky Strike Orchestra. This week it's number FOURTEEN.

(MUSIC SWELLS AND FINISHES)

segue to

("A RENDEZVOUS WITH A DREAM".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: America's number NINE melody..."A Rendezvous With A Dream"...NINTH on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("ALABAMA BOUND".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The lucky Strike Orchestra plays "Alabama Bound"... not among this week's Fifteen...but a song you're bound to like.

(MUSIC SWELLS AND FINISHES)

(FANFARE)

ANNCR: Attention, SWEEPSTAKES fans! Here's number TWO....
"Until the Real Thing Comes Along"....still second
among the champions.

("UNTIL THE REAL THING COMES ALONG")

(MUSIC SWELLS AND FINISHES)

Segue to

("BYE BYE BABY"DECK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "Bye Bye Baby"...number FOUR this week...played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNCR: And that's YOUR HIT PARADE....popular music's greatest
show...brought to you by Lucky Strike cigarettes...
YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come
to you twice each week...Wednesdays and Saturdays.
Tonight you have heard Harry Salter and the Lucky
Strike Orchestra...and on Wednesday you hear Harry
Sosnick over another station. Be sure to tune in for
next Wednesday's broadcast. And don't forget to send
in your entry for this week's SWEEPSTAKES, postmarked
not later than midnight Sunday...that's tomorrow.

RUYSDAEL: Luckies - a light smoke - SWEEPSTAKES winners from coast to coast tell us they have learned the full meaning of those words when they discovered how good-tasting, how wonderfully kind to your throat Luckies are. If you're not now smoking Luckies, maybe you're missing something. Buy a pack of Luckies and try them. You'll find Luckies so gentle, so smooth that you can smoke to your throat's content.

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

ANNOR: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

This is the COLUMBIA.....Broadcasting System

(fade THEME 20 seconds)

WLBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

(REVISED)

WEAF

"YOUR HIT PARADE"

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

SEPTEMBER 30, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents ...YOUR HIT PARADE ... the fifteen most popular songs in America this week, according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here's that fascinating cigarette game that everybody's talking about ... YOUR LUCKY STRIKE SWEEPSTAKES ... the biggest game in radio, with prizes by the thousands. Everybody's trying for those prizes of Lucky Strike Cigarettes ... that fine-tasting Light Smoke that's so wonderfully easy on your throat. And everyone has the same chance to win, for when the SWEEPSTAKES closes Sunday midnight, no one knows how the songs will rank. Only on Monday morning are the final survey figures compiled to show the champion tunes of the week. So come on in ... everybody! Join the happy crowd of SWEEPSTAKES fans and have the fun of winning fifty Luckies, each one round and firm and fully packed. We'll tell you more about the SWEEPSTAKES later. Right now we're off with the tune that ranks number SIX in the nation's favor ... "Bye Bye Baby".

ATX01 0014797

"BYE BYE BABY" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Star Fell Out of Heaven" . . . number FOUR on YOUR HIT
PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"EMPTY SADDLES" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIFTEEN this week . . . "Empty Saddles" . . . played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(C-O-M-M-E-R-C-I-A-L-N-O.- 1)

MAN: An old friend of my family's once told me: "My boy, you have to wake up every single morning of your life - so - you might's well see to it that waking up's a pleasure." And I've always tried to follow his advice. That's one reason why I smoke Luckies. I can smoke Luckies all evening and still wake up the next morning with a clean taste in my mouth and no huskiness or irritation in my throat.

ANNOUNCER: Yes, Luckies leave a clean taste, and they leave your throat feeling clear and comfortable. And here's why. As you probably know, all tobacco in its natural state contains certain harsh irritants which make the smoke unpalatable. But what you may not know - what you may not fully realize - is that ordinary "curing" and "aging" processes leave many of these irritants still in the tobacco. Only the exclusive Lucky Strike process known as IT'S TOASTED completes the work carries it to its logical full conclusion - a cigarette that is genuinely easy on your throat - A Light Smoke of rich, ripe-bodied tobacco. So think of it - whenever you buy cigarettes - Lucky Strike is the only cigarette from which harsh acids and impurities have been removed by the TOASTING process....the only cigarette to offer your throat this exclusive protection against irritation, against cough. Luckies are a Light Smoke and a light smoke leaves a clean taste and a clear, comfortable throat.

("BROADWAY RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra that's an old favorite..."Broadway Rhythm".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A FINE ROMANCE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer to YOUR HIT PARADE ... "A Fine Romance", by Jerome Kern, from "Swing Time". It's number TWELVE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Can't Escape From You" ... played by the Lucky Strike Orchestra. This week it's number TEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: It's not a SWEEPSTAKES contender ... but you'll like "I'm Building Up To an Awful Letdown", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(C-O-M-M-E-R-G I-A-L-NO - 2)

COMMERCIAL NO 2

WOMAN: There are many things about Luckies that appeal to me -- but perhaps this most of all -- I inhale when I smoke -- who doesn't? -- and I feel good about it to know that the cigarette I inhale is a light smoke.

ANNOUNCER: And that's a very important point! For every smoker inhales more or less, whether conscious of it or not. And therefore the gentleness of A Light Smoke assumes a special importance to every single smoker. Look in your daily newspaper tomorrow and you'll see an ad under the headline: "Lucky for you - it's a Light Smoke - whether or not you inhale" ... Read it, we think you'll be interested ... The joy you'll find in a light smoke doesn't depend one bit upon the kind of smoker you are ... how often you smoke or how many Luckies you smoke. The gentleness of a light smoke, and the throat protection offered by that exclusive Lucky Strike process known as "IT'S TOASTED" - they are simply bound to please you. And so will the taste of Luckies, for they are made from the highest-priced leaves of the whole tobacco plant - the tender center leaves. Luckies are A Light Smoke of fragrant richness. Luckies are a light smoke kind to your throat.

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Me And The Moon" ... number EIGHT on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a winner, SWEEPSTAKES FANS! "Until The Real Thing Comes Along" finishes in the money again at number TWO. SECOND again from Coast to Coast!

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("RIO RITA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song that's still mighty popular ... The title number from "Rio Rita" an extra played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE...America's fifteen most popular songs this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And on with the biggest game in America...YOUR LUCKY STRIKE SWEEPSTAKES. Come on in, everyone! If you're not playing the Sweepstakes you're missing a barrel of fun. And if you're not already smoking Luckies, maybe you've been missing something too. There's a prize waiting for you when you spot the Sweepstakes winners ... 1 - 2 - 3 ... just like that ... a prize of fifty fine-tasting Lucky Strikes... smooth, mellow and easy on your throat because of that famous TOASTING process. You can win. Hundreds of thousands are winning! And even though you are among the millions who buy Luckies regularly, we want you, too, to have the fun of winning. Here's how you enter!

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, - or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employers.

(FANFARE.)

ANNOUNCER: All hail ... an outstanding champion ... "Did I Remember" still number ONE the country round, setting a new record for continuous leadership on YOUR HIT PARADE! "Did I Remember"! Number ONE!

("DID I REMEMBER". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN I'M WITH YOU". CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "When I'm With You" ... this week number FIVE in the nation's favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SHE'S A LATIN FROM MANHATTAN". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not a Top Fifteener ... but what a tune! "She's A Latin From Manhattan" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO REGRETS". QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the song America picks for number THIRTEEN on YOUR HIT PARADE ... "No Regrets".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE! Jerome Kern's "The Way You Look Tonight"
from "Swing Time" . . . played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

----- (C O M M E R C I A L N O . 3) -----

COMMERCIAL NO 3

ANNOUNCER: Round and firm and fully packed -- every Lucky Strike smoker knows the importance of this phrase which really means good workmanship. They appreciate the fact that loose bits of tobacco do not come off on their lips when they're smoking Luckies. It may seem like a small thing, but it's just one of the reasons why Luckies are a more enjoyable smoke. For example, you can tear the top off a pack of Lucky Strikes anywhere, anytime, and you'll find twenty cigarettes exactly the same - round and firm and fully packed. You'll notice that the ends are smooth and there's no need of tapping the cigarette before you light it. Luckies never vary, you don't find them one time loosely packed so that you get a hot, harsh smoke, and another time packed too tightly so that they don't draw properly. Instruments and devices, many of which are exclusive with Lucky Strike, guarantee that each Lucky exactly meets specifications -- each Lucky gives you the same delicious comfortable smoke - free of annoyance - a light smoke of rich, ripe-bodied tobacco - round and firm and fully packed.

("SING BABY SING" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune the country ranks number SEVEN ... "Sing
Baby Sing" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A RENDEZVOUS WITH A DREAM" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Rendezvous With a Dream" ... number ELEVEN on YOUR HIT
PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LET YOUR-SELF GO" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra ... "Let
Yourself Go" from "Follow The Fleet".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FARE)

ANNOUNCER: A winner at number THREE! "When Did You Leave Heaven"
finishes in the money. Last week number FIVE ... this
week THIRD the country round.

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M AN OLD COW HAND" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the song that ranks number
FOURTEEN this week ... "I'm An Old Cow Hand".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE... popular music's greatest show
... brought to you by Lucky Strike Cigarettes. YOUR HIT
PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice
each week .. Wednesdays on this station with Harry Sosnick
and the Lucky Strike Orchestra ... and Saturdays with Bob
Haring over another station. Be sure to tune in for
Saturday's broadcast ... and here's wishing you luck in this
week's SWEEPSTAKES.

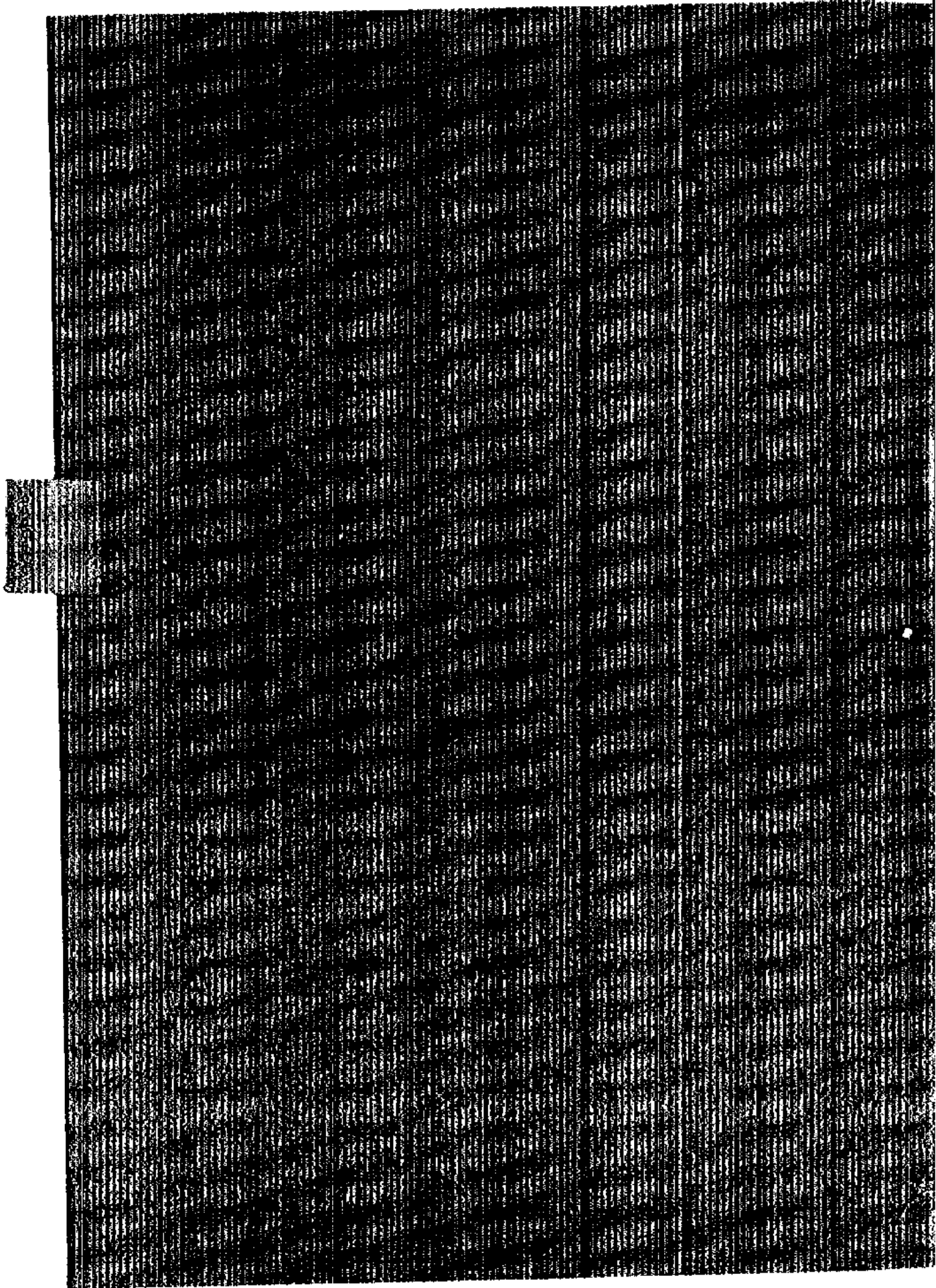
RUYSDAEL: Luckies -- a Light Smoke. Do you know how much more enjoyable
a Light Smoke really is? If you're not smoking Luckies,
maybe you've been missing something. Buy a pack and try
them. We think you'll find Luckies a new high in smoking
pleasure .. for Lucky Strike is a Light Smoke with the rich
taste of fine center leaf tobacco ... A Light Smoke, kind
to your throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week
by independent certified public accountants.
THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs-eb
9/30/36

ATX01 0014808



COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE HIT PARADE

Saturday, October 3, 1936

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...brought to you by Lucky Strike Cigarettes. These tunes are the nation's favorites according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here's the game that all America's having fun with ...YOUR LUCKY STRIKE SWEEPSTAKES...that thrilling cigarette game that's sending out prizes by the thousands...prizes of smooth, fine tasting Lucky Strike cigarettes, each one round and firm and fully packed. And everybody has a chance to win a prize, for when the SWEEPSTAKES closes Sunday night, no one knows how the songs will rank. Only on Monday morning are the final figures compiled to show the favorite songs in America. Remember...there's a prize of fifty delicious Luckies waiting for you when you spot the winners...1 - 2 - 3 ..just like that...so come on in. Hop aboard and join the fun. We'll tell you more about the SWEEPSTAKES later, but right now we're off with tonight's opening tune...number SEVEN..."SING BABY SING".

ATX01 0014810

("SING BABY SING".....(QUARTET AND ORCHESTRA)

MUSIC SWELLS AND FINISHES

Segue to

(A STAR FELL OUT OF HEAVEN.....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A STAR FELL OUT OF HEAVEN".....number FOUR in the
nation's favor this week.....played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

("I'M AN OLD COW HAND".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN on YOUR HIT PARADE...."I'm An Old Cow
Hand".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

COMMERCIAL NO.1

ANNOUNCER: As I stand before the microphone, I'm holding two cigarettes - two different brands...one in my right hand...one in my left. Now the tobacco in the cigarette I hold in my right hand has had the benefit of that famous LUCKY STRIKE process..."It's toasted".What does that mean? It means that TOASTING has removed certain impurities, certain harsh irritants. It means that those impurities that have been removed are not present in the LUCKY STRIKE to irritate my throat. It means that when I smoke that cigarette and many more like it, I'll find my throat still clear and I'll have a clean taste in my mouth. Now...which of those two cigarettes would you choose to smoke?...the one in my right hand...the Lucky Strike...that has had certain impurities removed or the one in my left hand that has not had the benefit of the "Toasting" process?...certainly the one in my right hand....the LUCKY STRIKE. LUCKIES are the only cigarettes that give the smoker the benefit of that famous and exclusive process known as "IT'S TOASTED". Only Luckies offer this throat-protection against irritation, against cough. Luckies, are, truly, A Light Smoke....A Light Smoke of rich, ripe-bodied tobacco.

ATX01 0014812

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an old time favorite
"Way Down Yonder in New Orleans"....

(MUSIC SWELLS AND FINISHES)

Segue to

("A FINE ROMANCE".....QUARTET AND ORCH.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer starting at number TWELVE on YOUR
HIT PARADE... "A Fine Romance" by Jerome Kern, from
"Swing Time".

(MUSIC SWELLS AND FINISHES)

Segue to

("A RENDEZVOUS WITH A DREAM".....CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Rendezvous with a Dream" ...number ELEVEN on YOUR
HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

Segue to

("ADIOS.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the Lucky Strike Orchestra with a peach of
a song that's not in this week's Top Fifteen... "Adios"

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

ANNOUNCER: We are gratified to receive many letters from enthusiastic Lucky Strike smokers all over the country. Tonight we have a letter which came last week. This one, strange as it seems, comes from a lady who doesn't smoke -

Mrs. W. Richardson of 601 Harmon St., St. Joseph, Mo.

WOMAN: I recently had an attack of the flu, which left me with a sensitive throat. Every time the menfolk smoked in the house, the smoke made me cough. But then we won some Luckies in the Sweepstakes, (and I noticed the men have been buying them ^{over} since) Well, strange to say, the smoke now doesn't bother me at all. As winter is just around the corner, I am glad Luckies are kind even to those who don't smoke, but who have sensitive throats.

ANNOR: Now that's an unusual one. We incline to the thought that Mrs. Richardson pays us too high a compliment - but those are her views... Thanks, Mrs. Richardson. We're glad you find Luckies gentle, even though you yourself don't smoke. But what we wish to emphasize to every smoker, whether or not you have a sensitive throat, is that Luckies are a Light Smoke, gentle on the delicate membranes of your throat. And here's the reason. Luckies are the only cigarette that give you choice, center-leaf tobacco plus the important throat protection of the exclusive process "It's toasted".

(MORE)

ANNCR: Let me repeat... "It's toasted" is ~~exclusive~~ with Lucky Strikes, and no other process so removes harsh throat irritants naturally present in all tobacco. That's a fact important to everyone who smokes cigarettes. The smoke of Luckies is gentle and kind to sensitive throats.

("ME AND THE MOON".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune America picks for number EIGHT..."Me and the Moon".

(MUSIC SWELLS AND FINISHES)

segue to

(PAUSE)

ANNOUNCER: Here you are....a winner! "When Did you Leave Heaven" crosses the line at number THREE. Last week number FIVE...this week THIRD among the champions.

("WHEN DID YOU LEAVE HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("CALIFORNIA HERE I COME".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves the Top Fifteen to play a lively tune you'll be glad to hear....

"California Here I Come".

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE... The fifteen most popular songs in the country this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants. And so on with....YOUR LUCKY STRIKE SWEEPSTAKES.... that great national cigarette game that's packed with fun and excitement. Come on in, everybody, and join the fun. Everybody can play the SWEEPSTAKES, and everybody has a chance to win...for there's no limit to the number of prizes - prizes of fifty Lucky Strike Cigarettes...."TOASTED" for your throat protection....when you smoke them, you'll agree: "LUCKY for you -- It's a light Smoke." Even though you buy Luckies regularly, we want you to have the thrill of winning. Here's how to enter the SWEEPSTAKES

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1- 2 - 3 - in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company: New York City, or the American Tobacco Company of the Pacific Coast San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

FANFARE.....)

ANNOC'R: Here's a real champion! "Did I Remember".....
first again....setting a new record for continuous
leadership on YOUR FIT PARADE. "Did I Remember"..
America's number ONE song!

("DID I REMEMBER".....QUARTET AND ORCHESTRA)
(MUSIC SWELLS AND FINISHES)

segue to

("THE WAY YOU LOOK TONIGHT".....CLARK AND ORCHESTRA")

(PAUSE FOR ANNOUNCEMENT)

ANNOC'R: Number NINE on YOUR FIT PARADE...."The way you look
tonight" by Jerome Kern, from "Swing Time"...

(MUSIC SWELLS AND FINISHES)

segue to

(" I'VE GOT A FEELIN' YOU'RE FOOLIN'".....DICK AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOC'R: The Lucky Strike Orchestra plays "I've got a Feelin'
You're Foolin'".....but it's not a SWEEPSTAKES
contender.

(MUSIC SWELLS AND FINISHES)

segue to

("I CAN'T ESCAPE FROM YOU".....CLARK AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNCR: Here's the song that ranks number TEN on ^{your} HIT PARADE
this week...."I can't escape From You".

(MUSIC SWELLS AND FINISHES)

segue to

("EMPTY SADDLES".....QUARTET AND ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNCR: "Empty Saddles"....played by the Lucky Strike
Orchestra. This week it's number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: You probably noticed an ad in your newspaper early this week in which appeared a picture of an elderly gentleman sitting in his easy chair. On the arm of his chair sat an attractive young woman...his daughter. Let us for a moment bring to life this grand old man....

MAN: (KINDLY) Yes, Molly, I've been smoking for over 30 years and that takes in a lot of cigarettes. Well, now that you've started smoking, I'd like to tell you something and then you go and use your own judgment as you see fit. All I say is to pick a light smoke....a cigarette that's easy on your throat. I've smoked them all, Molly, but I think the Lucky Strike people have the right idea. They put up a cigarette that's a real light smoke and it has the rich flavor of fine tobacco, too.

ANNOUNCER: The words that went with the picture of this old fellow and his daughter read like this: "Lucky for you - it's a light smoke. Those who've been smoking for years and years - experienced smokers - they are the ones who know best of all why it's such a fine idea to stick to a light smoke..always! Actual smoking has shown to them the extra joy in a Lucky Strike....made from the choice center leaves of the finest tobacco that money can buy.

(ANFOUR CONT'D)

And actual smoking has proved to them what Luckies exclusive process, "It's Toasted," means in throat protection against irritation and cough. If you're not already smoking Luckies, buy a pack and try them. You'll discover why experienced smokers advise a light smoke - a Lucky.

("WHEN I'M WITH YOU".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: The Lucky Strike Orchestra plays "When I'm With You"
number FIVE.

(MUSIC SWELLS AND FINISHES)

segue to

("NO REGRETS".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number THIRTEEN..."No Regrets"...played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Here's the Lucky Strike Orchestra with a swell tune
that's not a Top Fiftener.."Take a Number from
One to ten".

(MUSIC SWELLS AND FINISHES)

segue to

(PAUSE).....

3

ANNOC'R: SWEEPSTAKES Fans! Here's another winner..."Until
the Real Thing Comes Along"....SECOND again in the
nation's favor.

("UNTIL THE REAL THING COMES ALONG".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("EYE BYE BABY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: And here's "Bye Bye Baby"....played by the Lucky
Strike Orchestra. It's number SIX.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT Parade...popular music's greatest show....brought to you by LUCKY STRIKE cigarettes... YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES.. come to you twice each week...Wednesdays and Saturdays. Tonight you have heard Bob Haring and the Lucky Strike Orchestra... and on Wednesday you hear Harry Sosnick over another station. Be sure to tune in for next Wednesday's broadcast. And don't forget to send in your entry for this week's SWEEPSTAKES, postmarked not later than midnight Sunday...that's tomorrow.

RUYSDALEL: "Lucky for you - It's a Light Smoke". SWEEPSTAKES winners from coast to coast write in telling us they have learned the real meaning of those words when they discovered how good-tasting, how wonderfully kind to your throat Luckies are. If you're not now smoking Luckies, maybe you're missing some of the enjoyment you should have. Buy a pack of Luckies and try them. You'll find Luckies so gentle, so smooth that you can smoke to your throat's content.

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(F.L.D.E THEME 20 SECONDS)

EE/RS

WABC.....NEW YORK

ATX01 0014824

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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

OCTOBER 7, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents....YOUR HIT PARADE....the fifteen most popular songs in America this week, as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And, YOUR LUCKY STRIKE SWEEPSTAKES....that fascinating cigarette game that's made a tremendous hit because it's fun to play and because it keeps you always in the know on the popular songs of the day. Everybody has a chance to win a prize of fifty Lucky Strike Cigarettes...that modern, light smoke that's so wonderfully easy on your throat. Thousands are winning and you should win too, -- for when the SWEEPSTAKES closes Sunday midnight no one knows how the songs will rank. Only on Monday morning are the final figures compiled to show what tunes America has selected as the favorites of the week. So come on in and join the fun...everybody! Get into the thrilling game and have the fun of winning fifty Luckies, each one round and firm and fully packed. We'll tell you more about the SWEEPSTAKES later....But now...let's go...with the song America picks for number SEVEN "Bye Bye Baby".

ATX01 0014825

("BYE BYE BABY" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A FINE ROMANCE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Fine Romance"...from Jerome Kern's "Swing Time"....
number EIGHT this week....played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN I'M WITH YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE on YOUR HIT PARADE...."When I'm With You".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L N O . 1)

ANNOUNCER: College campuses all over the country have come to life once more. Thousands of students are back at school with vigor renewed after spending ~~this~~^{their} summer out in the open, in the sun. No one knows better than these college men and women the value of sunshine. For they have learned about sunshine - and about its active principle, the ultra-violet ray - in their science courses. Sunshine mellows, heat purifies, and every choice leaf of Lucky Strike tobacco receives its full share of natural sunshine. But Lucky Strike does not stop there, Lucky Strike - - and Lucky Strike alone - employs concentrated sunshine as well - in the form of the ultra-violet ray, as a part of the famous Lucky Strike process "IT'S TOASTED". Winter and summer alike every shred of choice Lucky Strike tobacco is exposed to the rays from giant ultra violet machines which have a power of fifty four thousand watts. The process "IT'S TOASTED", which includes the use of the ultra violet ray, removes quantities of impurities, harsh irritants that are naturally present in even the finest tobacco. But these harsh irritants are not present in your Lucky Strike to irritate your throat. That is why Luckies, a light smoke, of rich, ripe-bodied tobacco are gentle with your throat. Why Luckies leave a clean taste - a clear comfortable throat at the end of the day. Lucky Strike is the only cigarette to give you this important protection against irritation, against cough.

("HALLELUJAH" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with an old favorite
"Hallelujah".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Way You Look Tonight", from "Swing Time" by Jerome
Kern ...number FOUR among the nation's favorites.....
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DID I REMEMBER" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's number FIVE on YOUR HIT PARADE this week....."Did
I Remember".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("HASTA MANANA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Fifteen
to play a swell rhumba...."Hasta Manana".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L NO. 2)

ANNOUNCER: Many brilliant openings are featuring the start of the current theatrical season. People connected with the theatre will tell you....

WOMAN: An irritated throat is an annoyance to anyone, but to the stars behind the footlights, it's positive tragedy. That's why you'll so often find Luckies, A Light Smoke, on the dressing table of stars!

ANNOUNCER: Yes, those people whose jobs depend on their voices have learned they can count upon Luckies for throat protection. But we hardly have to add that a clear, comfortable throat is just as important to you, who listen in tonight. When you open your newspaper tomorrow morning, you'll notice this message, quote: You - just as well as the stars behind the footlights, who must depend upon their voices - will find welcome throat protection in A Light Smoke - a Lucky Strike! For to every man, a clear, comfortable throat is a most important thing. And to every woman, the charm of a clear, mellow voice is something really precious. That is why to both men and women A Light Smoke means so much. It is only A Light Smoke - a Lucky - that offers you the protection of the famous TOASTING process. And it is Luckies - A Light Smoke - made of the top-priced center leaves of the tobacco plant - that answer completely your desire for the richness of truly fine tobacco. Unquote. And that's why we say "Lucky for you -- It's a Light Smoke!"

("I'M AN OLD COW HAND" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT) *

ANNOUNCER: "I'm an Old Cow Hand" number TWELVE on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a winner, SWEEPSTAKES fans! "A Star Fell Out of Heaven" last week number FOUR gains a notch and finishes THIRD the country round. "A Star Fell Out of Heaven" number THREE!

("A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("KINKAJOU" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an extra we think you'll like "Kinkajou" from "Rio Rita" 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: On with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular songs in the nation this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And on with that grand, national cigarette game...YOUR LUCKY STRIKE SWEEPSTAKES...the biggest game in the history of radio. The SWEEPSTAKES is run just for you. It's your game ...so come on in...all of you. You'll enjoy playing it, and you'll enjoy being familiar with today's popular tunes, and ... besides -- there's a prize waiting for you when you spot the winners....1 - 2 - 3just like that....a prize of fifty delicious Lucky Strike Cigarettes, each one round and firm and fully packed, "TOASTED" for your throat protection. What a thrill it is to win! Even though you buy Luckies regularly, don't fail to play, because we want you, too, to have the fun of winning. Here's how to enter the SWEEPSTAKES:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 - in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company: New York City, or the American Tobacco Company of the Pacific Coast San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOUNCER: Number ONE! A new champion of champions this week is...
"When Did You Leave Heaven". Last week number THREE...
this week FIRST in ^{national} ~~action~~ favor.

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELL AND FINISHES)

SEGUE TO:

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Me and the Moon"....
number ELEVEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("NO STRINGS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays....."No Strings" from
"Top Hat"not among the top fifteen....but a grand tune.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A RENDEZVOUS WITH A DREAM" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number THIRTEEN on YOUR HIT PARADE this week is..."A
Rendezvous with a Dream".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHO LOVES YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a newcomer..."Who Loves
You"....starting at number TEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

..... (C O M M E R C I A L N O. 3).....

ANNOUNCER: The proof of the pudding is in the eating. The proof of our statements about Lucky Strikes and their exclusive Toasting process is found in the smoking. And here is what one man says about that --- absolutely on his own. In a letter received this week from William R. Bauer - a Senior at a college in Pennsylvania ... he says ... "Several days ago I was suffering from a severe head and throat cold, my throat being especially raw. I found that I was unable to smoke my usual brand of cigarette, from the irritation, and coughing which resulted. By what good prompting, I am unable to tell, I purchased a package of "Lucky Strikes". To my amazement, and to others I told about it, I found that I could inhale freely, absolutely without the slightest irritation. This unerringly proved that Luckies are kind to the throat ... Well, that's the experience of Mr. Bauer and we thank Mr. Bauer for passing it along to you. Now how about you? We can tell you that we have many similar letters-- we can quote you actual laboratory tests, showing that quantities of irritants, naturally present in all tobacco, are removed by Lucky Strike's famous and exclusive process "IT'S TOASTED". But the best way after all, for you to be convinced of Luckies' exclusive throat protection, is -- in the smoking. So -- start in with Luckies tomorrow. Then you'll know why millions prefer Lucky Strike - the Light Smoke that's kind to your throat.

("MICKEY MOUSE'S BIRTHDAY PARTY" QUARTET & ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's another newcomer ... "Mickey Mouse's Birthday Party"
... played by the Lucky Strike Orchestra. It's number
FIFTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: I Can't Escape From You" ... number FOURTEEN on YOUR HIT
PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("FAREWELL BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays as an extra tune you'll
all enjoy "Farewell Blues".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: SWEEPSTAKES fans! Here's that winner you've been waiting
for ... "Until the Real Thing Comes Along" ... SECOND
again in the nation's favor.

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SING BABY SING" ORCHESTRA)

(FADE FOR ANNOUCEMENT)

ANNOUNCER: Number SIX ... "Sing Baby Sing" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays on this station with Harry Sosnick and the Lucky Strike Orchestra ... and Saturdays with Bob Haring over another station. Be sure to tune in for Saturday's broadcast ... and here's wishing you luck in this week's SWEEPSTAKES.

RUYSDAEL: Luckies -- a Light Smoke. Do you know how much more enjoyable a Light Smoke really is? If you're not smoking Luckies, maybe you've been missing something. Buy a pack and try them. We think you'll find Luckies a new high in smoking pleasure for Luckies are a Light Smoke - a Light Smoke of rich, ripe-bodied tobacco.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN"-)

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

(REVISED)

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, OCTOBER 10th, 1936
10:00 to 11:00 P.M.

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

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

ANNC'R: YOUR LUCKY STRIKE HIT PARADE ... is on the air ... the
fifteen most popular songs in America this week,
according to a nationwide survey, checked and rechecked
by independent certified public accountants.

And ... here's that irresistible cigarette game -- that
weekly thrill of all America ... YOUR LUCKY STRIKE
SWEEPSTAKES. Everybody's keeping an eye on the
champion tunes ... for it's fun to be in the know about
the country's favorite melodies. And everybody's
playing the SWEEPSTAKES ... for it's loads of fun to
win a prize for yor skill ... a prize of fifty
delicious Luckies ... round and firm and fully packed
with rich, ripe-bodied tobacco. You can do it! Sure
you can do it - spot the winners ... 1-2-3 ... just
like that ... everybody starts from scratch, and
thousands of Lucky SWEEPSTAKES fans every week are
winning their prizes of fine-tasting Lucky Strike
Cigarettes. So come on in ... everybody! We'll tell
you how to join in the Sweepstakes fun later in the
program. But right now let's hear tonight's opening
tune ... number TWELVE in your favor ... "I'M AN OLD
COW HAND."

("I'M AN OLD COW HAND". (ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to:

(I CAN'T ESCAPE FROM YOU"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: The Lucky Strike Orchestra plays "I Can't Escape from
You" ... number FOURTEEN.

(MUSIC SWELLS AND FINISHES)

Segue to:

("ME AND THE MOON"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: America's choice for number ELEVEN on YOUR HIT PARADE
this week ... "ME AND THE MOON".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #1

(COMMERCIAL NO. 1)

ANNCR: Suppose somebody held a cigarette up in front of you and said: I am going to tell you one fact about this cigarette -- and then you are going to tell me what brand of cigarette it is. For the one fact is such that it makes this cigarette I hold in my hand different from any other brand of cigarette in the world. From this cigarette I hold in my hand have been removed quantities of impurities - certain harsh irritants naturally present in all tobacco. These harsh acids are not present in this cigarette to irritate your throat. They have been removed, expelled, driven out by a certain famous and exclusive process known as IT'S TOASTED - and that is what makes this cigarette different from any other cigarette in the world! Well, of course you would know that cigarette was a Lucky Strike, wouldn't you? If you will try Luckies - if you will smoke them over any reasonable period of time - you will come to a full realization of what the TOASTING process means to you. For you will find that, with Luckies, your throat stays clear and comfortable morning, noon and night - and no matter how many Luckies you smoke, they always leave a clean taste in your mouth. That's because Luckies are A Light Smoke - A Light Smoke of rich, ripe-bodied tobacco - and "It's Toasted" is one exclusive reason why.

(RISE AND SHINE"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Not a SWEEPSTAKES contender this week ... but a crackerjack tune ... "Rise And Shine" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to:

("A FINE ROMANCE"QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number EIGHT on YOUR HIT PARADE this week ... "A Fine Romance" ... by Jerome Kern, from "Swing Time".

(MUSIC SWELLS AND FINISHES)

Segue to:

("A RENDEZVOUS WITH A DREAM"CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: "A Rendezvous With A Dream" ... played by the Lucky Strike Orchestra. It's number THIRTEEN.

(MUSIC SWELLS AND FINISHES)

Segue to:

("NOBODY'S SWEETHEART"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Here's an old favorite... "Nobody's Sweetheart" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2

COMMERCIAL #2

(SOUND EFFECT - DOOR)

MAN: Morning, Joe, give me a pack of Luckies, will you?

2ND MAN: YES, sir - I see you've changed to a light smoke, too.

MAN: You're telling me! And was I thankful for a light smoke last night. Say Luckies certainly helped to keep me going. I got run in on a special job for the boss - was up in my office working till way past two o'clock and was I smoking. But this morning when I woke up, my throat was just as clear and comfortable as any other morning. Believe me, Joe, from now on I don't want anything but A Light Smoke ...

ANNCR: And that's the same conclusion lots of other thoughtful people come to ... Maybe you've never sat up through a lonely night - working and smoking hour after hour, lighting one cigarette from another - depending upon the cheerful smoke of your cigarette to keep you company and help you along. It's times like these you're grateful for a light smoke for a Lucky Strike! For, though you may smoke right on through the night, you can trust a light smoke to be gentle with your throat. Lucky Strike is the only cigarette to offer you the important protection of the famous and exclusive process - "It's Toasted". And further, since your Luckies are made from the tenderest, most mellow tobacco, - the center leaves -- the "Cream of the Crop", you'll find they taste good to you - all day - and far into the night. When you're smoking steadily, you'll certainly agree - Lucky for you - it's a light smoke.

("WHEN I'M WITH YOU" DICK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number NINE on YOUR HIT PARADE this week ... "When I'm With you".

(MUSIC SWELLS AND FINISHES)

Segue to:

(FANFARE)

ANNCR: SWEEPSTAKES Fans, here's a winner! ... "Until The Real Thing Comes Along" ... second last week ... SECOND again this week in the nation's favor.

("UNTIL THE REAL THING COMES ALONG" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to:

("POMPANOLA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's the Lucky Strike Orchestra with an extra tune that's full of rhythm ... "Pompanola".

(MUSIC SWELLS AND FINISHES)

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

REVISED

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

ANNCR: On with YOUR LUCKY STRIKE HIT PARADE ... The Fifteen favorites in popular music this week as shown by the gigantic coast to coast survey that checks America's musical taste the country 'round.

On with ... YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game that millions are playing and more millions enjoying. We want you -- all of you -- to win for it's a real thrill to win ... Fifty fine-tasting Luckies .. wonderfully kind to your throat ... truly A Light Smoke of rich, ripe-bodied tobacco are yours if you spot the winners ... 1 - 2 - 3 ... just like that. Everyone has the same chance to win -- for each Sunday night when the Sweepstakes closes NO ONE knows which tunes will come out on top. Not until Monday morning are the final song tabulations made and checked by independent certified public accountants. Even though you're buying Luckies regularly, join the fun and win yourself some Luckies. The Lucky Strike Sweepstakes -- easy to enter -- easy to win. Here's all you have to do:

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1-2-3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAK.

(MORE)

BARUCH: (CONTINUED) THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNCR: Here's ... the winner! "When Did you Leave Heaven" ... number ONE! Last week it was number THREE ... this week America's top-ranking song.

("WHEN DID YOU LEAVE HEAVEN"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SING BABY SING" QUARTET AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays this week's number
SIX tune ... "Sing Baby Sing".
(MUSIC SWELLS AND FINISHES)

Segue to:

("OF THEE I SING" ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: And now the Lucky Strike Orchestra leaves this week's
Top Fifteen to play the title song from the musical
comedy "Of Thee I Sing".
(MUSIC SWELLS AND FINISHES)

Segue to:

("DID I REMEMBER" QUARTET AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: "Did I Remember" ... number FIVE on YOUR HIT PARADE.
(MUSIC SWELLS AND FINISHES)

Segue to:

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)
(FADE FOR ANNOUNCEMENT)

ANNCR: And here's number FOUR ... Jerome Kern's "The Way You
Look Tonight" from "Swing Time" ... played by the
Lucky Strike Orchestra.
(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #3)

COMMERCIAL #5

ANNOUNCER: The proof of the pudding is in the eating. The proof of our statements about Lucky Strikes and their exclusive toasting process is found in the smoking. And here is what one man says about that --- absolutely on his own. A letter received this week from William R. Bauer - a Senior at a college in Pennsylvania says . . . "Several days ago I was suffering from a severe head and throat cold, my throat being especially raw. I found that I was unable to smoke my usual brand of cigarette, from the irritation, and coughing which resulted. By what good prompting, I am unable to tell, I purchased a package of "Lucky Strikes". To my amazement, and to others I told about it, I found that I could inhale freely, absolutely without the slightest irritation. This unerringly proved that Luckies are kind to the throat- unquote - . Well, that's the experience of Mr. Bauer and we thank Mr. Bauer for passing it along to you. How how about you? We can tell you that we have many similar letters -- we can quote you actual laboratory tests, showing that quantities of irritants, naturally present in all tobacco, are removed by Lucky Strike's famous and exclusive process "IT'S TOASTED". But the best way after all, for you to be convinced of Luckies' exclusive throat protection, is -- in the smoking. So -- start in with Luckies tomorrow, -- start in with Luckies' tonight. Then you'll know why millions prefer Lucky Strike - the Light Smoke that's kind to your throat.

("MICKEY MOUSES' BIRTHDAY PARTY"..... QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "Mickey Mouse's Birthday Party"... a newcomer played by the Lucky Strike Orchestra. It's number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

Segue to;

("WHO LOVES YOU".....Dick and ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: "Who Loves You" Starts on YOUR HIT PARADE this week well up in TENTH position.

(MUSIC SWELLS AND FINISHES)

Segue to:

("SHINE ON MY SHOES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays an extra that grand popular song..."Shine on My Shoes"

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNCR: Number THREE! Another winner! "A Star Fell Out of Heaven" ... last week number FOUR... climbs into the money this week at THIRD place!

(" A STAR FELL OUT OF HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("BYE BYE BABY".....ORCHESTRA

(FADE FOR ANNOUNCEMENT)

ANNCR: Bye Bye Baby". .number SEVEN...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNCR: And that's YOUR HIT PARADE ... popular music's greatest show .. brought to you by LUCKY STRIKE Cigarettes ... YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES.... come to you twice each week...Wednesdays and Saturdays. Tonight you have heard Bob Haring and the Lucky Strike Orchestra ... and on Wednesday you hear Harry Sosnick over another station. Be sure to tune in for next Wednesday's broadcast. And remember .. this week's SWEEPSTAKES ends at midnight Sunday ... that's tomorrow. So come on in, fans - take a dare - Let's see you spot the winners .. 1-2-3 Just like that .. and win your prize of fifty delicious Luckies . For Remember ... the SWEEPSTAKES is planned for your enjoyment.

RUYSDAEL: Your enjoyment! That's the keynote of Lucky Strike - the enjoyment of hearing the tunes you like best each week, the fun and excitement of playing the SWEEPSTAKES and the downright smoking pleasure offered you by a mighty fine cigarette.

(MORE)

RUYSDAEL:
CONT'D.

If you're not smoking Luckies, maybe you've been missing something. Buy a pack and try them. You'll find them smooth and mellow . . wonderfully kind to your throat ... truly a Light Smoke of rich, ripe-bodied tobacco.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNCR: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

THE AMERICAN TOBACCO COMPANY

Revised

WEAF

"YOUR HIT PARADE"

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

OCTOBER 14, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Here comes YOUR LUCKY STRIKE HIT PARADE...the fifteen tunes that rank highest in the country's favor this week according to a nationwide survey, checked and rechecked by independent certified public accountants. And with it...that grand national cigarette game that millions are enjoying every week...YOUR LUCKY STRIKE SWEEPSTAKES.. Everybody's trying for the prizes....fifty delicious Lucky Strike Cigarettes....that modern, Light Smoke that's so marvelously easy on your throat. Thousands and thousands of lucky fans are winning. So, come on, in and -- join the Sweepstakes! You'll have the fun of playing...and when you spot the winners ... 1 - 2 - 3 ... just like that...you'll have the added thrill of winning a prize of ...fifty fine-tasting Luckies in the handy flat container. And it's a real race! Everyone gets off the mark together. For after each weekly Sweepstakes closes at midnight Sunday, no one knows -- not even Lucky Strike -- which songs will win until Monday morning. We'll tell you how to enter the SWEEPSTAKES later.

(MORE)

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ANNOUNCER: Right now...let's strike up the band for the opening tune
(CONT)
....number FIVE ..."Sing Baby Sing".

("SING BABY SING" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL TODAY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Until Today"...number
FIFTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU TURNED THE TABLES ON ME" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Turned the Tables on Me"..a newcomer to YOUR HIT
PARADE this week at number THIRTEEN.

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L NO. 1)

ANNOUNCER: A gentleman who has smoked Luckies for a number of years has this to say about Lucky Strikes since returning from the South ^{where} he visited several tobacco auctions.

MAN: I've always thought Luckies used the best tobacco - Cream of the Crop - they call it down South - and I've thought it was because they had an extra smart staff of tobacco buyers. Well, that may be true, but now that I've been down at the auctions, I know that the Lucky Strike buyers have a big advantage over the others. The Lucky Strike people make chemical analyses of selected tobacco samples before purchase so their buyers have the benefit of these analyses in addition to their own judgment. Seems to me that makes it just about sure that Lucky gets the best there is.

ANNOUNCER: Yes, Lucky Strike, and so far as we know, only Lucky Strike makes chemical analyses of selected tobacco samples before purchase. That's a practical method of making doubly sure that your Lucky Strike is the finest-tasting, smoothest cigarette that skill, experience and science can produce. Just open any pack of Luckies and examine the tobacco. Notice the uniform, golden brown color of the tobacco. You'll feel instinctively that Lucky Strike tobacco is exceptionally fine. And you're right. When you try Luckies you'll notice the better taste of those rich, ripe-bodied center leaf tobaccos - The Cream of the Crop -- that are so important in making Luckies a Light Smoke.

(MEDLEY - "ANYTHING GOES" and "YOU'RE THE TOP" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Fifteen to play a medley of two corking good tunes..."You're the Top" and the title song from "Anything Goes".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A FINE ROMANCE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TWELVE on YOUR HIT PARADE...."A Fine Romance", by Jerome Kern, from "Swing Time".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Can't Escape From You"...number SIX in the nation's favor this week...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CARIOCA" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Carioca"...not a SWEEPSTAKES contender this week...but a top-notch rhumba.

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L N O. 2)

ANNOUNCER: Everyone's a singer at heart, and there are times - you've felt them, haven't you? - when it's fun to get together for some good, old-fashioned close harmony.

(FADE IN THREE OR FOUR VOICES SINGING "DOWN MEMORY LANE" - THEN FADE FOR

ANNOUNCER: Well, here's a tip for you - whether you sing in the parlor or just hum in your morning tub - your voice will be clearer, your throat more comfortable, you'll have more fun all around if you've been kind to your throat in smoking. It pays to choose a light smoke, a Lucky. Look in your newspaper tomorrow, and you'll see an ad which says "Lucky for you - it's a Light Smoke!" ... In harmony with your throat. More marvelous than any invention is the "Music box" inside your throat. But so delicate ... with its maze of membranes! No wonder so many people are joining the swing to a light smoke. Luckies are a light smoke of rich, ripe-bodied tobacco. Luckies hit the right note with your taste! The only cigarette with the tender center leaves of the highest-priced tobacco plus the all-important throat protection of the "Toasting" process. Remember - the only cigarette. So reach for a Lucky and be kind to your throat!

("BYE BYE BABY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune America chooses for number SEVEN on YOUR
HIT PARADE...."Bye Bye Baby".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a winner in the Sweepstakes!....number TWO!....

"The Way You Look Tonight", by Jerome Kern, from "Swing
Time". Last week number FOUR....this week in SECOND place.

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("GOOD NEWS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now -- the Lucky Strike Orchestra plays an extra tune
that you all enjoy.the title song from "Good News".

(MUSIC SWELLS AND FINISHES)

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

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Here we go with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in America this week as shown by a nationwide survey, checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES ... the nation's favorite thrill-game. It's fun to keep posted on the tunes America likes best ... and it's a barrel of fun to win a prize for your skill ... a prize of fifty fine-tasting Lucky Strike Cigarettes ... each one round and firm and fully packed ... "TOASTED" for your throat protection. So come on in ... everyone! The Sweepstakes is easy to enter, easy to win. Here's all you have to do:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company: New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOUNCER: Attention, SWEEPSTAKES fans! Here's number ONE ... "When Did You Leave Heaven" FIRST again this week ... America's champion song!

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN I'M WITH YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN "When I'm With You" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra playing "You're O.K." - an extra tune that's always popular.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Until The Real Thing Comes Along" ... number FOUR on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ME AND THE MOON" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that ranks number
TEN this week ... "Me And The Moon".

(MUSIC SWELLS AND FINISHES)

----- (C O M M E R C I A L #3) -----

ANNOUNCER: Old friends may be best. But it's always nice to make new friends, too. And it's really extraordinary the number of new friends Lucky Strike is making with its SWEEPSTAKES. We have on file literally hundreds of letters from people thanking us for introducing them to Lucky Strike. Here's a statement in one such letter from a Sweepstakes winner in Augusta, Georgia - William A. Wells, Jr.

"I received my prize of Lucky Strike Cigarettes a few days ago, and I have been enjoying them. Until now I have never smoked Luckies steadily. Now that I have given them a real trial, Luckies have proven to be superior in smoking pleasure to any other cigarette which I have smoked. Their pleasing aroma and gentle treatment of one's throat make it possible to smoke Luckies more steadily than other brands of cigarettes which soon become harsh to the throat."

Thank you, Mr. Wells - thank you very much. Like thousands of others you have proved by your own experience what we have demonstrated time and again in our own laboratories .. namely, that the exclusive Lucky Strike process known as IT'S TOASTED does make Luckies kind to your throat, by removing certain harsh irritants naturally present in even the finest tobacco. Obviously, a cigarette minus these harsh acids is easier on your throat, and Lucky Strike is the only cigarette to benefit by the Toasting process and so remove these irritants. That's why you can smoke Luckies steadily without throat irritation. So if you want a cigarette that's gentle with you - reach for a light smoke reach for a Lucky.

("I'M AN OLD COW HAND" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'm An Old Cow Hand"... number NINE played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A STAR FELL OUT OF HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT on YOUR HIT PARADE this week ... "A Star Fell
Out Of Heaven".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SMILE DARN YA SMILE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an old favorite ... "Smile Darn Ya Smile", played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: And - now - that third winner-"Did I Remember" making a
come-back from number FIVE climbs into the money at THIRD
PLACE this week ... "Did I Remember" ... number THREE!

("DID I REMEMBER" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN A LADY MEETS A GENTLEMAN DOWN SOUTH"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra playing a newcomer to YOUR HIT PARADE ... number ELEVEN ... "When A Lady Meets A Gentleman Down South".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... You have just heard Harry Sosnick and the Lucky Strike Orchestra .. Be sure to tune in Saturday to hear Bob Haring and the Lucky Strike Orchestra over another station and here's wishing you luck in this week's SWEEPSTAKES.

RUYSDAEL: All over the country SWEEPSTAKES fans are becoming acquainted with Lucky Strike cigarettes through winning them as prizes for their skill. To all our new Lucky Strike friends who are discovering for the first time how much more enjoyable a Light Smoke is ... Lucky Strike extends a cordial welcome. We know you will continue to find pleasure and smooth going for your throat with Luckies a Light Smoke of rich, ripe-bodied tobacco... Toasted, for your throat protection against irritation, against cough.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked
each week by independent certified public accountants.
THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs/eb
10/13/36.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE -- YOUR HIT PARADE

SATURDAY, OCTOBER 17, 1936
10:00 P.M. to 11:00 P.M.

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

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

ANNOUNCER: Lucky Strike presents.... YOUR HIT PARADE the
fifteen most popular tunes in the country this week
as shown by a nationwide survey.
And here's....YOUR LUCKY STRIKE SWEEPSTAKES ... that
grand national cigarette game. Everybody's playing
this popular game - keeping up with the leading songs -
following the hits of the week. You listen to the
champion tunes as we play them through ... then you
pick the top song and two runners up - 1, 2, 3, just
like that ... and win yourself a prize of fifty fine-
tasting Lucky Strike Cigarettes. But win or lose,
don't miss the pleasure of smoking Luckies ... a
Light Smoke of rich, ripe-bodied tobacco ... wonderfully
easy on your throat. We'll tell you how to enter the
SWEEPSTAKES a little later in the program. Right now
let's clear the wires for tonight's opening tune ...
number ELEVEN ... "When A Lady Meets A Gentleman
Down South."

("WHEN A LADY MEETS A GENTLEMAN DOWN SCUTH".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

ATX01 0014862

("A STAR FELL OUT OF HEAVEN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "A Star Fell Out Of
Heaven" ... number EIGHT.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ME AND THE MOON".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN on YOUR HIT PARADE this week ...
"Me and the Moon."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1

ANNOUNCER: A doctor explained to me today how beneficial the use of heat had been to the medical profession -- In how many cases the use of heat had proven a Boon -- They call it "heat therapy." This was mighty interesting because we use heat in much the same way to throw off certain impurities from tobacco. Every leaf of tobacco, even the finest, ripest leaf, contains certain harsh irritants. You find these irritants in all raw tobacco, without exception. But, fortunately, impurities are removed by the application of higher heat in the "Toasting" process. Lucky Strike is the only cigarette - the only cigarette that gives you the benefit of this exclusive process. The only cigarette to remove those irritants by higher degrees of heat. And that's ... one reason we say that Luckies are a light smoke ... a light smoke of rich, ripe-bodied tobacco...kind to the delicate membranes of your throat...gentle with you when you inhale. So remember ... heat purifies ... and Luckies are the only cigarette that can say: "It's Toasted!"

("WHO".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with an old-time favorite ... "Who", from "Sunny."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHEN I'M WITH YOU".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN... "When I'm With You" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("UNTIL TODAY".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Until Today".... in FIFTEENTH place on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'VE GOT PLENTY OF NUTHIN'".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's leaders to play that crackerjack tune from "Porgy and Bess" ... "I've Got Plenty of Nuthin!" .

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 2

ANNOUNCER: Round and firm and fully packed -- every Lucky Strike smoker knows the importance of this phrase which really means good workmanship. They appreciate the fact that loose bits of tobacco do not come off on their lips when they're smoking Luckies. It may seem like a small thing, but it's just one of the reasons why Luckies are a more enjoyable smoke. For example, you can tear the top off a pack of Lucky Strikes anywhere, anytime, and you'll find twenty cigarettes exactly the same - round and firm and fully packed. You'll notice that the ends are smooth and there's no need of tapping the cigarette before you light it. Luckies never vary, you don't find them one time loosely packed so that you get a hot, harsh smoke, and another time packed too tightly so that they don't draw properly. Instruments and devices, many of which are exclusive with Lucky Strike, guarantee that each Lucky exactly meets specifications. For the manufacturers of Lucky Strike Cigarettes believe sincerely that "Quality of product is essential to continuing success" -- So each Lucky gives you that same delicious comfortable smoke - free of annoyance - a light smoke of rich, ripe-bodied tobacco - round and firm and fully packed.

("SING BABY SING".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song America picks for number FIVE on YOUR
HIT PARADE ... "Sing Baby Sing."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE.....)

ANNOUNCER: Attention ... SWEEPSTAKES! Here's a winner ...
number TWO ... "The Way You Look Tonight," by
Jerome Kern, from "Swing Time." Last week number
FOUR ... this week in the money at SECOND place.

("THE WAY YOU LOOK TONIGHT".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE CONTINENTAL".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now ... the Lucky Strike Orchestra plays an extra
tune ... that ever popular dance piece "The
Continental."

(MUSIC SWELLS AND FINISHES)

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

RTX01 0014867

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

ANNCR: On with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in America this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And on with....YOUR LUCKY STRIKE SWEEPSTAKES....that national cigarette game that keeps you up to the minute on the favorite tunes of the week. If you're not playing the SWEEPSTAKES, maybe you're missing something...so come on in. It's easy to play...and easy to win. Thousands are winning every week...winning prizes of fifty LUCKY STRIKES..fifty fine-tasting Luckies...each one round and firm and fully packed. Even though you're buying Luckies regularly, we want you to have the thrill of winning. So here's how you enter the SWEEPSTAKES:

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES.

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

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNCR: Hats off to the champion! Here it is....number ONE again from Coast to Coast..."When Did You Leave Heaven."

("WHEN DID YOU LEAVE HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("YOU TURNED THE TABLES ON ME".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays "You Turned The Tables On Me." It's a newcomer this week at number THIRTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LIFE BEGINS AT SWEET SIXTEEN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's the Lucky Strike Orchestra with an extra.... "Life Begins At Sweet Sixteen", a tune that 's always popular.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("UNTIL THE REAL THING COMES ALONG.".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: "Until The Real Thing Comes Along"...the tune you rank
FOURTH on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A FINE ROMANCE".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number TWELVE...Jerome Kern's "A Fine Romance", from
"Swing Time," played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 3

ANNOC'R: Sometimes--during the rush of a particularly hectic
day, do you reach for your cigarettes and find them
all gone - find that you've smoked the last one? I
think we've all had that experience - because when
there's excitement in the air - in thrilling times -
during big moments - then is when you're apt to smoke
one cigarette after another....and then is when it's
particularly important to smoke a cigarette that's easy
on your throat - that won't irritate, even when you
smoke more than your usual number -- Always a light
smoke is important. But when you smoke a lot, a light
smoke is not only important but necessary. Luckies, a
light smoke of rich, ripe-bodied tobacco, are treating
your throat gently all the time you're reaching for
another, and another. (more)

ANNCR:
(Cont'd)

And there's a very simple and logical reason for that: Luckies do not contain certain harsh irritants that are naturally present in all tobacco. Quantities of these irritants, these harsh acids, have been removed from Luckies by a private manufacturing process known as "It's Toasted." Obviously, Luckies, the cigarette from which certain harsh irritants have been removed, will treat your throat more gently than cigarettes that do not have the benefit of the "Toasting" process.

("BYE BYE BABY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays "Bye Bye Baby"... number SEVEN in popularity.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I CAN'T ESCAPE FROM YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number SIX on YOUR HIT PARADE this week...."I Can't Escape from You."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHEERFUL LITTLE EARFUL".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Here's an extra tune that's just what the title says
it is...."Cheerful Little Earful"....played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE.....)

ANNC'R: Here it is, SWEEPSTAKES fans! Here's that third
winner...."Did I Remember"....last week number FIVE...
this week up among the winners at number THREE!

("DID I REMEMBER".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'M AN OLD COW HAND".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: Number NINE"I'm An Old Cow Hand"....played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNC'R: And that's YOUR HIT PARADE...Popular music's greatest show...presented by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays and Saturdays. You have just heard Bob Haring and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Al Goodman and the Lucky Strike Orchestra over another station. And remember ... this week's SWEEPSTAKES ends at midnight Sunday ... that's tomorrow. Here's wishing you luck.

RJYSDAEL: SWEEPSTAKES fans from all over the country are enthusiastic--enthusiastic about the SWEEPSTAKES -- enthusiastic about LUCKIES. Lucky Strike welcomes its new friends to the great family of LUCKY smokers... and extends this invitation to all: If you're not already smoking Luckies, buy a pack and try them. Maybe you've been missing something. Luckies are a light smoke...wonderfully easy on your throat...a Light Smoke of rich, ripe-bodied tobacco.

(CLOSING SIGNATURE....."HAPPY DYES ARE HERE AGAIN")

ANNC'R: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

HR
PAG

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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

OCTOBER 21, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Here comes YOUR LUCKY STRIKE HIT PARADE....the fifteen tunes that rank highest in the country's favor this week as shown by a nationwide survey -- the week's fifteen top tunes...played for your pleasure to keep you posted on what's what in popular music.

And something else for your pleasure....YOUR LUCKY STRIKE SWEEPSTAKES...that grand national cigarette game. It's a chance to show that you know America's favorite melodiesa chance to win a prize of fifty Lucky Strike cigarettes...fifty fine-tasting Luckies, round and firm and fully packed, with no loose ends. So come on in and join the thousands of SWEEPSTAKES winners. Pick the top song and the two runners-up on next week's programs.....

1 - 2 - 3just like that....Win your prize of fifty delicious Lucky Strikes....The only cigarette that's "TOASTED" - your throat protection against irritation, against cough. We'll tell you how to enter the SWEEPSTAKES a little later. Right now we're off with tonight's opening tune...number FIVE...."Sing Baby Sing".

("SING BABY SING" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I Can't Escape From You"
..number FOURTEEN this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU TURNED THE TABLES ON ME" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TWELVE on YOUR HIT PARADE..."You Turned the Tables
On Me".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L NO. 1)

ANNOUNCER: This is the season when markets everywhere are featuring rich displays of luscious grapes. Of all Nature's gifts, grapes are certainly among the most delicious, literally melting in the mouth, and yet....much as you may like grapes, the seeds in the grapes are an annoyance, aren't they? Probably almost everyone will agree that seedless grapes are a real improvement over the old fashioned kind. Well, Lucky Strike's famous process, "IT'S TOASTED," is an improvement in very much the same sense. For "TOASTING" removes certain harsh irritants which spoil your enjoyment of a smoke...lead to irritation and cough. This removal of irritants by the "TOASTING" process does not alter the fine rich taste of Lucky Strike's choice tobaccos - it merely allows you to enjoy that taste more fully - more completely. Furthermore, the benefits of "TOASTING" are a definite established scientific fact. By actual laboratory test, the "TOASTING" process removes quantities of harsh acids and irritants naturally present in even the finest tobaccos. These harsh impurities are not present in Lucky Strikes to irritate your throat. That's why millions all over the world agree that Luckies are a better cigarette - a smoother, better smoke. Remember: Luckies are the only cigarette to offer you the benefits of the famous process, "IT'S TOASTED". And that's one of the reasons why Luckies are a light smoke - a light smoke of rich, ripe-bodied tobacco....A Light Smoke - kind to your throat.

("I'VE GOT RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Fifteen to play a tune we think you'll like... "I've Got Rhythm".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A FINE ROMANCE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Fine Romance" from Jerome Kern's "Swing Time". This week it's number SEVEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

(SEGUE TO:

("DID I REMEMBER" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR in the nation's favor... "Did I Remember" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UP ON YOUR TOES" - "IT'S GOTTA BE LOVE"....(MEDLEY). . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with an extra number.... a double - a medley, "It's Gotta Be Love" and the title song from "On Your Toes".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L N O. 2)

(SOUND EFFECT: (CROWD -- BELL CLANGS)

MAN: (SPORTS-ANNOUNCER MANNER) And they're out of their corners fast, ladies and gentlemen ... They're out there in the center of the ring, sparring - but seem to be taking it cautious - neither man wants to...(CROWD UP) ...Oh, boy, what a sock to the jaw! That was the champ, ladies and gentlemen, with a hard right to the jaw (CROWD LOUDER - ANNOUNCER SHOUTS)....and another - another right to the jaw - and - and a left....Just listen to that crowd roar..
(CROWD UP AND OUT)

ANNOUNCER: When you're cheering at a boxing match...or a football game ...or a political rally, consider the strain on your throat - with all that yelling! Always a Light Smoke is better for you, but it's at times like these, when you're subjecting your voice and throat to unusual strains, that you appreciate A Light Smoke most. For A Light Smoke - a Lucky Strike - has the benefit of that exclusive process "IT'S TOASTED", which is your throat protection against irritation, against cough. There's an ad right pat on this subject that you'll see in your own newspaper tomorrow. Let me just quote a few sentences...Smoke round after round of Luckies, and your throat keeps clear, your voice keeps clear. It is only Luckies that give your throat the protection offered by "Toasting". So make your choice a light smoke and then smoke round after round and they'll still taste good - your mouth will taste clean. For Luckies are a light smoke - made from choice center leaves... the high price leaves...the "Cream of the Crop" tobaccos!" And that's why we say Lucky for you - It's a light smoke. - a light smoke of rich, ripe-bodied tobacco.

("ME AND THE MOON" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune America picks for number SIX on YOUR HIT
PARADE this week...."Me and the Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Attention, SWEEPSTAKES fans! A winner in the number TWO
spot...last week on top...this week still high up at
number TWO...."When Did You Leave Heaven".

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("LADY OF SPAIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Not a SWEEPSTAKES contender this week...but you all
remember "Lady of Spain"...played now 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: Here we go with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants. On with YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game that millions are playing and enjoying. We want you to play ... and we want you to win! For even though you buy Luckies regularly, it's a grand thrill to win a prize for your skill ... a prize of fifty Lucky Strike Cigarettes ... fifty fine-tasting Luckies ... wonderfully easy on your throat. Up until the start of this week 1,884,845 prizes of Lucky Strike cigarettes had already been sent out to SWEEPSTAKES fans from Coast to Coast. So come on in and play. It's exciting, it's gay ... and what a kick you'll get out of winning. Here's all you have to do to enter the SWEEPSTAKES.

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company: New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOUNCER: Here's ... the winner! The All-American favorite song from Coast to Coast, climbing from number FOUR to FIRST place ... Jerome Kern's "The Way You Look Tonight" from "Swing Time".

("THE WAY YOU LOOK TONIGHT" CLARK & ORCH)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SOUTH SEA ISLAND MAGIC" QUARTET AND ORCHESTR.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "South Sea Island Magic" ... a newcomer to YOUR HIT PARADE at number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I WON'T DANCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Won't Dance", says the title, but we'll bet you can't resist this tune from "Roberta" - an extra played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A STAR FELL OUT OF HEAVEN" QUARTET AND ORCHESTR.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "A Star Fell Out of Heaven" ... number EIGHT.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer to YOUR HIT PARADE ... "I'll Sing You a
Thousand Love Songs" ... starting with a bang at number
NINE:

(MUSIC SWELLS AND FINISHES)

- - - - - C O M M E R C I A L #3 - - - - -

ANNOUNCER: From the time tobacco is harvested until it is finally wrapped into the finished cigarette, three years have elapsed - the tobacco has been cured and aged - cured and aged by many May and September seasons. So ... since tobacco must go through these important changes - it requires real manufacturing skill to properly control its moisture content. Luckies are always perfectly conditioned with the moisture-content of the tobacco in each Lucky accurate to the fraction of a dewdrop. Lucky Strike has pioneered in developing methods and devices, many of which are exclusive with Luckies for scientifically determining and retaining proper moisture. And further, Lucky Strike - and Lucky Strike alone - completely air - conditions every one of its factories. Lucky Strike's ^{huge} ~~high~~ moisture-control plant circulates nine hundred thousand cubic feet of air each minute. And this enormous volume of air is washed by over five thousand gallons of water each minute. See for yourself the perfection of Lucky Strike's moisture-control. Tear the top off a Lucky package. You'll find 20 round, firm, fully-packed Lucky Strikes conditioned to your taste - conditioned for your highest smoking pleasure. Round and firm and fully packed - with no loose ends.

("BYE BYE BABY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that ranks
number TEN this week . . . "Eye Bye Baby".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CLOSE TO ME" QUARTET AND ORCHESTRA-)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's this week's number THIRTEEN tune . . . "Close
to Me" . . . a newcomer played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LOUSIANA HAYRIDE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra with an old favorite "Louisiana
Hayride".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Here's that third winner you've been waiting for . . .
"Until the Real Thing Comes Along" . . . last week number
FOUR . . . this week THIRD the country round.

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHEN A LADY MEETS A GENTLEMAN DOWN SOUTH" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "When a Lady Meets a Gentleman Down South" .. number
ELEVEN ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest
show ... brought to you by Lucky Strike Cigarettes.
YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come
to you twice each week ... Wednesdays and Saturdays. You
have just heard Freddie Rich and the Lucky Strike Orchestra
... Be sure to tune in Saturday to hear Bob Haring and
the Lucky Strike Orchestra over another station... and
don't forget to send in your entry for this week's
SWEEPSTAKES ... Come on in, fans -- Let's see you spot
the winners ... 1 - 2 - 3 just like that ... and win
your prize of fifty delicious Luckies. For remember ...
the SWEEPSTAKES is planned for your enjoyment.

RUYSDAEL: Your enjoyment! That's the keynote of Lucky Strike ...
the enjoyment of hearing the tunes you like best each
week, the fun and excitement of playing the SWEEPSTAKES
and the downright smoking pleasure offered you by a mighty
fine cigarette. If you're not already smoking Luckies,
maybe you've been missing something. Buy a pack and try
them. You'll find them kind to your throat - easy when
you inhale ... truly a light Smoke of rich, ripe-bodied
tobacco.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN"

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES
are copyright 1936 by The American Tobacco Company.
YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked
each week by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY.

jo-cl1
10/20/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, OCTOBER 24, 1936
10:00 to 11:00 PM

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

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the fifteen most popular tunes in America this week as shown by a nationwide survey ... the week's fifteen top tunes ... played for your pleasure and to keep you posted on the nation's musical taste .

Here's YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game. Millions are playing, testing their knowledge of popular songs. It's loads of fun ... so come on in and test your skill. Just pick the top song on next week's programs and the two runners-up, - 1 - 2 - 3 just like that. If you're right, there's a prize waiting for you ... a prize of fifty Lucky Strike cigarettes ... fifty fine-tasting Luckies, each one round and firm and fully packed. What a thrill when you spot the tunes correctly and win a prize! We'll tell you how to get into the fun of the SWEEPSTAKES, a little later. Right now, let's go, with tonight's opening tune ... number ELEVEN ... "When A Lady Meets A Gentleman Down South".

("WHEN A LADY MEETS A GENTLEMAN DOWN SOUTH".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ATX01 0014887

segue to

("I'LL SING YOU A THOUSAND LOVE SONGS".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I'll Sing You a
Thousand Love Songs" ... a newcomer at number NINE.

(MUSIC SWELLS AND FINISHES)

segue to

("ME AND THE MOON".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Me and the Moon" ... number SIX on YOUR HIT PARADE
this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

MAN: Everybody agrees that moderation is a good thing, but it's practically impossible to get anyone agreed on what moderation is. My grandfather told me that, when I was very young, and I've always noticed how true it is. But I think that nowadays, as regards smoking, more and more millions of people are coming to an agreement. They realize that true moderation depends not so much on the number of cigarettes you smoke - but upon the kind of a smoke it is. I guess that's why so many people now are turning to A Light Smoke - a Lucky Strike ...

ANNOUNCER: Yes ... Eat, smoke and be merry - but reach for a light smoke - reach for a Lucky! For choosing a light smoke is true moderation - good taste and good judgment - good business all 'round. Good business for throats and for delicate tissues. Good protection against irritation and cough. Only Lucky Strike smokers enjoy this protection - the protection that's offered by the process "IT'S TOASTED"! So that's why we say to all you who love the better things of life: "Enjoy the finest of tobacco, the Cream of the Crop - but at the same time enjoy a cigarette that's easy on your throat ... gentle when you inhale. Lucky for You - It's a Light Smoke!" --
a light smoke of rich ripe bodied tobacco. A light smoke is better for you.

("TRUCKIN"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Fifteen to play "Truckin'" ... an extra, that's full of rhythm.

(MUSIC SWELLS AND FINISHES)

segue to

("A STAR FELL OUT OF HEAVEN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... "A Star Fell Out of Heaven" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("CLOSE TO ME".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Close To Me" ... a newcomer to YOUR HIT PARADE this week at number THIRTEEN

(MUSIC SWELLS AND FINISHES)

segue to

("LIMEHOUSE BLUES".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

ANNOUNCER: Here's the Lucky Strike Orchestra with an old-timer
that's a real favorite ... "Limehouse Blues".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ANNOUNCER: One cigarette may seem a small thing - but figure up the number of cigarettes you smoke in a year and ... well ... you begin to realize the importance of selecting a cigarette that will not irritate your throat. Recently we received an unsolicited letter on this subject from a statistical-minded gentleman in Richmond, Virginia. His name is William J. Tate. Here is what Mr. Tate says about Luckies:

YOUNG MAN: I smoke from thirty to forty Lucky^{Strikes} a day. Taking the minimum amount, that would be 10,950 cigarettes per year. I have smoked Lucky Strikes since 1925 at the above average. This means I have smoked about 120,000 Luckies. As a matter of fact, the more I smoke the better I like them. They certainly are kind to the throat.

ANNOUNCER: Many thanks Mr. Tate, for your interesting letter. Whether you smoke a great deal or just moderately it's mighty important to take care of the delicate membranes of your throat. That's why we constantly remind you of the throat protection offered by Lucky Strike's exclusive "Toasting process". "TOASTING" as you know, expels certain harsh irritants - irritants that are naturally present in even the costliest tobaccos. These irritants are not present in Lucky Strike to irritate your throat. Isn't this a very good reason for trying Luckies - finding out what A Light Smoke of rich ripe-bodied tobacco means to you personally?

ANNOUNCER: (CONTINUED) Remember: Lucky Strike, A Light
Smoke, is always kind to your throat ... always
gentle when you inhale. The one and only cigarette
in America that can say: "It's Toasted".

("YOU TURNED THE TABLES ON ME" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Turned The Tables On Me" ... number TWELVE
on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(PANFARE.....)

ANNOUNCER: Are you ready, SWEEPSTAKES fans! Here's a winner.
"Until The Real Thing Comes Along" ... last week
number FOUR ... this week in the money at number
THREE.

("UNTIL THE REAL THING COMES ALONG"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(MEDLEY - "FINE AND DANDY" - "NEW SUN IN THE SKY" - "RISE AND
SHINE ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an extra number. The Lucky Strike Orchestra
plays ... a triple ... a medley of three corking
tunes ... "Fine and Dandy", "New Sun in the Sky"
and "Rise and Shine"

(MUSIC SWELLS AND FINISHES)

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

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants. And let's go with YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game. It's America's number one game ... so come on in and join the fun. Even though you buy Luckies regularly, we want you to have the fun of winning a prize for your skill ... a prize of fifty Lucky Strike Cigarettes ... a light smoke of rich ripe-bodied tobacco. It's easy to play ... it's easy to win. Over 44 million entries have already been received in Your Lucky Strike Sweepstakes - Think of it - over 44 million. Maybe this is your Lucky week. So hop aboard the SWEEPSTAKES bandwagon. Here's all you have to do to enter the race!

BARUCH: ONE Print on a postcard the names of the three songs you think will rank 1 - $\frac{2}{3}$ - 3 in popularity on next week's programs.

TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPS TAKES.

BARUCH
CONT:

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

FOUR YOUR LUCKY STRIKE SWEEPSTAKES is not open to
minors or to our employees.

(FANFARE.....)

ANNOUNCER: Here it is ... number ONE ... America's champion song
this week, climbing from number FOUR to FIRST place ...
Jerome Kern's "The Way You Look Tonight" ... from
"Swing Time."

("THE WAY YOU LOOK TONIGHT"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DID I REMEMBER".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Did I Remember" ... number FOUR ... played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I LOVE LOUISA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an old favorite,
"I Love Louisa".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I CAN'T ESCAPE FROM YOU"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN on YOUR HIT PARADE this week ...
"I Can't Escape From You".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A FINE ROMANCE".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... Jerome Kern's "A Fine Romance",
from "Swing Time" ... played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

COMMERCIAL NO.3

ANNOUNCER: Time: the present. Scene: Yuma, Arizona..

WOMAN: My, how wonderful this Arizona sun is ... seems like
it just radiates health.

MAN: (WESTERN DRAWL) Yes, ma'am, it's a pretty good climate,
I reckon. I've seen people, in pretty bad shape, come
here for their health, and in a few weeks of this
sun they'd lick their weight in wildcats.

WOMAN: But do you always have this wonderful sun? Don't
you ever have dark days?

MAN: Well, ma'am, I'll tell you. There's a ho-tel in town
where they offer you meals and room - free - every
day in the year that the sun doesn't shine. ..

(MORE)

COMMERCIAL NO.#3 (CONT'D)

ANNOUNCER: There aren't many places that have so much natural sunshine. But today, the magic of sunshine is available in concentrated form through that marvel of modern science ... the ultra violet ray. Alone amongst tobacco manufacturers, Lucky Strike makes use of this important scientific discovery. Every choice leaf of Lucky Strike tobacco not only receives its full share of natural sunshine, but winter and summer alike - extra sunshine goodness is imparted to all Lucky Strike tobaccos by giant ultra-violet ray machines, which have a power of fifty-four thousand watts! Everybody knows - sunshine mellows, heat purifies, Yet no other cigarette offer you the benefits of natural sunshine plus the ultra-violet ray as well - and no other cigarette offers you tobacco from which certain impurities have been removed by the "TOASTING" process. Indeed, the process "ITS TOASTED", which includes the use of the ultra-violet ray, is one of the most important reasons why millions everywhere find Luckies a light smoke - " Light smoke of rich, ripe-bodied tobacco, always clean-tasting - and always kind and gentle to your throat!

ATX01 0014899

("SING BABY SING"DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song that ranks number FIVE in the nation's favor ... "Sing Baby Sing," ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SOUTH SEA ISLAND MAGIC".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to YOUR HIT PARADE at number FIFTEEN ... "South Sea Island Magic"

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SOME OF THESE DAYS".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: You'll all remember this one ... "Some of These Days" ... an extra, played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(PANFARE.....)

ANNOUNCER: Here's that other SWEEPS TAKES winner ... number TWO ... "When Did You Leave Heaven". Last week number ONE ... this week still going strong in SECOND place.

("WHEN DID YOU LEAVE HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("BYE BYE BABY".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And here's the Lucky Strike Orchestra with the tune America ranks number TEN this week
"Bye Bye Baby."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... Popular music's greatest show ... presented by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays and Saturdays. You have just heard Bob Haring and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Freddie Rich and the Lucky Strike Orchestra over another station. And remember ... this week's SWEEPSTAKES ends at midnight Sunday ... that's tomorrow. Here's wishing you luck.

RUYSDAEL: All over the country, people are joining the swing to a Light Smoke. Lucky Strike is making more and more new friends every day. If you're not already smoking Luckies, maybe you've been missing something. Join the swing to a Light Smoke yourself. Buy a pack of Luckies and try them. You'll find real pleasure and smooth going for your throat with Luckies - a Light Smoke of rich, ripe-bodied tobacco.

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

This is the C O L U M B I A B R O A D C A S T I N G S Y S T E M

(Fade theme 20 seconds)

WABC... NEW YORK

ATX01 0014902

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

() ()

10:00 - 11:00 P.M.

OCTOBER 28, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR LUCKY STRIKE HIT PARADE is on the air ... the fifteen most popular songs in the country this week as shown by a nationwide survey. And here's YOUR LUCKY STRIKE SWEEPSTAKE, too ... that grand national cigarette game. It's fun to know the favorite tunes of the week, ^{Enter} ~~and~~ the SWEEPSTAKES ~~is~~ ^{and} ~~your chance to~~ win a prize for your skill ... a prize of fifty delicious Lucky Strike Cigarettes. Join the fun. Just pick the winning song on next week's programs ... and the two runners-up ... 1-2-3 just like that ... and bang ... you're a winner. What a thrill when you win that prize of fifty Luckies ... fifty fine-tasting Luckies ... the only cigarette that has the benefit of the "Toasting" process ... your throat-protection against irritation, against cough. So come on in and play the SWEEPSTAKES. We'll tell you how to enter a little later in the program. Right now we're off with tonight's opening tune ... number FOUR ... "Sing Baby Sing".

("SING BABY SING" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Until the Real thing Comes Along" ... number FIVE on YOUR
HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Me And The Moon" ...
number ELEVEN in the nation's favor.

(MUSIC SWELLS AND FINISHES)

- - - - - (COMMERCIAL NO. 1) - - - - -

ANNOUNCER: Many tobacco men are literally born and bred in the business. They learn about it from their fathers, as their fathers did from their grandfathers. And they know tobacco. Just by the look the feel, the smell of a tobacco leaf, they can tell you pretty nearly everything about it. But ... they're human, after all. They aren't infallible. And tobacco buying is a difficult business. That's why Lucky Strike backs up the trained judgment of its expert buyers with chemical analyses of selected tobacco samples before purchase. Lucky Strike is the only company, so far as we know, to employ this scientific safeguard. And it has been very interesting to note the faults chemistry can reveal in seemingly perfect leaf -- faults that would never be detected even by the most expert buyer in the world. So Lucky Strike offers you this ~~absolute~~ scientific assurance of the high quality of the tobacco used. Luckies are made of the tender center leaves, the Cream of the Crop -- and because this choice tobacco is tested before purchase, you know that it is choice, it is tender, it is the Cream of the Crop. That's one important reason why Luckies are a light smoke of rich, ripe-bodied tobacco.

("ANCHORS AWEIGH" -"ON BRAVE OLD ARMY TEAM" -MEDLEY- ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with a double ... a medley of "Anchors Aweigh" and "On Brave Old Army Team".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHO LOVES YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Who Loves You" ... returning to YOUR HIT PARADE at number TEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("UNTIL TODAY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Until Today" . . . number THIRTEEN on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE LULLABY OF BROADWAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an "extra" that's still mighty popular ... "The Lullaby of Broadway" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

- - - - - (COMMERCIAL NO. 2) - - - - -

(COMMERCIAL NO. 2)

ANNOUNCER: Are you looking forward to a gay weekend, with
Hallowe'en parties in prospect?

(FADE IN LAUGHTER - SOFT MUSIC: "THREE O'CLOCK IN THE MORNING")

GIRL: Let's rest a minute, Dan, and have a Lucky.

BOY: Sure ...here you are!

(CLICK OF LIGHTER - PAUSE)

GIRL: Thank you ... I don't know when I've smoked so much.
Yet my throat feels just as clear now as it did this
morning. I guess what they say about a Light Smoke
is right - Luckies certainly are kind to your throat.

ANNOUNCER: Yes, Luckies are kind to your throat and if you're
looking forward to doing some "night and day" smoking
this weekend, you'll do well to remember that A Light
Smoke leaves a clean taste ... and a clear throat.
You'll notice an ad in your newspaper tomorrow which
says ... Lucky for you - It's A Light Smoke! When
fun and smoking last way into the night ... on party
nights - or whenever you do a lot of smoking - you'll
find that Luckies - a Light Smoke are a comfort as
well as a joy! For since Luckies are a Light Smoke,
there's no wear and tear on your throat. They're the

(COMMERCIAL NO. 2 cont'd)

ANNOUNCER: only cigarette that's "TOASTED" ...your protection against irritation. So tomorrow, or better, right now, reach for a Lucky - rich with the taste of fine center-leaf tobacco. It's a good morning smoke with a clean, fresh taste. And it's a good night smoke ... easy on you ... gentle. That's because Luckies are a light smoke - of rich, ripe-bodied tobacco. It's never too late for a Light Smoke ...never too late for a Lucky!

(FANFARE)

ANNOUNCER: Number THREE ... a winner! Jerome Kern's "A Fine Romance",
from "Swing Time", climbs from SEVENTH place to THIRD
the country round.

("A FINE ROMANCE" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune America picks for number FOURTEEN on YOUR
HIT PARADE ... "I Can't Escape From You".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("BYE BYE BLUES" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Fifteen to
play a crackerjack extra tune ... "Bye Bye Blues".

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: Here we go with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in America this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here we go with YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game. It's America's favorite pastime, with a barrel of fun for everybody ... nearly two million prizes have already been awarded ... prizes of Lucky Strike Cigarettes ... A Light Smoke of rich, ripe-bodied tobacco. Even though you're buying Luckies regularly and have been smoking them for years, it's a grand thrill to win a prize for your skill ... So come on in and join the fun. Here's all you have to do to enter the SWEEPSTAKES:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company: New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOUNCER: Here you are, SWEEPSTAKES fans! The top winner!
America's Public Melody Number ONE again from Coast to
Coast ... Jerome Kern's ... "The Way You Look Tonight"
... from "Swing Time".

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DREAM A WHILE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer to YOUR HIT PARADE ... number FIFTEEN
... "Dream a While".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ALEXANDER'S RAGTIME BAND" - "PICCOLINO" - "TOP HAT" - MEDLEY -

(FADE FOR ANNOUNCEMENT)

ORCHESTRA)

ANNOUNCER: Here's the Lucky Strike Orchestra with ... a triple ...
a medley of three Irving Berlin tunes ... "Alexander's
Ragtime Band", and "Piccolino" and the title song from
"Top Hat".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("A STAR FELL OUT OF HEAVEN" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "A Star Fell Out of Heaven" ... number SEVEN this week ...
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune America picks for number EIGHT on YOUR
HIT PARADE ... "I'll Sing You a Thousand Love Songs".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

ANNOUNCER: The radio has brought remarkable changes in American life. Among the most important has been the development of the art of public speaking, and how essential it is for a public speaker - and for all of us, for that matter - to have a clear voice free of harshness and huskiness. We have just received an unsolicited letter from a lady in Boston, telling us that her husband, a political speaker, selects his cigarettes with care and chooses Luckies because they offer throat protection against irritation, against cough. Our friend writes, Quote My husband, Jack, has smoked Luckies for years. In fact, he uses twelve packages a week. He is quite a politician in Boston. On account of the hectic campaigning the past few months, I advised him to cut down on his smoking so his voice would not become husky and harsh. He answered, "Well, to keep my throat right, I'm smoking Luckies."

That's an interesting one. Yes, public speakers know the advantages of Lucky Strikes. They know they can smoke as many Luckies as they want and their throat keeps clear, their voice keeps clear, for Luckies are gentle to the throat. It is only Luckies that give your throat the protection offered by the exclusive "Toasting" process. So make your choice Luckies - a light smoke of rich, ripe-bodied tobacco - and then smoke to your throat's content. A light smoke is better for you.

("YOU TURNED THE TABLES ON ME" QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "You Turned the Tables on Me" ... this week's number TWELVE song.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DID I REMEMBER" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Did I Remember" ... number SIX ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THREE LITTLE WORDS" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with an extra tune we think you'll like ... "Three Little Words".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here it is -- that other winner in the Sweepstakes ... America's number TWO song ... "When Did You Leave Heaven" ... in the money again at number TWO.

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("BYE BYE BABY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE . . . "Bye Bye Baby" . . . played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE . . . popular music's greatest show . . . brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week . . . Wednesdays and Saturdays. You have just heard Freddie Rich and the Lucky Strike Orchestra . . . Be sure to tune in again next Wednesday on this same station to hear the hit tunes of next week . . . and don't forget to mail your entry for this week's SWEEPSTAKES not later than this coming Sunday midnight.

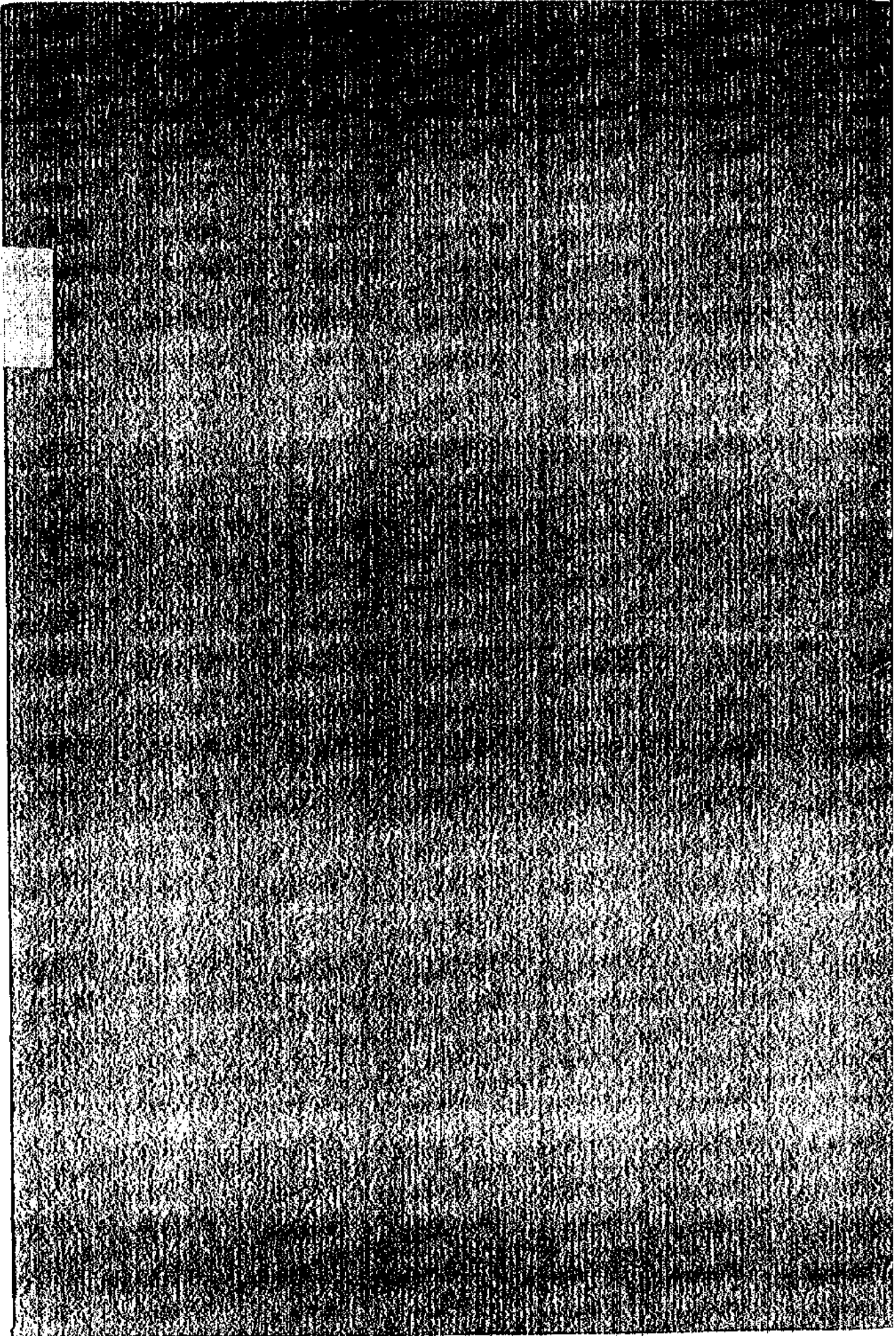
RUYSDAEL: "Lucky for you . . . it's a Light Smoke," Thousands now-a-days are learning the full meaning of those words. They're discovering that Luckies offer a new high in smoking pleasure. If you're not now smoking Luckies, why not buy a pack and try them? Maybe you've been missing something. We think that when you try them you, too, will join the nationwide swing to a Light Smoke of rich, ripe-bodied tobacco... ~~to~~ Lucky Strike. *It's Toasted*

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants. THIS IS THE NATIONAL BROADCASTING COMPANY.

cfw/eb
10/27/36.

NOVEMBER



THE AMERICAN TOBACCO COMPANY

REVISED

WISAF

"YOUR HIT PARADE"

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

NOVEMBER 4, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the fifteen most popular songs in America this week as shown by a nationwide survey. And here's that grand national cigarette game...YOUR LUCKY STRIKE SWEEPSTAKES. It's planned for your enjoyment ... so come on in and join the fun. All you do is pick next week's winning songs ... 1 - 2 - 3 just like that. And if you're right, you win a prize ... a prize of fifty Luckies ... fifty fine-tasting Luckies, each one round and firm and fully packed, the only cigarette that has the benefit of that famous process "IT'S TOASTED". Even though you buy Luckies regularly..... even though you've been smoking them for years ... it's a grand thrill to win a prize. So come on in and try your skill. We'll tell you how to enter the SWEEPSTAKES a little later. Meanwhile, we're off with the tune that ranks number SIX this week "Sing Baby Sing".

("SING BABY SING" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

ATX01 0014917

("MIDNIGHT BLUE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer at number FIFTEEN on YOUR HIT PARADE

"Midnight Blue" ... from the "Ziegfeld Follies of 1936".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU TURNED THE TABLES ON ME" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "You Turned the Tables on Me".....Number FOUR this week.

(MUSIC SWELLS AND FINISHES)

.(COMMERCIAL NO. 1).

(COMMERCIAL NO. 1)

(REVISED)

ANNOUNCER: Time marches on - men - manners and methods change. One of the most revolutionary changes in the preparation of tobacco is that famous modern and exclusive Lucky Strike process known as "It's Toasted". For "TOASTING" is modern science's answer to the age-old problem of irritants in tobacco. Certain harsh acids and impurities, naturally present in the choicest leaf, are actually removed in quantities by that famous and exclusive Lucky Strike process known as "It's Toasted". The result is, inevitably, an entirely new standard in smoking pleasure -- a cigarette which tastes good and is gentle with your throat all the day through -- from the first puff in the morning till the last at night. Remember these two things: One - "TOASTING" removes certain harsh irritants that are naturally present in all tobacco -- even the finest!...and two - Lucky Strike is the only cigarette that gives you the throat protection of the "Toasting" process. That's why Luckies are the truly modern cigarette -- A Light Smoke of rich, ripe-bodied tobacco....A Light Smoke, kind and gentle to your throat. Lucky Strike, "It's Toasted".

ATX01 0014919

("YOU'RE O.K." - "AFTER YOU'VE GONE" . . . MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a Lucky Strike double ... a medley of "You're O.K." and "After You've Gone".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I'll Sing You a Thousand Love Songs" ... number FIVE ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DID YOU MEAN IT" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Did You Mean It".....a newcomer to YOUR HIT PARADE starting this week way up at number EIGHT.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"WHY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's fifteen to play "Why" ... a grand extra tune.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: It's rare, indeed, to find any product so good that it literally sells itself. Recently, the following amusing letter came to us from Mr. S. Sohmers of 1635 McCombs Road, Bronx, New York.

MAN: Gentlemen: Two weeks ago I won a tin of fifty Luckies, and here's what happened to my fifty cigarettes. I'm a salesman for a company that makes flowers at 693 Broadway. There are twenty-five girls in the place. With the exception of a few, they all used to smoke other brands of cigarettes. However, they all wanted to try my Luckies. Well, the very same day my Luckies were gone. But you would be surprised how every girl in the place now smokes Luckies. They tell me they like them and won't change for a different brand. How is that for salesmanship? Gee, I wish I could sell my flowers as quick.

ANNOUNCER: (LAUGHS) Thank you for your letter, Mr. Sohmers, and we wish you all the luck in the world in your business. May we emphasize that this tribute to Luckies - like the many other letters from Sweepstakes winners we have in our files - is absolutely unsolicited. To give Luckies a fair trial is really to be "sold" on them. For the exclusive Lucky Strike process known as "IT'S TOASTED" makes Luckies different from any other cigarette in the world, removes from Luckies certain harsh irritants naturally present in even the finest tobacco, and gives you a smoother, gentler smoke - A Light Smoke of rich, ripe-bodied tobacco. Isn't it worth your while to try Luckies, too? Discover for yourself what A Light Smoke - what Lucky Strike - "It's Toasted" means - a light smoke ... thorough smoking enjoyment without throat irritation.

(FANFARE)

ANNOUNCER: Here you are, SWEEPSTAKES fans ... a winner! Number THREE ..
Jerome Kern's "A Fine Romance" from "Swing Time"....THIRD
again from Coast to Coast.

("A FINE ROMANCE" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("UNTIL THE REAL THING COMES ALONG" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TWELVE on YOUR HIT PARADE this week...."Until the
Real Thing Comes Along".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DOWN THE FIELD" - "HARVARDIANA" .. MEDLEYQUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the Lucky Strike Orchestra with - a "Lucky Strike
double" - a musical double pass ... a Medley of two football
songs - Yale's "Down the Field" and "Harvardiana"

(MUSIC SWELLS AND FINISHES)

. STATION BREAK

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Let's go with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular tunes in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants. And let's go with YOUR LUCKY STRIKE SWEEPSTAKES ... that grand national cigarette game. It's America's number one game .. so come on in and join the fun. Over two million prizes have already been awarded in the SWEEPSTAKES -- prizes of Lucky Strike Cigarettes, "It's Toasted" .. A Light Smoke of rich, ripe-bodied tobacco... It's easy to play the SWEEPSTAKES, and it's easy to win. Maybe this is your Lucky week ... so hop aboard the SWEEPSTAKES bandwagon. Here's all you have to do to enter:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's program. TWO: The card must be mailed to The American Tobacco Company: New York City, or The American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOUNCER: Here's ... the winner! Jerome Kern's "The Way You Look Tonight", from "Swing Time" ... number ONE this week... on top again from Coast to Coast!

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DID I REMEMBER" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that ranks number ELEVEN this week... "Did I Remember".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLAP YO' HANDS - "THAT CERTAIN FEELING" - "FASCINATING RHYTHM" -

(FADE FOR ANNOUNCEMENT)

MEDLEY . . . ORCHESTRA)

ANNOUNCER: Here's a Lucky Strike triple! A medley of three Gershwin tunes... "Clap Yo' Hands", "That Certain Feeling", and "Fascinating Rhythm".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(REVISED)

-7-

("WHO LOVES YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN on YOUR HIT PARADE this week ... "Who Loves You".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I CAN'T ESCAPE FROM YOU" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number THIRTEEN in your favor this week ... "I Can't Escape From You" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

ATX01 0014925

(REVISED)

(COMMERCIAL NO. 3)

ANNOUNCER: Here we are at a football game - Ball's on the ten yard line. It's the second quarter...two minutes to go. And the crowd is wild...

(SOUND OF CROWD CHEERING)

FIRST MAN: What a tackle! Did you see that? What a football game!

SECOND MAN: Sure is for -- (COUGHS) Whew!

FIRST MAN: Say, you're yelling yourself hoarse, aren't you?

SECOND MAN: It's these -- (COUGHS) -- cigarettes of mine...Can't smoke them and do all this yelling...gets my voice first thing...got to cut down...

FIRST MAN: Why cut down? It's probably the kind of cigarette you're smoking. Here... take one of my Luckies... They're easy on your throat...

(SOUND OF CROWD CHEERING AGAIN FADES FOR)

ANNOUNCER: Yes, Luckies are always easy on your throat. If you're hoarse at the game this Saturday -- it won't be from smoking -- if yours is a light smoke -- a Lucky. Friday, you'll see an ad in your paper which says -- "Lucky for You -- It's a Light Smoke! Guard that throat! Block that cough and raw irritation...reach for a light smoke... a Lucky! Whether you're shouting, and cheering the team, or just talking and singing and laughing at home, there's a tax on your throat you can hardly ignore. So, when choosing your smoke...it pays to think twice. Reach for a light smoke...a Lucky...and get the welcome throat protection that only Luckies offer -- the exclusive protection of the process, 'IT'S TOASTED'".

(MORE)

ATX01 0014926

ANNOUNCER:
(CONT'D)

Next time at the football game or wherever you go, take plenty of Luckies...for Luckies are a light smoke -- and a light smoke leaves a clear throat -- a clean taste.

(more)

("ORGAN GRINDER'S SWING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Organ Grinder's Swing"
... a newcomer at number FOURTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SOUTH SEA ISLAND MAGIC" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "South Sea Island Magic" ... number TEN on YOUR HIT
PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CRAZY RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Crazy Rhythm" ... not
a SWEEPSTAKES contender ... but what a tune!

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Number TWO ... a winner in the SWEEPSTAKES! "When Did
You Leave Heaven" ... second again this week ... we hope
you picked it right.

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's number NINE tune ... "Me and the Moon".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... popular music's greatest show ... brought to you by Lucky Strike Cigarettes. YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week ... Wednesdays and Saturdays. You have just heard Freddie Rich and the Lucky Strike Orchestra ... Be sure to tune in Saturday to hear Al Goodman and the Lucky Strike Orchestra over another station ... and don't forget to send in your entry for this week's SWEEPSTAKES ...

RUYSDAEL: America's going for the SWEEPSTAKES lock, stock, and barrel, from Coast to Coast. And it's the same way with Luckies. From Maine to California smokers are joining the nationwide swing to Lucky Strike ... A Light Smoke of rich, ripe-bodied tobacco. If you're not already smoking Lucky Strikes, maybe you've been missing something. Buy a pack and try them. You'll find Luckies are kind to your throat - easy when you inhale -- for remember Luckies are the only cigarette that have the benefit of that exclusive process "IT'S TOASTED" -- your throat protection against irritation, against cough.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked
each week by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY.

NC/DM
11/4/36

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, NOVEMBER 7, 1936
10:00 to 11:00 P.M.

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in America this week as shown by a nationwide survey.

And...YOUR LUCKY STRIKE SWEEPSTAKES...that grand national cigarette game. Millions are playing the Sweepstakes - testing their knowledge of popular songs. It's fun to know America's favorite songs...and it's a barrel of fun to win a prize...so come on in and test your skill. Just pick the top song on next week's programs and the two runners-up, - 1 - 2 - 3 just like that. Then send in your card and win your prize...a prize of fifty Lucky Strike cigarettes...fifty fine-tasting Luckies, wonderfully easy on your throat because of that famous process..."IT'S TOASTED." What a thrill when you spot the winners and get that prize! (MORE)

ATX01 0014931

ANNOUNCER:
(Cont'd)

We'll tell you how to enter the SWEEPSTAKES, a little later. Right now, let's go, with tonight's opening tune...number NINE... "He And The Moon."

("ME AND THE MOON".....ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("DID I REMEMBER".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

The Lucky Strike Orchestra plays this week's number ELEVEN tune... "Did I Remember."

(MUSIC SWELLS AND FINISHES)

segue to

("YOU TURNED THE TABLES ON ME"....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

"You Turned The Tables On Me"...number FOUR on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

BOONE: 31 dollars bid 31 dollars bid 31 31 31 dollars
bid.

32 dollars bid 32 dollars bid 32 doo doo didy doo
dollars bid ... (FADE)

ANNOUNCER: Have you ever heard a stranger song? That's the
chant of the tobacco auctioneer -- just as it has
been handed down for generations. And the voice
you heard is the voice of one of the most famous
auctioneers in the country -- F. E. Boone -- who
is in the studio with us tonight. Mr. Boone has
been auctioning on the tobacco market for 25
years, and in that time has sold millions and
millions of dollars' worth of tobacco. We ask
you to imagine a scene in one of the vast tobacco
warehouses. Mr. Boone, accompanied by a little
group of some 20 tobacco buyers representing as
many different companies, moves between the long
rows of tobacco piled in baskets. The buyers
make their bids in competition and Mr. Boone,
watching their silent signals, continually sings
his song ...

COMMERCIAL NO. 1 (CONTINUED)

BOONE:

A. (32 dollars bid 32 dollars bid 32 DOC DOC DOC
DIDY DCO DOLLARS bid.
(
1ST (33 dollars bid 34 dollars bid 34 and 4 and 5
SALE dollars bid.
(
(35 dollars bid 35 dollars bid 35 and 5 and 5
dollars bid. SOLD AMERICAN.
B. (37 dollars bid 37 dollars bid 37 and 7 and 7
dollars bid.
(
2ND (38 dollars bid 38 dollars bid 38 Mate Mate
SALE Mate Mate dollars bid.
(
(39 dollars bid 39-9-9 39 dollars bid 39 39
9 9 9 9 SOLD AMERICAN
C. (41 dollars bid 41 dollars bid 41 1 42
dollars bid.
(
3RD (42 dollars bid 42 dollars bid DIDY
SALE DOODOODOO DIDY000 dollars bid.
(
(43 dollars bid 44 dollars bid 44 and 4
and 5 dollars bid.
(
(45 5 5 45 5 5 all done - SOLD TO AMERICAN
TOBACCO COMPANY.

ANNOUNCER: And "SOLD TO AMERICAN TOBACCO COMPANY" -- makers
of Lucky Strike cigarettes -- has come to be a
genuine mark of merit at tobacco auctions
everywhere. There are three good reasons.
First, Lucky Strike tobacco buyers are as
experienced and as canny at their work as Mr.
Boone is at his. Second, all Lucky Strike
tobacco buyers are always instructed to buy to
the Lucky Strike grade, the choice center leaves
that are the Cream of the Crop. (MORE)

COMMERCIAL NO. 1 (CONTINUED)

ANNOUNCER:
(Cont'd)

And third, Lucky Strike makes scientifically sure that it really gets the "Cream of the Crop" by providing for chemical analysis of selected tobacco samples before purchase -- a precaution so far as we know, taken only by Lucky Strike. So ask for Lucky Strike -- "It's Toasted" -- A Light Smoke of rich, ripe-bodied tobacco -- if you want to be sure of enjoying the finest tobacco grown...the Cream of the Crop.

("ALABAMA BOUND" -- "WAY DOWN YONDER IN NEW ORLEANS" - MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now, one of those Lucky Strike doubles...a medley of "Alabama Bound" and "Way Down Yonder in New Orleans."

(MUSIC SWELLS AND FINISHES)

segue to

("I'LL SING YOU A THOUSAND LOVE SONGS"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE in the nation's favor this week.... "I'll Sing You A Thousand Love Songs" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("MIDNIGHT BLUE"QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer to YOUR HIT PARADE... "Midnight Blue"...number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

segue to

("CHINATOWN BY CHINATOWN"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER:

The Lucky Strike Orchestra plays an extra
that corking good tune "Chinatown My Chinatown."

(MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 2

COMMERCIAL NO. 2

WOMAN: Tom, that was the swellest party!

MAN: And, I've got the swellest after-party idea,
honey. How about a raid on the icebox?

WOMAN: (LAUGHS) You're thinking of that cold chicken.

MAN: You bet I am!

WOMAN: And some coffee?

MAN: Um -- yes!

WOMAN: And one last Lucky to top it off?

ANNOUNCER: Even though you smoke one cigarette after another
far into the night, you'll find that Luckies leave
a clean taste, a clear throat. Yes, even though
you smoke from morn 'til midnight. So remember:
Lucky for you -- it's a Light Smoke! -- a light
smoke - of rich, ripe-bodied tobacco. The
cigarette that leaves your throat free and clear
on party nights, will also leave it free and
clear every night. So, whether it's a "big date"
or "early to bed," protect the delicate membranes
of your throat! Reach for a light smoke ---
a Lucky.

(MORE)

COMMERCIAL NO. 2 (CONTINUED)

ANNOUNCER:
(Cont'd)

You'll get the finest tobacco money can buy ---
AND certain harsh irritants nature conceals in
even the most perfect specimen of raw tobacco
^{have} ~~has~~ been expelled. Remember, these harsh
irritants are OUT of your Lucky Strike. The
exclusive process "It's Toasted" takes them
out. And so Luckies - A Light Smoke - give
your taste a thrill....and give your throat
protection!

ATX01 0014939

(PANPANE)

ANNOUNCER: SWEEPSTAKES ahoy! Here's a winner...a winner
at number THREE. THIRD again the country round...
Jerome Kern's "A Fine Romance" from "Swing Time."

("A FINE ROMANCE".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I CAN'T ESCAPE FROM YOU".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number THIRTEEN on YOUR HIT PARADE..."I Can't
Escape From You."

(MUSIC SWELLS AND FINISHES)

segue to

("HALLELUJAH" -- "SOMETIMES I'M HAPPY" - "GREAT DAY" - MEDLEY
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Clear the wires for...a Lucky Strike triple! Here's
the Lucky Strike Orchestra with a medley of three
swell tunes.."Hallelujah," "Somotimos I'm Happy,"
and "Great Day."

(MUSIC SWELLS AND FINISHES)

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

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

ANNOUNCER: On with YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants. And let's go with YOUR LUCKY STRIKE SWEEPSTAKES...the biggest game in America. Everybody's invited to join the fun. Even though you buy Luckies regularly, we want you to have the fun of winning. So come on in, There's no limit to the number of prizes...prizes of fifty Lucky Strike Cigarettes...a light smoke of rich, ripe-bodied tobacco...and, remember, "IT'S TOASTED". your throat protection against irritation, against cough. It's easy to play...it's easy to win. Over two million prizes have already been awarded in YOUR LUCKY STRIKE SWEEPSTAKES -- Think of it -- over two million. Maybe this is your Lucky week.. maybe one of those prizes will be heading your way. Here's all you have to do to enter the SWEEPSTAKES.

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

(MORE)

ATX01 0014941

BARUCH: (CONT'D)

TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES. THREE Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: Your LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNCR: All hail the chief...America's number ONE song! Here it is...FIRST again from Coast to Coast... Jerome Kern's "The Way You Look Tonight" from "Swing Time".

("THE WAY YOU LOOK TONIGHT".....CLARK AND ORCHESTRA

(MUSIC SWELLS AND FINISHES

segue to

("SOUTH SEA ISLAND MAGIC".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number TEN..."SOUTH SEA ISLAND MAGIC"..Played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("BLOW GABRIEL BLOW".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: The Lucky Strike Orchestra leaves this week's
Fifteen to play an extra"Blow Gabriel Blow",
from "Anything Goes".

(MUSIC SWELLS AND FINISHES)

segue to

("UNTIL THE REAL THING COMES ALONG".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: "Until The Real Thing Comes Along"....number
TWELVE on YOUR HIT PARADE. this week.

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number SEVEN in the nation's favor.."Who Loves You"
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

ATX01 0014943

COMMERCIAL NO. 3:

ANNOC'R: We are going to ask Mr. Boone, the tobacco auctioneer whose strange, singsong auctioneer's chant you heard earlier in this program, to step to the microphone again and answer two questions..

Mr. Boone, I've heard many smokers say...that tobacco's just tobacco -- that there's not much difference, after all, in the different grades of tobacco. Is that true?

BOONE: (LAUGHS) If it was true, I wouldn't have a job. Why, there's as much difference between good tobacco and bad tobacco as there is between a Kentucky Derby winner and a no-account mule. And just as much difference in price too.

ANNOC'R: Well, Mr. Boone, here's another question: Suppose you yourself picked out the very best tobacco at a tobacco auction -- the Cream of the Crop -- would you want to smoke that tobacco in its natural condition, just as it was?

BOONE: No sir! No Siree! No tobacco in its natural raw condition tastes its best-not even the best tobacco in the world.

COMMERCIAL NO 3 (CONT'D)

ANNOUNCER: Thank You, Mr. Boone...And that's exactly why Lucky Strike submits its Cream of the Crop tobacco to the famous and exclusive process known as "IT'S TOASTED"..Because all tobacco, in its natural state, contains ^{harsh} harsh irritants, and the "TOASTING" process removes these irritants in quantities, makes Lucky's finer tobaccos even finer., hence gives you a cigarette that is truly smooth...A Light Smoke, kind and gentle to your throat. Remember these two things, next time you are buying cigarettes One, Lucky Strike uses the finest tobacco, the Cream of the Crop...and, two, Lucky Strike -- and Lucky Strike alone -- offers you the further benefits of the famous process, "IT'S TOASTED".... your throat-protection against irritation, against cough.

(MORE)

ATX01 0014945

("THE ORGAN GRINDER'S SWING".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Here's a newcomer at number FOURTEEN..."THE ORGAN GRINDER'S SWING"....played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("DID YOU MEAN IT".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A nother newcomer...starting at number EIGHT on YOUR HIT PARADE....."Did You Mean It".

(MUSIC SWELLS AND FINISHES)

segue to

("GOOD NEWS" -- "THE BEST THINGS IN LIFE ARE FREE" -"VARSITY DRAG" * MEDLEY....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A Lucky Strike Triple - a three round knockout - a medley of "Good News", "The Best Things In Life Are Free", and "Varsity Drag".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE)

ANNOC'R: Here it is SWEEPSTAKES fans, here's that other winner you've been waiting for..number TWO.... "When Did You Leave Heaven"....SECOND again in the nation's favor.

("WHEN DID YOU LEAVE HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SING BABY SING".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: "Sing Baby Sing"...number SIX....played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOC'R: That's YOUR HIT PARADE for this week...Popular music's greatest show... presented by Lucky Strike Cigarettes..YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice each week... Wednesdays and Saturdays. You have just heard Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Freddie Rich and the Lucky Strike Orchestra over another station. This week's SWEEPSTAKES end at midnight Sunday... That's tomorrow. Be sure to join in. Use any postcard..or you can obtain specially printed entry cards wherever you buy your Lucky Strikes. Here's wishing you luck.

RUYSDAEL: Many many winners in the Sweepstakes and now Lucky Strike smokers everywhere are writing us to express the pleasure they are finding in Luckies, a light smoke of rich, ripe-bodied tobacco. If you're not smoking Luckies now why not buy a pack tomorrow morning, or better, even, tonight, and try them? Maybe you've been missing something. Lucky Strike, you know, is the only cigarette to offer you the benefit of that exclusive process "IT'S TOASTED"...your throat protection against irritation, against cough.

CLOSING SIGNATURE....."HAPPY DAYS ARE HERE AGAIN"

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

This is the COLUMBIA BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

mr/rs

ATX01 001494B

Revised

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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

NOVEMBER 11, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR LUCKY STRIKE HIT PARADE...the fifteen most popular tunes in America this week as shown by a nationwide survey....

And, America's number one game...YOUR LUCKY STRIKE SWEEPSTAKES ... the game with millions of players...the game that keeps you "in the know" on the nation's song favorites... and -- the game with no limit to the number of winners! Just listen to the songs on YOUR HIT PARADE this week -- then, pick the three tunes that will rank 1 - 2 - 3 - just like that - in popularity next week, and win a prize... a prize of fifty Lucky Strike Cigarettes.... fifty fine-tasting Luckies... the only cigarette that has the benefit of that famous process "IT'S TOASTED" -- your throat protection against irritation, against cough. If you haven't started playing the Sweepstakes yet, you're missing a barrel of fun. So come on in. There's no entry fee, nothing to buy. We'll tell you how to enter a little later. Right now we're off with tonight's opening tune... number EIGHT.... "You Turned the Tables on Me".

("YOU TURNED THE TABLES ON ME" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

{SEGUE TO:

("TO MARY WITH LOVE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to YOUR HIT PARADE.... "To Mary With Love"
starting this week at number FIFTEEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ON WISCONSIN" - "NOTRE DAME VICTORY MARCH" - MEDLEY, QUARTET & ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's ^{a *Lucky strike double*} musical double pass.... a medley of "On Wisconsin"
and the "Notre Dame Victory March".

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L N O 1)

(COMMERCIAL #1)

ANNOUNCER: Special! Return engagement!....

BOONE: 31 dollars bid 31 dollars bid 31 31 31 dollars bid.
32 dollars bid 32 dollars bid 32 doodoo didy doo dollars
bid....(FADE)

ANNOUNCER: Did you hear that strange sing-song chant of the tobacco
auctioneer on Your Hit Parade last Saturday?...Well, we've
had so many interested comments that we've asked the
auctioneer -- Mr. F. E. Boone -- to grant us a return
engagement tonight. Mr. Boone -- an auctioneer of
twenty-two years' experience -- has sold millions and
millions of dollars' worth of tobacco. Just imagine a
typical scene -- the huge warehouse -- the rows of tobacco
piled in baskets -- some twenty tobacco buyers accompanying
Mr. Boone, each buyer representing a different company, and
each signalling his bids. Mr. Boone, watching their ~~signals~~^{secret}
signals, constantly chants the prices as the bids are made....

BOONE: A. (32 dollars bid 32 dollars bid 32 D00 D00 D00 DIDY
(DOLLARS BID.
1ST SALE { 33 dollars bid 34 dollars bid 34 and 4 and 5 dollars
bid.
35 dollars bid 35 dollars bid 35 and 5 and 5 dollars
bid. SOLD AMERICAN.
B. { 37 dollars bid 37 dollars bid 37 and 7 and 7 dollars
bid.
2ND SALE { 38 dollars bid 38 dollars bid 38 Nate Nate Nate
dollars bid.
{ 39 dollars bid 39-9- 39 dollars bid 39 39 9 9 9 9
{ SOLD AMERICAN

(cont)

BOONE
(CONT)

C. { 41 dollars bid 41 dollars bid 41 1 42 dollars bid.
 3RD { 42 dollars bid 42 dollars bid DIDY DOODOODOO DIDYOO
 SALE { dollars bid.
 { 43 dollars bid 44 dollars bid 44 and 4 and 5 dollars
 { bid.
 { 45 5 5 45 5 5 all done - SOLD TO AMERICAN TOBACCO
 { COMPANY.

ANNOUNCER: Yes, that's the way tobacco actually is bought and sold at auctions. And if you could be present yourself, you would see American Tobacco Company buyers getting the very best grades. For the makers of Lucky Strike cigarettes buy only the choicest tobacco -- the Cream of the Crop -- and they willingly pay extra for it.

Lucky Strike's tobacco buyers - are as expert at buying as Mr. Boone is at auctioneering. Furthermore, the Lucky Strike buyers have an added advantage over other tobacco buyers. Lucky Strike, and so far as we know, only Lucky Strike, makes chemical analyses of selected tobacco samples before purchase. This precaution really guarantees the high quality of all Lucky Strike tobaccos. If you want to be sure of enjoying the finest tobacco grown -- the choice center leaves that are the Cream of the Crop -- ask for Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco.

("DID YOU MEAN IT" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE:,,,"Did You Mean It" ..played by the Lucky Strike Orchestra,

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SOUTH SEA ISLAND MAGIC" LAMBERT AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "South Sea Island Magic"...number SIX on YOUR HIT PARADE this week.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I KNOW THAT YOU KNOW" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Fifteen to play "I Know That You Know" ..a crackerjack extra tune.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PENNIES FROM HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer at number THIRTEEN on YOUR HIT PARADE... the title song from "Pennies From Heaven".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHO LOVES YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Who Loves You"..number SEVEN the country round..played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L NO. 2)

ANNOUNCER: The switchboard operator who begins work at nine in the morning....

WOMAN: Good morning, Jones Company -- Thank you....Good morning, Jones Company -- Just a minute please....Thank you....
Good morning, Jones Compa -- (FADE OUT)

ANNOUNCER: This same switchboard operator is still on the job at five in the afternoon....

WOMAN: Good afternoon, Jones Company -- Yes sir, he'll be here in the morning...Thank you....Good afternoon, Jones Company - Thank you....

ANNOUNCER: Constant talking puts a strain on your throat. But all of us use our voices far more than we realize. It is important to guard the gift of speech -- man's greatest physical distinction over other living things. And so, every day thousands more people realize that Luckies are easier on the delicate membranes of the throat. — That Luckies are -- A Light Smoke of the tender center leaves of the highest-priced tobacco. For Lucky Strike is minus certain harsh irritants naturally present in even the finest tobacco. These irritants have been removed by Lucky Strike's famous and exclusive process "It's Toasted". This throat protection is truly important to everyone who wants a voice clear as a bell...kept free from irritation and cough. Stop and think of your throat -- your voice, and we believe that you, too, will change to Luckies - A Light Smoke of rich, ripe-bodied tobacco.

(FANFARE)

ANNOUNCER: SWEEPSTAKES ahoy! Stand by for a new prize-winner!
Number THREE...."I'll Sing You a Thousand Love Songs"....
last week number FIVE...this week THIRD from Coast to
Coast!

("I'LL SING YOU A THOUSAND LOVE SONGS"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SIBONEY" "LA CUCARACHA" . . MEDLEY.ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays....a Lucky Strike double....
a medley of ^{two} rhumbas..."Siboney and "La Cucaracha".

(MUSIC SWELLS AND FINISHES)

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

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN"

ANNOUNCER: Here we go with YOUR LUCKY STRIKE HIT PARADE ... the fifteen most popular songs in the country this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And let's go with that grand national cigarette game, YOUR LUCKY STRIKE SWEEPSTAKES. Come on in ... everybody ... join the fun and win yourself a prize of fifty Lucky Strike Cigarettes -- fifty delicious Luckies ... a Light Smoke, of rich, ripe-bodied tobacco. Over two million prizes have already been awarded, so certainly you can win. Even though you buy Luckies regularly don't fail to enter the SWEEPSTAKES. We want you to win, too. Here's how you enter:

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company: New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. More than one entry disqualifies you for that week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(PARADE)

ANNOUNCER: Number ONE! Still the nation's favorite ... still the Captain of YOUR HIT PARADE ... Jerome Kern's "The Way You Look Tonight", from "Swing Time".

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("LUCKY FOR YOU" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays another extra and its name is "Lucky for You" .. It's not a SWEEPSTAKES contender, but a mighty catchy tune.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DID I REMEMBER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune America picks for number NINE ... "Did I Remember" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("MIDNIGHT BLUE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number ELEVEN on YOUR HIT PARADE this week ... "Midnight Blue", from "The Ziegfeld Pollies".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A FINE ROMANCE" QUARTET AND ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune America picks for number FOUR ... "A Fine Romance" *from Jerome Kern's "Swing Time"* ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO.3)

COMMERCIAL NO. 3

ANNOUNCER: We are going to ask Mr. Boone, the tobacco auctioneer whose strange chant you heard earlier in this program, to step to the microphone and answer two questions..

Mr. Boone, I've heard many smokers say...that tobacco's just tobacco -- that there's not much difference in the various grades of tobacco. Is that true?

BOONE: (LAUGHS) If it was true, I wouldn't have a job. Why, there's as much difference between good tobacco and bad tobacco as there is between a Kentucky Derby winner and a no-account mule. And just as much difference in price too.

ANNOUNCER: Well, Mr. Boone, suppose you yourself picked out the very best tobacco at a tobacco auction -- the Cream of the Crop -- would you want to smoke that tobacco in its natural condition, just as it was?

BOONE: No sir! No Siree! No tobacco in its natural raw condition tastes its best.

ANNOUNCER: Thank you, Mr. Boone...That's exactly why Lucky Strike submits its "Cream of the Crop" tobacco to the famous and exclusive process known as "IT'S TOASTED"

(MORE)

COMMERCIAL NO. 3 (CONTINUED)

ANNOUNCER: (CONTINUED)

Because all tobacco, in its natural state, contains certain harsh irritants, and the "TOASTING" process removes these irritants in quantities, makes Lucky's finer tobaccos even finer., hence gives you a cigarette that is truly smooth....A Light Smoke, kind and gentle to your throat. Remember these two things, next time you buy cigarettes. One, Lucky Strike uses the finest tobacco, the Cream of the Crop...and, two, only Lucky Strike offers you the benefits of the famous process, "IT'S TOASTED".... Only Lucky Strike gives your throat this important protection.

("ME AND THE MOON" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's number TEN
tune ... "Me and the Moon".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("IN THE CHAPEL IN THE MOONLIGHT" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer ... "In the Chapel in the Moonlight" ...
starting at number TWELVE on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE DEVIL AND THE DEEP BLUE SEA" - "LIMEHOUSE BLUES" } MEDLEY ..ORCH)
"THE JAPANESE SANDMAN" }

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an extra ... one of those Lucky Strike triples ...
a medley of three tunes you'll all remember.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: A winner ... a winner in the SWEEPSTAKES! Number TWO ...
"When Did You Leave Heaven" ... SECOND again in the
nation's favor.

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SING BABY SING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sing Baby Sing" .. number FOURTEEN ... played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... Popular music's greatest
show ... presented by Lucky Strike Cigarettes. YOUR HIT
PARADE and YOUR LUCKY STRIKE SWEEPSTAKES come to you twice
each week ... Wednesdays and Saturdays. You have just
heard Freddie Rich and the Lucky Strike Orchestra. Be
sure to tune in Saturday to hear Al Goodman and the Lucky
Strike Orchestra over another station. And don't forget
to send in your entry for this week's SWEEPSTAKES. Come
on in and win a prize. Here's wishing you luck.

RUYSDAEL: "Maybe you've been missing something" ... How often you've
heard us say that! "If you're not already smoking
Lucky Strikes, maybe you've been missing something" ...
Well, ever since we started to say it, we've been getting
letters from people all over the country telling us that
they've tried Luckies as we suggested, and found out how
much they actually had been missing ... Luckies are a
light smoke - a light smoke of rich, ripe-bodied tobacco.
Luckies are the only cigarette to give you the benefit of
the process "It's Toasted" - your throat protection against
irritation, against cough.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each
week by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs-ob-cfw
11/10/35

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, NOVEMBER 14, 1936
10:00 to 11:00 P.M.

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

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

ANNOUNCER: Lucky Strike presents...YOUR HIT PARADE...the most popular tunes in the country this week as shown by a nationwide survey.

Let's go with that barrel of fun...YOUR LUCKY STRIKE SWEEPSTAKES. It's thrilling millions from Maine to California...and you're invited to join the fun. Just pick the top song on next week's programs and the two runners-up...1 - 2 - 3...just like that. If you're right, the postman heads for your house with a prize... a prize of fifty Luckies...fifty fine-tasting Luckies... the only cigarette that has the benefit of that famous process "IT'S TOASTED"....your throat protection against irritation, against cough. Watch the songs as they march by on YOUR HIT PARADE tonight...and then, send in your entry for the SWEEPSTAKES. There's no entry fee, nothing to buy...and you'll find it great fun to play.

We'll tell you how to enter the SWEEPSTAKES a little later. Meanwhile, here we go with the song that ranks number FOURTEEN this week..."Sing Baby Sing".

("SING BABY SING".....(ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("PENNIES FROM HEAVEN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer on YOUR HIT PARADE...number THIRTEEN...

the title song from "Pennies From Heaven".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra tune we

know you'll like... "Puttin' On The Ritz".

(MUSIC SWELLS AND FINISHES)

(C O M M E R C I A L No. 1)

WOMAN: Have you a favorite recipe, something so delicious that people simply rave about it? Well, the Lucky Strike people have a recipe like that, too, - a recipe that makes Luckies the most delicious cigarette of all.

ANNOUNCER: Here it is. Go on a shopping trip through tobacco land. Pick out the finest tobacco in the entire crop and be prepared to pay the price for it. To do so, you must visit more than one hundred different markets where the farmers of America bring in their best tobacco to the auctions. Insist on the choice center leaves of the plant. Then add the finest Turkish tobacco from Samsoun, Smyrna, Xanthe and Macedonia. Then put these fine tobaccos away to age - to age for years - for it takes three years for a Lucky to be born. But when you are ready to make your cigarette, remember that even the finest tobacco contains certain harsh irritants. And, here's where the most important part of your recipe comes in. Give these fine tobaccos the benefit of the "Toasting" Process - that process which removes certain harsh irritants and permits you to enjoy fully the true flavor and aroma of fine tobacco. And so you have a recipe that's different from that of other cigarettes. You have a light smoke of rich, ripe-bodied tobacco, a cigarette that gives your taste a thrill and gives your throat protection - a Lucky Strike.

("YOU TURNED THE TABLES ON ME".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "You Turned The Tables On Me"...number EIGHT...played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("MIDNIGHT BLUE".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number ELEVEN on YOUR HIT PARADE this week..."Midnight
Blue"...from the "Ziegfeld Follies".

(MUSIC SWELLS AND FINISHES)

segue to

("SENTIMENTAL GENTLEMAN FROM GEORGIA" - "SWEET GEORGIA BROWN" -
MEDLEY....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a Lucky Strike double...a medley of "Sentimental
Gentleman From Georgia" and "Sweet Georgia Brown".

(MUSIC SWELLS AND FINISHES)

segue to

("DID I REMEMBER".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: America's choice for number NINE on YOUR HIT PARADE
this week... "Did I Remember".

(MUSIC SWELLS AND FINISHES)

segue to

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

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Who Loves You"...
number SEVEN in your favor.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 2)

ANNOUNCER: Round and firm and fully packed - Luckies are always the same fine cigarette -- today -- tomorrow -- this week, next week -- now and a year from now. That's because of many extra points of care in the manufacture of Luckies -- extra care which makes Luckies not only good, but uniformly good. An interesting example is that old-fashioned, quiet method of maturing and mellowing tobacco, called "Bulking". Although unknown to most modern tobacco manufacturers, "Bulking" is never forgotten, is never overlooked, by the makers of Lucky Strike. For "Bulking" accomplishes -- more completely than any short-cut method could -- the complete intermingling of the flavors of the different choice types of tobacco, both Turkish and domestic, that go to make up your Lucky Strike. Bulked in a special temperature-controlled bulking room, all these fine tobaccos -- Bright and Burley, Turkish and Maryland -- are made to share each other's goodness, until a perfect unity -- a perfect fusion of flavors and aromas is effected. And the result?...Well, you can taste the result in every single Lucky Strike made...for Lucky Strike never varies...Today and tomorrow...this year and next year...Luckies are always the same fine cigarette... a light smoke of rich, ripe-bodied tobacco. Lucky Strike "IT'S TOASTED"

(FANFARE)

ANNOUNCER: Clear the wires for a winner....a winner in the
SWEEPSTAKES! Number TWO... "When Did You Leave Heaven"...
second again from Coast to Coast.

("WHEN DID YOU LEAVE HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THE LADY IN RED".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a song we'll bet you haven't forgotten...
"The Lady in Red" -- an extra 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: On with YOUR LUCKY STRIKE HIT PARADE...the most popular songs in America this week, according to a nationwide survey, checked and rechecked by independent certified public accountants.

And on with YOUR LUCKY STRIKE SWEEPSTAKES...the game with fun for everybody. The game that's a real game in which everyone starts from scratch. For when each separate weekly Sweepstakes closes Sunday midnight no one knows, -- not even Lucky Strike -- how the songs will rank. Not until Monday morning are the final tabulations made which show the winning songs. So come on in. One winner does not handicap the ~~rest~~^{next} -- for everyone can win. Thousands and thousands are winning every week -- winning prizes of fifty Lucky Strikes ... fifty fine-tasting Luckies, each one round and firm and fully packed. And -- you millions who are already buying and smoking Luckies -- we want you to come in, too, and win yourself a prize. Here's how you enter the Sweepstakes:

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

TWO: The card must be mailed to The American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES. (MORE)

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

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to
minors or to our employees.

(PANFARE.....)

ANNOUNCER: Gangway, everybody! Here comes number ONE! Jerome
Kern's "The Way You Look Tonight" ... from "Swing Time"
...on top again this week ... FIRST in your favor.

("THE WAY YOU LOOK TONIGHT".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SOUTH SEA ISLAND MAGIC".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "South Sea Island Magic" ... number SIX on YOUR HIT
PARADE.

(MUSIC SWELLS AND FINISHES)

segue to

("OF THEM I SING" - "WHO CARES" - "I'VE GOT PLENTY OF NUTHIN'" -
MELLEYORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Hold your hats for ... a Lucky Strike Triple ... a
musical triple play.

(MUSIC SWELLS AND FINISHES)

segue to

("TO MARY WITH LOVE"CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer ... at number FIFTEEN! ... "To Mary With Love"
...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("A FINE ROMANCE".....QUARTER AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR! The Lucky Strike Orchestra plays "A Fine
Romance", from Jerome Kern's "Swing Time" ... number FOUR
this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

ANNOUNCER: Tobacco is one of nature's greatest gifts to mankind - in solace - in contentment - in friendship - it has perhaps offered more to mankind than any other one gift of nature. All this is almost proverbial. But there is another proverb -- "Beware of the Greek bearing gifts" -- and tobacco -- even the finest tobacco -- the most expensive tobacco -- contains in its natural state certain harsh irritants. "Curing" removes some of these irritants. Aging removes some. And all Lucky Strike tobaccos are, of course, thoroughly cured and aged. But Lucky Strike does not stop there. Lucky Strike -- and only Lucky Strike -- submits its choice center-leaf tobaccos to that famous and exclusive process, "IT'S TOASTED", a process which really carries the work of removing irritants to its desired conclusion, a process that produces a cigarette which is truly smooth, truly mellow ... A Light Smoke of rich, ripe-bodied tobacco. Remember: Quantities of harsh irritants are not present in Luckies because they have been removed by the "Toasting" Process. They are not there to irritate delicate throat membranes. Is it any wonder that millions of smokers find Luckies so smooth, so kind and gentle to the throat, that millions of folk will have no cigarette other than Lucky Strike? We believe that "TOASTING" makes all the difference between a finished cigarette and an unfinished cigarette, and Luckies are the only cigarette in the world that profit from the process "IT'S TOASTED".

("DID YOU MEAN IT".....DICK AND ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE..,"DID YOU MEAN IT"....played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("IN THE CHAPEL IN THE MOONLIGHT".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's another newcomer ... starting on YOUR HIT PARADE
this week ... at number TWELVE ... "In the Chapel in
the Moonlight".

(MUSIC SWELLS AND FINISHES)

segue to

("ZING WENT THE STRINGS OF MY HEART" - "DON'T LET IT BOTHER YOU" -
MEDLEYORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now another Lucky Strike Double ... a medley of
"Zing Went the Strings of My Heart" and "Don't Let It
Bother You".

(MUSIC SWELLS AND FINISHES)

segue to

(PANNFARE)

ANNOUNCER: Here's that third winner, SWEEPSTAKES fans! ... "I'll Sing You a Thousand Love Songs", ... last week number five, ... this week up in THIRD place.

("I'LL SING YOU A THOUSAND LOVE SONGS".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("ME AND THE MOON"ORCHESTRA)

(F.L.D.E FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune America picks for number TEN this week ... "Me and the Moon".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE..... Popular music's greatest show ... presented by Lucky Strike Cigarettes. You have just heard Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday to hear Freddie Rich and the Lucky Strike Orchostra over another station. Remember...this week's SWEEPSTAKES ends midnight Sunday ... that's tomorrow. Here's wishing you luck. Write your entries on any postcard --or call for a specially printed "Sweepstakes"^{entry} card at your local store. The store where you buy your Luckies.

RUYSDAEL: America's going for the SWEEPSTAKES in a great big way. And it's the same way with Luckies. From Maine to California smokers are joining the nationwide swing to Lucky StrikeA light Smoke of rich, ripe-bodied tobacco.

(MORE)

RUYSDAEL: (CONTD) If you're not already smoking Luckies, maybe you've been missing something. Buy a pack and try them. You'll find Luckies are kind to your throat - easy when you inhale - for remember Lucky Strike is the only cigarette that has the benefit of that exclusive process "IT'S TOASTED" -- your throat protection against irritation, against cough.

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The song "Of Thee I Sing" is from the musical show of the same name. "I've Got Plenty of Nuthin'" is from "Porgy and Bess".

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(FADE THREE 20 seconds)

WABC NEW YORK

RDF
LB

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

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

NOVEMBER 18, 1936

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents...YOUR HIT PARADE... the most popular tunes in the country this week as shown by a weekly nationwide survey.

There's added fun, too, with YOUR LUCKY STRIKE SWEEPSTAKESThe national cigarette game with prizes of fifty fine-tasting Lucky Strikes...each one round and firm and fully packed, and easy on your throat because of that exclusive process "IT'S TOASTED". One of those prizes is yours when you pick the top song on next week's programs and the two runners-up... 1 - 2 - 3 just like that. So come on in...hop aboard the SWEEPSTAKES bandwagon and play the nation's Number One game. Even though you're among the millions who buy Luckies ^{regularly} ~~regularly~~ we want you, too, to play and to win. We'll tell you how to enter the Sweepstakes later. Meanwhile, here we go with tonight's opening tune...."Me and the Moon"...number TWELVE.

("ME AND THE MOON" ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SOUTH SEA ISLAND MAGIC" ,QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN on YOUR HIT PARADE this week..."South Sea
Island Magic".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I WANT TO BE HAPPY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an extra..."I Want To Be Happy" from "No No Nanette"
...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L N O . 1)

ANNOUNCER: How do they smoke in Tobaccoland? What cigarette is preferred by those people down South who know tobacco from A to Z? The men whose business is tobacco... who spend their lives in buying and selling the various grades of tobacco. What do they smoke? Well, here's the answer, Of hundreds of tobacco auctioneers, buyers, warehouse men - tobacco men not connected with any manufacturer -- almost three times as many smoke Luckies as any other cigarette. Think of that -- almost three times as many. Certainly such figures speak volumes for the tobacco used in Luckies. For these people know tobacco! They know better than anyone else could, the kind of tobacco that the various companies are buying. They know -- and they choose Luckies -- three to one! Lucky Strike has for years insisted upon the center leaves of the tobacco plant -- the tender center leaves of the Cream of the Crop. And these tobacco experts down South know that Lucky Strike's extra care and expense in selecting only the very finest grades of tobacco result in a smoother, better-tasting cigarette. So -- if you're not already smoking Luckies -- why not buy a pack and try them? We think you'll agree with the tobacco experts. Remember -- Luckies are a Light Smoke...a Light Smoke of rich, ripe-bodied tobacco -- "IT'S TOASTED".

"WHO LOVES YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that ranks NINTH this week...."Who Loves You".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE on Your Lucky Strike Hit Parade this week... "I'll Sing You a Thousand Love Songs".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(1)"LORD GOEFFREY AMHERST" . (2)"I'M A RAMBLING WRECK FROM GEORGIA TECH"
(3) "FIGHT ON SOUTHERN CALIFORNIA" MEDLEY - QUARTET &
(ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here we go with a Lucky Strike triple....a Coast-to-Coast triple pass -- Amherst to Georgia Tech to Southern California. We think you'll agree it scores.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"DID I REMEMBER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN on YOUR HIT PARADE this week...."Did I Remember".

(MUSIC SWELLS AND FINISHES)

(FANFARE:)

ANNOUNCER: Are you ready, SWEEPSTAKES fans? Here's a new winner in
third place. "You Turned the Tables on Me"...into the
money at number THREE!

("YOU TURNED THE TABLES ON ME"DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

. (C O M M E R C I A L NO. 2).

(Revised commercial #2 - Antoinette Donnelly spot)

11/18/36

ANNOUNCER: Miss Antoinette Donnelly, famous newspaper writer, whose daily columns on charm reach an audience estimated at twenty million people, is present in the studio tonight. She has a few remarks to make on a subject of genuine importance, not only to women but to men as well. May I introduce, in person, that famous authority on charm, Miss Antoinette Donnelly..

DONNELLY: Thank you...I want to repeat to you something I wrote in my column just recently...It seems to me that never before have I heard voice emphasized so much as now. It's not only that a pleasant voice is essential to charm...but many women, and men, too, are actually losing out on good jobs, simply because their voices are discordant and lacking in appeal. The only solution in my opinion is to try always, by means of every possible precaution, to keep our voices in the best condition, clear, pleasant-sounding, and without any jarring notes. And tonight I might add, that if you ~~smoke~~ smoke it's well to choose a cigarette that doesn't irritate your throat.

ANNOUNCER: Thank you, Miss Donnelly. As you know, Lucky Strike has been emphasizing voice, too. For among the precautions to keep the voice in the best possible condition, A Light Smoke certainly stands out as important. Because A Light Smoke - A Lucky Strike is gentle with your throat.
(MORE)

CONTINUED:

Large quantities of irritants naturally present in even the finest tobacco are removed by Lucky Strike's famous and exclusive process, "IT'S TOASTED". And the throat-protection this gives you is truly important to everyone who wants a voice kept clear from irritation. Next time you buy cigarettes, pause a minute and consider your throat -- your voice -- and we think that you will ask for Luckies.. A Light Smoke of rich, ripe-bodied tobacco..

("A FINE ROMANCE" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on YOUR LUCKY STRIKE HIT PARADE... "A Fine Romance", by Jerome Kern, from "Swing Time".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU'RE A BUILDER UPPER" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Favorites to play a favorite of not so long ago....."You're a Builder Upper".

(MUSIC SWELLS AND FINISHES)

. (S T A T I O N B R E A K)

(INSIDE SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Let's go with YOUR LUCKY STRIKE HIT PARADE...the most popular songs in America this week, according to a nationwide survey, checked and rechecked by independent certified public accountants.

Are you in on the biggest game in America? It's YOUR LUCKY STRIKE SWEEPSTAKES... There's room for everybody... everybody can win a prize..for there's no limit to the number of winners. Every single person who picks the top song on next week's programs and the two runners-up... 1 - 2 - 3 ... just like that ... gets a prize...a prize of fifty Luckies...fifty fine-tasting Luckies...the only cigarette that has the benefit of that famous process "IT'S TOASTED" ... your throat protection against irritation, against cough. So come on in and join the fun... come on in and join the winners! Even if you've won a prize in the SWEEPSTAKES before ... even though you buy Luckies regularly .. we want you to win. Here's how you enter!

RUYSDAEL: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs. TWO: The card must be mailed to The American Tobacco Company: New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly "SWEEPSTAKES". THREE: Only one entry for any one person each week. FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE)

ANNOUNCER: Here it is ... America's top-notch favorite ... number ONE! Jerome Kern's "The Way You Look Tonight", from "Swing Time" ... number ONE again from Coast to Coast.

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("CLOSE TO ME" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Close to Me" ... returning to YOUR LUCKY STRIKE HIT PARADE this week at number ELEVEN.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("YOU'RE THE TOP" - "THOU SWELL" - "ANYTHING GOES" - MEDLEY -- ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's another of those famous Lucky Strike triples ... a medley of "You're The Top", "Thou Swell", and "Anything Goes".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IN THE CHAPEL IN THE MOONLIGHT" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... "In The Chapel in the Moonlight" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'M IN A DANCING MOOD" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer . . . in FIFTEENTH place . . . The Lucky Strike
Orchestra plays "I'm in a Dancing Mood" . . . number
FIFTEEN.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)

(COMMERCIAL NO. 3)

ANNOUNCER: I think you'll be interested in a letter I have here from an investment counselor. An investment counselor learns to look for facts and figures. He learns to thoroughly investigate the authenticity of all claims. That's why the makers of Lucky Strike cigarettes were particularly gratified to receive a letter from Mr. V. D. Crawford of the Holbrook Investment Company in Orlando, Florida. This letter entirely unsolicited, was sent to us, to use Mr. Crawford's own words, simply as a tribute of praise to a good investment in cigarette pleasure. The letter reads:

MAN: An item of importance in my work and habits is cigarettes. It has been for over twenty years. There are certain standards of quality I searched for before I chose my cigarette ... mildness, absence of harsh biting effect upon mouth, tongue and throat. I found these qualities, plus the delicious flavor which can only be had by the process "It's Toasted" combined with rich, mellow ripe tobacco. That's why I chose Lucky Strike years ago and why I smoke them now.

ANNOUNCER: Thank you Mr. Crawford, and we hope that you continue to enjoy "your investment in cigarette pleasure with Lucky Strike".

(more)

ATX01 0014989

ANNOUNCER: (CONTINUED)

It is our conviction that Luckies - A Light Smoke - will always find favor with smokers who investigate facts. For in Lucky Strikes you'll find not only the delicious flavor of rich, ripe-bodied tobacco, but the welcome benefits of that exclusive Lucky Strike process "It's Toasted" -- your throat protection against irritation - against cough.

(3)

("HERE'S LOVE IN YOUR EYE" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Another newcomer, starting at number TEN... "Here's Love In Your Eye"... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("TO MARY WITH LOVE" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune that ranks number THIRTEEN... "To Mary With Love".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE GIRL FRIEND" - "S' WONDERFUL" - MEDLEY. ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: An extra... another Lucky Strike Double... a medley of "The Girl Friend" and "S' Wonderful".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: What did you pick for number TWO? We hope you got it right... "When Did You Leave Heaven"SECOND again in the nation's favor.

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("ORGAN GRINDER'S SWING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: WOW! Here's a sensational climb! "Organ Grinder's Swing" returns to YOUR HIT PARADE way up in number FOUR position.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE -- presented for your pleasure by Lucky Strike Cigarettes. You have just heard Freddie Rich and the Lucky Strike Orchestra. On Saturday night tune in to hear Al Goodman and the Lucky Strike Orchestra over another station. It will help you to win in the SWEEPSTAKES.

RUYSDAEL: You have a specially important radio date next Wednesday night -- a week from tonight -- when Lucky Strike brings you YOUR HIT PARADE with the "Lucky Seven" -- the seven tunes that rank highest in your favor that week -- the "Lucky Seven" the very best bets to earn winning positions in YOUR LUCKY STRIKE SWEEPSTAKES. We want you to have those fifty fino-tasting Luckies.

Judging from the letters we receive from Sweepstakes fans you'll quickly recognize the merits of Luckies when you give them a trial. So if you're not already smoking Luckies why not buy a pack tomorrow or tonight? Maybe you've been missing something. Your throat, too, will appreciate the protection offered only by Lucky Strike's famous process, "IT'S TOASTED". Remember Wednesday night The Lucky Seven!

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each
week by independent certified public accountants.

THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs/eb/11/17/36.

ATX01 0014993

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, NOVEMBER 21, 1936.
10:00 to 11:00 P.M.

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

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

ANNCR: Lucky Strike presents .. YOUR HIT PARADE ... the most popular tunes in America this week as shown by a nationwide survey.

And, YOUR LUCKY STRIKE SWEEPSTAKES.... that all-American cigarette game that everybody's playing and enjoying. It's fun to keep up with America's choice in popular music and it's fun to win a prize in the Sweepstakes ...a prize of fifty Luckies ... fifty delicious Luckies ... the only cigarette that has the benefit of that famous process "IT'S TOASTED" your throat protection against irritation, against cough. So come on in and join the fun...everybody! Even though you've won a prize before...even though you buy Luckies regularly ... here's a hearty invitation to join the fun. We'll tell you how to enter the SWEEPSTAKES a little later. But keep your eye on the tunes, for here we go with the song you rank number NINE ... "Who Loves You".

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

(MUSIC SWELLS AND FINISHES)

segue to

("TO MARY WITH LOVE"..... CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number THIRTEEN this week...the Lucky Strike
 Orchestra plays "To Mary With Love".

(MUSIC SWELLS AND FINISHES)

segue to

("DINAH" - "SWEET SUE"MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A Lucky Strike Double ...a medley of two grand
 tunes that are always popular..."Dinah" and "Sweet
 Sue"

(MUSIC SWELLS AND FINISHES)

ANNOC'R: The Scene is at a party - The Time is midnight.

(FADE IN MUSIC ... LAUGHTER ... PEOPLE CHATTING)

MAN: Another cigarette, Mary?

GIRL: No thanks...I've smoked too much already.

MAN: What's the matter? Your throat a little irritated?

GIRL: (LAUGHS) As a matter of fact, it is.

MAN: Say Mary, why do you smoke those cigarettes anyway? Why don't you change to a Light Smoke? I've had twice as many cigarettes as you tonight. Yet my throat feels fine. If only you'd take my advice and smoke Luckies ...

(MUSIC UP AND OUT)

ANNOC'R: And that's the best advice in the world, as experienced smokers know ... Because A Light Smoke - A Lucky Strike is genuinely easy on you ... kind and gentle to your throat and better for you, too. And at times when you're smoking a lot, when you're lighting one cigarette from another, you'll appreciate a light smoke most of all. For A Light Smoke Leaves a clean taste and a clear throat. That's because A Light Smoke offers you the all-important throat-protection of the famous and exclusive Lucky Strike process "IT'S TOASTED".

(MORE)

ANNUNCIATOR:
(CONT'D)

Toasting removes quantities of harsh irritants naturally present in even the finest tobacco. These harsh irritants have been expelled from your Lucky Strike. So Remember: You can treat your taste and your throat right, with a Light Smoke ... A Light Smoke of rich, ripe-bodied tobacco ... Lucky Strike "IT'S TOASTED".

("HERE'S LOVE IN YOUR EYE".....DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: A newcomer to YOUR HIT PARADE ... number TEN ...
"Here's Love in Your Eye".

(MUSIC SWELLS AND FINISHES)

segue to

("IN THE CHAPEL IN THE MOONLIGHT".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number EIGHT ... "In the Chapel in the Moonlight"..
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("PANAMA"..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra leaves this week's top-
ranking tunes to play "Panama" ... a real rhumba!

(MUSIC SWELLS AND FINISHES)

segue to

("I'LL SING YOU A THOUSAND LOVE SONGS"....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R:

Number FIVE on YOUR LUCKY STRIKE HIT PARADE ...
"I'll Sing You a Thousand Love Songs".

(MUSIC SWELLS AND FINISHES)

segue to

("I'M IN A DANCING MOOD".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R:

A new comer at number FIFTEEN ... "I'm in a Dancing
Mood" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER:

How do they smoke in Tobaccoland? What cigarette is preferred by those people down South who know tobacco from A to Z? The men whose business is tobacco ... who spend their lives in buying and selling the various grades of tobacco. What do they smoke? Well, here's the answer. Of hundreds of tobacco auctioneers, buyers, warehouse men - tobacco men not connected with any manufacturer -- almost three times as many smoke Luckies as any other cigarette. Think of that -- almost three times as many. Certainly such figures speak volumes for the tobacco used in Luckies. For these people know tobacco! They know better than anyone else could, the kind of tobacco that the various companies are buying. They know -- and they choose Luckies -- three to one! Lucky Strike has for years insisted upon the center leaves of the tobacco plant -- the tender center leaves of the Cream of the Crop. And these tobacco experts down South know that Lucky Strike's extra care and expense in selecting only the very finest grades of tobacco result in a smoother better-tasting cigarette. So -- if you're not already smoking Luckies -- why not buy a pack and try them? We think you'll agree with the tobacco experts. Remember -- Luckies are a Light Smokea Light Smoke of rich, ripe-bodied tobacco -- "IT'S TOASTED".

ATX01 0015000

(FANFARE.....)

ANNOC'R: Number TWO ... a winner! A winner in the Sweepstakes
 "When Did You Leave Heaven" ... SECOND again from
 Maine to California!

("WHEN DID YOU LEAVE HEAVEN".....CLARK AND ORCHESTRA.)

(MUSIC SWELLS AND FINISHES)

segue to

("ALEXANDER'S RAGTIME BAND".....ORCHESTRA.)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Here's an oldtimer that's got plenty of swing ...
 "Alexander's Ragtime Band" .. played as an extra
 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: On with YOUR LUCKY STRIKE HIT PARADE.....the most popular tunes in America this week according to a nationwide survey, checked and rechecked by independent certified public accountants.

And here we go with YOUR LUCKY STRIKE SWEEPSTAKES .. that fascinating cigarette game. It's planned for you ... for your enjoyment ... so come on in and join the fun. All you do is pick the top-ranking song on next week's programs and the two runners-up ... 1 - 2 - 3 ... just like that. And if you're right ... presto! ... you've won a prize of fifty fine-tasting Luckies ... a Light Smoke of rich, ripe-bodied tobacco ... The SWEEPSTAKES is the biggest game in the history of radio. Millions enjoy it! But we want more players, and we want more winners, too. We want you to win. Here's how you enter:

BARUCH: ONE: Print on a postcard the names of the three songs you think will rank 1 - 2 - 3 in popularity on next week's programs.

TWO: The card must be mailed to the American Tobacco Company, New York City, or the American Tobacco Company of the Pacific Coast, San Francisco, postmarked not later than midnight, Sunday, the final closing time of each separate weekly SWEEPSTAKES.

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

FOUR: YOUR LUCKY STRIKE SWEEPSTAKES is not open to minors or to our employees.

(FANFARE.....)

ANNOUNCER: Here you are, SWEEPSTAKES fans ... the winner of FIRST place! Jerome Kern's "The Way You Look Tonight", from "Swing Time" ... number ONE again the country round!

("THE WAY YOU LOOK TONIGHT".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("DID I REMEMBER".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOURTEEN on YOUR HIT PARADE "Did I Remember"

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHO" - "I WON'T DANCE" - "RIO RITA" - MEDLEYORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here we go with a Lucky Strike Triple a medley of "Who", "I Won't Dance", and "Rio Rita".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("SOUTH SEA ISLAND MAGIC".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "South Sea Island Magic" ... number SEVEN ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("A FINE ROMANCE".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays this week's
number SIX tune Jerome Kern's "A Fine Romance"
from "Swing Time".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 3)
NEXT PAGE

ANNOUNCER: In one sense, Lucky Strike has a sales force which numbers millions. How can this be? Well, Lucky Strike's very best salesmen and saleswomen are the many enthusiastic smokers of Luckies all over the world. You have all heard the slogan of that famous and successful motor car company - "Ask the man who owns one". We might paraphrase this slogan as applied to LUCKY STRIKE - Ask the man or woman who smokes one. No recommendation of LUCKIES could be greater than that given LUCKIES by those who smoke them. Tonight I'd like you to hear a letter from one of our many Lucky Strike friends, Mrs. Norman Lee, of Towner, North Dakota.

WOMAN: Dear Sirs: Since I began smoking eight years ago, I have been a constant user of Lucky Strikes. Of course, I have smoked a cigarette of another brand occasionally, but have never found any that are as soothing and satisfying as Luckies. Our closest friends, a young married couple, and my husband and I, spend several evenings together each week, and it was always a source of amusement to us, that we four used four different brands of cigarettes. Well - then your Lucky Strike Sweepstakes came along, and both my husband and I were fortunate enough to win. I insisted that my friends try Luckies. Now - when we're all together - there are always four packages of Lucky Strikes - and no other brands in evidence.

(MORE)

ANNOUNCER: Thank you, Mrs. Lee. Here's wishing you many pleasant evenings with your friends and Lucky Strikes. Mrs. Lee's letter is so genuine that we hardly need to add that it came to us unsolicited. And to those of our friends listening in who have not given Luckies a trial, why don't you do so tonight? Maybe you'll find you've been missing something, missing the fine taste of Luckies, missing the throat gentleness that only Luckies can offer. For remember, the exclusive process "IT'S TOASTED" removes quantities of irritants naturally present in all tobacco, even the finest. That's why you should try Luckies - a light smoke of rich, ripe-bodied tobacco.

(MORE)

("ORGAN GRINDER'S SWING".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... "Organ Grinder's Swing" ... played
by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CLOSE TO ME".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number ELEVEN on YOUR LUCKY STRIKE HIT PARADE this
week is "Close to Me".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("CHEERFUL LITTLE EARFUL" - "YOU'RE GONNA LOSE YOUR GAL" - MEDLEY
.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's another Lucky Strike Double ... a medley of
"Cheerful Little Earful" and "You're Gonna Lose Your
Gal."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE.....)

ANNOUNCER: Here's that third winner in the SWEEPSTAKES! ...
"You Turned the Tables on Me," climbs into number
THREE! This week ... THIRD from Coast to Coast!

("YOU TURNED THE TABLES ON ME".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ME AND THE MOON".....,ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TWELVE on YOUR HIT PARADE "Me and the
Moon",

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE... popular music's
greatest show ... presented by Lucky Strike Cigarettes.
You have just heard Al Goodman and the Lucky Strike
Orchestra. Be sure to tune in next Wednesday on
another station to hear Freddie Rich and the Lucky
Strike Orchestra play the Lucky Seven ... the seven
most popular tunes in the country ... Remember ...
this week's SWEEPSTAKES ends at midnight Sunday ...
that's tomorrow. Here's wishing you luck.

RUYSDAEL: Yes -- you have a specially important radio date both next Wednesday and next Saturday night -- when Lucky Strike brings you YOUR HIT PARADE with the "Lucky Seven" -- the seven tunes that rank highest in your favor that week -- the Lucky Seven, the very best bets to earn winning positions in YOUR LUCKY STRIKE SWEEPSTAKES. So be sure to listen in.

"If you're not already smoking Lucky Strikes, maybe you've been missing something" ... How often you've heard us say that! Well, ever since we started to say it, we've been getting letters from people all over the country telling us that they've tried Luckies as we suggested, and found out how much they actually had been missing ... Luckies are a light smoke - of rich, ripe-bodied tobacco.....and remember Luckies are the only cigarette to give you the throat protection of the famous process "It's Toasted".

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by the American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants. The song "Rio Rita" is from the musical show of the same name. "Who" is from "Sunny", and "I Won't Dance" is from "Roberta".

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

ATX01 0015009

(REVISED)

WEAF

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

() ()
10:00 - 10:30 P. M.

NOVEMBER 25, 1936

WEDNESDAY

(OPENING SIGNATURE

"HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the LUCKY SEVEN ... the seven most popular tunes in the country this week as shown by a nationwide survey ... the seven tunes that rank highest in your favor. These are the very Cream of this week's musical crop ... "THE LUCKY SEVEN!"

And let's go with YOUR LUCKY STRIKE SWEEPSTAKES ... the game that's giving all America loads of fun, because it's packed with thrills and excitement ... and because there's no limit to the number of winners! It's easy to play, and it's easy to win. Just pick the song that will be number one on Your Hit Parade of next week and the two runners-up ... 1 - 2 - 3 ... just like that. Print them on a post card and mail them to the American Tobacco Company, New York, postmarked no later than this coming Sunday midnight. Complete rules are printed on special entry cards obtainable wherever you buy your Lucky Strikes. If you pick the tunes right...1 - 2 - 3 ... just like that, you will win a prize of fifty fine-tasting Lucky Strike Cigarettes so listen carefully.

(more)

ATX01 0015010

ANNOUNCER: Are you ready? Here we go with tonight's opening tune...
number FIVE in your favor ... "You Turned the Tables on Me"

("YOU TURNED THE TABLES ON ME" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here you are, SWEEPSTAKES fans ... a winner! Number TWO
; ... "I'll Sing You a Thousand Love Songs," last week
number five, this week SECOND from Coast to Coast!

("I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("AS THE BACKS GO TEARING BY"
"GOING BACK TO NASSAU HALL" MEDLEY QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike double ... a musical double pass ... from
Dartmouth to Princeton.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(INHALING - "TOASTING")

COMMERCIAL NO. 1)

ANNOUNCER: An easy way to start an argument in almost any group is to bring up the subject of inhaling....

WOMAN: Well, I don't inhale

MAN: You what?

WOMAN: I said I don't inhale.

MAN: I beg your pardon, my dear -- you mean you think you don't inhale. Let me tell you something interesting.... experts say that everybody inhales. Seven out of ten people inhale consciously. The other three inhale more or less of the smoke without knowing it.

ANNOUNCER: Yes, that's the surprising truth. Everybody inhales to a certain extent, consciously or unconsciously. And that's one reason why it's so important to avoid irritants in smoking. All tobacco, in its natural state, contains certain harsh irritants -- all tobacco, even the very finest. But irritants can be removed. Science has found a way in Lucky Strike's famous and exclusive process, "IT'S TOASTED" to expel certain harsh irritants, acids and impurities. "IT'S TOASTED" ... makes Lucky Strike's fine tobaccos even finer, gives you a cigarette that is truly gentle when you inhale. Knowing this, you won't want to be without the protection that "TOASTING" offers. So remember, only Lucky Strike can say: "IT'S TOASTED." Only Lucky Strike -- A Light Smoke of rich, ripe-bodied tobacco.

("ORGAN GRINDER'S SWING" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on YOUR HIT PARADE this week...."Organ Grinder's Swing" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN DID YOU LEAVE HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the tune that ranks number FOUR on YOUR LUCKY STRIKE HIT PARADE "When Did You Leave Heaven."

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("DRUMS IN MY HEART"
"SING SOMETHING SIMPLE"
"HALLELUJAH" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now one of those famous Lucky Strike triples ... a medley of "Drums in My Heart," "Sing Something Simple," and "Hallelujah."

(MUSIC SWELLS AND FINISHES)

(SEGUE TO

(FANFARE)

ANNOUNCER: Number THREE a winner in the SWEEPSTAKES! "In the Chapel in the Moonlight" ... this week THIRD in your favor. We hope you picked it right.

("IN THE CHAPEL IN THE MOONLIGHT" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

COMMERCIAL NO. 2

RUYSDAEL: Among the millions ~~throughout the United States~~ who are within hearing of my voice are included the fifteen thousand employees of The American Tobacco Company. ~~With your permission~~ ^{Thanksgiving} I have been asked by the Board of Directors to read a special message to them.

Quote: To the ladies and gentlemen of The American Tobacco Company - your Directors are glad of the opportunity to give ~~to all of~~ you this message, ~~and~~ on this eve of another Thanksgiving Day. ~~they can think of no better way to personally send their regards to you and to those dear to you than over the radio~~

The American Tobacco family is a large ^{one} family -- of friends ~~and of fellow workers~~ and like every healthy family it grows larger and larger each year. Each year it brings more pleasure to others. Why? Because The American Tobacco Company believes that quality of product is essential to continuing success.

This year like every other year ^{we have} ~~The American Tobacco Company has~~ had a responsible task. First - to buy the finest tobaccos in all the world - The Cream of the Crop. We believe we have succeeded. And second - to manufacture this tobacco with our exclusive processes and to give to those who purchase our products another year of maximum smoking pleasure, ~~and~~ ~~Here~~ again, we think we have succeeded

(more)

COMMERCIAL NO. 2-CONTINUED:

RUYSDAEL: As a member of this great family of The American Tobacco Company, ~~whether you have contributed in the tobacco field, in the factory or in the office, to the quality of Lucky Strike Cigarettes and of our other brands,~~ you have a real reason for Thanksgiving. ~~again this year.~~ The finest possible quality of our products once again is the reason for our continuing success. We should all be proud of this fact, and of the public's approval of Lucky Strike cigarettes - a light smoke - of rich, ripe bodied tobacco - "IT'S TOASTED". Unquote.

I thank you for listening to this message and wish you a happy Thanksgiving.

("IT'S DE-LOVELY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "It's De-Lovely", from "Red, Hot and Blue"....a newcomer
at number SEVEN on YOUR HIT PARADE.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("HONEYSUCKLE ROSE"
"SWEET SUE" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays a double extra.....a
medley of "Honeysuckle Rose" and "Sweet Sue".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Hold your hats for.....the winner! "The Way You Look
Tonight".....number ONE again this week....tying the
record of "Did I Remember" for continuous leadership on
YOUR HIT PARADE.

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE...the Lucky Seven.....the seven most popular tunes in America this week....brought to you by Lucky Strike. You have just heard Freddie Rich and the Lucky Strike Orchestra. Be sure to tune in Saturday night over another station to hear Your Hit Parade -- the Lucky Seven -- played by Al Goodman and the Lucky Strike Orchestra. It's a close race....they're all thoroughbreds. So be sure to listen again Saturday. Remember...anyone and everyone of age to receive the prize can play the SWEEPSTAKES. There's nothing to buy -- no entry fee -- and everybody can win. But....only one entry for any one person each week. More than one entry disqualifies you for that week.

RUYSDAEL: Millions all over America have been enjoying YOUR LUCKY STRIKE HIT PARADE and SWEEPSTAKES for many months, because it brings them the tunes they like best....and because it's fun to play and it's fun to win.....in the SWEEPSTAKES. We hope you've listened carefully tonight to the "Lucky Seven", because we want you to win, and these songs are at the very top of the ladder of current popularity. They're the outstanding favorites for the winning positions in the SWEEPSTAKES. Hero's wishing you luck!

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each
week by independent certified public accountants.

The song "Drums in My Heart" is from "Through the Years".
"The Way You Look Tonight" is from Jerome Kern's "Swing
Time".

THIS IS THE NATIONAL BROADCASTING COMPANY.

lh/kh/11/25/36

COLUMBIA BROADCASTING SYSTEM

"LUCKY STRIKE - YOUR HIT PARADE"

SATURDAY, NOVEMBER 28, 1936

10:00 to 10:30 P.M.

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

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

ANN'CE: Lucky Strike presents ... YOUR HIT PARADE ... with
the Lucky Seven ... the seven most popular tunes
in the country this week as shown by a nationwide
survey. These are the tunes that rank highest in
your favor ... they're the very Cream of this week's
musical crop ... "The Lucky Seven!"

And here we go with the nation's favorite cigarette
game ... YOUR LUCKY STRIKE SWEEPSIAKES. Just pick
next week's number one song and the two runners-up ...
1 - 2 - 3 ... just like that. Print them on a post
card and mail them to The American Tobacco Company,
New York, postmarked not later than midnight tomorrow.
Complete rules are printed on special entry cards
obtainable wherever you buy your Lucky Strikes ... but
any card will do. So come on in, pick them right, and
win a prize of fifty fine-tasting Lucky Strike Cigarettes.

All set? Here we go with this week's number SEVEN
tune ... "It's Delovely", from "Red, Hot and Blue."

ATX01 0015019

("IT'S DELOVELY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNOUNCER: Number TWO in the SWEEPSTAKES ... "I'll Sing You
a Thousand Love Songs". Last week number FIVE ...
this week SECOND in the nation's favor!

("I'LL SING YOU A THOUSAND LOVE SONGS".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("SHINE ON YOUR SHOES"
("RISE AND SHINE".....MEDLEYORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now ... a Lucky Strike Double ... a medley
of "Shine on Your Shoes" and "Rise and Shine".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANN'CR: Just the other day a letter came to us from Helene Boll, Boston, Massachusetts, well-known teacher of voice. From her Studio of Acting at 271 Beacon Street, she writes the following friendly and unsolicited letter:

WOMAN: For several years I have advised all of my students who train for the stage, radio or public speaking, to smoke Lucky Strikes as a saving for their throats. The reason for this is that in my own experience as a lecturer and radio artist I have found them the only cigarette which does not leave a roughness on the vocal chords. My students have all agreed with me in this, hence I thought you might like to know how many of us in this section feel. Very truly yours, Helene Boll.

ANN'CR: Think of your own voice -- your throat ... which certainly deserves the greatest of care. Consider just this one fact ... Lucky Strike is easy on your throat ... kind and gentle ... because Lucky Strike -- A Light Smoke -- offers you the all-important throat protection of the exclusive Lucky Strike process, "IT'S TOASTED". Remember: the "TOASTING" process removes certain harsh irritants found in all tobacco - even the finest. And that's the secret of Lucky Strike's throat protection against irritation, against cough. To protect your precious voice, choose A Light Smoke ... A Light Smoke of rich, ripe-bodied tobacco. Lucky Strike ... "IT'S TOASTED".

("YOU TURNED THE TABLES ON ME"...DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FIVE on YOUR HIT PARADE this week .. "You Turned
the Tables on Me" .. played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("WHEN DID YOU LEAVE HEAVENQUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays the tune that's number
FOUR in your favor .. "When Did you Leave Heaven."

(MUSIC SWELLS AND FINISHES)

segue to

("CARIOCA"

("THE PEANUT VENDOR"... Medley...Orchestra)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's a Lucky Strike rhumba double .. a medley of
"Carioca" and "The Peanut Vendor."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNCR: Gangway for a SWEEPSTAKES winner! Number THREE ... "In
The Chapel in the Moonlight"...THIRD this week from Coast
to Coast!

("IN THE CHAPEL IN THE MOONLIGHT"....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: (COMMERCIAL #2) Who do you think knows the most about tobacco? Certainly it's reasonable to assume that the men whose business is tobacco know the most about it The men who spend their lives in studying the various grades of tobacco ... in buying and selling it. So Lucky Strike believed it would be interesting to everyone to know what independent tobacco men - tobacco men not connected with any manufacturer - choose as their cigarette. Well here's the answer ... here's what they smoke. Of hundreds of tobacco men ... auctioneers, buyers, warehousemen, not connected with any manufacturer, almost three times as many smoke Luckies as any other cigarette. Of course, they see what tobacco is bought for Lucky Strike. They know that Lucky Strike has for years insisted upon the center leaves of the tobacco plant -- the tender center leaves of the "Cream of the Crop." That's why, when they buy cigarettes, almost three times as many ask for Luckies - a light smoke of rich, ripe-bodied tobacco. If you're not already smoking Luckies, buy a few packs, and try them. Maybe you've been missing something. We think you'll agree with the tobacco experts.

("ORGAN GRINDER'S SWING".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: Number SIX on YOUR LUCKY STRIKE HIT PARADE this week

"Organ Grinder's Swing."

(MUSIC SWELLS AND FINISHES)

segue to

("LET YOURSELF GO"

("NO STRINGS"

("PICCOLINO".. . . .MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOC'R: A medley of "Let Yourself Go," "No Strings," and
"Piccolino" -- three grand tunes rolled into one for a
Lucky Strike triple.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE

ANNOC'R: Hats off to number ONE ... "The Way You Look Tonight" ...
FIRST again in YOUR LUCKY STRIKE SWEEPSTAKES ... tying
the record of "Did I Remember" for continuous leadership
on YOUR HIT PARADE!

("THE WAY YOU LOOK TONIGHT".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOC'R: And that's YOUR HIT PARADE ... the Lucky Seven ... the
most popular tunes in America this week. You have just
heard Al Goodman and the Lucky Strike Orchestra. Be sure
to tune in next Wednesday night over another station to
hear Freddie Rich and the Lucky Strike Orchestra.

(MORE)

ANNOC'R: (CONTD) And don't forget to send in your Sweepstakes entry postmarked before midnight tomorrow. Everybody of age to receive the prize can play the SWEEPSTAKES ... but remember ... only one entry for any one person each week. More than one entry disqualifies you for that week.

RUISDAEL: Millions have been enjoying YOUR LUCKY STRIKE HIT PARADE and SWEEPSTAKES because it brings them the tunes they like best ... and because it's fun to play and it's fun to win. We hope you've listened carefully tonight to the "Lucky Seven." -- the seven songs at the very top of the ladder of current popularity. Here's wishing you luck in the SWEEPSTAKES!

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

ANNOC'R: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The song "The Way You Look Tonight" is from Jerome Kern's "Swing Time." "Let Yourself Go" is from "Follow the Fleet" "No Strings" and Piccolino" are from "Top Hat."

This is the COLUMBIA BROADCASTING SYSTEM

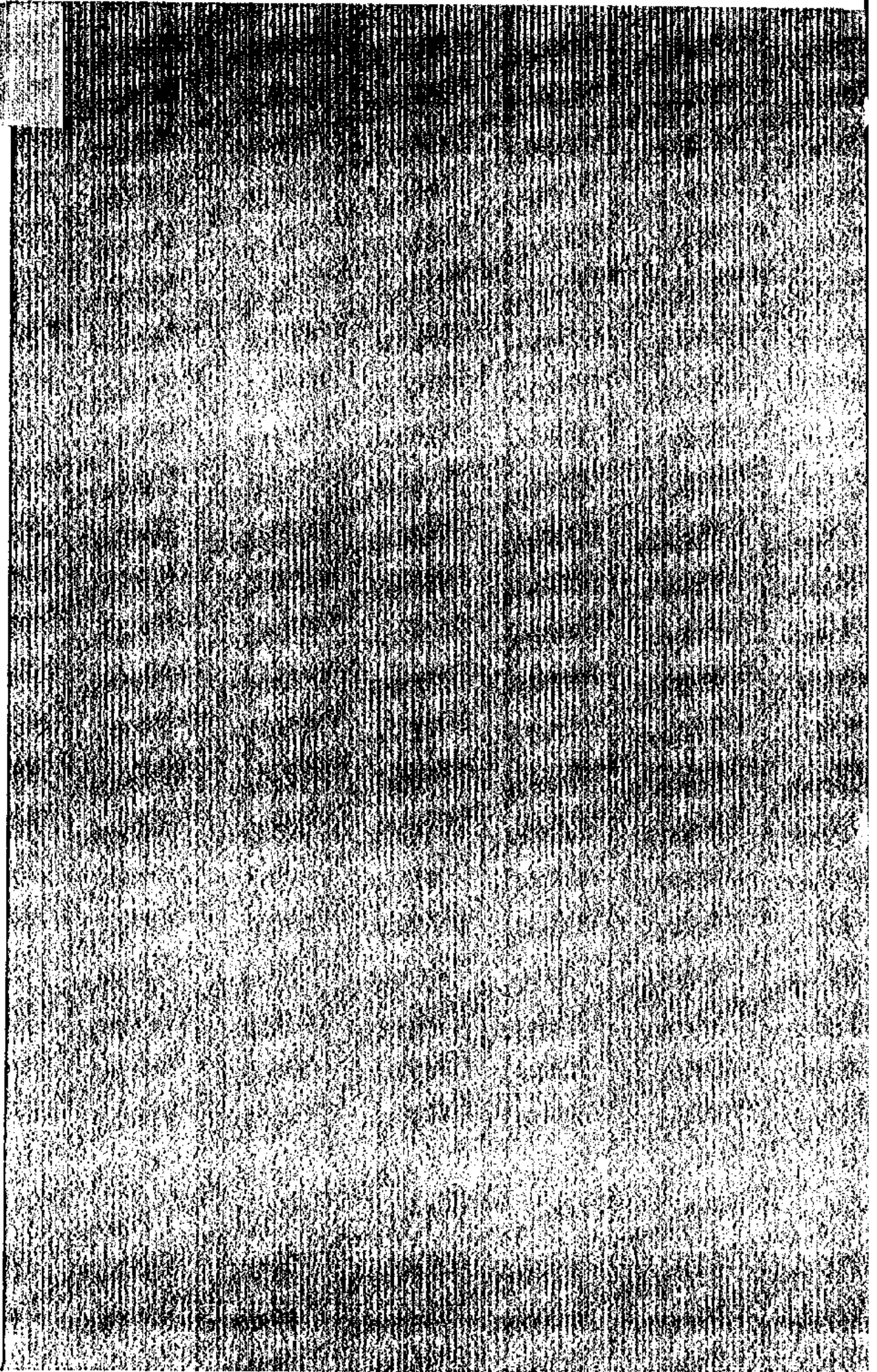
(FADE THEME 20 SECONDS)

WABC NEW YORK

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ATX01 0015025

DEC 28 1964



THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

() ()
10:00 - 10:30 P.M.

DECEMBER 2, 1936.

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... with the Lucky Seven ... the most popular tunes in the country this week as shown by a nationwide survey. These are the tunes that rank highest in your favor ... "The Lucky Seven!"

And get out your pencils and join the fun in YOUR LUCKY STRIKE SWEEPSTAKES. Just listen to the tunes tonight; then pick next week's number one song and the two runners-up ... 1 - 2 - 3 ... just like that. Print them on a post card and mail them to The American Tobacco Company, New York, postmarked by Sunday midnight. Complete rules are printed on special entry cards obtainable wherever you buy your Lucky Strikes, but any card will do. So come on in. Pick them right, and win a prize of fifty fine-tasting Lucky Strike Cigarettes.

Here we go ... with this week's number FIVE tune ... "Did You Mean it".

("DID YOU MEAN IT" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE WAY YOU LOOK TONIGHT" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR in the nation's favor this week ... "The Way You Look Tonight", played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: Number TWO ... a winner in the SWEEPSTAKES! "In the Chapel in the Moonlight" ... last week number THREE ... this week SECOND from Coast to Coast.

("IN THE CHAPEL IN THE MOONLIGHT" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: Who do you think knows the most about tobacco? Certainly it's reasonable to assume that the men whose business is tobacco know the most about it The men who spend their lives in studying the various grades of tobacco ... in buying and selling it. So Lucky Strike believed it would be interesting to everyone to know what independent tobacco men - tobacco men not connected with any manufacturer - choose as their cigarette. Well here's the answer ... here's what they smoke. Of hundreds of auctioneers, buyers, warehousemen, tobacco men not connected with any manufacturer, almost three times as many smoke Luckies as any other cigarette. Of course, they see what tobacco is bought for Lucky Strike. They know that Lucky Strike has for years insisted upon the center leaves of the tobacco plant -- the tender center leaves of the "Cream of the Crop". That's why, when these tobacco men buy cigarettes, almost three times as many ask for Luckies - a light smoke of rich, ripe-bodied tobacco. If you're not already smoking Luckies, buy a few packs, and try them. Maybe you've been missing something. We think you'll agree with the tobacco experts.

(1)

ATK01 0015029

("I GOT RHYTHM" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Got Rhythm" ... an extra tune played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("SOUTH SEA ISLAND MAGIC" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN on YOUR LUCKY STRIKE HIT PARADE this week is ... "South Sea Island Magic".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's a winner! Number THREE in YOUR LUCKY STRIKE SWEEPSTAKES ... "You Turned The Tables on Me" ... last week number FIVE ... this week number THREE!

("YOU TURNED THE TABLES ON ME" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

(COMMERCIAL NO 2)

ANNOUNCER: I think that most of us, when we enjoy a thing, have the impulse to say so ... But to go to all the trouble of writing a letter about it shows real appreciation, doesn't it? Here is a typical letter that we received the other day from a lady in Savannah, Georgia -- Marie Haywood Heakes of 212 West Huntington Street ...

WOMAN: Gentlemen: What a joy it is to know that your throat is protected against cough ... That you can smoke as many cigarettes as you like. I used to smoke other brands of cigarettes, but they gave me discomfort in my throat and left me without a clear speaking voice. Then someone told me about Luckies. Gone were the "wheezing" and coughing, and Luckies always leave me with a clear voice. Sincerely, Marie Haywood Heakes.

ANNOUNCER: There you have the honest, unsolicited, unpaid-for statement, of one of many millions of Lucky Strike smokers. The reason that Lucky Strikes are always kind and gentle to the throat is that Luckies are a light smoke - A light smoke of rich, ripe-bodied tobacco. Luckies are the only cigarette from which quantities of harsh irritants are removed by the famous process known as ... "IT'S TOASTED" ... "TOASTING" is your throat-protection against irritation, against cough.

"CALIFORNIA HERE I COME"
"CHINATOWN MY CHINATOWN" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here comes a Lucky Strike Double ... a two-in-one medley
of "California Here I Come", and "Chinatown My Chinatown."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: A new champion in YOUR LUCKY STRIKE SWEEPSTAKES ... number
ONE ... "I'll Sing You a Thousand Love Songs" ... last
week in second place ... this week on top from Maine to
California!

"I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

"IT'S DELOVELY" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune you rank as
number SIX the country round ... "It's Delovely", from
"Red, Hot, and Blue".

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR LUCKY STRIKE HIT PARADE ... the Lucky
Seven popular music's greatest show. You have just
heard Freddie Rich and the Lucky Strike Orchestra. Tune
in again Saturday night to hear Al Goodman over another
station ... and be sure to enter the Sweepstakes. Any
adult can play. But ... remember - more than one entry in
any week disqualifies you for that week.

RUYSDAEL: It's a thrill to win a prize in the Sweepstakes ... and many winners tell us that they've had the added thrill of finding in Luckies the finest cigarette they ever smoked. If you're not now smoking Luckies why not buy a pack and try them. Maybe you've been missing something. Lucky Strike is a light smoke - kind and gentle to your throat - because of that famous process "IT'S TOASTED".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The song, "The Way You Look Tonight" is from Jerome Kern's "Swing Time".

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

eb-cfw
12/1/36

COLUMBIA BROADCASTING SYSTEM

REVISED

LUCKY STRIKE HIT PARADE

SATURDAY, DECEMBER 5, 1936
10:00 to 10:30 P.M.

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

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

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... the Lucky Seven
... the seven most popular tunes in the country this
week as shown by a nationwide survey. They're the very
Cream of the musical crop ... the "Lucky Seven"!
And sharpen up those pencils for YOUR LUCKY STRIKE
SWEEPSTAKES. Just pick next week's top-ranking song and
the two runners-up ... 1 - 2 - 3 ... just like that.
Print them on a post card and mail them to The American
Tobacco Company, New York, postmarked by midnight
tomorrow. Complete rules are printed on special entry
cards obtainable wherever you buy your Luckies, but any
card will do. So come on in ... and win a prize of fifty
fine-tasting Lucky Strike Cigarettes.

Are you ready? Here's the tune you rank as number SIX
this week ... "It's Delovely"... from "Red, Hot, and
Blue".

(IT'S DELOVELY".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("SOUTH SEA ISLAND MAGIC".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ATX01 0015034

ANNOUNCER: Number SEVEN on YOUR HIT PARADE this week ... "South Sea
Island Magic" ... played by the Sucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Here's the winner of THIRD place in the SWEEPSTAKES ...
"You Turned the Tables on Me" ... last week number FIVE
... this week number THREE!

("YOU TURNED THE TABLES ON ME".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

COMMERCIAL NO. 1

ANNOUNCER: A whole year's work for the tobacco farmer depends on the way his tobacco sells at auction. And so, when the farmer returns from auction, his wife is usually waiting for him eagerly.

WOMAN: How did it go, Jim? Did you get good prices?

MAN: (LAUGHS) Well, now, let's see -- what kind of a dress was it you was aiming to buy? Well, now --

WOMAN: Jim, please! Don't joke. Did the tobacco bring good prices?

MAN: Did it? ... Say ... Listen to who bought my top grade ...

WOMAN: Who, Jim?

MAN: Lucky Strike - that's who!

ANNOUNCER: Yes, the farmer has real cause for rejoicing, for Lucky Strike willingly pays the best prices for the "Cream of the Crop" tobaccos it uses -- those tender center leaves which, by their nature, lead to a light smoke. And here's a point that speaks volumes. Luckies are the favorite cigarette among independent tobacco men in the South -- men whose business it is to buy and sell tobacco. Among hundreds of these men, who know tobacco from A to Z, Luckies are the overwhelming favorite over any other brand. So, to be sure you're smoking the "Cream of the Crop", ask for Lucky Strike ... a light smoke of rich, ripe-bodied tobacco.

("I LOVE LOUISA"
("NEW SUN IN THE SKY".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... a medley of "I Love Louisa" and
"New Sun in the Sky".

(MUSIC SWELLS AND FINISHES)

segue to

(PAUSE.....)

ANNOUNCER: A winner -- Number TWO in the SWEEPSTAKES ... "In the
Chapel in the Moonlight" ... last week number THREE ...
this week SECOND in your favor!

("IN THE CHAPEL IN THE MOONLIGHT".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THE WAY YOU LOOK TONIGHT".....CLARET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays the tune you rank as
number FOUR this week ... "The Way You Look Tonight".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL

COMMERCIAL NO. 2

ANNOUNCER: Have you ever had an irritated throat from smoking? Well, remember that in every tobacco plant, even the very finest, nature puts certain harsh irritants that must be expelled before you get a truly gentle smoke. Now, the great advantage about Lucky Strike - a light smoke - is that quantities of these irritants have been removed. They are out. They are not present in Luckies to irritate your throat. How have they been removed? By means of the exclusive Lucky Strike process, "IT'S TOASTED." The result is that Luckies not only taste better but are kind and gentle to the delicate membranes of your throat. And remember Lucky Strike -- a light smoke of rich, ripe-bodied tobacco -- is the only cigarette to offer you the benefits of this famous proces, "IT'S TOASTED.".... your throat-protection against irritation, against cough.

("SWING IT"
("TRUCKIN'"MEDLEY..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's two-in-one for you.... "Swing It", and "Truckin'"
two grand tunes rolled together in a Lucky Strike
Double.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE... ..)

ANNOUNCER: Hats off to the new champion! "I'll Sing You a Thousand
Love Songs"... first in your favor. Last week number
TWO..... this week number ONE in YOUR LUCKY STRIKE
SWEEPSTAKES!

("I'LL SING YOU A THOUSAND LOVE SONGS"..... CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("DID YOU MEAN IT"..... DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE on YOUR LUCKY STRIKE HIT PARADE.... "Did
You Mean It."

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE.... with the Lucky Seven... the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Be sure to tune in next Wednesday night over another station to hear the Lucky Seven of next week. And be sure to enter the SWEEPSTAKES. Any adult can play... but remember... more than one entry in any week disqualifies you for that week.

RUYSDAEL: Certainly you want the very best of tobacco in the cigarette you smoke. Well, when you buy cigarettes tomorrow - or better even, tonight, just remember this -- the favorite cigarette among independent tobacco men in the South - men who know tobacco from A to Z - the overwhelming favorite over any other brand - is Lucky Strike.

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

ANNOUNCER: YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by the American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The song "The Way You Look Tonight" is from Jerome Kern's "Swing Time."

This is the COLUMBIA..... Broadcasting System

(Fade theme 20 seconds)

WABC..... NEW YORK

JC
EW

ATX01 0015040

THE AMERICAN TOBACCO COMPANY

WEAF

"YOUR HIT PARADE"

() ()
10:00 - 10:30 P.M.

DECEMBER 9, 1936

WEDNESDAY

ANNOUNCER: YOUR LUCKY STRIKE HIT PARADE is on the air ... with the Lucky Seven ... the seven most popular tunes in the country this week as shown by a nationwide survey ... the Lucky Seven!

And gather 'round the radio for YOUR LUCKY STRIKE SWEEPSTAKES! Listen carefully tonight; then pick the song that will be number one in popularity next week -- and the two runners-up ... 1 - 2 - 3 ... just like that. Print them on a postcard and mail them to The American Tobacco Company, New York, postmarked by Sunday midnight. If you're right, we send you fifty Lucky Strike Cigarettes. No entry fee -- nothing to buy -- it's all fun!

So, are you ready? We're off with this week's number FIVE tune ... "You Turned The Tables On Me".

("YOU TURNED THE TABLES ON ME" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Here's a winner ... number TWO in the SWEEPSTAKES ...

"I'll Sing You A Thousand Love Songs" ... SECOND in your favor from Coast to Coast!

("I'LL SING YOU A THOUSAND LOVE SONGS" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("THE WAY YOU LOOK TONIGHT" CLARK & ORCH)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX . . . on YOUR HIT PARADE this week . . . "The Way
You Look Tonight" . . . played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

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

RADIO COMMERCIAL - (TESTIMONIAL)

COMMERCIAL NO. 1

ANNOUNCER: We want to read you a letter we have just received from Hollywood, California. Here is the letter, word for word, as it came to us ...

MAN: Gentlemen: While working in pictures for the past three years, I have discovered an interesting fact about Lucky Strike cigarettes. On a cafe or ballroom set, or when smoking is called for to create an effect, Lucky Strikes are invariably distributed to the players. I asked why Lucky Strikes were preferred, and I was told that when it was necessary for a scene to be retaken several times, it was discovered that Lucky Strikes were the only cigarettes which didn't leave the players' throats dry and hoarse: Signed "Lane Allan".

ANNOUNCER: Thank you, Mr. Allan ... Thank you very much. Mr. Allan's letter was entirely unsolicited. It is simply an honest report of what he observed in Hollywood. But in our opinion it speaks volumes for Lucky Strike's throat protection. Remember: Luckies are the only cigarette from which certain harsh irritants have been removed by the process ... "IT'S TOASTED" ... These irritants, naturally present in all tobacco, are not present in Luckies because they have been removed by the application of higher degrees of heat. We believe that if you will pay as much attention to your throat and voice as they do in Hollywood, you, too, will choose Luckies ... a light smoke of rich, ripe-bodied tobacco ... "IT'S TOASTED".

ATX01 0015043

("I KNOW THAT YOU KNOW" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I Know That You Know" ... played as an extra by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Number ONE in the SWEEPSTAKES! A new champion ... "In
The Chapel In The Moonlight" ... last week number TWO ...
this week FIRST the country round!

("IN THE CHAPEL IN THE MOONLIGHT" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("I'VE GOT YOU UNDER MY SKIN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a new-comer to YOUR LUCKY STRIKE HIT PARADE ...
number FOUR ... "I've Got You Under My Skin" from "Born
to Dance".

(MUSIC SWELLS AND FINISHES)

- - - - - (C O M M E R C I A L N O 2) - - - - -

RADIO COMMERCIAL - (TOBACCO) - COMMERCIAL NO 2

WOMAN: Have you a favorite recipe, something so delicious that people simply rave about it? Well, the Lucky Strike people have a recipe like that, too, - a recipe that makes Luckies the most delicious cigarette of all.

ANNOUNCER: Here it is. Go on a shopping trip through tobacco land. Pick out the finest tobacco in the entire crop and be prepared to pay the price for it. To do so, you must visit more than one hundred markets where the farmers bring their best tobacco. Insist on the choice center leaves of the plant. Then add the finest Turkish tobacco from Samsoun, Smyrna, Xanthia and Macedonia. Then put these fine tobaccos away to age - to age for years - for it takes three years for a Lucky to be born. And when you make your cigarette, remember that even the finest tobacco contains certain harsh irritants. So ... most important of all ... give these fine tobaccos the benefit of that exclusive Lucky Strike Process known as "IT'S TOASTED" -- that process which removes certain harsh irritants and gives you for your full enjoyment the true flavor and aroma of fine tobacco. And so you have a recipe that's different from that of other cigarettes. You have a light smoke of rich, ripe-bodied tobacco, a cigarette that gives your taste a thrill and gives your throat protection - a Lucky Strike.

("OF THEE I SING"
"WHO CARES"
"I'VE GOT PLENTY OF NOTHIN'" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now three tunes in one ... "Of Thee I Sing" "Who Cares"
and "I've Got Plenty of Nothin'" rolled together into one
of those famous Lucky Strike Triples!

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("PENNIES FROM HEAVEN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's the song you rank number SEVEN ... the title song
from "PENNIES FROM HEAVEN"played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Stand by SWEEPSTAKES fans! Here's number THREE winner ..
"It's Delovely", from "Red, Hot and Blue" ... last
week number SIX ... this week THIRD, from Maine to
California.

("IT'S DELOVELY" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... with the Lucky Seven ...
the most popular tunes in America this week, played by
Al Goodman and the Lucky Strike Orchestra. Be sure to
tune in Saturday night over another station to hear YOUR
HIT PARADE played by Harry Salter.

(MORE)

ANNOUNCER: And don't forget to send in your entry for the SWEEPSTAKES. Any adult can play ... but more than one entry in any one week disqualifies you for that week.

RUYSDAEL: Certainly you want the very best of tobacco in the cigarette you smoke. Well, when you buy cigarettes tomorrow - or better even, tonight, just remember this -- a recent survey shows that the favorite cigarette among independent tobacco men in the South - men who know tobacco from A to Z - the overwhelming favorite over any other brand - is Lucky Strike -- "IT'S TOASTED".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The song "The Way You Look Tonight" is from Jerome Kern's "Swing Time". "Of Thee I Sing" is from the musical comedy of the same name. "I've Got Plenty of Nothin'" is from "Porgy and Bess".

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

cfw
12/8/36

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE HIT PARADE

SATURDAY, DECEMBER 12, 1936

10:00 to 10:30 P.M.

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

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

ANNOUNCER: Lucky Strike presents...YOUR HIT PARADE...with the
Lucky Seven... the seven most popular tunes in the
country this week as shown by a nationwide survey.
Now.....can you pick next week's number one song
and the two runners-up...1-2-3...just like that?
Thousands and thousands have been able to. And so
can you - so enter your Lucky Strike Sweepstakes.
Print the tunes, in order, on a postcard and mail
it to the American Tobacco Company, New York, post-
marked by midnight tomorrow. If you're right, you
win a prize of fifty Lucky Strike Cigarettes.
So get your pencils ready - here we go with the tune
you rank as number FIVE.... "You Turned The Tables On
Me".

("YOU TURNED THE TABLES ON ME".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I'VE GOT YOU UNDER MY SKIN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ATX01 0015048

ANNOUNCER: A new rhumba that's number FOUR on YOUR LUCKY STRIKE
HIT PARADE....this week...."I've Got You Under My
Skin".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Here's a winner in the SWEEPSTAKES! Number TWO...
"I'll Sing You A Thousand Love Songs" SECOND in
your favor from Coast to Coast!

("I'LL SING YOU A THOUSAND LOVE SONGS".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #1)

COMMERCIAL #1

ANNOUNCER: An easy way to start an argument in almost any group is to bring up the subject of inhaling ...

WOMAN: Well, I don't inhale.

MAN: You what?

WOMAN: I said I don't inhale.

MAN: I beg your pardon, my dear -- you mean you think you don't inhale. The experts say ^{that} everybody inhales. Seven out of ten people inhale consciously. The other three inhale more or less without knowing it.

ANNOUNCER: Yes, everybody inhales. And that's one reason why it's so important to avoid irritants in smoking. Even the finest tobacco, in its natural state, contains certain harsh irritants. But irritants can be removed. Science has found a way in Lucky Strike's exclusive process, "IT'S TOASTED" to expel certain harsh irritants, acids and impurities and to give you a cigarette that is truly kind to your throat. Knowing this, you won't want to be without the protection that "TOASTING" offers. So remember, only Lucky Strike can say: "IT'S TOASTED". Only Lucky Strike -- a light smoke of rich, ripe-bodied tobacco.

("THE STEIN SONG".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Stein Song" -- played as an extra by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: And here's the champion! Number ONE... "In The Chapel In The Moonlight"....last week number TWO....this week on top from Maine to California.

("IN THE CHAPEL IN THE MOONLIGHT".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THE WAY YOU LOOK TONIGHT".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "The Way You Look Tonight".....Number SIX in your favor...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

COMMERCIAL #2

ANNOUNCER: A man out in Glendora, California -- Mr. John J. Therien -- has an interesting hobby. He collects different brands of cigarettes from all over the world. During the past two years he has collected -- and smoked -- 350 brands. Here is what he says in a recent unsolicited letter ...

MAN: I want to congratulate you on your Lucky Strike. I should know better than any one that it is a good cigarette because, among the 350 different brands I have tried, it is the one that I have chosen for myself.

ANNOUNCER: There's a reason why Luckies stand out from all those brands of cigarettes. Lucky Strike is the only one that offers you the important throat-protection of the process, "IT'S TOASTED". The "TOASTING" process removes certain harsh irritants present in all tobacco. That's why Luckies are so easy on the delicate membranes of your throat. Lucky Strike is a light smoke ... of rich, ripe-bodied tobacco ... "IT'S TOASTED."

("SWEET GEORGIA BROWN"
("LIMEHOUSE BLUES".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Sweet Georgia Brown"
and "Limehouse Blues" a swell combination for a
Lucky Strike Double.

(MUSIC SWELLS AND FINISHES)

segue to

("PENNIES FROM HEAVEN".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN on YOUR LUCKY STRIKE HIT PARADE...the
title song from "Pennies From Heaven".

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: And here, SWEEPSTAKES fans, is number THREE...."It's
Delovely".....from "Red, Hot, and Blue". We hope
you picked it right.

("IT'S DELOVELY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE....with the Lucky Seven...
the most popular tunes in America this week, played
by Harry Salter and the Lucky Strike Orchestra. Tune
in next Wednesday night over another station to hear
Your Hit Parade with Al Goodman. Be sure to enter
the SWEEPSTAKES - any one of age can play ... but,
more than one entry in any week disqualifies you for
that week.

RUYSDAEL: If you're not smoking Luckies....right now is a good
time to decide to try them! Maybe you've been missing
something. So, next time you walk up to a tobacco
counter, remember to say "Luckies please" ... and
enjoy a light smoke of rich, ripe-bodied tobacco.
Luckies are kind to your throat.

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1936 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each
week by independent certified public accountants.

The song "The Way You Look Tonight" is from Jerome
Kern's "Swing Time".

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HR

ATX01 0015054

THE AMERICAN TOBACCO COMPANY

REVISED

LUCKY STRIKE

"YOUR HIT PARADE"

WEAF

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9:00 - 9:30 P.M.

DECEMBER 16th, 1936.

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the seven most popular tunes in the country this week as shown by a nationwide survey - the Lucky Seven.

And we bring you, also, Your Lucky Strike Sweepstakes - your chance to win a prize of fifty Lucky Strike Cigarettes. Just pick the song that's number one in popularity on next week's programs and the two runners-up ... 1 - 2 - 3 just like that. Print them in order on a postcard and mail it to The American Tobacco Company, New York, postmarked by midnight Sunday.

Have you your pencils ready? Here we go with the tune this week's survey placed number SEVEN on YOUR HIT PARADE ... "Organ Grinder's Swing".

("ORGAN GRINDER'S SWING". ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

ATX01 0015055

(FANFARE.)

ANNOUNCER: Here's a winner in YOUR LUCKY STRIKE SWEEPSTAKES!
Number TWO ... "In The Chapel in the Moonlight" ...
SECOND in your favor!

("IN THE CHAPEL IN THE MOONLIGHT". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE WAY YOU LOOK TONIGHT". CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on YOUR HIT PARADE ... "The Way You Look
Tonight" ... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANNOUNCER: In the December issue of a distinguished magazine, appears an article about cigarettes. I should like to read you one brief sentence from that article. In speaking of the American Tobacco Company, makers of Lucky Strike, this distinguished magazine observes that we have the following profound conviction.

Quote: "That you can't sell anything if it hasn't a special merit that makes it both worthy of and different from its competition" .. End quote. Now, it is precisely a "special merit" which has made Luckies the favorite cigarette of millions. For of all the different brands of cigarettes, Lucky Strike is the only one that offers you the benefits of the famous process, "IT'S TOASTED". Only in Luckies do you get this all-important throat protection. The exclusive "Toasting" process removes certain irritants found in even the finest tobacco -- irritants that would rasp the delicate membranes of your throat. That's one of the most important reasons why Luckies are a light smoke -- easy on your throat -- gentle when you inhale. If you're not already smoking Luckies -- buy a pack. Discover for yourself the "special merit" of Lucky Strike ... "IT'S TOASTED".

(1)

ATX01 0015057

("SING YOU SINNERS" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "Sing You Sinners" .. played as an extra by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: A winner in the SWEEPSTAKES ... at number THREE ...
"I'll Sing You a Thousand Love Songs" ... number THREE
from Coast to Coast!

("I'LL SING YOU A THOUSAND LOVE SONGS". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT YOU UNDER MY SKIN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I've Got You Under My Skin" from "Born to Dance"
number FOUR on YOUR LUCKY STRIKE HIT PARADE.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ANNOUNCER: From down in the tobacco country, North Carolina, comes this interesting and unsolicited letter ...

MAN: I have been smoking Lucky Strike cigarettes ever since they have been manufactured, and I want to say that I thoroughly enjoy every single Lucky I smoke. I am in the tobacco business myself as a buyer, and I know it's true when you advertise your tobaccos as the "Cream of the Crop" ... Yours truly, F. M. Valentine.

ANNOUNCER: Thank you very much, Mr. Valentine. We don't know of anyone whose praise of Lucky Strikes must carry more weight than that of a person like yourself, who is in the tobacco business, who knows tobacco from A to Z. As a matter of fact, most tobacco men agree with you. A recent survey shows that of hundreds of tobacco experts -- auctioneers, buyers, warehousemen, not connected with any manufacturer -- an overwhelming number prefer Luckies to any other cigarette. For these men - like yourself -- know the fine quality of tobacco that is bought for Lucky Strike - the "Cream of the Crop". And they know "It's Toasted"! So we say to all of you -- if you're not already smoking Luckies - a light smoke - buy a pack and try them. You'll agree with the tobacco experts that Lucky Strike tobacco is the "Cream of the Crop" -- that Luckies are a light smoke of rich, ripe-bodied tobacco - kind to your throat.

(2)

("ZING WENT THE STRINGS OF MY HEART"
"DON'T LET IT BOTHER YOU" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a double ... a Lucky Strike Double ... a medley of "Zing Went the Strings of My Heart" and "Don't Let It Bother You".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE)

ANNOUNCER: Stand by for tops in the Sweepstakes - the winner! Number ONE in your favor ... "Pennies From Heaven" ... last week number SEVEN ... this week America's top ranking song!

("PENNIES FROM HEAVEN" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("IT'S DELOVELY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... "It's Delovely", from "Red Hot and Blue" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... the Lucky Seven ... the seven most popular tunes in America this week, played by Al Goddman and the Lucky Strike Orchestra. Be sure to tune in Saturday night over another station to hear YOUR HIT PARADE played by Harry Salter. And don't forget ... anyone of age can play the SWEEPSTAKES. So send in your entry for this week. But ... more than one entry in any week disqualifies you for that week.

RUYSDAEL: Everywhere you go, these days, the Spirit of Christmas is abroad -- the gayly decorated store windows and the teeming crowds of shoppers remind us that ...

(INTERLUDE 4 BARS OF "HAPPY DAYS" ORCHESTRA)

(FADE)

RUYSDAEL: Yes -- happy days are here again. And here's a Christmas suggestion - say Merry Christmas with Luckies. A carton of Lucky Strikes is a gift that expresses the happy Christmas spirit and brings with it always the pleasure of a light smoke of rich, ripe-bodied tobacco.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The song, "The Way You Look Tonight" is from Jerome Kern's "Swing Time". "Pennies From Heaven" is from the motion picture of the same name.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

eb-cfw
12/16/36

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY -"YOUR HIT PARADE"

SATURDAY, DECEMBER 19, 1936

10:00 to 10:30 P.M.

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

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

ANNOUNCER: Lucky Strike presents ..Your HIT PARADE.. the
seven most popular tunes in the country this
week as shown by a nationwide survey...the
LUCKY SEVEN.

But how about next week's most popular tunes?
Can you pick the NUMBER ONE song and the two
runners up --1 - 2 - 3 -- just like that? Enter
your Lucky Strike Sweepstakes and try your skill.
Print the names of the three top tunes in the
order of their popularity on a postcard and mail
it to The American Tobacco Company, New York,
postmarked by midnight tomorrow. If you have 'em
right you win fifty Lucky Strike Cigarettes.

All set? Here we go with the tune you rank as
number FIVE this week.... "It's Delovely".

ATX01 0015062

("IT'S DELOVELY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(PANFARE.....)

ANNOUNCER: Number THREE... a winner in YOUR LUCKY STRIKE
SWEEPSTAKES ... "I'll Sing You a Thousand Love
Songs" ... number three in the nation's favor!

("I'LL SING YOU A THOUSAND LOVE SONGS"....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("I'VE GOT YOU UNDER MY SKIN"..... CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I've Got You Under My Skin" ...number FOUR on
YOUR LUCKY STRIKE HIT PARADE.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: A Christmas suggestion....Divide the list of people you are going to buy presents for into two classes ...one, Lucky Strike smokers, who will cheerfully welcome a gift of their favorite cigarette...and, two, those who are not Lucky Strike smokers, for whom a light smoke will also make the ideal Christmas gift....Does this last surprise you? Well, here's our reason for the statement. Luckies have won so many new friends this year! ...So many, many people have written us about the thrill they've found in a light smoke...that we honestly believe, if you introduce a friend to Lucky Strike, you'll give a double measure of Christmas cheer and smoking pleasure. To old friends of Lucky Strike and to those who will be friends, say "Merry Christmas" this year with a carton of Luckies --a light smoke of rich, ripe-bodied tobacco.

("SOME OF THESE DAYS".....ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: And now an extra ... "Some of These Days" ...
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: A winner! A winner in the SWEEPSTAKES! Number
TWO ... "IN THE Chapel in the Moonlight" ...
SECOND this week from Maine to California!

("IN THE CHAPEL IN THE MOONLIGHT".....CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("THE WAY YOU LOOK TONIGHT".....ORCHESTRA)

(PAUSE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on YOUR HIT PARADE... "The Way You
Look Tonight" ... played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ATX01 0015065

ANN'OR: From North Carolina, down in the tobacco country, comes this interesting and unsolicited letter ...

MAN: I have been smoking Lucky Strike cigarettes ever since they have been manufactured, and I want to say that I thoroughly enjoy every single Lucky I smoke. I am in the tobacco business myself as a buyer, and I know it's true when you advertise your tobaccos as the "Cream of the Crop" ... Yours truly, F. M. Valentine.

ANN'OR: Thank you very much, Mr. Valentine. We don't know of anyone whose praise of Lucky Strikes must carry more weight than that of a person like yourself, who is in the tobacco business, who knows tobacco from A to Z. As a matter of fact, most tobacco men agree with you. A recent survey shows that of hundreds of tobacco experts -- auctioneers, buyers, warehousemen, not connected with any manufacturer -- an overwhelming number prefer Luckies to any other cigarette. For these men - like yourself -- know the fine quality of tobacco that is bought for Lucky Strike - the "Cream of the Crop". And they know "It's Toasted"! So we say to all of you -- if you're not already smoking Luckies - a light smoke - buy a pack and try them. You'll agree with the tobacco experts that Lucky Strike tobacco is the "Cream of the Crop" -- that Luckies are a light smoke of rich, ripe-bodied tobacco - kind to your throat.

"DON'T HOLD EVERYTHING"
("NOBODY'S SWEETHEART"MEDLEYORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANN'CR: Here comes one of those famous Lucky Strike Doubles ...
a medley of "Don't Hold Everything" and "Nobody's
Sweetheart."

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE,.....)

ANN'CR: SWEEPSTAKES ahoy! Number ONE! "Pennies from Heaven"
comes out on top! Last week number SEVEN ... this
week FIRST in your favor!

("PENNIES FROM HEAVEN"QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("ORGAN GRINDER'S SWING"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANN'CR: The Lucky Strike Orchestra plays "Organ Grinder's
Swing" ... number SEVEN.

(MUSIC SWELLS AND FINISHES)

ANN'OR: And that's YOUR HIT PARADE ... the Lucky Seven ... the most popular tunes in America this week, played by Harry Salter and the Lucky Strike Orchestra. Tune in next Wednesday night over another station to hear YOUR HIT PARADE with Al Goodman. And be sure to send in your entry for the SWEEPSTAKES. Anyone of age can play ... but more than one entry in any week disqualifies you for that week.

RUYSDAEL: "Attention"! Please! -- It's really worth your while!-- remember next time you buy cigarettes that Lucky Strike is the only cigarette that offers your throat the protection of the process "IT'S TOASTED". No other cigarette can offer this safeguard for your throat. So reach for a Lucky -- a light smoke of rich, ripe-bodied tobacco -- "IT'S TOASTED."

CLOSING SIGNATURE("HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES
are copyright 1936 by The American Tobacco Company.
YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked
each week by independent certified public accountants.

The song "It's Develvely" is from "Red Hot and Blue".
"Don't Hold Everything" is from "Hold Everything".

This is the COLUMBIA ... BROADCASTING SYSTEM

(fade theme 20 seconds)

WABC ... NEW YORK

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THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

() ()
9:00 - 9:30 P.M.

DECEMBER 23, 1936.

WEDNESDAY

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

ANNOUNCER: Lucky Strike presents ... YOUR HIT PARADE ... the seven most popular tunes in the country this week as shown by a nationwide survey ... the Lucky Seven.

Can you pick the NUMBER ONE song on next week's programs and the two runners-up ... 1 - 2 - 3 ... just like that? Enter Your Lucky Strike Sweepstakes and try your skill. Print the names of the three top tunes in order on a postcard and mail it to The American Tobacco Company, New York, postmarked by midnight Sunday. So here's luck! Remember ... if you pick 'em right - there's fifty Lucky Strike Cigarettes waiting for you.

Are you ready with your pencils? "I'm In a Dancing Mood" ... returning to Your Hit Parade at number SIX.

("I'M IN A DANCING MOOD".DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

ATX01 0015070

(FANFARE.)

ANNOUNCER: A winner in Your Lucky Strike Sweepstakes! Number
THREE ... "Pennies From Heaven".

("PENNIES FROM HEAVEN". CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'LL SING YOU A THOUSAND LOVE SONGS".QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN in your favor this week ... "I'll Sing You
A Thousand Love Songs" ... played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

ANNOUNCER: From Mr. Ferdinand Miller of 703 Old Home Road --
Raspeburg, Maryland, comes a very good solution of the
Christmas gift problem. Mr. Miller writes us....

MAN: Luckies have been my regular smoke for many years and all
my friend smokers are receiving a carton of Luckies from
Santa Claus this Christmas as my token for a good smoke....

ANNOUNCER: Thank you, Mr. Miller. We know that your friends will thank
you for Luckies. Mr. Miller's solution of the Christmas
problem is an ideal one, especially for last minute shoppers.
Have you forgotten anyone? Remember, tonight is the night
before the night before Christmas, and you only have one
day left in which to finish your Christmas shopping. Any
smoker on your list will be delighted to receive a present
of Lucky Strikes -- perhaps no other gift could be as
useful or as acceptable as a regular carton of Luckies, in
its special Christmas wrap, or as a Christmas package of
four flat 50s. Inexpensive, too, and very easy for you
to obtain in the short time you have left. So, follow
Mr. Miller's example. Give Luckies -- a light smoke of
rich, ripe-bodied tobacco -- the only cigarette that
offers you the throat protection of the famous process
"It's Toasted".

(COMMERCIAL #1)

("SIBONEY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays as an extra a real
rhumba favorite ... "Siboney".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: Here you are, Sweepstakes fans ... here's that number
ONE song! "In The Chapel In The Moonlight" ... last
week number TWO ... this week FIRST in the nation's
favor.

("IN THE CHAPEL IN THE MOONLIGHT" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT YOU UNDER MY SKIN" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: "I've Got You Under My Skin" ... number FOUR on Your
Lucky Strike Hit Parade.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

ANNOUNCER: What cigarette do tobacco experts choose? Every smoker should be interested in knowing the answer. And here it is ... A recent survey among hundreds of independent tobacco men - auctioneers, buyers, warehousemen -- tobacco men not connected with any manufacturer -- shows an overwhelming preference for Luckies. They choose Lucky Strike about 2 to 1 over any other brand. For these tobacco experts know the kind of tobacco Lucky Strike buys - they call it the "Cream of the Crop". So when they smoke they choose Luckies. Now, we think you'll agree with the tobacco experts that Luckies are the "Cream of the Crop". Lucky Strike is a light smoke of rich, ripe-bodied tobacco. And the famous process "IT'S TOASTED" -- which is exclusive with Luckies -- is your throat protection against irritation, against cough.

("LOOK WHO'S HERE"
"NO OTHER ONE" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now one of those Lucky Strike Doubles ... a medley of "Look Who's Here" and "No Other One".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN MY DREAM BOAT COMES HOME" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer at number FIVE on Your Hit Parade ... "When My Dream Boat Comes Home".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Attention, Sweepstakes fans! A winner ... number TWO ... "It's Delovely" ... last week number FIVE ... this week SECOND the country round.

("IT'S DELOVELY" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE ... the Lucky Seven ... the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. And be sure to send in your entry for the Sweepstakes. Any one of age can play ... but more than one entry in any week disqualifies you for that week.

RUYSDAEL: Have you ~~seen~~ those colorful Christmas cartons of Luckies? They make the perfect Christmas gift -- and they're so easy to buy for last minute shoppers. Why not decide tonight to make your friends happy with Luckies - a light smoke of rich, ripe-bodied tobacco. And now, for Luckies and Your Hit Parade, let me wish all of our friends, wherever you may be "A Merry Christmas".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1936 by The American Tobacco Company.
YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The song "It's Delovely" is from "Red Hot and ^Blue".
 "I've Got You Under My Skin" is from "Born to Dance".

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

jgs-cfw
 (REVISED)

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE"

SATURDAY, DECEMBER 26th, 1936
10:00 to 10:30 P.M., E.S.T.

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

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

ANNOUNCER: Lucky Strike presents...YOUR HIT PARADE....the seven most popular tunes in the country this week as shown by a nationwide survey...the Lucky Seven.

And here's your chance to win a prize!....Your Lucky Strike Sweepstakes. Just pick the three top ranking songs on next week's programs, list them, in order, on a postcard ... 1 - 2 - 3 ... just like that, mail the card to The American Tobacco Company, New York, postmarked by midnight tomorrow....and that's all! If you're right, the postman heads your way with a prize of fifty Lucky Strike Cigarettes.

Ready all? Here we go with the song you rank as number SIX ... "I'm In a Dancing Mood".

("I'M IN A DANCING MOOD".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ATX01 0015077

ANNOUNCER: Number THREE...a winner in Your Lucky Strike Swoopstakes
..."Pennies From Heaven"...in THIRD place this week the
country round.

("PENNIES FROM HEAVEN".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I'VE GOT YOU UNDER MY SKIN".....CLARE AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you rank as number FOUR..."I've Got You Under
My Skin"... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 1)

ANNOUNCER: It may be King Cotton in the deep South ... But there are hundreds of sections where King Tobacco reigns supreme; and high in his council sit the professional tobacco buyers, warehousemen and auctioneers -- the men whose business is tobacco, who spend their lives in studying the various grades of tobacco. Now, no one will deny that these men know tobacco. And when they choose a cigarette, you can bet your bottom dollar that cigarette's made of the best tobacco. Well ... I'm going to tell you what cigarette tobacco men smoke -- independent tobacco men, not connected with any manufacturer! A recent survey among hundreds of these tobacco experts shows that they choose Luckies about 2 to 1 over any other brand. Now that was not surprising to us because for years tobacco men have called Lucky Strike tobacco the "Cream of the Crop". But we bring this news to you because, if you want the finest tobacco in the cigarette you smoke, take a tip from the experts ... choose Lucky Strike, a light smoke of rich, ripe-bodied tobacco.

("THREE LITTLE WORDS"
("THOU SWELL".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here comes an extra... "Three Little Words" and "Thou Swell"....rolled together into a Lucky Strike Double.

(MUSIC SWELLS AND FINISHES)

segue to

("I'LL SING YOU A THOUSAND LOVE SONGS".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN on Your Lucky Strike Hit Parade... "I'll Sing You A Thousand Love Songs."

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: And now we present...the WINNER! Number ONE ... "In The Chapel In The Moonlight"... last week number TWO ...this week on top from Coast to Coast.

("IN THE CHAPEL IN THE MOONLIGHT".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

COMMERCIAL #2.

ANNOUNCER: People in business, are realizing more and more how important it is to have a clear, pleasant-sounding voice. Just the other day a letter came to us from a stenographer in St. Louis, Missouri - Miss Mary L. Hendrickson of 1375 Montclair Avenue. Listen to what she says....

WOMAN: I am a stenographer, and ^I spend practically half of my time on the telephone. Naturally, I have to smoke cigarettes that keep my voice from becoming harsh and irritated. So I pick Lucky Strikes. I like the compact way they are packed, their fine taste, and their non-irritating quality.

ANNOUNCER: Thank you, Miss Hendrickson. Yes, Luckies are round and firm and fully packed. And there's a very good reason why they don't irritate the throat. Luckies are minus certain harsh irritants naturally present in even the finest tobacco. These irritants are out of Luckies because the famous process "IT'S TOASTED" drives them out. Lucky Strike - the only cigarette that can say "IT'S TOASTED" -- Lucky Strike a light smoke of rich, ripe-bodied tobacco -- a light smoke kind to your throat.

("LADY OF SPAIN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra
we're sure you'll like...."Lady of Spain".

(MUSIC SWELLS AND FINISHES)

SEGUE TO

("WHEN MY DREAM BOAT COMES HOME".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a newcomer to the "Lucky Seven".....
"When My Dream Boat Comes Home" starting at
number FIVE on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

SEGUE TO

(FANFARE.....)

ANNOUNCER: Sweepstakes fans! Here's that other winner...
number TWO ... "It's DeLovely"....last week
number FIVE....this week your choice for
number TWO.

("IT'S DELOVELY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE....the Lucky Seven....
the most popular tunes in America this week,
played by Harry Salter and the Lucky Strike
Orchestra. Tune in next Wednesday night over
another station to hear Your Hit Parade with Al
Goodman. And don't forget the Sweepstakes.
Anyone of age can play...but more than one
entry in any week disqualifies you for that
week.

RUYSDAEL: Now, as we approach the end of the year, is a
good time for each of us to consider how we
can make our New Year a more pleasant one. So
here's a thought -- If you're not now smoking
Lucky Strikes, maybe you've been missing
something. Buy a pack of Luckies and discover
for yourself the pleasure of a light smoke of
rich, ripe-bodied tobacco -- always kind to your
throat.

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

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Company. YOUR LUCKY STRIKE SWEEPSTAKES is
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(MORE)

-8-

ANNOUNCER:
(CONT'D.)

The song "It's Develvely" is from "Red Hot
and Blue". "I've Got You Under My Skin"
is from "Born to Dance".

THIS IS THE COLUMBIA BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

JC
BM

ATX01 0015084

THE AMERICAN TOBACCO COMPANY

REVISED

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

() ()
10:00 - 10:30 P.M.

DECEMBER 30, 1936.

WEDNESDAY

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

ANNOUNCER: From coast to coast "Your LUCKY STRIKE Hit Parade" is on the air ... the seven most popular tunes in the country this week as shown by a nation-wide survey, checked and rechecked by certified public accountants - The Lucky Seven. And with it Your LUCKY STRIKE "SWEEPSTAKES" - that great national cigarette game that has interested and is interesting hundreds of thousands - millions - yes, millions of folks from coast to coast. So come on in the "SWEEPSTAKES" and try your skill. Pick the three top-ranking songs on next week's programs, and list them, in order, on a postcard ... 1 - 2 - 3 ... just like that. Mail the card to The American Tobacco Company, New York, postmarked by midnight Sunday. If you pick them right, fifty round and firm and fully packed Lucky Strike Cigarettes are yours ... fifty Lucky Strikes with our compliments.

And now, here are this week's songs. We start with the tune you rank as number SIX ... "I'm In A Dancing Mood".

("I'M IN A DANCING MOOD". DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

ATX01 0015085

("PENNIES FROM HEAVEN" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR on Your Lucky Strike Hit Parade ... "Pennies From Heaven".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: Here's a winner in the SWEEPSTAKES! Number THREE
"I've Got You Under My Skin" ... last week number FOUR
... this week THIRD in your favor.

("I'VE GOT YOU UNDER MY SKIN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL #1

ANNOUNCER: Are you going to stay up tomorrow night to welcome the New Year in? During the holiday season, lots of us go to late parties -- stay up far into the night -- and probably smoke a great deal more than usual. So it's a particularly good time to remember to choose a light smoke - Lucky Strike - and get the throat-protection offered by the famous process, "IT'S TOASTED". For all tobacco, even the very finest, contains, in its natural state, certain harsh irritants. The "TOASTING" process removes these irritants and Lucky Strike is the only cigarette to offer you this throat-protection. That's why Luckies stay kind to your throat, even though you smoke far into the night -- and so with Luckies, you wake up the next morning with a clear throat. So, if you're not already smoking Luckies, start right now! Buy a package and you'll find there's a world of pleasure in Luckies -- a light smoke of rich, ripe-bodied tobacco, wonderfully kind to your throat.

(1)

ATX01 0015087

("LIFE BEGINS AT SWEET SIXTEEN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now an extra ... "Life Begins at Sweet Sixteen" ...
played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you rank as number FIVE on Your Hit Parade
"I'll Sing You a Thousand Love Songs".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here's number ONE ... the top winner in the SWEEPSTAKES
... "In The Chapel In The Moonlight" ... FIRST again in
the nation's favor.

("IN THE CHAPEL IN THE MOONLIGHT QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

(COMMERCIAL NO. 2)

ANNOUNCER: Mr. J. Paul Demaree of Frankfort, Kentucky, recently wrote us the following unsolicited letter....

MAN: "During 1924 and 1925, I represented your company in a central Kentucky tobacco territory, where the American Tobacco Company, to my knowledge, buys the "Cream of the Crop" for its Luckies.

The Lucky Strike was a grand cigarette in those days. But your company has constantly improved its product, until today Lucky Strike is by far the finest, smoothest cigarette on the market. A light smoke, kind to the throat. The explanation for this noticeable improvement is, I believe, the scientific chemical analysis your agents make of the tobacco before buying, to determine whether it is suitable. The tobacco must be right" --

ANNOUNCER: Thank you, Mr. Demaree...that's a very interesting point you bring up about the chemical tests we make of selected tobacco samples before purchase. There is no guess-work in purchasing tobacco for Luckies, for the Lucky Strike buyers are guided by science in purchasing those fine "Cream of the Crop" tobaccos. That's why, when you smoke Luckies, you are sure of enjoying, always, the finest tobacco -- always the same uniform light smoke of rich, ripe-bodied tobacco.

(2)

ATX01 0015089

"BROADWAY RHYTHM"
"BROADWAY MELODY" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra gives us two musical views of the Great White Way ... in a Double of "Broadway Rhythm" and "Broadway Melody".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"THE NIGHT IS YOUNG" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to the "Lucky Seven" ... and it's in SEVENTH place ... "The Night Is Young and You're So Beautiful".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: A winner in the SWEEPSTAKES at number TWO ... "It's Delovely" ... SECOND again this week from Maine to California!

"IT'S DELOVELY" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: And that's YOUR HIT PARADE .. the Lucky Seven ... the most popular tunes in America this week, played by Al Goodman and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. And be sure to send in your entry for the Sweepstakes. Any one of age can play ... but more than one entry in any week disqualifies you for that week.

RUYSDAEL: Now, as we approach the end of the year, is a good time for each of us to consider how we can make our New Year a more pleasant one. So here's a thought -- If you're not already smoking Luckies, maybe you've been missing something. Buy a pack of Lucky Strikes tonight - now - and discover for yourself the pleasure of a light smoke of rich, ripe-bodied tobacco -- a light smoke kind to your throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

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12/30/36