

JANUARY

THE AMERICAN TOBACCO COMPANY

"YOUR LUCKY STRIKE HIT PARADE"

SATURDAY, JANUARY 2, 1937

10:00 - 10:30 PM

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

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNCR: On a nation-wide hookup -- from coast to coast, 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 stand by 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 post card and mail it to The American Tobacco Company, New York, postmarked by midnight tomorrow. If you're right, we send you fifty Lucky Strike Cigarettes ... Fifty Luckies ... round and firm and fully packed. And there's no entry fee ... nothing to buy ... it's all fun!

Ready now? Let's go with the tune that's number SIX this week ... "I'm In A Dancing Mood."

(I'M IN A DANCING MOOD DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

(THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL .. QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays a newcomer "THE
Night Is Young and You're So Beautiful" ... starting at
number SEVEN on Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE

ANNCR: Number THREE this week is.... "I'VE GOT YOU UNDER MY SKIN"
.... last week number FOUR ... this week THIRD the
country round.

("I'VE GOT YOU UNDER MY SKIN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(CONTD)

ANNOUNCER: Everybody has heard the expression "pretty as a picture."
It usually applies to a girl -- but it also applies to
choice tobacco. At the great tobacco auctions in the
South, an auctioneer as he goes down the line often points
to a few baskets of the very finest tobacco and sings out
"pictures, pictures", meaning the prettiest lots of
tobacco in the whole auction. That's the kind of tobacco
Lucky Strike buyers are interested in -- the choicest --
the "Cream of the Crop." In fact, this reputation Lucky
Strike has for buying the finest tobacco is so well-
established among the tobacco men themselves --
auctioneers, buyers, warehousemen -- that, for their own
smoking, they choose Luckies above any other brand of
cigarette. A recent survey conducted among hundreds of
independent tobacco men -- men not connected with any
manufacturer -- shows a preference for Luckies of about
two to one over any other brand -- so we say to you --
choose Luckies for yourself. Next time you buy cigarettes,
follow the example of the men who know tobacco and get
Lucky Strike -- a light smoke of rich, ripe-bodied
tobacco.

(RIO RITA
(PUT ON YOUR OLD GRAY BONNET MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's a Lucky Strike Double .. a medley of "Rio Rita"
and that grand old tune "Put On Your Old Gray Bonnet."

(MUSIC SWELLS AND FINISHES)

Segue to

(I'LL SING YOU A THOUSAND LOVE SONGS" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Number FIVE on Your Lucky Strike Hit Parade ... I'LL SING
YOU A THOUSAND LOVE SONGS ... played by the Lucky Strike
Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE

ANNCR: Are you ready for the winner? "IN THE CHAPEL IN THE
MOONLIGHT" ... last week in FIRST place ... number ONE
again this week! We hope you pickod it right.

(IN THE CHAPEL IN THE MOONLIGHTQUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: A thing that happens once may be an accident -- twice, a coincidence -- but when the same thing happens over and over again ... well, it must really mean something. Now the makers of Lucky Strike cigarettes have received not one -- or two - but hundreds of unsolicited letters from smokers all telling us the same thing about Luckies. Let me read you a typical one of these letters - from Mrs. Dorothy Godfrey of Washington, D. C. Quote ... I had an ailment when a child and this left my throat very tender. I have tried all other kinds of cigarettes and find that 'LUCKIES' are the only cigarettes that I can smoke without hurting my throat. End Quote. So there it is. That's the point these hundreds of letters we receive agree on: Luckies do not irritate the throat. Why? Well, in two words, the reason is simply "IT'S TOASTED." For the "TOASTING" process removes certain harsh irritants naturally present in even the finest tobacco. And the result is that Luckies are kind to your throat -- gentle when you inhale -- truly a light smoke of rich, ripe-bodied tobacco. Remember that, next time you buy cigarettes, and ask for Lucky Strike -- a light smoke of rich, ripe-bodied tobacco -- kind to your throat.

(THE CONTINENTAL ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: The Lucky Strike Orchestra plays an "extra" ... "The Continental."

(MUSIC SWELLS AND FINISHES)

Segue to

(PENNIES FROM HEAVEN CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNCR: Here's the tune you rank as number FOUR ... "Pennies From Heaven." played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE)

ANNCR: A winner in the Sweepstakes! Number TWO ... "It's Delovely" ... SECOND again in the nation's favor.

(MUSIC SWELLS AND FINISHES)

(CONTINUED)

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 Bob Haring. And don't forget to send in your entry for the Sweepstakes this week ... postmarked by midnight tomorrow. Anyone of age can play ... but more than one entry in any week disqualifies you for that week.

RUYSDAEL: It's a thrill to discover you've won a prize in the "Sweepstakes." It's a thrill to make any pleasant discovery - many folks tell us that they have got a real thrill by finding in Luckies the finest cigarette they ever smoked. If you're not now smoking Luckies, buy a pack and try them. Maybe you've been missing something. Lucky Strike is a light smoke - a light smoke of rich, ripe-bodied tobacco - kind to your throat - a finer cigarette - because of that exclusive process "IT'S TOLSTED."

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNCR: YOUR HIT PARADE AND YOUR LUCKY STRIKE SWEEPSTAKES are
copyright 1937 by The American Tobacco Company. YOUR
LUCKY STRIKE SWEEPSTAKES is checked and rechecked each
week by independent certified public accountants.

The song "It's Develovely" 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

THE AMERICAN TOBACCO COMPANY

REVISED

WEAF

"YOUR HIT PARADE"

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

JANUARY 6, 1937.

WEDNESDAY

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

ANNOUNCER: From Maine to California Lucky Strike brings to the nation -- YOUR HIT PARADEthe seven most popular tunes in the country this week as shown by a nationwide survey... the Lucky Seven. And....YOUR LUCKY STRIKE SWEEPSTAKES...the cigarette game that millions enjoy. There's no entry fee... nothing to buy...and it's loads of fun. So come on in and try your skill. Pick the three songs that will rank 1 - 2 - 3 on next week's programs, and list them, in order, on a postcard. Mail the card to The American Tobacco Company, New York, postmarked by midnight Sunday. If you are right in your selection, you win a prize of fifty Lucky Strike Cigarettes....fifty Luckies, each one round and firm and fully packed. Now! Are you ready to play the game? We're ready to play the music! Let's go with the tune you rank as number SIX"I'm In A Dancing Mood".

("I'M IN A DANCING MOOD".DICK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: THIRD place in the Sweepstakes... "In The Chapel In The Moonlight" ... number THREE in your favor this week from Coast to Coast!

("IN THE CHAPEL IN THE MOONLIGHT". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT YOU UNDER MY SKIN". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's that swell modern rhumba.... "I've Got You Under My Skin" It's number FOUR on Your Lucky Strike Hit Parade this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

ANNOUNCER: Next time you smoke a cigarette, will you do this? ... Stop for one instant -- take a good deep puff -- and ask yourself: "Is this cigarette truly easy on my throat?" ... Now, if the cigarette is a Lucky, we know that the answer will be: "Yes!" For every shred of Lucky Strike's choice tobacco -- the "Cream of the Crop" -- goes through a special process to make it easy on the throat. This process, known the world over as "IT'S TOASTED", offers you the purifying effect the scientific application of higher degrees of heat and the mellowing effects of the ultra violet ray. In this way, the process -- "IT'S TOASTED" -- smooths out harsh qualities that even the finest, most expensive tobaccos have in their natural state. That's why we feel so sure that any smoker who pauses to consider his throat, will realize the advantages of Lucky Strike. For remember: only Lucky Strike -- a light smoke or rich, ripe-bodied tobacco -- offers you this throat protection against irritation, against cough. "IT'S TOASTED".

("THE LADY IN RED" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Lucky Seven to play an extra.... "The Lady in Red".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: And now we present ... the winner! Number ONE "Pennies From Heaven" ... last week number FOUR ... this week it's FIRST in your favor.

("PENNIES FROM HEAVEN" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE NIGHT IS YOUNG" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The tune you rank as number FIVE this week... "The Night Is Young And You're So Beautiful" played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

COMMERCIAL #2

ANNOUNCER: Everywhere the trend is toward a light smoke. In a recent independent nationwide survey of professional men and women -- lecturers, lawyers, doctors, scientists, etc., an overwhelming majority of those who smoke cigarettes state that from their own smoking experience they prefer a light smoke. Practical confirmation of the soundness of this preference is found in the widespread use of Lucky Strikes by those whose throats and voices are all-important to them.

Listen to what Mrs Gladys M Petch, noted Radio Artist and International lecturer has to say about Luckies. Mrs Petch after a personal tour of the Lucky Strike factory in Reidsville, North Carolina, yesterday made this statement --

WOMAN: I certainly enjoyed my trip through the Lucky Strike factory today. Luckies you know are the perfect cigarette for a radio voice. I lecture constantly and have found that Luckies are the only cigarette which have never let me down. I can smoke them with the assurance that they will never irritate my throat. I don't know the details of their manufacture but I do know that Luckies are ideal. I have often thought of writing the plant to tell them just how much I enjoy smoking Luckies.

ANNOUNCER: Thank you very much Mrs Petch for your friendly and unsolicited comments. Years of radio experience have shown Mrs Petch the advantages of a light smoke *** a light smoke, easy and gentle on the throat. Next time you buy cigarettes follow Mrs Petch's example, think of your throat. Ask for Lucky Strike - a light smoke "It's Toasted".
(MORE)

"DRUMS IN MY HEART"
"SING SOMETHING SIMPLE"
"HALLELUJAH" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now one of those Lucky Strike Triples...a medley of "Drums in My Heart", "Sing Something Simple", and "Hallelujah":

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

"EASY TO LOVE" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "Easy to Love" ... a newcomer to the Lucky Seven ... and it's in SEVENTH place.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(PANFARE)

ANNOUNCER: Now, Sweepstakes fans, what did you pick for number TWO? Here it is ... "It's Delovely" ... a winner at SECOND again in Your Lucky Strike Sweepstakes.

("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 don't miss the fun of the Sweepstakes. Anyone of age can play but more than one entry in any week disqualifies you for that week.

RUYSDAEL: If you're not now smoking Luckies -- maybe you've been missing something. Try them and find out about a light smoke - about throat protection - discover for yourself what a light smoke means.

Next time you buy cigarettes ask for Luckies, a light smoke of rich ripe-bodied tobacco - a finer cigarette - because of that exclusive process. "IT'S TOASTED".

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 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" and "Easy to Love" are from "Born to Dance". "Drums in My Heart" is from "Through The Years".

THIS IS THE RED NETWORK OF THE NATIONAL BRAODCASTING COMPANY.

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE HIT PARADE

SATURDAY, JANUARY 9, 1937

10:00 to 10:30 P.M.

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

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

ANNOUNCER: Your Hit Parade is on the air ---- on ninety-five
radio stations -- from Coast-to-Coast -- Lucky Strike
brings you the "Lucky Seven"...the seven most popular
tunes in the country this week as shown by a nationwide
survey.
And here's that great national cigarette game, too...
YOUR LUCKY STRIKE SWEEPSTAKES. It's loads of fun.
Everybody's playing...anybody can win.
Here's how! Listen carefully tonight...then pick next
week's number ONE song, 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 tomorrow. If you're right, you
win fifty Lucky Strike Cigarettes...round and firm and
fully packed...easy on your throat because of that
famous process "IT'S TOASTED".
All set? Let's go 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

(FANFARE.....)

ANNOUNCER: A winner in the Sweepstakes! Number THREE..."In The Chapel In The Moonlight"...THIRD in your favor the country round.

("IN THE CHAPEL IN THE MOONLIGHT".....QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("AN EARFUL OF MUSIC".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an "extra"..."An Earful Of Music".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL)

COMMERCIAL NO. 1

ANNOUNCER: Everywhere the trend is toward a light smoke. In a recent independent nationwide survey of professional men and women -- lecturers, lawyers, doctors, scientists, etc., an overwhelming majority of those who smoke cigarettes state that from their own smoking experience they prefer a light smoke. Practical confirmation of the soundness of this preference is found in the widespread use of Lucky Strikes by those whose throats and voices are all-important to them.

Listen to what Mrs. Gladys M. Petch, noted Radio Artist and International lecturer has to say about Luckies. Mrs. Petch after a personal tour of the Lucky Strike Factory in Reidsville, North Carolina, this week, made this statement:

DAWSON: I certainly enjoyed my trip through the Lucky Strike factory. Luckies, you know, are the perfect cigarette for a radio voice. I lecture constantly over the air, and have found that Luckies are the only cigarette which has never let me down. I can smoke them with the assurance that they will never irritate my throat. Even though I've just been through the Lucky Strike factory, I can't say that I understand all the details of manufacture. But I do know Luckies are ideal. I have often thought of writing the plant to tell them just how much I enjoy smoking Luckies.

ANNOUNCER: Thank you very much Mrs. Petch for your friendly and unsolicited comments. Years of radio experience have shown Mrs. Petch the advantages of a light smoke -- a light smoke, easy and gentle on the throat. Next time you buy cigarettes follow Mrs. Petch's example, think of your throat. Ask for Lucky Strike -- a light smoke "It's Toasted".

(I'VE GOT YOU UNDER MY SKIN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I've got You Under My Skin"....number FOUR on Your Hit Parade..

(MUSIC SWELLS AND FINISHES)

segue to

(PANFARE.....)

ANNOUNCER: The winner! Number ONE... "Pennies From Heaven"... last week number Four ... this week FIRST in your favor.

("PENNIES FROM HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("GREAT DAY".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an extra! "Great Day"...played by the Lucky
Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

("EASY TO LOVE".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A newcomer to Your Hit Parade....number SEVEN ...
"Easy To Love" from "Born to Dance".

(MUSIC SWELLS AND FINISHES)

COMMERCIAL

COMMERCIAL NO. 2

ANNOUNCER: Next time you smoke a cigarette, will you do this? ...

Stop for one instant -- take a good deep puff -- and ask yourself: "Is this cigarette truly easy on my throat?"

... Now, if the cigarette is a Lucky, we know that the answer will be: "Yes!" For every shred of Lucky Strike's choice tobacco -- the "Cream of the Crop" -- goes through a special process to make it easy on the throat. This process, known the world over as "IT'S TOASTED", offers you the purifying effect of the scientific application of higher degrees of heat, and the mellowing effects of the ultra violet ray. In this way, the process -- "IT'S TOASTED" -- smooths out harsh qualities that even the finest, most expensive tobaccos have in their natural state. That's why we feel so sure that any smoker who pauses to consider his throat, will realize the advantages of Lucky Strike. For remember: only Lucky Strike -- a light smoke of rich, ripe-bodied tobacco -- offers you this throat protection against irritation, against cough. "IT'S TOASTED".

("SMILE DARN YA SMILE"
("I WANT TO BE HAPPY".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's a Lucky Strike Double... a medley of two tunes with but a single thought.... "Smile Darn Ya Smile" and "I Want To Be Happy".

(MUSIC SWELLS AND FINISHES)

segue to

("THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL".....CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE on Your Hit Parade...."The Night Is Young And You're So Beautiful".....played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: The number TWO winner in the Sweepstakes! ... "It's Delovely" ... SECOND again from Coast to Coast.

("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 Bob Haring. Don't forget to mail your entry for the Sweepstakes. Anyone of age can play...but more than one entry in any week disqualifies you for that week.

RUSYDAEL: A light smoke -- a light smoke of rich, **ripe**-bodied tobacco, easy on your throat. If you are not now smoking Luckies, maybe you've been missing something. Try them and discover for yourself the advantages of a light smoke. Luckies are a finer cigarette, because of that exclusive process - "IT'S TOASTED".

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 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".
"Great Day" is from the musical comedy of the same name.

This is the COLUMBIA.....Broadcasting System.

(Fade theme 20 seconds)

WABC.....NEW YORK

THE AMERICAN TOBACCO COMPANY

W E A F

"YOUR HIT PARADE"

(REVISED)

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

JANUARY 13, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR HIT PARADE is on the air! Lucky Strike brings you the "Lucky Seven".... the seven most popular tunes in the country this week as shown by a nationwide survey.

And are you playing America's number one cigarette game.... YOUR LUCKY STRIKE SWEEPSTAKES? Everybody is.....because it's loads of fun to play -- and to keep posted on America's favorite songs. So come on in! Join the legion of Sweepstakes fans. Just pick the song you think will rank number ONE next week, 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 Sunday midnight. If you pick them right -- and we think you can -- you win a prize of f Lucky Strike Cigarettes -- round and firm and fully packed.... easy on your throat because of that famous process "IT'S TOASTED".

(more)

ANNOUNCER: (CONTINUED)

~~Headline~~ Here we go with a song new to the Lucky Seven
.... your choice for number FIVE this week.... "With Plenty
of Money and You".

("WITH PLENTY OF MONEY AND YOU" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT YOU UNDER MY SKIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I've Got You Under My
Skin" ... number FOUR in your favor.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE:)

ANNOUNCER: Here's a winner! Number TWO ... "Pennies from Heaven"....
in SECOND place the country 'round.

("PENNIES FROM HEAVEN" CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: Everywhere the trend is toward a light smoke. In a recent independent nationwide survey of professional men and women -- lecturers, lawyers, doctors, scientists, etc., an overwhelming majority of those who smoke cigarettes state that from their own smoking experience they prefer a light smoke. Practical confirmation of the soundness of this preference is found in the widespread use of Lucky Strikes by those whose throats and voices are all-important to them. Listen to what Miss Helene Boll, well-known teacher of voice of Boston, Massachusetts has to say about Luckies:

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.

ANNOUNCER: Thank you very much, Miss Boll, for your friendly and unsolicited comments. Years of lecturing have shown Miss Boll the advantages of a light smoke... a light smoke, easy and gentle on the throat. Next time you buy cigarettes follow Miss Boll's example, think of your throat. Ask for Lucky Strike a light smoke - "IT'S TOASTED".

("I WON'T DANCE" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now an extra... "I Won't Dance" ... played by the
Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: What did you pick for NUMBER THREE? We hope you got it
right..... it's "In The Chapel In The Moonlight".....

THIRD again in the nation's favor.

("IN THE CHAPEL IN THE MOONLIGHT" QUARTET AND ORCHESTRA)

(MUSIC SWELL AND FINISHES)

SEGUE TO:

("I'M IN A DANCING MOOD" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on Your Hit Parade... "I'm In A Dancing Mood".

(MUSIC SWELLS AND FINISHES)

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

(COMMERCIAL NO. 2)

ANNOUNCER: Earlier in this program we read you an unsolicited letter from Miss Helene Boll well-known voice teacher and lecturer of Boston, Massachusetts, in which Miss Boll said that she prefers Luckies because Luckies are easy on her throat. In her own words she said, quote -- I have found them the only cigarette which does not leave a roughness on the vocal chords -- unquote.

Miss Boll did not explain why this is true. She found it to be so from experience. But I'll tell you why! It's because Luckies are different from ordinary cigarettes. Luckies do not contain certain harsh irritants that all tobacco has in its natural state. Through an exclusive Lucky Strike process known as "IT'S TOASTED" quantities of these harsh irritants are removed. You can enjoy Lucky Strike's finer tobaccos -- the "Cream of the Tobacco Crop" -- with the reassuring knowledge that they are easy on your throat. Luckies are a light smoke, smooth and gentle when you inhale -- the only cigarette to offer you the throat protection of "IT'S TOASTED".

{ "THE DEVIL AND THE DEEP BLUE SEA"
"LIMEHOUSE BLUES"
"JAPANESE SANDMAN" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here comes a Lucky Strike Triple ... a medley of "The Devil And The Deep Blue Sea", "Limehouse Blues", and "Japanese Sandman".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL" CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you rank number SEVEN on Your Hit Parade ... "The Night is Young And You're So Beautiful".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Here it is ... the winner! "It's Delovely" last week number TWO ... this week number ONE from Maine to California!

("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 Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. Don't forget to enter the Sweepstakes. An ordinary postcard will do -- or you can obtain specially printed entry cards at the retail shop where you buy your Luckies. Any adult can play..but more than one entry in any week disqualifies you for that week.

RUYSDAEL: Remember Lucky Strikes are easy on your throat. If you're not now smoking Luckies, buy a pack and try them. Maybe you've been missing something. Lucky Strike is a light smoke...of rich, ripe-bodied tobacco..smooth and gentle when you inhale...a finer cigarette because of that exclusive process "IT'S TOASTED".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

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"I've Got You Under My Skin" is from "Born to Dance".
"I Won't Dance" is from "Roberta" by Jerome Kern.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

js/dm
1/13/37

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JANUARY 16, 1937

10:00 to 10:30 P.M.

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

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

ANNOUNCER: From Maine to California Lucky Strike presents...
YOUR HIT PARADE...the "Lucky Seven" ...the seven
tunes that a national survey shows are tops in
popularity this week.

And what will be the nation's favorites next week?
Can you pick them? Try your skill in "YOUR LUCKY
STRIKE SWEEPSTAKES". It's a barrel of fun. Just
pick next week's leading tunes... 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 tomorrow. If you're right,
you win a prize of fifty fine-tasting Lucky Strike
Cigarettes.

Everybody ready? We're off with a newcomer to Your
Hit Parade... number FIVE... "With Plenty of Money
and You".

(WITH PLENTY OF MONEY AND YOU".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Here it is -- SWEEPSTAKES fans! "Pennies From Heaven"
...a winner at number TWO! Your choice for SECOND
place the country round!

(PENNIES FROM HEAVEN".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

("I CAN'T GIVE YOU ANYTHING BUT LOVE"
("DARKTOWN STRUTTERS BALL".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double...a two-in-one combination of
"I Can't Give You Anything But Love" and "Darktown
Strutters Ball".

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 1)

(COMMERCIAL NO. 1)

ANNOUNCER: Ladies and gentlemen: May I introduce - myself? My name is Basil Ruysdael. Back in the golden days of Caruso, you may have known me as a member of the Metropolitan Opera. In more recent years, I've been connected with radio work. On this program, you have heard my voice regularly, bringing you information about Lucky Strike. Tonight I should like to tell you my own personal experience in smoking. It was 9 - perhaps 10 - years ago that I first became acquainted with Luckies. Here's how it happened. As a singer, I knew the importance of protecting my throat. And I had often heard that the "Toasting" process made Luckies easier on the throat. So I tried Luckies. My first few packages sold me on Luckies as a light smoke, truly kind to the delicate tissues of the throat. My case is not unusual. Here in the studios, you will find many radio announcers and artists smoking Luckies. It is interesting to note that this bears out the preference for a light smoke expressed in a recent independent, nationwide survey of professional men and women - lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, an overwhelming majority, over 87%, stated they personally prefer a light smoke. Why not try a light smoke yourself? You will find that Luckies - a light smoke - are easy on your throat, because they are free from certain harsh irritants removed by the exclusive process "It's Toasted".

("I'VE GOT YOU UNDER MY SKIN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "I've Got You Under
My skin"... number FOUR On Your Hit Parade.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANNOUNCER: Your favorite from Coast to Coast! Here's number
ONE... "It's Delovely"... last week number TWO... this
week on top the country round.

("IT'S DELOVELY".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("LA CUMPARCITA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

- 5 -

ANNOUNCER: The Lucky Strike Orchestra leaves this week's
Lucky Seven to play an extra...a real tango...
"La Cumparcita".

(MUSIC SWELLS AND FINISHES)

segue to

("THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL"...QUARTET AND)
ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN on Your Lucky Strike Hit Parade...
"The Night Is Young And You're So Beautiful."

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL #2)

(COMMERCIAL #2)

ANNOUNCER: A few minutes ago, you heard me tell you why I -- personally -- as one who earns his living with his voice -- prefer a light smoke. I explained that I found Luckies easier on my throat. Now there's a reason for this -- a reason that any one can understand. And here it is ... Luckies are different from ordinary cigarettes. The exclusive process "IT'S TOASTED", which I personally have seen in operation in the Lucky Strike factory, removes certain harsh irritants that all tobacco contains in its natural state. These irritants are out of Luckies. And because they're out, they can't irritate your throat. Add to this the fact that Luckies are made of the finest tobacco -- the Cream of the Crop ... and you have the secret of a light smoke -- easy on your throat -- gentle when you inhale ... Lucky Strike "It's Toasted".

("OF THEE I SING".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Here's an extra we think you'll like..."Of Thee I Sing"...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE in the Sweepstakes! "In The Chapel In The Moonlight"....in THIRD place again from Maine to California.

("IN THE CHAPEL IN THE MOONLIGHT".....CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

segue to

("I'M IN A DANCING MOOD".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for number SIX..."I'm In a Dancing Mood"...played by the Lucky Strike 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 over another station to hear
YOUR HIT PARADE with Bob Haring. 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: If you're not now smoking Luckies, maybe you've been
missing something. Next time you buy cigarettes,
why not ask for Luckies, a light smoke -- wonderfully
easy on your throat...a finer cigarette because of
that exclusive process "IT'S TOASTED"

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES
are copyright 1937 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".
"Of Thee I Sing" is from the musical comedy of the
same name.

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

WEAF

"YOUR HIT PARADE"

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

JANUARY 20, 1937.

WEDNESDAY

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

ANNOUNCER: From Coast to Coast, Lucky Strike presents ... YOUR HIT PARADE ... the seven most popular tunes in America this week ... The Lucky Seven. And with YOUR HIT PARADE comes ... YOUR LUCKY STRIKE SWEEPSTAKES ... that great national cigarette game that sweeps the country every week. Everybody's playing ... for it's a barrel of fun to keep up with America's favorite songs. So come on in. Just pick next week's leading tunes ... 1 - 2 - 3 ... just like that. Print them, in order, on a post card, and mail it to The American Tobacco Company, New York, postmarked by midnight Sunday. If you've picked the tunes correctly, you win a prize of fifty fine-tasting Lucky Strike Cigarettes. And remember Luckies are gentle and kind to your throat, finer cigarettes because of that exclusive process "IT'S TOASTED".

Now! Are you ready? Here we go with the tune you rank as number FOUR ... "It's Delovely".

("IT'S DELOVELY".DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: Here's an upset! What a jump! Number TWO this week
 is a newcomer to Your Hit Parade ... "Good Night My
 Love" ... in SECOND place right off the bat!

("GOOD NIGHT MY LOVE". QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT YOU UNDER MY SKIN". ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN in the nation's favor ... "I've Got You
 Under My Skin" .. played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 1)

RUYSADAEL: You may not know her name -- but you do know her voice!

For during the past two years you must have heard her on many important programs, both as announcer and actress.

Ladies and Gentlemen, may I introduce Miss Eloise Dawson?

(APPLAUSE) Miss Dawson is going to tell us one precaution she takes to guard her precious voice.....Miss Dawson.....

DAWSON: Thank you. My voice is precious -- to me! In my work I cannot afford to take any chances with my voice or throat. That's why I think every smoker really owes it to himself to consider what I am about to say. Here it is. I've found that Luckies are genuinely easy on my throat. I discovered this several years ago -- and I've been a Lucky Strike smoker ever since. My advice to other smokers who wish to be considerate of their throats is: Choose a light smoke -- Luckies.

RUYSADAEL: Thank you very much, Miss Dawson. The widespread use of Lucky Strike - a light smoke - by those whose very livelihood depends on the careful protection of their throats and voices is extremely interesting. For it bears out the preference for a light smoke expressed in a recent independent, nationwide survey made among thousands of professional men and women - lawyers, doctors, lecturers, scientists etc. Of those who said they smoked cigarettes, an over-whelming majority, over 87%, stated that they personally preferred a light smoke. Next time you buy cigarettes make sure you get a light smoke. For your throat's sake, ask for Luckies.

("FORTY-SECOND STREET" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra leaves this week's Lucky Seven to play an extra ... "Forty-Second Street".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("IN THE CHAPEL IN THE MOONLIGHT" CLARK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on Your Lucky Strike Hit Parade ... "In The Chapel In The Moonlight".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: A winner in the Sweepstakes! Number THREE ... "When My Dream Boat Comes Home" ... your choice for THIRD place from Maine to California.

("WHEN MY DREAM BOAT COMES HOME" QUARTET AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL NO. 2)

COMMERCIAL #2

ANNOUNCER: Earlier in this program you heard Miss Eloise Dawson ... one of our foremost young radio actresses ... explain why she prefers a light smoke. In her own words, she found Luckies "genuinely easy on her throat". Now so many other people ... who make their living by their voices... have made this same discovery about Luckies, that there must be a reason! And here it is ... Lucky Strike's exclusive process, "IT'S TOASTED", which I personally have seen in operation in the Lucky Strike factory, removes certain harsh irritants that all tobacco contains in its natural state. These irritants are out of Luckies. So that's one easy-to-understand reason why Luckies are kind to your throat ... gentle when you inhale -- a light smoke. Remember, Luckies are the only cigarette to offer you the pleasure of the finest tobacco -- the "Cream of the Crop" -- plus the throat protection of the process "IT'S TOASTED".

jh
1/20/37

("CRAZY RHYTHM"
"YOU'VE GOT THAT THING" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Two tunes in one ... a Lucky Strike double ... "Crazy Rhythm" and "You've Got That Thing".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Number ONE ... the winner! "Pennies From Heaven" ... last week number TWO ... this week FIRST in your favor the country round!

("PENNIES FROM HEAVEN" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WITH PLENTY OF MONEY AND YOU" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you pick for number FIVE on Your Hit Parade ... "With Plenty Of Money And You" ... played by the Lucky Strike 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 Bob Haring and the Lucky Strike Orchestra. Tune in Saturday night over another station to hear YOUR HIT PARADE with Harry Salter. Don't forget to enter the Sweepstakes.

(more)

ANNOUNCER: (CONTINUED)

Listen to the tunes again Saturday before making your choice, if you like, but be sure your entry is postmarked by midnight Sunday. Any one of age can play ... but more than one entry in any week disqualifies you for that week.

RUYSDAEL: Next time you buy cigarettes say "Luckies Please". Enjoy a cigarette ~~that is~~ made from the tender center leaves of the finest tobacco - "The Cream of the Crop". We think you'll find Luckies a new high in smoking pleasure. And remember ... Lucky Strike is a light smoke ... a light smoke of rich, ripe-bodied tobacco -- kind to your throat.

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 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".
"Good Night My Love" is from "The Stowaway".

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

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COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

"YOUR HIT PARADE AND SWEEPSTAKES"

SATURDAY, JANUARY 23rd, 1937

10:00 to 10:30 P.M.

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: YOUR LUCKY STRIKE HIT PARADE is on the air,
bringing you "the Lucky Seven" ...the seven most
popular songs in America this week.

How well do you know the nation's favorite songs?
Here's a chance to try your skill ... YOUR LUCKY
STRIKE SWEEPSTAKES. Just pick the song that will
rank number ONE on next week's programs, and the
two runners-up, 1-2-3 ...just like that. Print
them, in order, on a post card, and mail it to
The American Tobacco Company, New York, postmarked
by midnight tomorrow. That's all you do. If
you're right, you win a prize of fifty fine-tasting
Lucky Strike cigarettes -- a light smoke easy on
your throat.

Here we go! We're off with this week's number
FIVE song... "With Plenty of Money and You."

(MUSIC SWELLS AND FINISHES)

Segue to:

(FANFARE.....)

ANNOUNCER: Here's a surprise ... and no one's more surprised than Lucky Strike ...number TWO this week is "Good Night My Love" ... a new song that jumps right into SECOND place! What an upset!

("GOOD NIGHT MY LOVE"CLARK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to:

("I LOVE LOUISA".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now a corking good tune as an extra by the Lucky Strike Orchestra "I Love Louisa"

(MUSIC SWELLS AND FINISHES)

RUYSDAEL: I want to introduce to you tonight Bill Slater, a man whose gripping descriptions over the radio of major events in sports this season have thrilled millions of listeners. Ladies and gentlemen, Mr. Bill Slater.

SLATER: Good evening, everyone.

RUYSDAEL: Mr. Slater, your broadcasting work must put quite a strain on your voice and throat, doesn't it?

SLATER: Yes, it certainly does. Last summer, I made fifty-nine different broadcasts in two weeks time. Believe me, that put a strain on my throat. Your voice has to be able to take it to broadcast sports events. For instance, a football game lasts anywhere from two to three hours. That's a long time for anyone to talk, especially when you have to talk fast and carry the excitement of the game to your radio listeners. During a big football game, my voice has to stay fit right up to the final whistle.

RUYSDAEL: How about smoking? Do you find it interferes with your work?

SLATER: Not if I'm careful and stick to a light smoke. In the seven years I have been broadcasting, naturally I have had to consider my throat. One way I do that is with a light smoke - a smoke that is easier on the vocal cords. I'm glad to tell you, that like so many other radio broadcasters, I've found that light smoke in Lucky Strikes. I've been smoking Luckies on and off for a long time now, and they never irritate my throat. What's more, I enjoy their fine tobacco.

RUYSDAEL: Thank you, Bill Slater. That was very interesting. Mr. Slater's voice and throat are extremely important to him, and we think he is wise to choose Luckies. Everywhere the trend is towards a light smoke. An independent survey was made recently among professional men and women - Lawyers, doctors, lecturers, scientists, etc. Of those who said they smoked cigarettes, 87% stated that they personally preferred a light smoke. Next time you buy cigarettes, make sure you get a light smoke. For your throat's sake, ask for Luckies.

("I'VE GOT YOU UNDER MY SKIN"ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The song you rank as number SEVEN on Your Hit Parade this week...."I'VE GOT YOU UNDER MY SKIN")

(MUSIC SWELLS UP AND FINISHES)

Segue to:

(FANFARE.....)

ANNOUNCER: And here's your favorite...number ONE
"PENNIES FROM HEAVEN"last week number TWO...
this week on top from coast to coast.

("PENNIES FROM HEAVEN.....CLARK & ORCHESTRA)

(MUSIC SWELLS UP AND FINISHES)

Segue to:

("KEEP YOUR SUNNY SIDE UP"
("WHO".....MEDLEY.....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike double...a medley of "Keep Your Sunny Side Up" and "Who."

(MUSIC SWELLS UP AND FINISHES)

Segue to:

("IN THE CHAPEL IN THE MOONLIGHT".....QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on Your Hit Parade..."IN THE CHAPEL IN THE MOONLIGHT".....Played by the Lucky Strike Orchestra.

(MUSIC SWELLS UP AND FINISHES)

RUYSDAEL: A few minutes ago, you heard Bill Slater, outstanding American sports announcer, express his preference for a light smoke. To use his own words, Mr. Slater said, "I've been smoking Luckies for a long time now and they never irritate my throat."

(MORE)

ANNOUNCER:
(Cont'd)

Well, there's a very simple reason why Mr. Slater finds Luckies easier on his throat. Lucky Strike buys only the finest tobaccos - the "Cream of the Crop". And Lucky Strike's exclusive process, "It's toasted," removes certain harsh irritants which all tobacco contains in its natural state. These irritants are out of Luckies - so naturally they cannot harm your throat. Follow Bill Slater's example and try Luckies yourself if you're not already smoking them. We think you'll agree that a light smoke is easy on your throat.

(WHEN YUBA PLAYS THE RHUMBA ON HIS TUBA. QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays an extra... a real
rhumba ... "When Yuba Plays the Rhumba on His Tuba"

(MUSIC SWELLS AND FINISHES)

Segue to:

(FANFARE)

ANNOUNCER: What did you pick for number THREE in the Sweepstakes?
"Here it is ... "When My Dream Boat Comes Home" ...
In THIRD place the country round.

("WHEN MY DREAM BOAT COMES HOME" CLARK & ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to:

("IT'S DELOVELY" DICK AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Your choice for number FOUR on Your Hit Parade ...
"It's Delovely" ... played by the Lucky Strike
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 over another station to hear YOUR HIT PARADE with Bob Haring. And be sure to send in your entry for the Sweepstakes, postmarked by midnight tomorrow. Anyone of age can play, but more than one entry in any week disqualifies you for that week.

RUYSDAEL: Next time you buy cigarettes think of your throat. Remember that Lucky Strike is a light smoke -- always kind to your throat, gentle when you inhale ... a finer cigarette because of that exclusive process "It's Toasted".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

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The song "It's Delovely" is from "Red Hot and Blue".
"I've Got You Under My Skin" is from "Born to Dance".
"Good Night My Love" is from "Stowaway". "Who" is from "Sunny".

This is the COLUMBIA....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WADC

NEW YORK

KBP
JGC

THE AMERICAN TOBACCO COMPANY

WEAF

YOUR LUCKY STRIKE HIT PARADE AND SWEEPSTAKES

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

JANUARY 27, 1937

WEDNESDAY

(OPENING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

ANNOUNCER: Lucky Strike presents....YOUR HIT PARADE.... with the
"Lucky Seven"...the seven most popular tunes in America
this week.

And here's your chance to play that exciting cigarette
game...YOUR LUCKY STRIKE SWEEPSTAKES. Come on in and
join the millions of Sweepstakes fans. Just pick the
song that will rank number ONE on next week's programs,
and the two runners-up ... 1-2-3....just like that.
Print them, in order, on a post card, and mail it to
The American Tobacco Company, New York, postmarked by
Sunday midnight. Then... if you've hit them right...
you win a prize of fifty delicious Lucky Strike
Cigarettes.... a light smoke of rich, ripe-bodied
tobacco.

And now we're off! Tonight's opening tune is number
FOUR ... "With Plenty of Money and You".

("WITH PLENTY OF MONEY AND YOU" DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE:)

ANNOUNCER: Here's a winner! Your choice for number THREE "In the Chapel in the Moonlight"... last week number SIX this week in THIRD place among the champions.

("IN THE CHAPEL IN THE MOONLIGHT" QUARTETTE AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("I'VE GOT YOU UNDER MY SKIN" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN on Your Hit Parade this week.... "I've Got You Under My Skin" from the motion picture "Born to Dance"...played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

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

ANNOUNCER: Tonight we have one of the world's great opera singers here in the studio -- a man whose magnificent voice has made him one of the outstanding artists of the Metropolitan Opera. May I introduce Mr. Paul Althouse.

(APPLAUSE)

ALTHOUSE: Good evening. I am very glad to be here with you.

ANNOUNCER: We hope you are enjoying YOUR HIT PARADE, Mr. Althouse -- just how does an opera star feel about popular tunes?

ALTHOUSE: Well -- I like them very much but I must say that I personally prefer Wagnerian Opera. That's very natural though -- I've been singing Wagner for ^{seven} ~~over twenty~~ years.

ANNOUNCER: Isn't it true, Mr. Althouse, that Wagnerian opera is extremely difficult to sing?

ALTHOUSE: Yes, it is. There are difficult parts in all Wagnerian operas. One, however, I find particularly demanding -- the tenor role of ^{Siegfried} ~~Die Walkure~~, in which ^{Siegfried} ~~Siegmund~~ sings an aria which places an exceptional strain on the singer's voice.

ANNOUNCER: I wonder if you'd sing a few bars of that aria, Mr. Althouse, I am sure the audience would like to hear it.

ALTHOUSE: I should be glad to.

(SINGS DIFFICULT PASSAGE FROM "DIE WALKURE")
(APPLAUSE)

ANNOUNCER: Thank you, Mr. Althouse. You have to take the greatest care of your throat, don't you?

ALTHOUSE: Yes, I always try to.

ANNOUNCER: In that connection, Mr. Althouse, I wonder if you would be good enough to tell the radio audience what you were telling me about smoking before the program began?

ALTHOUSE: Certainly. It had to do with why I smoke Lucky Strikes. I smoke quite a lot, you know -- sometimes as much as two packages a day. I've found, however, that a light smoke like Luckies agrees perfectly with my throat. If it didn't, I could not smoke so much. As a member of the Metropolitan Opera, my voice and throat are naturally my first consideration.

ANNOUNCER: Thank you, Mr. Althouse - for your song and also for telling us why you prefer a light smoke. You'll be interested to hear of an independent survey which was made recently among professional men and women -- lawyers, doctors, lecturers, scientists, etc. Of those who said they smoked cigarettes, 87% stated they personally preferred a light smoke. We are glad that you recognize the importance of choosing a light smoke, Mr. Althouse, and that you select Luckies. They are the only cigarette to offer your throat the protection of the process "It's Toasted".

("DRUMS IN MY HEART" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: And now an extra . . . "Drums In My Heart" from "Through
The Years" . . . played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE.)

ANNOUNCER: We present . . . the winner! "Pennies From Heaven"
. . . America's choice for number ONE again on Your Hit
Parade.

("PENNIES FROM HEAVEN" MCKINLEY AND ORCH.)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("WHEN MY DREAM BOAT COMES HOME" QUARTET AND ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: The Lucky Strike Orchestra plays "When My Dream Boat
Comes Home" . . . Number FIVE this week.

(MUSIC SWELLS AND FINISHES)

(COMMERCIAL No. 2)

COMMERCIAL NO. 2:

RUYSDAEL: Earlier this evening, you heard Mr. Paul Althouse of the Metropolitan Opera state that he smoked Luckies because he found them a light smoke that agree perfectly with his throat. Naturally, Mr. Althouse, a distinguished tenor, has to protect his throat -- but your throat is really just as important to you. Remember that Lucky Strike is the only cigarette to offer your throat the protection of the process "It's Toasted" -- the only cigarette to remove by means of this process certain harsh throat irritants present in all tobacco. Next time you buy cigarettes - follow the example of Mr. Althouse -- choose ^{Lucky Strike} a light smoke ^{kind} ~~Lucky Strike~~ to your throat.

("THE GIRL FRIEND"
"THE KINKAJOU" MEDLEY ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double! A medley of "The Girl Friend"
and "Kinkajou", that grand tune from "Rio Rita".

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("GOOD NIGHT MY LOVE" MCKINLEY & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX on Your Hit Parade . . . "Good Night My Love"
. . . from the motion picture "Stowaway" . . . played by
the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

(FANFARE)

ANNOUNCER: Did you pick "It's Delovely" for number TWO? We hope
you did, for here it is. . . "It's Delovely" from "Red
Hot and Blue" . . . last week number FOUR . . . this week
in SECOND place from Maine to California!

("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
Bob Haring and the Lucky Strike Orchestra. Tune in
Saturday night over another station to hear YOUR HIT
PARADE with Carl Hoff. And be sure to send in your
entry for the Sweepstakes, postmarked by Sunday midnight.
Anyone of age can play . . . but more than one entry in
any week disqualifies you for that week.

RUYSDAEL: Next time you buy cigarettes, make sure you get a light smoke. For your throat's sake, ask for Luckies.

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

ANNOUNCER: YOUR HIT PARADE and YOUR LUCKY STRIKE SWEEPSTAKES are copyright 1937 by The American Tobacco Company. YOUR LUCKY STRIKE SWEEPSTAKES is checked and rechecked each week by independent certified public accountants.

The American Red Cross reports more than 500,000 persons in urgent need in the flooded areas and has
• launched an appeal for funds. The Red Cross asks that contributions be sent to any of the 3700 local Red Cross Chapters.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

jgs/eb
1/26/37.

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY - LUCKY STRIKE "YOUR HIT PARADE"

SATURDAY, JANUARY 30, 1937
10:00 to 10:30 P.M.

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

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

A ANN'R: YOUR LUCKY STRIKE HIT PARADE is on the air, bringing
you "the Lucky Seven".... the seven most popular tunes
in America this week.

And here's YOUR LUCKY STRIKE SWEEPSTAKES..... that great
national cigarette game. It's a barrel of fun. Just
pick the number ONE song 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 tomorrow. If you've picked the winners correctly,
you win a prize of fifty Lucky Strike Cigarettes....
Easy on your throat. Got your pencils ready? Here we
go with the tune you pick as number FOUR...."With
Plenty of Money and You"

("WITH PLENTY OF MONEY AND YOU".....DICK AND ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

Segue to

(PANFARE.....)

ANNC'R: Attention, everybody! Number THREE in the Sweepstakes.
"In the Chapel in the Moonlight"..... last week
number SIX ... this week number THREE in the nation's
favor.

("IN THE CHAPEL IN THE MOONLIGHT".....MCKLINLEY AND ORCHESTRA)

MUSIC SWELLS AND FINISHES

segue to

("I'VE GOT YOU UNDER MY SKIN".....ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNC'R: This week's number SEVEN tune I've Got YOU UNDER
MY SKIN" from "Born to Dance" played by the Lucky Strike
Orchestra .

MUSIC SWELLS AND FINISHES)

COMMERCIAL NO. 1.

RUYSDAEL: This evening it is our privilege to have with us in the studio a voice that all of you have heard many times in motion pictures... Star of some of the greatest productions ever to come out of Hollywood, this gifted actress is known to picture audiences the world over...I introduce to you, Miss Gloria Swanson.

(APPLAUSE)

SWANSON: Thank you, Mr. Ruysdael, and good evening, everyone.

RUYSDAEL: Miss Swanson, I understand that you are returning tomorrow to Hollywood. You look very happy about it.

SWANSON: I am. I'm going back to start work under a new contract.

RUYSDAEL: What's the name of the first picture you're going to make?

SWANSON: "Mazie Kenyon". And a week from today I suppose I'll be in the studio, hard at work.

RUYSDAEL: By the way, does an actress really work as hard as she says she does?

SWANSON: You wouldn't doubt a lady's word, would you, Mr. Ruysdael?

RUYSDAEL: No, but I just wondered.

SWANSON: Seriously, we do work hard. In my own case, ten, twelve, fourteen hours a day are not unusual.

RUYSDAEL: That must place a great strain on you, Miss Swanson - particularly on your voice.

SWANSON: Yes, it does.

RUYSDAEL: I notice you were smoking a little while ago. Do you smoke much?

SWANSON: Well, I suppose I'm what you'd call an erratic smoker. Some days I smoke incessantly and other days not at all.

RUYSDAEL: Does smoking bother your voice?

(COMMERCIAL NO. 1 CONTINUED)

SWANSON: No, it doesn't. You see I'm always careful to choose a light smoke - one that's gentle to my throat. And that means Lucky Strike, to me.

RUYSDAEL: Have you been smoking long?

SWANSON: Oh! yes - and you'll be interested to know that it was just after talking pictures came in that I made this choice.

RUYSDAEL: How did you happen to choose Luckies?

SWANSON: Well, one's voice became just as important as ones appearance. So naturally I took up Luckies, and ever since then my voice has never taken "time out! I find they're a light smoke -- kind to my throat. And besides, I like their fine, rich taste.

RUYSDAEL: Thank you, Miss Swanson -- for visiting us this evening and also for telling us why you prefer a light smoke. You'll be interested to hear of an independent survey which was made recently among professional men and women -- lawyers, lecturers, scientists, etc. Of those who said they smoked cigarettes, an overwhelming majority - over 87%, stated they personally preferred a light smoke. We are glad that you recognize the importance of choosing a light smoke, Miss Swanson, and that you select Luckies. They are the only cigarette to offer your throat the protection of the process "It's Toasted".

SWANSON: Thank you.

~~RUYSDAEL: Thank you, Miss Swanson for visiting us this evening and for telling us why you prefer a light smoke. You'll be interested to hear of an independent survey which was made recently among professional men and women - lawyers, doctors, lecturers, scientists, etc. Of those who said they smoked cigarettes, an overwhelming majority - over 87% stated they personally preferred a light smoke. We are glad that you recognize the importance of choosing a light smoke, Miss Swanson, and that you select Luckies. They are the only cigarette to offer you the protection of the process "It's Protected."~~

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

(FADE FOR ANNOUNCEMENT)

ANN'C'R: The Lucky Strike Orchestra leaves this week's Lucky Seven to play an extra..... " I Feel a Song Coming On."

Segue to

("WHEN MY DREAM BOAT COMES HOME")

(FADE FOR ANNOUNCEMENT)

ANN'C'R: Number FIVE on your Lucky Strike Hit Parade - "When My Dream Boat Comes Home";

(MUSIC SWELLS AND FINISHES)

segue to

(PANFARE.....)

ANN'OR: Number ONE! The winner this week is "Pennies from Heaven"..... FIRST again in your favor from Coast to Coast!

("PENNIES FROM HEAVEN".....MCKINLEY & ORCHESTRA

(MUSIC SWELLS AND FINISHES)

segue to

COMMERCIAL NO. 2

RUYSDAEL: A few minutes ago Miss Gloria Swanson, lovely Hollywood star, told you she smokes Luckies because she discovered that a light smoke is kind to her throat. It stands to reason that Miss Swanson, whose voice is all important, has to protect her throat. One precaution she takes is to choose a light smoke -- Luckies. Your throat deserves the same consideration. Remember that Lucky Strike is the only cigarette to remove by means of the exclusive process "It's Toasted", certain harsh throat irritants present in all tobacco --- even the finest. Next time you buy cigarettes --- follow Miss Swanson's example -- choose Lucky Strike -- a light smoke -- kind to your throat.

("TRUCKIN'")

("LET YOURSELF GO")

("SWING IT".....MEDLEY..... ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANN'OR: And now a Lucky Strike Triple..... a three -in-one medley of "Truckin'", "Let Yourself Go," and "Swing It".

(MUSIC SWELLS AND FINISHES)

segue to

("GOOD NIGHT MY LOVE".....MCKINLEY & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANN'OR: The song you pick for number SIX this week "Good Night My Love" from the motion picture "The Stowaway"..... played by the Lucky Strike Orchestra.

(MUSIC SWELLS AND FINISHES)

Segue to

(FANFARE.....)

ANN'OR: Number TWO! "It's DeLovely" from "Red Hot and Blue" .. finishes in the money. Last week number FOUR this week your choice for number TWO the country round.

("IT'S DELOVELY".....DICK & ORCHESTRA)

ANN'OR: And that's YOUR HIT PARADE..... The Lucky Seven....
the most popular tunes in America this week, played by
Carl Hoff and the Lucky Strike Orchestra . Tune in
next Wednesday over another station to hear YOUR HIT
PARADE with Bob Haring. And be sure to send in your
entry for the Sweepstakes, postmarked by midnight
tomorrow. Anyone of age can play, but more than one
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(Fade theme 20 seconds)

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