

0798641-004

APRIL 1954

ATX01 0139697

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

MONDAY, APRIL 5, 1937

12:15 to 12:30 P.M.

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

(THEME

ANNOUNCER: Lucky Strike presents for the first time YOUR NEWS PARADE ... up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays, inclusive. Luckies, you know, are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill. For 25 years, Mr. Hill has been an active newspaper man - with a keen nose for news - a friend of Presidents from Theodore Roosevelt on down ... a man who can get inside news where others can't ... the ace observer of American life. Edwin C. Hill will distill the human facts from the news wires, dress them in the living language of today and present them in Your Lucky Strike News Parade! Mr. Hill!

ATX01 0139698

YOUR LUCKY STRIKE NEWS PARADE -COMMERCIAL #2 -CONRAD NAGEL-APRIL 5th.

MR. HILL: On Saturday night Conrad Nagel, famous star of stage, and screen, made a personal appearance on Your Hit Parade. The lively scene he did from the Broadway production "Half Gods" was a masterful piece of acting. And -- in an interesting interview following the scene Mr. Nagel made a statement which merits the attention of all smokers. He said: "Four years ago, I did not smoke. So I felt awkward when puffing a cigarette in my screen appearances. Just as a matter of practice I started to smoke off-stage. My throat was naturally critical of cigarettes, but I found after trying a number of brands that Luckies were the answer. They are a light smoke that agrees perfectly with an actor's sensitive throat." Now that's exactly what many other stars of stage, screen radio and opera have been saying recently. So Conrad Nagel is another of the many celebrities who prefer Luckies and who find them easy on their throats.

YOUR LUCKY STRIKE NEWS PARADE
COMMERCIAL # 3 - CONRAD NAGEL (MONDAY APRIL 5, 1937)

ANNCR: You need not be a singer or a motion picture star to possess a precious voice. Your own voice is precious - in fact, everyone's voice is important. But you will agree that a screen star -- a fine actor like Conrad Nagel, whose voice is his fortune -- must take special care to avoid any irritation from smoking. So it is most convincing to hear Mr. Nagel say this about Luckies. "They are a light smoke that agrees perfectly with an actor's sensitive throat." Mr. Nagel has been smoking Luckies for four years -- a real test of a cigarette. Naturally, it just stands to reason that if Luckies are easy on his throat-- they'll be easy on your throat, too. For only Lucky Strike has that exclusive process, "It's Toasted", which removes certain harsh irritants naturally present in all tobacco -- even the finest. That's why Luckies are a light smoke, gentle on your throat. Add to this throat comfort, the delicious taste of Lucky Strike's fine, rich center-leaf tobacco -- and you can readily understand why Luckies are preferred by Conrad Nagel and by so many other people whose voices are their fortune. Follow their example. Think of your throat. Ask for a carton of Luckies.

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

TUESDAY, APRIL 6, 1937
12:15 to 12:30 P.M.

REVISED

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

(THEME.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know, are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill. For 25 years Mr. Hill has been an active newspaper man- with a keen nose for news...a friend of Presidents from Theodore Roosevelt on down ... a man who can get inside news where others can't...the ace observer of American life. Edwin C. Hill will distill the human facts from the news wires, dress them in the living language of today and present them in Your Lucky Strike News Parade! Mr. Hill!

COMMERCIAL #2 - Alice Longworth (Tuesday, April 6, 1937)

MR. HILL: When Alice Roosevelt Longworth speaks of Washington affairs her remarks are always first class news. Mrs. Longworth, who is a frequent visitor on Capitol Hill, recently made an interesting observation. This daughter of a President, widow of a former Speaker of the House, spoke with her usual forthrightness when she said: "I often lunch in the Senate restaurant, and the number of Senators and Representatives I see with a package of Luckies is quite surprising. Off and on, ever since 1917, I, myself, have used Luckies for this sound reason: They really are a light smoke, kind to the throat. It's simply common sense that these Senators and Representatives, whose voices must meet the continuous strain of public speaking, should also need a cigarette that is considerate of their throats - a light smoke." Mrs. Longworth's preference for Luckies is shared by other leading figures -- artists of radio, opera, stage and screen-- who choose Lucky Strike cigarettes for their throat's sake.

(NEWS) Ending with the following:

HR: And now -- here's Andre Baruch with a special word for you!

COMMERCIAL #3 - Alice Longworth (Tuesday, April 6, 1937)

ANNOUNCER: Mr. Hill told you a few minutes ago about a well known lady who lunches frequently in the Senate restaurant in Washington. This lady was Alice Roosevelt Longworth...who recently commented on the great number of Senators and Representatives who smoke Luckies. She herself has been a Lucky smoker off and on ever since 1917...and she pointed out that "They really are a light smoke...kind to the throat." Now it is certain, if Mrs. Longworth and so many Senators and Representatives find Luckies easy on their throats...that you, too, will find Luckies gentle on your throat. Remember, only Luckies give you the benefit of the exclusive process known as "It's Toasted"...a process which removes certain harsh irritants naturally present in all tobaccos, even the finest. That is why Luckies are truly a light smoke, gentle on your throat. So follow Alice Roosevelt Longworth's example, and the example set by so many Senators and Representatives...when you buy cigarettes, get a carton of Luckies. You'll enjoy a light smoke of the finest tobacco money can buy.

And now -- here's Edwin C. Hill again.

HILL: (NEWS)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike...a light smoke. "It's Toasted".

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

(_____15 seconds_____)

ANNOUNCER: This is the COLUMBIA.....BROADCASTING SYSTEM.

(FADE THEME.....20 seconds.....)

WABC NEW YORK

hsm

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

WEDNESDAY, APRIL 7, 1937

12:15 - 12:30 P.M.

REVISED

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

(THEME.....)

ANNCR: Lucky Strike presents YOUR NEWS PARADE... up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know, are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill. For 25 years Mr. Hill has been an active newspaper man - with a keen nose for news ... a friend of Presidents from Theodore Roosevelt on down... a man who can get inside news where others can't... the ace observer of American life. Edwin C. Hill will distill the human facts from the news wires, dress them in the living language of today and present them in Your Lucky Strike News Parade! Mr. Hill!

ATK01 0139705

MR. HILL: In most cases the man who tries to predict headlines weeks in advance is a soothsayer--not a reporter. Yet one can't go wrong in predicting favorable reviews when Edward Arnold's new picture - "The Toast of the Town" is released next month by RKO Radio Pictures. Since Edward Arnold is acknowledged as one of the greatest actors on the screen, it is interesting to note a statement he made in a recent interview. Mr. Arnold said: "When you bear in mind that most of the characters I play are vigorous and dynamic, you can see that this places a severe strain upon me - particularly on my voice and throat. I just can't afford to risk throat irritation. Yet I can enjoy Luckies morning, noon and night, because in the eight years I've been smoking them, they have always been friendly to my throat. I stick to Luckies, because a heavy-acting schedule calls for a light smoke." Well - this statement explains why Edward Arnold is among that ever-increasing list of celebrities of stage, screen and radio who smoke Luckies. Another celebrity you'll enjoy hearing will make an appearance this evening on "Your Hit Parade"...Ezio Pinza, famous basso of the Metropolitan Opera Company. Don't forget to listen at ten o'clock Eastern Time. You'll hear one of the world's great voices. (News) Ending with the following: And now - here's Andre Baruch with a special word for you!

YOUR LUCKY STRIKE NEWS PARADE-COMMERCIAL #3-EDWARD ARNOLD-APRIL 7th.

ANNCR: You will recall that a few minutes ago Mr. Hill quoted a statement about Luckies made recently by the talented motion picture star, Edward Arnold. Mr. Arnold said "I can enjoy Luckies morning, noon and night, because in the eight years I've been smoking them, they have always been friendly to my throat." So you see, Edward Arnold has given Luckies a real test--and Luckies have come through with flying colors--for eight years they've been gentle on his throat. That's important--for his voice is his fortune. Obviously--if Luckies are easy on his throat--Luckies will be easy on yours. And here's why! Lucky Strike's exclusive process "IT'S TOASTED" removes certain harsh irritants naturally found in all tobaccos--even the finest. Hence Luckies are a light smoke...gentle on delicate throat tissues - yet they give you the delicious taste of fine rich tobaccos, the Cream of the Crop. Next time you buy cigarettes follow Edward Arnold's example--ask for Lucky Strike, a light smoke of the finest tobacco...a light smoke easy on your throat.

And now - here's Edwin C. Hill again.

HILL:

(NEWS)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike...a light smoke. "It's Toasted".

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

(_____ 15seconds _____)

ANNCR: This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME.....20 SECONDS _____)

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

THURSDAY, APRIL 8th, 1937

12:15 to 12:30 P.M.

2nd REVISION

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

(THEME.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE ... up-to-the minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know, are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill. For a quarter of a century, Mr. Hill has seen headlines made in every corner of the world — He's noted as one of the keenest observers and reporters in American journalism. He is a master of words — famous for his ability to uncover the real inside story — admired alike by newspapermen and his vast radio following. And so, Edwin C. Hill brings you the headlines of today — interprets in his own matchless style the human side of the news — and presents it in — Your Lucky Strike News Parade.

MR. HILL!

ATX01 0139709

YOUR LUCKY STRIKE NEWS PARADE - COMMERCIAL #2 - EZIO PINZA - APRIL 8

MR. HILL: And here's an interesting sidelight on an opera star's life. Last night, over a coast to coast broadcast of "Your Hit Parade", Ezio Pinza, famous artist of the Metropolitan Opera, startled his listeners by stating that his earliest ambition was to be a great bicycle racer. As a youth, he said, he would rather have made his debut at the six-day bike races in Madison Square Garden than at the Metropolitan Opera. But now ... as a world renowned basso, he is well reconciled to his career, Mr. Pinza compared his training as a singer to that of an athlete. He told how important it is to keep his voice and throat in condition. Like most singers, he prefers a light smoke. He said: "Luckies suit my throat perfectly. For eleven years now I have been enjoying them in this country. In fact, after I have made a good performance, one of the first things I do when I get back to my dressing room ... even before I take off my make-up ... is to light up a Lucky. I count it one of the rewards of victory." Mr. Pinza takes his place as one more of the imposing list of celebrated men and women who prefer Lucky Strike Cigarettes for their throat's sake.

(NEWS) Ending with the following:

And now - here's Andre Baruch with a special word for you!

ATX01 0139710

YOUR LUCKY STRIKE NEWS PARADE - COMMERCIAL #3 - EZIO PINZA - APRIL 8

ANNOUNCER: A few minutes ago Mr. Hill mentioned that Ezio Pinza, the famous Metropolitan Opera singer smokes Luckies because they are easy on his throat. Now, since Mr. Pinza's voice is his fortune, he must be careful to avoid any irritation from smoking. So the fact that he finds Luckies gentle on his throat is of the utmost significance to every smoker. The exclusive Lucky Strike process, "IT'S TOASTED", removes certain harsh irritants naturally present in all tobacco -- even the finest. That's why, in Luckies -- you not only enjoy the taste of fine, rich tobacco - The Cream of the Crop -- but you find a light smoke genuinely easy on your throat. Follow Mr. Pinza's example. Certainly it stands to reason that if Luckies are easy on his throat, they'll be easy on your throat, too.

And now - here's Edwin C. Hill again.

HILL: (NEWS)

ANNOUNCER: Listen in to Your News Parade over this same station tomorrow at 12:15. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike...a light smoke.
"It's Toasted."

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA.....BROADCASTING SYSTEM
(Fade theme 20 seconds)
WABC.....NEW YORK

HR

ATX01 0139711

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

FRIDAY, APRIL 9th, 1937.
12:15 to 12:30 P.M.

#2

REVISED

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

(THEME.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE ... up-to-the minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill.

For a quarter of a century, Mr. Hill has seen headlines made in every corner of the world -- He's noted as one of the keenest observers and reporters in American journalism. He is a master of words -- famous for his ability to uncover the real inside story -- admired alike by newspapermen and his vast radio following. And so, Edwin C. Hill brings you the headlines of today -- interprets in his own matchless style the human side of the news -- and presents it in -- Your Lucky Strike News Parade.

Mr. Hill!

ATX01 0139712

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

MONDAY, APRIL 12th, 1937
12:15 to 12:30 P.M.

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

(THEME.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE ... up-to-the minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf toaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill. For a quarter of a century, Mr. Hill has seen headlines made in every corner of the world -- He's noted as one of the keenest observers and reporters in American journalism. He is a master of words -- famous for his ability to uncover the real inside story -- admired alike by newspapermen and his vast radio following. And so, Edwin C. Hill brings you the headlines of today -- interprets in his own matchless style the human side of the news -- and presents it in-- Your Lucky Strike News Parade.
Mr. Hill!

ATX01 0139713

YOUR LUCKY STRIKE NEWS PARADE - COMMERCIAL #2 - LESLIE HOWARD-APRIL 9

MR. HILL: Many Shakesperian actors have been a success in motion pictures -- but it is real news when a screen star successfully turns from pictures to legitimate Shakespeare. This year Leslie Howard has done just that -- has just completed a nationwide tour in "Hamlet" and so has added new Shakesperian triumphs to the screen laurels already his. So it is of special interest to smokers to know that Mr. Howard recently said: "Years ago as an ambitious young actor, I was impressed how well my throat liked Luckies... how well they suited my idea of a perfect cigarette. That impression still stands. In my recent tour of 'Hamlet', with its many performances each week and the attendant tax on my throat, I have been convinced anew that this light smoke is both delightful to my taste and the 'top' cigarette for an actor's throat." (PAUSE) No one is better qualified to judge the effects of smoking on the throat than a distinguished actor such as Leslie Howard. And that reminds me. I suggest you tune in "Your Hit Parade" tomorrow night. I understand Miriam Hopkins is going to appear in person and will describe scenes from her latest picture.

(NEWS) Ending with the following:

And now - here's Andre Baruch with a special word for you!

YOUR LUCKY STRIKE NEWS PARADE-COMMERCIAL #3-LESLIE HOWARD - APRIL 9

Page #2

BARUCH: Listen in to Your News Parade over this same station
Monday
~~xxxxxxx~~ at 12:15. Edwin C. Hill will be back again
with up-to-the-minute news from every section of the
globe. And in the meantime -- for greatest smoking
pleasure -- remember Lucky Strike ... a light smoke.
"It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HRichter

ATX01 0139715

YOUR LUCKY STRIKE NEWS PARADE-COMMERCIAL #3-LESLIE HOWARD - APRIL 9

Page #2

BARUCH: Listen in to Your News Parade over this same station
Monday
~~xxxxxxxx~~ at 12:15. Edwin C. Hill will be back again
with up-to-the-minute news from every section of the
globe. And in the meantime -- for greatest smoking
pleasure -- remember Lucky Strike ... a light smoke.
"It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HRichter

ATX01 0139716

MR. HILL: Next Saturday, RKO Radio Pictures will release a new picture called "The Woman I Love"... a picture which has been awaited eagerly by millions anxious to see the ever charming Miriam Hopkins. Listeners to YOUR HIT PARADE were thrilled Saturday night at an appearance made by Miss Hopkins. During her interview, Miss Hopkins made the following statement: "Of the many trends that sweep through Hollywood, one of the longest-lasting has been the preference for Luckies. Because they're a light smoke that sensitive throats welcome, Luckies have been my favorite and the favorite of the screen colony for, I believe, about five years." Miss Hopkins, like all stars of the stage and screen must be especially careful when it comes to smoking. So, it is interesting to note that Miss Miriam Hopkins takes her place among the many celebrated persons who choose Lucky Strike for their throats' sake.

(NEWS.....ENDING WITH THE FOLLOWING)

And now - here's Andre Baruch with an announcement of interest!

ANNC'R: Earlier in this program, Mr. Hill quoted a statement by Miss Miriam Hopkins, whose new RKO PICTURE, "The Woman I Love" will be released this week. You will remember that in this statement Miss Hopkins said that she had been smoking Luckies for about five years and had found them easy on her throat. Certainly it is all-important to this lovely picture star, that she take every precaution with her throat. Her voice is her fortune. And it seems evident that if Luckies are gentle on her throat -- they will be easy on yours, too. And here's why! The exclusive Lucky Strike process, "It's Toasted" removes certain harsh irritants naturally present in all tobacco - even the finest. So with Luckies, you'll enjoy the taste of fine rich tobacco ... the Cream of the Crop. You'll appreciate the throat protection of the process "It's Toasted".

And now - back to Edwin C. Hill.

HILL: (NEWS)

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

TUESDAY, APRIL 13th, 1937

12:15 to 12:30 PM

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

(THEME.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE... up-to-the minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade bring you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

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(MORE)

ATX01 0139719

ANNOUNCER: (CONTINUED) And so, Edwin C. Hill brings you the headlines of today -- interprets in his own matchless style the human side of the news -- and presents it in -- Your Lucky Strike News Parade.

Mr. Hill!

MR. HILL: (AFTER A NEWS ITEM ABOUT WASHINGTON) Yes, all eyes are turned towards Washington these days. Senators, representatives and other government officials ... they're all in the news. And so it is of special interest to hear first hand what one outstanding senator has to say about the difficulties of public speaking. I quote a statement made recently by Senator Gerald P. Nye:

"I have done a great deal of public speaking, on the floor of the Senate, over the radio and at conferences. Necessarily this results in a strain on the voice. So naturally, in smoking, I have to think of my throat. I have smoked Luckies off and on ever since my first term in the Senate eleven years ago, and I have always enjoyed their taste and the feeling of comfort a light smoke gives my throat."

Senator Nye is one of the many professional men and women - lawyers, doctors, statesmen and so on - who prefer a light smoke and who choose Luckies.

(NEWS ... ENDING WITH THE FOLLOWING)

Andre Baruch now takes my place at the microphone for a moment.

ANNOUNCER: A few minutes ago Mr Hill quoted a statement made by the Honorable Gerald P. Nyc - United States Senator from North Dakota. You will recall that Senator Nyc said that he smoked Luckies and enjoyed the feeling of comfort a light smoke gives his throat. That fact means a good deal to all smokers. For, if Luckies are gentle on his throat when he does so much public speaking - surely it stands to reason that Luckies will be easy on your throat, too. Here's why. The process known as "It's Toasted", which is exclusive with Lucky Strike, removes certain harsh irritants naturally present in all tobaccos, even the finest That is the reason Luckies are a light smoke -- genuinely easy on your throat. When you buy cigarettes -- ask for Luckies. You'll enjoy a light smoke, of rich, fine-tasting tobaccos .. the "Cream of the Crop".

And now - more headline news from Edwin C. Hill.

HILL: (NEWS)

YOUR LUCKY STRIKE NEWS PARADE -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike -- a light smoke. "It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WAEC NEW YORK

CBS/

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

WEDNESDAY, APRIL 14th, 1937
12:15 to 12:30 P. M.

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

THEME.....

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE.....
up-to-the-minute news flashes with Edwin C. Hill,
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Edwin C. Hill. For a quarter of a century,
Mr. Hill has seen headlines made in every corner
of the world -- He's noted as one of the keenest
observers and reporters in American journalism. He
is a master of words -- famous for his ability to
uncover the real inside story -- admired alike by
newspapermen and his vast radio following. (MORE)

ANNOUNCER: (CONTINUED) And so, Edwin C. Hill brings you the headlines of today -- interprets in his own matchless style the human side of the news -- and presents it in -- Your Lucky Strike News Parade, Mr. Hill!

MR. HILL: Now that the Metropolitan Opera in New York has closed, many people think the opera season is over. But in a sense it has only begun for the rest of the country. With many opera companies on tour, and with the concert season in full swing, months of hard work lie ahead for the artists. This strenuous routine observed by Metropolitan Opera stars was recently reflected in a comment by Miss Helen Jepson. Speaking over a coast to coast network on "YOUR HIT PARADE", the lovely American prima donna told of the conscientious care a singer must give her throat. "And it's all-important to me" Miss Jepson added, "that I be careful in choosing my cigarette. I smoke Luckies because I enjoy their taste, and because I feel it is wiser for me to choose a light smoke for my throat." As she's an opera star, Miss Jepson's voice is all-important to her. So her comment carries a good deal of weight.

(MORE)

MR. HILL (CONTINUED).....Here's a tip on your radio entertainment. Listen on another station tonight to that popular movie star, Frances Farmer, when she appears on "Your Hit Parade" this evening. Miss Farmer is going to do a scene from .

(NEWSENDING WITH THE FOLLOWING)

And now - here's Andre Baruch with news of another kind for you!

ANNOUNCER: For real smoking enjoyment, your cigarette must not only be delightful to your taste, but also gentle to your throat. Now surely the best judge of a cigarette's smoothness is one who has to take particular care of her throat - one whose voice is her fortune. And so we ask you to keep in mind the statement made by lovely Helen Jepson of the Metropolitan Opera. She said: "I smoke Luckies because it's wiser for me to choose a light smoke for my throat." Now, if Luckies are gentler on the sensitive throat of such a great opera star as Helen Jepson, they should be gentler on your throat, too. The reason why Luckies are a light smoke is that certain harsh irritants naturally present in all tobaccos ... even the finest, are expelled by the exclusive process "It's Toasted". Next time you buy cigarettes, ask for a carton of Luckies.

Back to Edwin C. Hill for more last minute news!

HILL: (News)

(MORE)

ATX01 0139727

YOUR LUCKY STRIKE NEWS PARADE -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike ... a light smoke. "It's Toasted".

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

(_____15 seconds_____)

ANNOUNCER: This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC.....New York

Ehrlinger

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

THURSDAY, APRIL 15, 1937

12:15 to 12:30 PM

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

(THEME:.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE ... up-to-the minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill. For a quarter of a century, Mr. Hill has seen headlines made in every corner of the world -- He's noted as one of the keenest observers and reporters in American journalism.

(MORE)

ATX01 0139729

-2-

ANNOUNCER: He is a master of words -- famous for his ability to uncover the real inside story -- admired alike by newspapermen and his vast radio following. And so, Edwin C. Hill brings you the headlines of today -- interprets in his own matchless style the human side of the news -- and presents it in --- Your Lucky Strike News Parade.

Mr. Hill!

ATX01 0139730

COMMERCIAL NO. 2 FRANCES FARMER

MR. HILL: More and more university graduates are turning to the screen for a career. Last night on YOUR HIT PARADE, listeners were given a special treat hearing Frances Farmer, that lovely youngster who has risen to screen fame so fast since playing in campus shows at her own University of Washington. Miss Farmer, in a dramatic scene from her new RKO picture, "The Toast of New York", thrilled the radio audience with that superb speaking voice, which has been her fortune in the talkies. During an informal interview which followed, Miss Farmer explained her views on smoking. She said: "I started smoking Luckies in college. They taste fine, of course, and they do 'hit it off' well with my throat. That's because they're a light smoke, as you phrase it on your broadcasts. If I may say something rather obvious, my throat means the world to me. And a light smoke means the world to my throat -- in fact to anybody's throat." Well -- Miss Farmer is as sensible in her choice of cigarettes as she is clever as an actress. She picked Lucky Strike for two good reasons -- for pleasure and throat protection!

(NEWS) Ending with the following:

And now - Andre Baruch have you a word for our listeners?

COMMERCIAL NO. 3

FRANCES FARMER

ANNOUNCER: Try speaking all day long sometime and you'll get an idea of the strain that the sound camera imposes almost every day on a motion picture star's voice and throat! You'll see why they must take such precautions to protect their precious voices -- why they must avoid any irritation from smoking. In view of this -- it is significant to quote one famous actress. In giving the reason for her own choice of Lucky Strike, the talented and lovely Frances Farmer said last Saturday: "They taste fine, and they do hit it off well with my throat. My throat means the world to me. And a light smoke means the world to my throat -- in fact to anybody's throat." Now it is only logical that if Luckies are gentle on Frances Farmer's throat -- Luckies will be easy on your throat, too! You see, the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos -- even the finest. Only Lucky Strike offers you this extra protection -- and the delicious taste of rich center-leaf tobacco, the "Cream of the Crop". So follow Frances Farmer's example -- make sure you get a light smoke. When you buy cigarettes choose Luckies!

And now - here's Edwin C. Hill again.

HILL: (NEWS)

-5-

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike .. a light smoke. "It's Toasted."

CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN"

_____ 15 seconds _____

ANN'CR: This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC ... NEW YORK

EB

ATX01 0139733

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

FRIDAY, APRIL 16th, 1937
12:15 - 12:30 P.M.

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

THEME.....

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE...up-to-the minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. Luckies, you know are especially manufactured to give you the greatest smoking enjoyment. When you smoke Luckies, you get the rich delicious taste of tender center leaf tobaccos plus the throat comfort assured by a light smoke. Try a Lucky. They're easy on your throat.

And now Your Lucky Strike News Parade presents Edwin C. Hill. For a quarter of a century, Mr. Hill has seen headlines made in every corner of the world -- He's noted as one of the keenest observers and reporters in American journalism. He is a master of words -- famous for his ability to uncover the real inside story -- admired alike by newspapermen and his vast radio following. And so, Edwin C. Hill brings you the headlines of today -- interprets in his own matchless style the human side of the news -- and presents it in -- Your Lucky Strike News Parade.

Mr. Hill!

ATX01 0139734

COMMERCIAL #2 - Barbara Stanwyck

MR. HILL: It was only a few years back when talking pictures were considered a passing fad. Today, we have almost forgotten there ever was such a thing as the silent picture. "Talkies" demanded actors - rather than mere mannikins...and therein lies a story. With a lovely voice to compliment her beauty, Barbara Stanwyck has won tremendous popular favor. Recently Miss Stanwyck recalled her rise to stardom in these words: "When talking pictures arrived in Hollywood, my previous stage experience on Broadway gave me my chance on the screen. Taking care of my throat became a serious business with me, so I changed to Luckies - a light smoke. I smoke other cigarettes now and then, but sooner or later I come back to Luckies". Barbara Stanwyck's statement suggests a news tip I can pass on to the makers of Luckies.... Send a reporter to Hollywood to find the percentage of motion picture stars who prefer Luckies over other cigarettes. I have a hunch that Luckies will get a tremendous plurality.

Tomorrow night there's a special treat for you on "Your Hit Parade". Listen in on Lanny Ross, one of radio's most popular singers. On this same Columbia network station.

(NEWS....ENDING WITH THE FOLLOWING)

And now let Andre Baruch tell you some important news!

ATX01 0139735

COMMERCIAL #3

ANNOUNCER: If you were a motion picture star you'd naturally watch your health. get plenty of sleep and exercise... and you'd be especially careful about your throat. Since your career would depend to a large extent on your voice, you'd want to avoid any irritation from smoking. So you'd probably agree with Barbara Stanwyck when she says: "Taking care of my throat is serious business with me, so I changed to Luckies - a light smoke." If Luckies are easy on the throat of such a hard-working actress as Barbara Stanwyck, shouldn't they be easy on your throat, too? Luckies you see, are the only cigarette with the exclusive process "It's Toasted", which removes certain harsh irritants naturally present in all tobacco - even the finest. So you get not only the taste of fine, rich center-leaf tobacco but also a light smoke gentle on your throat. Follow Barbara Stanwyck's example. Ask for a carton of Luckies.

Thank you, and here's Edwin C. Hill with some up-to-the-minute news stories!

HILL: (NEWS)

- 4 -

BANUCH: Listen in to Your News Parade over this same station Monday at 12:15. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike . . . a light smoke. "It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA....BROADCASTING SYSTEM.

(FADE THEME 20 seconds)

WABC. . .NEW YORK

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ATX01 0139737

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - NEWS BROADCAST

MONDAY, APRIL 19, 1937
12:15 - 12:30 P.M.

REVISED

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

(THEME)

ANNCR: Lucky Strike presents YOUR NEWS PARADE... up-to-the
minute news flashes... with Edwin C. Hill, one of
America's ^{see news reporters} ~~greatest news men.~~ Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays inclusive...(PAUSE)... In Luckies
you can enjoy the delicious taste of the finest tobacco
money can buy -- the "Cream of the Crop." And,
because Luckies are a light smoke, they offer you
genuine throat comfort. So try Luckies -- they're
manufactured especially to give you the easy relaxation
... the comfortable enjoyment... that only a light
smoke can offer. Now "Your Lucky Strike News Parade"
presents Edwin C. Hill.

Mr. Hill!

YOUR LUCKY STRIKE NEWS PARADE

COMMERCIAL #2 - LANNY ROSS - (MONDAY, APRIL 19th)

MR. HILL: That ~~amazingly~~ ^{beautiful} popular song "Hurry you look to me", was

heard at its best Saturday night, sung by the personable and gifted Lanny Ross on "Your Hit Parade". After his song, this pleasing star of radio's famous "Show Boat" talked informally about his career. Let me repeat one point that Lanny made of interest to everyone who smokes. Mr. Ross, in his own words, said "I guess everyone knows that it takes a good many hours of rehearsal to produce an hour radio show ... But I wonder if they realize what a wonderful feeling it is to relax for a while, forget all about work, and smoke a Lucky".

Lanny Ross added, "I've been enjoying Luckies for 10 Years years. They're a light smoke and they never bother my throat in the least ... and that goes for my voice too."

(PAUSE) ... In that connection it's interesting to note how many men and women ... particularly those whose voices are their fortunes, prefer Luckies.

(NEWSENDING WITH THE FOLLOWING)

And now -- here's Andre Baruch with an announcement of interest! I'll be back in a moment.

YOUR LUCKY STRIKE NEWS PARADE

COMMERCIAL #3 - LANNY ROSS - (MONDAY, APRIL 19th)

ANNCR: A few minutes ago, Mr. Hill commented on an interesting statement made by Lanny Ross, talented radio star who appeared on "Your Hit Parade" Saturday night. ^{Lanny Ross at the conclusion} ~~Mr. Ross~~ in his own words said, "What a wonderful feeling it is to relax - and smoke a Lucky. I've been enjoying them for a long while now. They're a light smoke and they never bother my throat in the least ..." Now, ^{Mr.} ~~Mr.~~ Ross, as a singer, has to take especially good care of his voice ... he would be quick to detect any irritation from smoking. Yet he has smoked Luckies for ^{10 years} ~~years~~ and found them always agreeable, always kind to his throat. The experience of Lanny Ross with Luckies can be your experience, too ... for Luckies will be easy on your throat. The explanation is simple ... two words sum it up ... They are the familiar words, "It's Toasted". This exclusive Lucky Strike process removes certain harsh irritants naturally present in all tobaccos, even the finest. Hence in Luckies you may enjoy the rich delicious taste of fine center-leaf tobaccos, the "Cream of the Crop"... and yet know that you are enjoying a light smoke, genuinely easy on the throat. When you buy cigarettes, follow the example of Lanny Ross and be sure you get a light smoke. Ask for a carton of Luckies.

of his appearance

And now -- back to Edwin C. Hill.

HILL: (NEWS)

YOUR LUCKY STRIKE NEWS PARADE

(APRIL 19,th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E.S.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike ... a light smoke. "It's Toasted."

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

(_____ 15 seconds _____)

ANNCR: This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

REVISED

TUESDAY, APRIL 20, 1937
12:15 - 12:30 P.M.

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

(THEME)

ANNCR: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes - with Edwin C. Hill, one of America's ^{all news reporters,} ~~greatest news men.~~ Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Smoking pleasure is always yours with Luckies - for the very greatest smoking enjoyment is simply that Lucky Strike combination of delicious taste plus genuine throat comfort. Luckies offer you a light smoke of the finest tobacco money can buy - the "Cream of the Crop". ~~Won't you try Luckies - they'll please you!~~ Now "Your Lucky Strike News Parade" presents Edwin C. Hill.

Mr. Hill!

YOUR LUCKY STRIKE NEWS PARADE

COMMERCIAL #2 - CAROLE LOMBARD - (TUESDAY, APRIL 20th.)

MR. HILL: That lovely lady of the screen, Carole Lombard made her debut as a singer in the current Paramount hit, "Swing High, Swing Low." Miss Lombard a short time ago at the conclusion of her guest appearance on "Your Hit Parade" said, "I spent months taking singing lessons, preparatory to singing in my new picture. With this added strain my throat was not in good shape. My singing coach suggested that when choosing cigarettes I select a light smoke -- and so I changed to Luckies. Since then" continued the charming Carol Lombard, "I've found a light smoke and my throat get along together just fine, and the tobacco in Luckies also gets along fine with my taste." (PAUSE) Well - Carol Lombard practices what she preaches all right. I happen to know that her household uses about twenty-four cartons of Luckies a month! And that's another indication of the popularity of Luckies among the leading artists of Hollywood ... and among all people whose voices are their fortunes.

(NEWS.....ENDING WITH THE FOLLOWING)

Andre Baruch now takes my place at the microphone for a moment. Then I'll be back with more news for you.

YOUR LUCKY STRIKE NEWS PARADE - COMMERCIAL #3

CAROLE LOMBARD (TUESDAY - APRIL 20th)

ANNC'R: An actress's voice is all-important to her -- in fact, her voice is her fortune. That's why the statement Mr. Hill brought you a few minutes ago about Carole Lombard is of real significance to every smoker. For Miss Lombard, you will recall, in her own words said that Lucky Strike is a light smoke that gets along just fine with ~~her~~^{my} throat. Now Miss Lombard, whose voice is so important to her career, obviously would be quick to detect any smoking irritation. So doesn't it seem reasonable that, since Luckies are easy on her throat they will be easy on your throat, too ... Consider this one fact! Luckies offer you something no other cigarette can -- the rich taste of the finest tobacco, the "Cream of the Crop" -- plus the throat-protection of the famous process "It's Toasted". This "Toasting" process removes certain harsh irritants naturally present in all tobacco. That's why, as you follow Carole Lombard's example, you, too, will find Luckies a light smoke, easy on your throat. When you buy cigarettes, ask for a carton of Luckies -- a light smoke with the fine, rich taste found only in "Cream of the Crop" tobaccos.

And now - more headline news from Edwin C. Hill.

HILL: (NEWS)

YOUR LUCKY STRIKE NEWS PARADE (CLOSE) (APRIL 20th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E.S.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- remember Lucky Strike ... a light smoke. Include Luckies on your shopping list today -- to make certain you always have a supply on hand, ~~for your greatest smoking~~ pleasure.

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

(_____ 15 seconds _____)

ANNCR: This is the COLUMBIA.....BROADCASTING SYSTEM
(FADE THEME 20 SECONDS)
WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

WEDNESDAY, APRIL 21st, 1937
12:15 to 12:30 P.M.

2nd
REVISED

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ^{all news reporters} ~~greatest newsmen~~. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now pause a few moments in your daily work -- listen to the interesting news Mr. Hill has for you -- light up a Lucky and relax and enjoy its soothing, smooth taste. Luckies are a light smoke of the finest tobaccos money can buy, the "Cream of the Crop". Your Lucky Strike will bring you pleasure -- relaxation -- and the genuine throat ease that only a light smoke can offer. And here's Edwin C. Hill.....
Mr. Hill!

MR. HILL: From Hollywood comes the story of an ~~entertaining~~ incident which occurred during the shooting of a scene featuring Leo Carillo. "In one of my pictures" says Mr. Carillo, "I was supposed to smoke handrolled Mexican cigarettes, but I quickly found them too strong for my throat. So I went back to Luckies. What a difference they made on my throat in the nine weeks it took to shoot that picture! I find a great difference in this respect between Luckies and any other cigarette. Leo Carillo went on to say, "my character parts, you know, take their toll of my throat. So a light smoke is as important to me in a way as my make-up. Because Luckies are a light smoke I have preferred them for more than eight years." Leo Carillo certainly has a very sensible reason for his preference in cigarettes. After all, his acting voice is all-important to him.

Tonight a great opera star will appear on Your Hit Parade over another station. He is Rene Maison, famous tenor of the Metropolitan Opera. Don't miss hearing him sing the "_____ " from "_____".

(NEWS.....ENDING WITH THE FOLLOWING)

And now here's Andre Baruch with news of another kind for you! I'll be back soon with more news flashes.

ANNOUNCER: Leo Carrillo's exciting new picture, called "I Promise to Pay", is now released by Columbia Pictures. Mr. Carrillo plays the part of a new kind of racketeer. He has many scenes that put a tax on his throat. So it was especially timely for Mr. Hill to quote that statement of Leo Carrillo's -- in which the talented screen actor mentioned his personal preference for Luckies because they're easier on his throat. Naturally, his voice is his fortune! And so he is careful to choose a light smoke gentle on delicate throat tissues. Leo Carrillo's experience with Luckies is important to all smokers. For surely it is reasonable to believe that if Luckies are easy on his throat -- Luckies will be easy on your throat, too. Here's why: The exclusive Lucky Strike process, "It's Toasted," removes certain harsh irritants naturally present in all tobaccos -- even the finest. Only in Luckies do you get this extra protection -- and the delicious taste of fine center-leaf tobacco, the "Cream of the Crop". So follow Leo Carrillo's example -- insist on a light smoke -- ask for Luckies! Buy them by the carton ^{and} ~~so~~ that the cigarette boxes in your home ^{will} ~~are~~ ^{be} always conveniently filled.

Back to Edwin C. Hill for more last minute news!

MR. HILL: (NEWS)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E.S.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike...a light smoke. "It's Toasted".

CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN")

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

"YOUR LUCKY STRIKE NEWS PARADE" - (THIRD REVISION)

THURSDAY, APRIL 22, 1937
12:15 to 12:30 P.M.

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

THEME:

ANNCR: Lucky Strike presents Your News Parade - up-to-the-minute news flashes - with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now, while Mr. Hill brings you the events of the day -- why not relax and enjoy yourself. Light up a Lucky -- you'll like the delicious taste of its fine center-leaf tobacco -- and you'll appreciate its being a gentle light smoke easy on your throat. (PAUSE) Your Lucky Strike News Parade presents Edwin C. Hill....

Mr. Hill!

MR. HILL: Rene Maison, who has been making musical headlines ever since his stirring debut at the Metropolitan Opera in New York winter before last, scored again last night on "YOUR HIT PARADE" with a superb rendition of the "Flower Song" from "Carmen". Those who heard Mr. Maison's brilliant tenor voice for the first time must have been struck by its clarity and brilliance. And so it was most interesting to hear him say later: "Being a singer, I have always wanted a light smoke -- one truly easy on my voice and throat. When I came to this country, I found it in Luckies. That was about six years ago and Luckies and I have been friends ever since."

(PAUSE) Well - you can readily understand Mr. Maison's reasons for preferring Luckies - it is only natural for him to favor a light smoke.

(NEWS.....ENDING WITH THE FOLLOWING)

And now - Andre Baruch has a word for our listeners, while I dig into these late dispatches. I'll be back in a minute.

ANNOUNCER: Among Mr. Hill's news items was a statement made in person last night by the celebrated Metropolitan Opera tenor, Rene Maison, in a radio guest appearance. Mr. Maison said, in part: "Luckies and I have been friends for six years, and I find them truly easy on my voice and throat." Now, if Luckies are gentle on Rene Maison's throat it follows Luckies will be gentle on your throat, too. This is true because the exclusive process known as "It's Toasted" removes certain harsh irritants naturally present in all tobaccos,..even the finest. That is why in Luckies you will enjoy the delicious taste of fine, rich tobaccos, the "Cream of the Crop"...and yet find that Luckies are easy on the throat. When next you buy cigarettes ask for Lucky Strike. Follow Mr. Maison's example and get a light smoke.

And now - here's Edwin C. Hill again.

MR. HILL: (NEWS)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E.S.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike - a light smoke, with the finer taste of center leaf tobaccos. Include Luckies on your shopping list, and have a supply on hand at home.

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

(_____ 15 seconds _____)

ANNCR: This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, APRIL 23rd, 1937
12:15 to 12:50 P. M.

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

THEME:.....

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive - (PAUSE) And now, as Mr. Hill begins, why not relax for a few minutes, just listen and enjoy yourself. A Lucky Strike will help you -- light one up -- then sit back and enjoy its mellow goodness. Luckies, you know, are a light smoke always gentle to your throat -- always pleasing to your taste because of the richness of their choice center-leaf tobaccos-- the finest money can buy. I present Edwin C. Hill.

Mr. Hill!

MR. HILL:

Word comes from Hollywood that Gary Cooper's new Paramount picture, "Souls at Sea" will be released early this summer. "Souls at Sea" is one of those stirring sea pictures that have become so popular since "Mutiny on the Bounty". - (PAUSE)--Speaking of this screen star, Lucky Strike is particularly proud of a statement Gary Cooper made recently. His own words were: "A little over a year ago I changed to Luckies because I enjoy the flavor of their tobacco. Ever since, my throat has been in fine shape. As my voice and throat mean so much to me in my business, it's plain common sense for me to prefer this light smoke. So I'm strong for Luckies!" (PAUSE) By the way, "Your Hit Parade will present an interesting screen star tomorrow evening over the Columbia network. Gary Grant will do an entertaining dramatization of an O. Henry story called "After Twenty Years". Don't miss it. It's one of O'Henry's best. (NEWS ENDING WITH FOLLOWING)And now let Andre Baruch tell you some important news! I'll have more to say in a moment.

ANNOUNCER: Movie actors are always news. Especially a star like Gary Cooper. So it's of interest to note Mr. Hill's quotation from a statement recently made by Gary. Mr. Cooper said: "As my voice and throat mean so much to me in my business, it's plain common sense for me to prefer a light smoke. So I'm strong for Luckies!" (PAUSE) His preference comes because Lucky Strike, alone, has the benefit of the exclusive process, "It's Toasted", which removes certain harsh irritants naturally present in all tobacco -- even the finest. In Luckies you have the extra throat protection of the exclusive "Toasting" process, plus the finer taste of center-leaf tobacco - "The Cream of the Crop". Next time you buy cigarettes -- do as Gary Cooper does -- ask for Luckies. Thank you, and here's Edwin C. Hill with an up-to-the-minute news story!

MR. HILL: N E W S

(USED ON "NEWS PARADE" FRIDAY, APR. 23, 1937)

LUCKY STRIKE "YOUR NEWS PARADE"

(LONG CLOSING)

ANNOUNCER: Listen in to Your News Parade over this same station tomorrow at 12:15 E.D.S.T. Edwin C. Hill will be back again with the up-to-the minute news from all parts of the world. And in the meantime ... remember that Luckies offer you an ideal combination for greatest smoking pleasure in a light smoke that weds the finer taste of choice center-leaf tobaccos with perfect throat comfort. Carry Luckies with you always ... and whenever you wish a few moments of pleasing relaxation .. light up a Lucky. You'll be in mighty good company ... for celebrities in all walks of life ... light up a Lucky Strike for their greatest smoking enjoyment.

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

ATX01 0139757

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

Lucky Strike "YOUR NEWS PARADE"

MONDAY, APRIL 26, 1937

12:15 - 12:30 P.M.

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

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE...up-to-the minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE).... In Luckies you can enjoy the delicious taste of the finest tobacco money can buy - the "Cream of the Crop". Luckies are a light smoke and you will find them easy on your throat.

Now "Your Lucky Strike News Parade" presents
Edwin C. Hill.

Mr. Hill!

MR. HILL: On Saturday night Cary Grant - handsome star of the screen - enacted a radio play based on O. Henry's famous story "After 20 Years". In an interview after his exciting performance, he talked about smoking. Here are his own words: "Everyone knows how pictures are rated by the starring system...four stars for a smash hit, three stars, two stars and so forth. In cigarettes I rate Luckies a four-star cigarette. They're always so good to my throat and taste so much better. I've enjoyed them for over five years." Well, Cary Grant ought to know - his profession depends on his throat, so he has to take care of it.

(NEWS.....ENDING WITH FOLLOWING)

I pause for a moment, to look over the last minute flashes - then I'll be back.

ANNOUNCER: It's interesting to note how many professional people...lawyers, doctors, statesmen and so on... smoke Luckies...And then, too; see how many stars of radio, stage, screen and opera prefer them. For example, Cary Grant told his radio audience last Saturday night that he had enjoyed Luckies for over five years, and found them always easy on his throat. Doesn't it seem reasonable that if Luckies are easy on his throat, they'll be easy on yours, too? This is why! The exclusive Lucky Strike process, "It's Toasted", removes certain harsh irritants naturally present in all tobacco -- even the finest. So follow Cary Grant's example! When you buy cigarettes - ask for a carton of Luckies -- a light smoke with the finer taste of "center leaf tobacco."

And now - back to Edwin C. Hill!

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the minute news from every section of the globe. And in the meantime -- for the finer taste of center leaf tobaccos - ask for Lucky Strike - a light smoke "It's Toasted".

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

(15 seconds)

ANNOUNCER: This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, APRIL 27, 1937.

12:15 - 12:30 P. M.

(REVISED)

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes - with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive - (PAUSE) Smoking pleasure is always yours with Luckies - for the very greatest smoking enjoyment is simply that Lucky Strike combination of delicious taste plus genuine throat comfort. Luckies offer you a light smoke of the finest tobacco money can buy - the "Cream of the Crop". We think Luckies will please you!

Now "Your Lucky Strike News Parade" presents Edwin C. Hill.

Mr. Hill!

(NEWS ENDING WITH EDWIN C. HILL STORY ON AUCTIONEER.

BARUCH: And "SOLD TO AMERICAN TOBACCO COMPANY" -- makers of Lucky Strike cigarettes -- has come to be a genuine mark of merit at tobacco auctions everywhere. For Lucky Strike instructs its buyers to pick out only the best tobacco grown -- the rich center leaves of the finest plants -- the leaves that Nature itself most highly favors. Rich, yet tender -- full-flavored, yet delicate - these are the leaves that command an extra price at every auction. Next time you buy cigarettes, make sure of enjoying the finer flavor of rich center-leaf tobacco by asking for Lucky Strike -- a light smoke.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E. Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike - a light smoke. Include Luckies on your shopping list today -- to make certain you always have a supply on hand for your greatest smoking pleasure.

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

(.....15 seconds.....)

ANNOUNCER: This is the COLUMBIA.....BROADCASTING SYSTEM
TRADE THEME 20 SECONDS
WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, APRIL 28, 1957
12:15 - 12:30 P.M.

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

(TITLES.....)

ANNOUNCER: Lucky Strike presents Your News Parade --
up-to-the-minute news flashes -- with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour five
days a week; Mondays through Fridays inclusive.
(PAUSED) Now pause a few moments in your daily work
-- listen to the interesting news Mr. Hill has for
you -- light up a Lucky and relax and enjoy the
finer taste of its center leaf tobaccos. Luckies
are a light smoke of the finest tobaccos money can
buy, the "Cream of the Crop". Your Lucky Strike
will bring you pleasure -- relaxation -- and the
genuine throat comfort that only a light smoke
can offer. And here's Edwin C. Hill.

Mr. Hill!

MR. HELL: You have seen Janet Gaynor starred in silent pictures, and you've watched and heard her triumphs in "Talkies" -- but now comes the public's first opportunity to see her star in a color picture. It is Selznick International's "A Star Is Born". Miss Gaynor is one of the most delightful personalities of Hollywood - and a very popular hostess. Miss Gaynor said recently: "I live at the Beach most of the year, and there is hardly a weekend that a number of friends don't drop in for a dip in the surf and to take "pot luck" after their swim. Naturally, I keep several brands of cigarettes on hand for guests, but the supply of Luckies is always the first to disappear. Leading artists of the screen prefer Luckies because they are a light smoke." Miss Gaynor's remarks are simply more evidence that proves Luckies' popularity among those who must be particularly careful of their throats and voices.

Here's something of interest - Mr. Lauritz Melchior of the Metropolitan Opera, acknowledged as the world's greatest ^{tenor} ~~baritone~~, will be on "Your Hit Parade" tonight. Be sure you tune in.

Now, let me look over these last minute bulletins, while Andre Baruch says a few words. I'll be back in a second.

ANNOUNCER: A few minutes ago Mr. Hill quoted Janet Gaynor's own words on the popularity of Luckies among her Hollywood friends. It is only natural that Luckies should be popular with artists whose voices are all important to them, for Lucky Strike is a light smoke -- and the one and only smoke that can give your throat the protection afforded by the exclusive process, "It's Toasted". This remarkable "Toasting" process removes certain harsh irritants from tobacco yet retains in the cigarette the proper amount of moisture for full smoking enjoyment. And in Luckies you will notice the finer taste of center leaf tobaccos -- the "Cream of the Crop". So for throat protection and pleasure -- follow the example of those whose voices are their fortunes -- ask for a carton of Luckies!

And here's Edwin C. Hill for his news roundup.

MR. HILL:

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BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E.D.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime-- for the finer taste of center leaf tobaccos -- ask for Lucky Strike - "It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA....BROADCASTING SYSTEM

Fade theme 20 seconds

WABC NEW YORK

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ATX01 0139768

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE" (REVISED)

THURSDAY APRIL 29, 1937
12:15 to 12:30 P.M.

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

(THEME.)

ANNCR: Lucky Strike presents Your News Parade - up-to-the
minute news flashes - with Edwin C. Hill, one of America's
ace news reporters. Your News Parade brings you the
flash news at this hour five days a week; Mondays through
Fridays inclusive. (PAUSE) And now, while Mr. Hill
brings you the events of the day -- why not relax and
enjoy yourself. Light up a Lucky -- you'll like the
finer taste of center-leaf tobacco - and you'll appreciate
Luckies as a light smoke, kind to your throat. (PAUSE)
Your Lucky Strike News Parade presents Edwin C. Hill.
Mr. Hill!

COMMERCIAL #2 - Lauritz Melchior - "NEWS PARADE" - April 29, 1937

MR. HILL: Soprano...baritone...and tenor. Surprisingly enough it is not of a trio I speak...but of a single person, Lauritz Melchior. He began his career as boy soprano, turned to opera as a baritone, and later became a tenor... a very great tenor, as Wagnerian enthusiasts will tell you! Last night Mr. Melchior sang on "Your Hit Parade"... sang very beautifully indeed...and afterwards chatted about his career. Referring to a statement he'd made a few weeks ago on the throat comfort he finds in Luckies, Mr. Melchior said: "I told you before....Luckies never bother my throat...and I mean never. By the way," Mr. Melchior continued, "~~you'll be interested to know how~~
~~many people have spoken to me about Luckies since my~~
~~last appearance on the radio.~~" It seems I am a very un-original person. I like Luckies' taste but so does everybody else, as far as I can see. And my discovery that Luckies are easy on my throat...well, there's nothing new about that either. Most of the Metropolitan Opera Company seems to have discovered that long before I did."

COMMERCIAL #3 - LAURITZ MELCHIOR - 4/29/37

ANNCR: Suppose that like Lauritz Melchior you are a great star of the Metropolitan Opera. Under all circumstances, your first thought is to protect your precious voice! That's true, isn't it? -- because your voice is your fortune. And suppose you liked to smoke. Suppose you had smoked for 12 years. You would consider the kind of cigarette you smoked, would you not? Well, Mr. Melchior did and does. Mr. Melchior's personal words were: "I favor Lucky Strike for the sake of my throat". Now don't you see it stands to reason that if Luckies are gentle on his throat -- they'll be easy on yours, too. Remember -- only Lucky Strike tobacco has the benefits of that exclusive process, "It's Toasted", which removes certain harsh throat irritants naturally present in all tobacco -- even the finest. And so -- Luckies are a light smoke, enjoyable for the finer taste of "center-leaf tobacco", the "Cream of the Crop". And Luckies are always kind to your throat. Why not follow Mr. Melchior's example and ask for a carton of Luckies? Now -- back to Edwin C. Hill once more!

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

FRIDAY, APRIL 30, 1937
12:15 to 12:30 P.M.

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

THEME.....

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now, as Mr. Hill begins, why not relax for a few minutes and just listen and enjoy yourself. A Lucky Strike cigarette will help you -- light one up -- then sit back and enjoy its mellow goodness. Luckies, you know, are a light smoke. They bring you genuine throat comfort -- and the finer taste of center-leaf tobaccos -- the "Cream of the tobacco Crop".
Presenting Edwin C. Hill.

Mr. Hill!

LUCKY STRIKE - YOUR NEWS PARADE

COMMERCIAL #2 - GENE RAYMOND

MR. HILL:

Hollywood and its colorful people are always good for a bit of news. Here's an item on Gene Raymond, popular RKO star. As he related the incident, he said, "While making my new RKO picture, 'Three on a Latchkey', there was one scene in which I smoked a cigarette. It was one of those tricky scenes which took all day to shoot. After we got the scene, the property man told me I had smoked four packages of Luckies! As I am not ordinarily a heavy smoker, it's easy to see why I appreciate Luckies. They're a light smoke. So the 'prop' man has a standing order to furnish me with Luckies, as I have found that they suit my throat as well as my taste." (PAUSE) So it's Lucky Strike for Gene Raymond, too. Since his voice is his fortune, he made a wise choice. Pretty generally it seems true that precious throats and precious Luckies are old friends!

Let me make this suggestion to you - listen in tomorrow night to "Your Hit Parade." That clever star, Charlie Ruggles, is making a personal appearance, in a scene from his newest picture, "Turn off The Moon".

(NEWS ENDING WITH)

Now, Andre Baruch has a few interesting words for you, while I see what the latest news reports have for you.

LUCKY STRIKE - YOUR NEWS PARADE

ANNOUNCER: On occasion, Gene Raymond has smoked as many as four packs of Luckies in a single day -- and yet found they put no strain on his throat. Gene very aptly said -- "Luckies are a light smoke that suit my throat as well as my taste." This is true because only in Luckies are you given the protection of that exclusive process, "It's Toasted." This famous process removes certain harsh irritants naturally present in all tobaccos -- even the finest. Hence Luckies are a light smoke -- offering extra protection for delicate throats plus the finer taste of center leaf tobaccos -- those rich, center-leaf tobaccos farmers call the "Cream of the Crop". So follow Gene Raymond's example -- ask for a light smoke, ask for Luckies.

And here's more news from Edwin C. Hill.

LUCKY STRIKE - YOUR NEWS PARADE

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 E.D.S.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure - remember Lucky Strike ... a light smoke. "It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA.....Broadcasting System
(Fade theme 20 seconds)
WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, MAY 3rd, 1937.
12:15 to 12:30 P.M.

(REVISED)

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

(THEME.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE..... up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace new reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE) Before Mr. Hill begins this morning's news, why not sit down, relax for a moment and light up a Lucky? You'll enjoy the finer taste of center-leaf tobacco, the Cream of the Crop, and you'll appreciate the throat comfort that only a light smoke can offer. Now "Your Lucky Strike News Parade" presents Edwin C. Hill.

Mr. Hill!

MR. HILL:

If you were to judge from the amusing radio performance Charlie Ruggles gave Saturday night on "Your Hit Parade" in a scene from "Turn Off the Moon", you'd think that his life must be all play and no work. Actually it's the other way around - plenty of work and not so much play - a point that Mr. Ruggles emphasized during the interview which followed this scene, where he said: "Roles such as I play in Paramount's "Turn Off the Moon", often place an unusual strain on my voice. In one afternoon, during the filming of this picture, I had fifteen different 'takes' of one scene in addition to rehearsals. In my work I just can't afford to risk throat irritation from smoking, so I rely on Luckies. One day about five years ago, I dropped into the former Lucky Strike exhibit at Broadway and 48th, in New York and watched Luckies being made. They looked so inviting and their aroma was so tempting, that I bought a tin of fifties - and I've been a Lucky smoker every since."

Well, Charlie Ruggles is not alone in his choice of cigarette. There are millions who choose Luckies because they appreciate their fine taste. (PAUSE)

(NEWS.....ENDING WITH FOLLOWING)

And now, Andre Barush has a short message, then I'll return with more news.

ANNOUNCER: Although Charlie Ruggles' work on the screen usually is comic and not at all serious -- Charlie takes it very seriously, indeed. He has to -- because lighter parts are often more difficult to perform than the others. In his work, Mr. Ruggles just can't afford to risk throat irritation from smoking, so he relies on Luckies for throat comfort. Well, Mr. Ruggles ought to know, since he's smoked Luckies for five years. And there's a reason for Luckies throat comfort because the exclusive Lucky Strike "Toasting" process removes certain harsh irritants naturally present in all tobacco -- even the finest. And, of course, you'll enjoy the finer taste of Lucky Strike's center-leaf tobaccos. So try a light smoke. Ask for a carton of Luckies.

BARUCH: Listen in to Your News Parade, over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike...a light smoke. "It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA...BROADCASTING SYSTEM
(Fade theme 20 seconds)

WABC....NEW YORK

ATX01 0139779

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

REVISED

TUESDAY, MAY 4th, 1937
12:15 - 12:30 P.M.

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes - with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive - (PAUSE) Smoking pleasure is always yours with Luckies - for the very greatest smoking enjoyment is simply that Lucky Strike combination of delicious taste plus genuine throat comfort. Luckies offer you a light smoke and the finer taste of center leaf tobacco - the "Cream of the Crop".

Now "Your Lucky Strike News Parade" presents
Edwin C. Hill.

Mr. Hill!

ATX01 0139780

(FOLLOWS WASHINGTON NEWS)

MR. HILL: Well, this question will be the subject for a good deal of lively debate on Capitol Hill -- and among those whose well expressed opinions will be well worth hearing is that distinguished gentleman from North Carolina, United States Senator Reynolds, one of the best speakers in the Senate. Only last fall, within a comparatively short period of time, Senator Reynolds made more than one hundred speeches. During this speaking campaign -- he had occasion to visit the Lucky Strike factory. His reaction was exceedingly interesting. So I'll quote his own words, the words he used to describe his own first-hand impression of this great modern factory. Senator Reynolds said:

"I believe I discovered in the Lucky Strike 'Toasting' process the secret of what makes this cigarette so considerate of my throat. I have been more than ever an advocate of a light smoke since seeing how much extra care and extra expense are devoted to making Luckies truly easy on the throat".

(NEWS.....ENDING WITH FOLLOWING)

While I relax and light up a Lucky for a moment, Andre Baruch takes my place...but I'll be right back.

ANNOUNCER: Mr. Hill told you a moment ago about the visit United States Senator Reynolds made to the Lucky Strike factory in North Carolina. You will recall Senator Reynolds said that after seeing the famous "Toasting" process in operation he understands now why Luckies are a light smoke..... why Luckies are truly considerate of his throat. You, too, will find Luckies easy on your throat - and you will enjoy the finer taste of Lucky Strike's rich, center-leaf tobacco -- "The Cream of the Crop". Next time you buy cigarettes, ask for Lucky Strike - Now we return to Edwin C. Hill.

MR. HILL: (NEWS)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike - a light smoke. Include Luckies on your shopping list today -- to make certain you always have a supply on hand.

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA...BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

WEDNESDAY - MAY 5, 1937
12:15 to 12:30 P.M.

(REVISED)

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

(THEME.....)

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now pause a few moments in your daily work -- listen to the interesting news Mr. Hill has for you -- light up a Lucky and relax and enjoy its smooth taste. Luckies are a light smoke of the finest tobaccos money can buy, those center-leaf tobaccos known as the "Cream of the Crop". And here's Edwin C. Hill.

Mr. Hill!

MR. HILL:

Not so long ago, a whisper was something you weren't supposed to hear. But now, by means of mechanical inventions which magnify the voice-- whispers are broadcast throughout the land. Whispering singers -- whose natural voices wouldn't carry beyond the first row of a theatre - now entertain a whole nation on the radio. But at the Metropolitan Opera in New York -- it's different! There's no friendly 'mike' in this vast opera house to turn whispers into crescendos. Singers are on their own -- and no matter what happens to their vocal chords, those folks in the top row of the balcony simply have to hear every note. One of the most brilliant of our great operatic stars, Marjorie Lawrence, made an interesting comment on this strain not long ago over the radio. Miss Lawrence said, and I quote her very own words: "You must have a big voice to sing Wagner. My favorite role of 'Brunnhilde' in Wagner's 'Gotterdammerung' is a very exacting one. Yet, when I am back in my dressing room after I have finished singing, there is nothing I enjoy more than lighting up a Lucky. It is so gentle -- so smooth that it does not irritate my throat in the least."

(NEWS.....ENDING WITH FOLLOWING)

And now - Andre Baruch has a special message.
Then I'll be back.

ATK01 0139785

BARUCH:

Mr. Hill told you how Miss Marjorie Lawrence returns to her dressing room after a performance at the Metropolitan Opera to relax with a Lucky Strike cigarette. Now obviously, Marjorie Lawrence can permit herself this pleasure because Luckies never irritate her precious throat. Lucky Strike, you know, is the only cigarette which has the benefit of that extra and exclusive process "It's Toasted". That's why Luckies are a geniune light smoke. So ask for a carton of Luckies -- we are sure you'll enjoy them and you'll appreciate the finer taste of Lucky Strike's center-leaf tobaccos, "The Cream of the Crop". Tonight, by the way, Your Hit parade will have another celebrated guest -- Winifred Cecil, that famous and talented star of the concert stage. Her performance will be well worth your time.

And now, your news reporter, Edwin C. Hill.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 EDST. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - for greatest smoking pleasure -- remember Lucky Strike.... a light smoke. "It's Toasted".

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA.....BROADCASTING SYSTEM
(Fade theme 20 seconds)
WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

SECOND REVISE

THURSDAY, MAY 6, 1937
12:15 to 12:30 P.M.

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade...up-to-
the-minute news flashes - with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour
five days a week; Mondays through Fridays inclusive.
(PAUSE) And now, while Mr. Hill brings you the
events of the day -- why not relax and enjoy
yourself. Light up a Lucky -- you'll like the
finer taste of Lucky Strike's center-leaf tobaccos --
and you'll appreciate the throat comfort that only
a light smoke can offer. (PAUSE) Your Lucky Strike
News Parade presents Edwin C. Hill.

Mr. Hill!

MR. HILL: The unexpected can and does happen in the musical world, and more frequently than you would suppose. Only last night on "Your Hit Parade", Winifred Cecil, charming young American soprano, told a fascinating story of the role that the unexpected had played in her career. Her first important concert engagement came unexpectedly, as the result of the sickness of another singer. So it is little wonder that Miss Cecil believes in a benevolent fate and is willing to accept whatever favors the gods of chance thrust her way in her musical future. However, there's one exception... and I quote Miss Cecil's very words, "When it comes to smoking," she said, "I leave nothing to chance. Like most people, whose voices are all-important in their careers, I insist upon a light smoke for my throat's sake. The very first cigarette I ever smoked was a Lucky. And I've been enjoying their fine flavor ever since...that means for at least ten years. Luckies never irritate my throat", Miss Cecil pointed out. "Even during the strain of a long concert tour, my voice and throat feel perfectly at ease with Luckies".

(NEWS...ENDING WITH FOLLOWING)

Here's Andre Baruch with a word for you...and soon as he's through I've an interesting story for you.

BARUCH: Winifred Cecil, the lovely American soprano, leaves nothing to chance when it comes to smoking. Miss Cecil insists on a light smoke ... as she explained in her statement which Mr. Hill quoted a moment ago. A Lucky Strike smoker for ten years, Miss Cecil finds that Luckies never irritate her throat ... even after the strain of a long concert tour. Now Luckies will be easier on your throat, too! You see, certain harsh irritants naturally present in all tobaccos are removed from Lucky Strike tobaccos by the exclusive process "It's Toasted". Since these irritants are not present -- Luckies are truly a light smoke ... a smoke that is gentle on the throat. And, you'll like the delicious taste of Luckies... the rich finer flavor of choice center leaf tobaccos. Insist on a light smoke just as Winifred Cecil does ...ask for Luckies today.

Now back to Edwin C. Hill again.

MR. HILL: (NEWS)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E.D.S.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for greatest smoking pleasure -- remember Lucky Strike ... a light smoke. "It's Toasted". Include Luckies on your shopping list, thus be sure you always have a supply at home.

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

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA...BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

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COLUMBIA BROADCASTING SYSTEM

YOUR LUCKY STRIKE NEWS PARADE

FRIDAY, MAY 7, 1937
12:15 - 12:30 P.M.

REVISED

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade --
up-to-the-minute news flashes -- with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour five
days a week; Mondays through Fridays inclusive. (PAUSE)
And now, as Mr. Hill begins, why not relax for a few
minutes and just listen and enjoy yourself. Light up
a Lucky - then sit back and enjoy the finer taste of
its center leaf tobaccos. And remember, a light smoke
is easy on your throat. Presenting Edwin C. Hill.

Mr. Hill!

MR. HILL: On Broadway these days competition is keen among play writers. Ambitious and capable authors are burning plenty of midnight oil trying to produce plays that will "click" on the "Great White Way". And so it is a strange prank of Fate that among this season's hits were three plays by an author who wasn't even trying-- in fact, an author who has been dead 300 years, Richard III -- and two brilliant productions of Hamlet -- that's Shakespeare's record on Broadway this year. And it's a record to be envied by all living writers. In one of the versions of Shakespeare's immortal drama -- Hamlet-- Judith Anderson added new laurels to her reputation as a leading lady among leading ladies of the stage. In discussing the theatre not long ago, Judith Anderson said: "A long successful run on Broadway is a 'run' on the actor's endurance as well. "Particularly", were Miss Anderson's own words, "It's a strain on our voices and throats. My role in 'Hamlet' was a special strain because of the declamatory style of Shakespearian drama. Luckies were my choice when I began smoking... and today they are still my favorite cigarette. I enjoy their fine tobacco and I find my throat is much better off with a light smoke. "Luckies never irritate my throat."

(NEWS...ENDING WITH FOLLOWING)

And now - Andre Baruch, have you a word for our listeners -- while I pause to sort the latest news flashes?

BARUCH: A few moments ago you heard the words of that famous stage star, Judith Anderson. Miss Anderson's words were -- "Luckies were my choice when I began smoking -- and today they are still my favorite. Luckies never irritate my throat." Now you can see what her experience means to all smokers. It simply stands to reason that if Luckies are easy on her throat -- Luckies will be easy on your throat, too! Lucky Strike, you know, uses an exclusive process known as "It's Toasted" to remove certain harsh irritants naturally present in all tobaccos -- even the finest. So Luckies offer you a light smoke -- the finer taste of center leaf tobaccos, the "Cream of the Crop". Can you think of any better reasons for choosing a cigarette? And, by the way, listen in to "Your Hit Parade" on this same station tomorrow evening - Lucky Strike is going to present for your pleasure William Gargan, one of Hollywood's brightest new movie stars, in a swell scene from his ~~latest picture~~. You'll enjoy it!

And now - back to Edwin C. Hill.

HILL: (N E W S)

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15, Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- if you want real smoking pleasure -- remember Lucky Strike...a light smoke, "It's Toasted".

(CLOSING SIGNATURE)

"HAPPY DAYS ARE HERE AGAIN"

(_____ 15 seconds _____)

ANNOUNCER: This is the COLUMBIA....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, MAY 10th, 1937
12:15 to 12:30 PM.

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Your News Parade is presented for your pleasure. ... In Luckies, you'll find pleasure too. They're easy on the throat. ...and they've got a flavor that's doubly delicious-- the fine flavor of rich, center-leaf tobaccos. Luckies are a light smoke....you'll enjoy them. And now, here's Edwin C. Hill.

MR. HILL.

COMMERCIAL:

MR. HILL: Saturday night on the radio William Gargan presented a brilliant scene from "The Tarlow - made man". It was a fine piece of radio acting - proving that Mr. Gargan as an artist is as much at home on the radio as on the screen. Mr. Gargan said afterwards, while talking shop about the movies: "Smoking scenes. ...like others... are often taken as much as 15 times. And this," he explained, "calls for a lot of smoking. But in each shot the cigarette must be the same length. It can't be long one minute on the screen and 'down to the fingers' the next. So this means smoking before the scene as well as during it. It's easy to see then," Mr. Gargan continued, "why I'm so keen for Luckies, not only because I like the fine flavor of Luckies so much, but also, because they're a light smoke that's easy on my throat." (PAUSE) Well -- there again you have an actor choosing Luckies for his throat's sake, and because he likes their flavor. Mr. Gargan's voice is his fortune -- so it's no wonder he's careful to choose a light smoke.

(News ending with following)

And now, Andre Baruch has a short message, then I'll return with more news.

BARUCH: Saturday night, William Gargan, the star of the Universal picture "Wings Over Honolulu" made no bones about telling the radio audience why he prefers Luckies to all other cigarettes. Mr. Gargan said he'd take a Lucky every time - because Luckies are easy on his throat. And to an actor that is very important. Now you and I are not actors....but, just the same our throats are precious, too. So wouldn't it be a good idea to follow Mr. Gargan's example and choose a light smoke? You'd see why Luckies are a light smoke if you should visit the Lucky Strike factories...see how the exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos....even the finest. Because these irritants are removed...you get the throat comfort of a light smoke. And you'll enjoy the flavor of Luckies, too, the finer flavor of choice center-leaf tobaccos. the "Cream of the Crop". So ask for a carton of Luckies today.

And now here's Edwin C. Bell again

news)

CLOSING:

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the minute news from every section of the globe. And in the meantime--remember Lucky Strike... a light smoke with that finer taste of center-leaf tobacco. Lucky Strike... "It's Toasted".

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

This is the COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE" (REVISED)

TUESDAY, MAY 11th, 1937

12:15 to 12:30 PM

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the
minute news flashes -- with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour five days a week;
Mondays through Fridays inclusive, (PAUSE)
And now, as you listen to the interesting news
Mr. Hill has for you ... light up a Lucky ... and
then relax. You'll enjoy the finer taste of its
rich, center leaf tobaccos. And notice how easy
Luckies are on your throat. ~~Here is Edwin C. Hill!~~
Now "Your Lucky Strike News Parade" presents
Edwin C. Hill.

MR. HILL: There's a Cinderella touch in the story about Janet Gaynor which comes from Hollywood. This lovely little lady of the screen has for years played homespun roles - modest, appealing parts which have won her a host of friends. All the while, though, Miss Gaynor has wished for more sophisticated roles. And now, in her new Selznick International picture, "A Star Is Born", that wish has come true. And Janet Gaynor, like Cinderella, enters a new and gay phase of her career. But no matter what trend her screen career may follow - Miss Gaynor will remain in private life the same sincere, friendly person she's always been. One of the most popular and best known ladies in the screen colony - a perfect hostess, whose home is one of the centers of Hollywood social activity! Recently, while discussing the entertaining she does at home, Miss Gaynor said: "I keep several brands of cigarettes on hand for guests, but the supply of Luckies is always the first to disappear. I suppose it's just natural that Luckies would be the favorite brand because most of my friends in pictures have discovered that the long hours of rehearsing and shooting at the studio, place a severe tax on the throat. Leading artists of the screen prefer Luckies," Miss Gaynor stated, "because they are a light smoke that sympathizes with tender throats."

(News Ending with following)

While I relax and light up a Lucky for a moment, Andre Baruch takes my place ... but I'll be right back.

BARUCH: For years Miss Janet Gaynor has been not only one of the greatest box office attractions in the movies but also one of the most active members of the Hollywood social set. So perhaps no one is better qualified to comment on the personal likes and dislikes of Screenland than Miss Gaynor. It is interesting, indeed, to hear Miss Gaynor say - as she did in the statement Mr. Hill quoted for you a few minutes ago - that she has noticed that many of the leading screen stars are Lucky smokers - because they're a light smoke that's gentle on tender throats. Luckies, you know, give this extra measure of throat comfort because the exclusive Lucky Strike process, "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. And you'll enjoy in Luckies the finer taste of choice center-leaf tobacco -- the "Cream of the Crop". Ask for Lucky Strike today!

MR. HILL: (NEWS)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the minute news from every section of the globe. And in the meantime - remember Lucky Strike - a light smoke. Include Luckies on your shopping list today - make certain you have a supply on hand. You'll enjoy them and your friends will enjoy them too.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC ... NEW YORK

EB

COLUMBIA BROADCASTING SYSTEM

REVISED

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MAY 12th, 1937
12:15 to 12:30 P. M.

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

THEME:

ANNOUNCER: Lucky Strike presents Your News Parade...up-to-the-
minute news flashes -- with Edwin C. Hill, one of
America's ace ^{news} reporters...Your News Parade brings you
the flash news at this hour five days a week; Mondays
through Fridays inclusive. (PAUSE) And, may we
suggest that for the next few minutes you call a halt
in your day's activities.. take time out and relax.
As you listen to Mr. Hill... enjoy a Lucky Strike....
light one up now. Notice the finer taste of its
choice center-leaf tobacco...Notice how easy Luckies
are on your throat -- they're a light smoke.
Now.....here's Mr. Hill!

ATX01 0139804

MR. HILL: Murder will out...the saying goes.. The Voice of Experience - that famous counselor and advisor of the radio - will testify there's truth in that old adage... for among the **five** and one half million letters he's received are fourteen confessions of murder, eleven of which were signed. A most fascinating man, this Voice of Experience. Millions trust him like a father... and turn to him for advice on every subject under the sun. He's saved 700 people from committing suicide...and has letters from each thanking him. In his files are more than a quarter of a million signed questionnaires from divorcees...giving the entire story of their misunderstanding...a grim and terrible record of probably a million private lives in shattered homes. Charity begins for the Voice of Experience wherever the need is greatest...he provides 400 blood transfusions annually in cases of life or death, he's distributed 20,000 pairs of glasses for children who'd otherwise have to do without. An amazing career -- and an amazing man.. The Voice of Experience recently paid a very nice tribute to Lucky Strike. He said: "I have smoked Luckies for 14 years and though I am a steady smoker, I have never missed a single engagement because of my throat. In Luckies, I find a light smoke plus the enjoyment of fine tobacco." (PAUSE) Tonight one of opera's most brilliant and personable young stars, Helen Jepson will appear on YOUR HIT PARADE. She will sing that lovely waltz, "I Love You So" from "The Merry Widow."

(MORE)

(NEWS... ..Ending with Following)

MR. HILL: And now --- Andre Baruch has a special message. Then I'll be back.

BARUCH: The Voice of Experience -- that perfectly amazing personality who is the radio friend and confidant of millions of Americans -- recently explained that he has smoked Luckies for 14 years. He likes their taste --- and finds they're easy on his throat. Now a light smoke will be gentle on your throat, too. You see, Lucky Strike has an exclusive process known as "It's Toasted" which removes certain harsh irritants naturally present in all tobaccos...even the finest.. That's why Luckies really are a light smoke. You'll appreciate how easy a light smoke is on your throat. And, you'll like the taste of Luckies, too... the finer taste of center-leaf tobaccos, the "Cream of the Crop". So do as the Voice of Experience does.. ask for Lucky Strike!

And now, your news reporter, Edwin C. Hill!

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for the finer taste of center leaf tobaccos -- ask for Lucky Strike -- a light smoke -- "It's Toasted".

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

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

SP

ATX01 0139807

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

THURSDAY, MAY 13th, 1937

(REVISED)

12:15 to 12:30 P.M.

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

(THEME:.....)

ANNOUNCER: Lucky Strike presents Your News Parade - up-to-the minute news flashes - with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now as Mr. Hill reports the news of the day ... light up a Lucky and relax. Luckies are a grand smoke -- a light smoke easy on your throat. And besides, you'll enjoy the finer taste of their rich, center leaf tobaccos .. the "Cream of the Crop."

And, here is Mr. Hill:

ATX01 0139808

HILL: Like the postman who spent his day off by taking a long walk ... Miss ^{Helen}Jepson, supposedly on vacation, turned up on the radio last night. The unexpected appearance of this delightful star of the Metropolitan Opera Company was a treat, naturally ... for, she has one of the most beautiful voices in America. This appearance all goes to prove what Miss Jepson herself pointed out during her interview ... that an opera singer can never really stop work altogether. Even on vacation Miss Jepson studies about four hours a day. And she doesn't forsake her old friend Lucky Strike on vacation either. Last night Miss Jepson said: "Luckies are easy on my throat ... always. And I might add they're one of my very favorite vacation pastimes. Mountain air, you know, and the smell of pines and ... well, the aroma of Luckies just fits right into the picture!"

(NEWS ... ENDING WITH FOLLOWING)

Here's Andre Baruch with a word for you. And soon as he's through, I've an interesting story for you.

ANNOUNCER: For real smoking enjoyment, your cigarette must not only be delightful to your taste, but also gentle to your throat. Now surely the best judge of a cigarette's smoothness is one who has to take particular care of her throat -- one whose voice is her fortune. And so we ask you to keep in mind the statement made by lovely Helen Jepson of the Metropolitan Opera. She says that Luckies are easy on her throat - always. Now, if Luckies are gentler on the sensitive throat of such a great opera star as Helen Jepson, they should be gentler on your throat, too. The reason why Luckies are a light smoke is that certain harsh irritants naturally present in all tobaccos...even the finest, are expelled by the exclusive process "It's Toasted". Next time you buy cigarettes, ask for a carton of Luckies.

Back to Edwin C. Hill for more last minute news!

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - for the finer taste of center leaf tobaccos - ask for Lucky Strike - a light smoke "It's Toasted".

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

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE " YOUR NEWS PARADE "

FRIDAY, MAY 14th, 1937
12:15 to 12:30 P.M.

(REVISED)

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

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) So sit down in an easy chair for a few moments.... and relax with a Lucky. You'll like the taste of Lucky Strike's delicious center-leaf tobacco... and you'll enjoy the pleasure only a light smoke can offer. So light a Lucky now...and here's Edwin C. Hill!

MR. HILL:

An amusing story comes to my attention concerning Paul Althouse, the distinguished American tenor of the Metropolitan Opera Company. It seems that in the old opera houses of Europe they are very particular about smoking backstage ... because of the fire hazard. Now Paul Althouse is a veteran smoker .. and he likes to smoke in his dressing room. He couldn't see giving up this pleasure merely for the sake of a few regulations so he engaged in a battle royal with the authorities. Well .. the outcome was that they permitted Mr. Althouse to smoke in his dressing room .. providing there was a uniformed fireman present, equipped with a fire extinguisher. (PAUSE) Speaking of this smoking, Paul Althouse recently said: "On many days I smoke two packages of cigarettes. I believe I have smoked almost every brand there is. In fact, I even 'rolled my own' when I was in college at Bucknell. But, "Mr. Althouse continued, "for the last ten years or so .. Luckies have been my preference. Needless to say, a light smoke like Luckies agrees perfectly with my throat or I could not smoke so many each day." (PAUSE)

YOUR HIT PARADE tomorrow night will present that celebrated American baritone of the opera and concert stage, Mr. Everett Marshall.

(NEWS - ending with following)

And now - Andre Baruch - have you a word for our listeners - while I pause to sort the latest news flashes?

BARUCH: Paul Althouse, the great American tenor of the Metropolitan Opera Company, states he frequently smokes two packages of cigarettes a day. Mr. Althouse explained that he could not smoke so much if Luckies did not agree so well with his throat. He has smoked Luckies for ten years with perfect throat comfort. Make sure of the same throat comfort for yourself -- your throat is important, too. Now..isn't it common sense that if Luckies get along so well with Mr. Althouse's throat.... Luckies will get along well with your throat, too? This is true because the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos...even the finest. Consequently Luckies are a genuine light smoke easy on the throat...And you'll enjoy the finer taste of Lucky Strike's choice center leaf tobaccos.

And now - back to Edwin C. Hill.

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- when you want to enjoy a really delightful smoke -- remember Lucky Strike...a light smoke. "It's Toasted".

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

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE

MONDAY, MAY 17, 1937
12:15 - 12:30 P.M.

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

(THEME.....)

ANNOUNCER: Lucky Strike presents Your News Parade --
up-to-the-minute news flashes --with Edwin C. Hill,
one of America's ace news reporters. Your News Parade
brings you the flash news at this hour five days a
week; Mondays through Fridays inclusive. (PAUSE) You
owe yourself a few moments of relaxation...take them
now with a Lucky, with a light smoke. Sit back.....
enjoy the finer taste of Lucky Strike's choice
center-leaf tobacco....and just notice how easy
Luckies are on your throat. Now, here's Edwin C.Hill.

MR. HILL: Every year at circus time, the height of many a small boy's ambition is to carry water for the elephants.... labor which might net a free ticket to the big show. Not so many years ago a boy up in Worcester, Massachusetts, coveted a job of carrying water, too. Only...his ambition was to be a water-boy at the famous Worcester Music Festival. Singers ~~and guests~~ were to receive his attention...not elephants. For it happens, that this boy named Everett Marshall was as much fascinated by music as the average small boy is by elephants. He got the job...and ~~the next year~~ *a few years later* he was back again, to begin his life as a singer. Millions know about his career from that time on.. in opera, radio, musical comedy...a singer of songs people love to hear. Everett Marshall appeared on YOUR HIT PARADE Saturday night, and sang his most famous song "That's Why Darkies Were Born". In the informal chat that followed, Mr. Marshall spoke of his smoking and its effect on his throat - He said: "I quickly found that some cigarettes affected my throat differently from others. *I found that when on my* Luckies are ~~the best~~ *on my* throat, ~~and~~ *and* ~~of course that means a lot to me.~~ *of course that means a lot to me.* ~~that's why what you would call a light smoke and I~~ ~~and I can smoke as many as I like without ever thinking~~ ~~of my throat.~~ *besides* ~~might add~~ *I like* Mr. Marshall said, ~~that~~ *the way Luckies taste - I mean I like the* ~~the reason I smoke is merely because I like the taste of~~ *flavor of their tobacco's* ~~fine tobacco, and fine tobacco is exactly what I have~~ ~~found in Luckies.~~ I've been smoking them for the last 4 years."

(NEWS)

(MORE)

(COMMERCIAL #2 - Everett Marshall - page 2, Monday May 17th.)

MR. HILL: Now, here's Andre Baruch with a short message, after
which I'll be back.

ATX01 0139818

(COMMERCIAL #3 - Everett Marshall

Monday, May 17th)

BARUCH: Evcrett Marshall, the well-known singer, made a good point on the radio Saturday night. In telling why he liked Luckies better than all other cigarettes, he explained that he can smoke as many Luckies as he pleases without risking throat irritation. Well..... any smoker would agree that's an advantage in a cigarette. Certainly you can enjoy the flavor more if you don't have to worry about your throat! Now Luckies are a light smoke...and that's because the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants which are naturally present in all tobacco. Because Luckies are easy on the throat... you've nothing to consider except how good they taste. And that you'll notice right off.. as soon as you taste the fine, rich flavor of Lucky Strike's choice center-leaf tobaccos, the finest money can buy. So if you want smoking pleasure...and nothing but pleasure.. next time you buy cigarettes -- ask for Lucky Strike.

And now, back to Edwin C. Hill.

ATX01 0139819

(CLOSING

MONDAY, MAY 17th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime-- for the finer taste of center-leaf tobaccos--ask for Lucky Strike- a light smoke "It's Toasted".

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

This is the COLUMBIA....BROADCASTING SYSTEM

Fade theme 20 seconds

WABC NEW YORK

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ATX01 0139820

COLUMBIA BROADCASTING SYSTEM.

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, MAY 18th, 1937

12:15-12:30 P. M.

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

(THEME.....)

ANNOUNCER: Lucky Strike presents Your News Parade --
up-to-the-minute news flashes -- with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour five
days a week; Mondays through Fridays inclusive.
(PAUSE) Now for the news! And, as you listen...
light up a Lucky. Enjoy a really fine smoke ...
a light smoke that's easy on your throat. Notice
that Lucky Strike flavor ... extra delicious
because it's the flavor of the finest tobaccos
money can buy, rich center-leaf tobaccos, the
"Cream of the Crop". All right, Mr. Hill.....
on with the news!

ATX01 0139821

(COMMERCIAL #2 - HENDRIK WILLEM VAN LOON - TUESDAY, MAY 18th)

(FOLLOWS EUROPEAN NEWS)

MR. HILL:

With European politics, war, and revolution remaking the maps of the world -- it looks as if Hendrik Willem van Loon will soon be called upon to add new chapters to his famous "Geography". Mr. van Loon, by the way, is one of our busiest authors. Having completed only a few weeks ago a monumental 300,000 word history of all the arts, he is already hard at work writing his next book, "Beethoven". In relating how he works, Mr. van Loon recently said -- and I quote his very own words: "Outside of spending 10 hours a day at my desk writing, I also talk on the radio and make speeches. And most of the time I smoke. Speaking in large halls with bad acoustics is a strain on my throat and so I'm careful about the cigarettes I smoke. And that's why I prefer Luckies. Choosing them was merely a question of trial and error. After years of trying different cigarettes I hit upon Luckies as a steady diet because I found them really gentle to my voice and throat. And as my wife prefers Luckies also, there is always a carton of them in the pantry." (PAUSE) Hendrik Willem van Loon is one of the many professional men and women -- lawyers, doctors, statesmen and so on, who prefer a light smoke and who choose Luckies.

(NEW, ETC.)

ATX01 0139822

(COMMERCIAL #3 - HENDRIK WILLEM VAN LOON - TUESDAY, MAY 18th)

MR. HILL: Next, Andre Baruch brings you a brief message -- and then I'll be back with a news roundup!

BARUCH: As you learned from Mr. Hill a few moments ago, Hendrik Willem van Loon, the distinguished author and speaker, prefers Luckies. Mr. van Loon said that he found Luckies really gentle to his voice and throat. Now there is a very good reason for this. That reason is expressed in those two famous words "It's Toasted" -- They stand for the extra and exclusive Lucky Strike process which removes certain harsh irritants naturally present in all tobacco -- even the finest. That is why Luckies are truly a light smoke, gentler on the throat. So follow Mr. van Loon's example -- ask for Luckies. If they are easy on his throat -- they'll be easy on yours, too. And, you'll enjoy the finer taste of Lucky Strikes center-leaf tobaccos -- the "Cream of the Crop". And we suggest you follow ^{his wife's} ~~Mrs. Van Loon's~~ example as well. Buy them by the carton and there will always be some Luckies in the pantry.

We now present Edwin C. Hill once more.

ATX01 0139823

(CLOSING

TUESDAY, MAY 18th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Meantime, remember to include Luckies on your shopping list -- to make certain you always have a supply on hand. You'll enjoy the finer taste of Lucky Strikes center-leaf tobaccos.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM.

FADE THEME 20 SECONDS

WABC NEW YORK

cbs/

ATX01 0139824

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MAY 19th, 1937

12:15-12:30 P. M.

REVISED

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

(THEME)

ANNOUNCER: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's Ace News Reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now as Mr Hill reports the interesting news ... why not take it easy and enjoy yourself. Sit back and light up a Lucky. You'll like the finer flavor of Lucky Strike's center-leaf tobaccos ... and we believe you'll appreciate the fact that a light smoke is so gentle on your throat. Now ... here's Edwin C. Hill!

COMMERCIAL #2 (CAROLINE O'DAY AND SENATOR ANDREWS) MAY 19th

MR. HILL: Washington! Here's an informal bit of news ... off the record so to speak. United States Senator C. O. Andrews of Florida kindly stated his views on smoking recently. Senator Andrews said: "As a man in public life, I am often called upon for after dinner speeches. I have found," the Senator continued, "that I can enjoy a Lucky with my coffee and then make a speech without experiencing any throat discomfort. Since I have an extremely sensitive throat, this strikes me as a real tribute to a light smoke. I have noticed that many of my friends who are in public life also like Luckies. I am convinced that a light smoke is best for any throat." (PAUSE)

Well - Senator Andrews is only reflecting the opinion of many professional men and women. Notice yourself what a number of lawyers, doctors, statesmen and others smoke Luckies. ^(news -) While I pause for a moment, here's Andre Baruch. I'll be back in two moments.

BARUCH: Mr. Hill just told you that United States Senator Andrews of Florida is a Lucky Strike smoker because he is convinced that a light smoke is best for his throat ... and for any throat. A great many other people say the same thing about Luckies.

(MORE)

(COMMERCIAL #3 -CAROLINE O'DAY & SENATOR ANDREWS) May 19th)

BARUCH: (CONT'D) Mrs. Caroline O'Day, Representative from New York, has discovered that her guests, many of whom are prominent in the nation's affairs, prefer Luckies. Though Mrs. O'Day does not herself smoke - she's careful to note the preferences of others - the hall-mark of a good hostess. She says that she believes the reason why all these people choose Luckies must be because they are a light smoke easy on the throat. We tell you this because we feel you'll be quick to put two and two together . . . quick to agree that it only stands to reason that Luckies will be easier on your throat too. And, not only that! You'll enjoy their flavor as well . . . for Luckies are made from the finer tasting leaves, the tender center leaves of the tobacco plant. So . . . ask for Luckies today. And tonight there's a rare treat for you on Your Hit Parade. That distinguished actor, Leslie Howard, will appear. Don't miss him.

Once again, Edwin C. Hill!

* * * *

(CLOSING Wednesday, May 19th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe, And in the meantime -- for the finer taste of center-leaf tobaccos - ask for Lucky Strike - a light smoke - easy on your throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

cbs/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, MAY 20, 1937

12:15 - 12:30 P.M.

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

(THEME.....)

ANNC'R: Lucky Strike presents Your News Parade --
up-to-the-minute news flashes -- with Edwin C.
Hill, one of America's ace news reporters. Your
News Parade brings you the flash news at this
hour five days a week; Mondays through Fridays
inclusive. (PAUSE) As you listen to Mr. Hill ...
a light smoke will taste mighty good. So light
up a Lucky and relax. Enjoy the finer taste of
its choice center-leaf tobaccos, the "Cream of
the Crop". And notice how easy and pleasant
Luckies are on your throat. Now -- here's
Edwin C. Hill.

THURSDAY MAY 20, 1937

MR. HILL: Ordinarily you wouldn't consider an actor as an agent of good will between two nations. Yet, as I listened to Leslie Howard on the radio last night, it occurred to me that he and other Englishmen of his type may have had a good deal to do in helping create the feeling of friendship we Americans have for England. Instinctively, I think, most people like Mr. Howard...we like him because we feel he likes us, likes America and the American traditions. Perhaps, if I quote a few of Mr. Howard's own words...they, better than I, can put across his friendly attitude towards America and things American. It so happens that a good example of how Mr. Howard feels is expressed in his opinion about smoking. Mr. Howard said: "Have you ever gone into a strange city or country and found something that struck you as a new friend? Well, that's what happened to me when I discovered Luckies on my arrival in America in 1921. Everywhere I saw Luckies advertised and everywhere I saw people smoking them. As an ambitious young actor, I was impressed how well my throat liked Luckies...how well they fitted my idea of a perfect cigarette, That impression still stands and Luckies have since become old friends. I've seen the expression," Leslie Howard added, "a light smoke, and it fits Luckies like a glove."

(NEWS)

Next Andre Baruch has some news for you, after which I'll be back.

ATX01 0139830

COMMERCIAL #3 - LESLIE HOWARD - THURSDAY MAY 20, 1937

BARUCH:

When Leslie Howard says that he and Luckies are old friends... that's a rather significant thing. Mr. Howard first smoked Luckies in 1921 ... and the intervening sixteen years are certainly a conclusive test of the worth of any cigarette. In the first place, Luckies have never bothered Leslie Howard's throat during all these years... otherwise he couldn't have afforded to smoke them.. for his voice is his fortune. In the second place.. he's never ceased to enjoy the flavor of Luckies. Now millions of smokers feel the same way about Luckies. The exclusive process "It's Toasted" assures them a light smoke because it removes certain harsh irritants found in all tobaccos...even the finest. And, they like the delicious taste of Lucky Strike's fine center-leaf tobaccos. Luckies have a lot of pleasure in store for you, too.. pleasure you can get only by trying them. So, ask for Luckies today!

Presenting Edwin C. Hill again!

CLOSING

MAY 20, 1937

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- remember Lucky Strike....a light smoke with the finer taste of center-leaf tobaccos -- "The Cream of the Crop".

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

THIS IS THE COLUMBIA....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, MAY 21, 1937
12:15 - 12:30 P.M.

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

(THEME.....)

ANNOC'R: Lucky Strike presents Your News Parade --
up-to-the-minute news flashes -- with Edwin C. Hill,
one of America's ace news reporters. Your News Parade
brings you the flash news at this hour five days a
week; Mondays through Fridays inclusive. (PAUSE) Now
as Mr. Hill brings you the news...isn't it a good time
to sit back and relax and enjoy yourself? Light a
Lucky. Luckies are a light smoke...you know... easy on
the throat! And the taste of Luckies is grand too..
You'll like the finer flavor of choice center-leaf
tobaccos. And while you enjoy a Lucky here's Edwin
C. Hill!

MR. HILL: This year Travel Agencies report that one of the most powerful magnets for American travelers is Mexico. Mexico, the enchanting land of contrasts, where ancient civilization exists within the modern, and primitive peoples live next door to 20th century sophisticates. Cuernavaca, Taxco, Acapulco...are magic names that will draw thousands of Americans southward to colorful, ancient Mexico. Yet few Americans realize that Mexico City is one of the modern, sophisticated capitols of the world...a lack of understanding that is one of Dolores Del Rio's pet subjects. Miss Del Rio, who herself exemplifies so well the beauty, the grace and romance of modern Mexico, recently said on the radio: "When I tell people of the smart shops and beautifully dressed women in Mexico City they are amazed. For example, I've met many people who think that Mexican women still smoke those little black cigarettes like small cigars. But really, most of my friends down there smoke Luckies." Miss Del Rio explained this popularity of Lucky Strike by saying, "I suppose other people like Luckies for the same reasons I do. Now... I couldn't find a better tasting cigarette even if I paid fifty cents a pack. Incidentally, I did have to pay nearly that much for Luckies when in England, and they were worth it. I started smoking Luckies ten years ago because my mother smoked them. I've always found them a light smoke - gentle on my throat."

(PAUSE)

(MORE)

MR. HILL: A charming opera star will appear on Your Hit Parade tomorrow night...Miss Bruna Castagna. She'll give a performance you'll enjoy. I suggest you tune in.

(NEWS)

Now, Andre Baruch with a special message, but I'll be back in a moment.

(COMMERCIAL #3 - DOLORES DEL RIO

Friday, May 21st)

BARUCH: Dolores Del Rio remarked on the radio recently that she prefers Lucky Strike Cigarettes, saying that after smoking them for ten years she finds them gentle on her throat and appealing to her taste. Now isn't it only common sense that if ten years experience prove that Luckies are gentle on Dolores Del Rio's throat, that they will be easy on your throat, too? Luckies, you know, are a light smoke, because of that exclusive process "It's Toasted". You will enjoy the throat comfort of a light smoke..and you'll like the finer taste of Lucky Strike's choice center-leaf tobaccos. So do as Miss Dolores Del Rio does...ask for Luckies!

And now, here's Edwin C. Hill.

ATX01 0139836

(CLOSING

FRIDAY, MAY 21st)

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime remember Lucky Strike. .a light smoke -- easy on your throat.

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

This is the COLUMBIA....BROADCASTING SYSTEM

Fade theme 20 seconds

WABC NEW YORK

HE

ATX01 0139837

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, MAY 24th, 1937

12:15 to 12:30 P. M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now, as Mr. Hill begins, why not relax for a few minutes and just take it easy. Light up a Lucky - then sit back and enjoy the finer taste of center leaf tobaccos. And remember, a light smoke is easy on your throat. Presenting Edwin C. Hill.

(Commercial #2 -
Bruna Castagna)

- 2 -

MR. HILL: Constantly we read of new singers making brilliant debuts in concert and opera. Many are never heard from again - others fulfill the promise of their success and become greater as time goes on. Among the latter is Bruna Castagna who has crowned her early triumphs in Italian opera with many successes here in America. Miss Castagna, now a leading contralto of the Metropolitan Opera, sang beautifully on Your Hit Parade Saturday night. Following her selection from "Carmen," Bruna Castagna, who has smoked Luckies for 3 years, said: "In one of my favorite roles as 'Carmen', the action calls for me to smoke several cigarettes during the course of the opera. Ever since coming to America, I have chosen Luckies for this purpose, because I have found that a light smoke does not bother my throat in the least. With Luckies I can smoke and sing. That's my professional reason for choosing Luckies. But I prefer them off-stage, too. For the taste of Luckies pleases me better than other cigarettes. So," Miss Castagna concluded, "I guess I'd list Lucky Strike - along with the New York skyline - as among the many things that endear America to me."

(NEWS.....ENDING WITH FOLLOWING)

Here's Andre Baruch with a word for you. And as soon as he's through, I've an interesting story for you.

ATX01 0139839

BARUCH: Bruna Castagna, great contralto of the Metropolitan Opera, smokes Lucky Strike cigarettes both in private life and on the opera stage itself whenever her role calls for smoking. Miss Castagna remarked in an interview that she chooses Luckies because she has found that a light smoke does not bother her throat. That's her professional reason for choosing Luckies. But she prefers them off-stage, as well. For, as she pointed out, the taste of Luckies pleases her better than other cigarettes. Now if you will follow Miss Castagna's example...you will find Luckies easier on your throat, too. Remember, Luckies are a light smoke because Lucky Strike...and only Lucky Strike... has the benefit of the exclusive process "It's Toasted". You'll enjoy the taste of Luckies...the finer flavor of choice center-leaf tobaccos...the "Cream of the Crop."

Now -- back to Edwin C. Hill for more news.

(Closing)

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15, Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- remember Lucky Strike....a light smoke. Include Luckies on your shopping list, thus be sure you always have a supply at home.

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 Seconds)

WABC NEW YORK

/cr

ATX01-0139841

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, MAY 25th, 1937

12:15 to 12:30 P. M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE) Before Mr. Hill begins this morning's news, why not sit down, relax for a moment and light up a Lucky? You'll enjoy that fine taste of center-leaf tobacco, and you'll appreciate the throat comfort of a light smoke. Now "Your Lucky Strike News Parade" presents Edwin C. Hill.

(Commercial #2 -
Senator Dennis Chavez, Jr.)

MR. HILL: The study of personality is one of the most fascinating pursuits man can engage in. Often an unconscious gesture, a characteristic lifting of the eyebrows, or some other seemingly unimportant movement will tell you more about a person than an elaborate study of his heredity or environment. Those in the public eye are naturally subjected to closer scrutiny than the ordinary person. For example, many have commented on the fact that Senator Dennis Chavez, Jr., of New Mexico, always lights a cigarette when he is about to make a public speech. When asked about this, Senator Chavez recently said: "When I'm at a meeting or dinner and about to make a speech, I almost invariably light up a cigarette. Now, of course, the cigarette I choose at such a moment must be a light smoke -- one that will leave me with a clear throat and a clear voice. I have found that Luckies fit these requirements perfectly. Luckies are a true light smoke, gentle to the delicate tissues of the throat. At the same time", Senator Chavez continued, "Luckies meet another test which, I, as a frequent smoker of cigars, insist on. For Luckies give me the full rich flavor of fine tobacco. So I'm for Luckies on two scores -- taste and throat-comfort."

(NEWS.....ENDING WITH FOLLOWING)

ATX01 0139843

(Commercial #2 - cont'd) - 3 -

MR. HILL: Now while I take time out for a Lucky, Andre Baruch has a word for you. I'll be back in a moment with more news.

(Commercial #3 -
Senator Dennis Chavez, Jr) - 4 -

BARUCH: A few moments ago Mr. Hill quoted a statement recently made by Senator Dennis Chavez, Jr., of New Mexico. You will remember that Senator Chavez stated that he liked the taste of Luckies - that he appreciated the full rich flavor of their fine tobaccos. Senator Chavez had another reason for enjoying Luckies too.. he finds them easy on his throat, an important point for a man who does as much public speaking as the Senator. Now Luckies are easy on the throat because they're a light smoke. You see, the exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. Consequently you'll find Luckies gentle on your throat, too... and you're sure to enjoy the fine, rich taste of their center-leaf tobaccos. So, next time you buy cigarettes ...ask for Luckies.

Here's Mr. Hill again.

ATX01 0139845

(CLOSING)

- 5 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15, Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- if you want real smoking pleasure -- remember Lucky Strike...a light smoke, "It's Toasted".

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

/cr

ATX01 0139846

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MAY 26th, 1937

12:15 to 12:30 P. M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now, while you listen to Mr. Hill, why not take it easy for a few minutes, light up a Lucky -- and enjoy yourself. You'll like the taste of Lucky Strike's center-leaf tobaccos, the finest money can buy. And remember, a light smoke is easy on your throat. And here is Mr. Hill!

MR. HILL: That grand old romantic tale, "The Prisoner of Zenda", by Anthony Hope, is being filmed out in Hollywood. Madeleine Carroll, famous star, will play the lead. Packed with action and color, this story should make a grand motion picture...especially with the charming Miss Carroll to supply the love interest. Miss Carroll, by the way, is finding the pace of motion picture work a bit stiffer in Hollywood than it was in the English picture studios. She recently said: "When I came to Hollywood, I found a much greater 'rush' about things than I'd known in English picture studios. The longer hours and harder work not only meant added strain on my throat, but also caused me to smoke more cigarettes. At this time," Miss Carroll continued, "my throat learned what a difference there is in a light smoke. I've found that although I smoke as many Luckies as I wish, my throat remains in top form. I feel that in Luckies my throat has found 'a friend in need'. Here's another point - nothing tastes so well as a Lucky in the luxurious moments of relaxation after tea in the afternoon - or at any other time, for that matter. Last summer my husband and I smoked Luckies not only in the United States, England, and France, but also at our villa in Catalonia."

(NEWS,.....ENDING WITH FOLLOWING)

(Commercial #2 - Madeleine - 3 -
Carroll (cont'd)

MR. HILL: While I light up a Lucky and relax, Andre Baruch will
carry on. I'll be with you again in a moment.

(Commercial #3 -
Madelaine Carroll)

- 4 -

BARUCH: Mr. Hill just told you that Madeleine Carroll, the lovely English screen star, likes to smoke...likes the relaxation of smoking -- and she finds that with Luckies she can smoke all she wants and her throat remains in top form. (PAUSE) Yes, Luckies are easy on the throat...and the reason why they are... is that the exclusive Lucky Strike "Toasting" process removes, by means of higher heat, certain harsh irritants naturally present in all tobaccos. Consequently Luckies offer a light smoke... the kind of smoke you'll enjoy... and you'll like the finer taste of Lucky Strike's choice center-leaf tobaccos...they're the "Cream of the tobacco crop." So follow Madeleine Carroll's example...ask for Luckies today.

And, by the way, don't fail to tune in "Your Hit Parade" tonight. That charming little star of the movie...Ann Sothern...is going to appear.

Ready Mr. Hill? The "mike" is yours.

ATK01 0139850

(CLOSING)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15, Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime...remember Lucky Strike...a light smoke, "It's Toasted".

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

/cr

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR NEWS PARADE

THURSDAY, MAY 27, 1937
12:15 to 12:30 P.M.

REVISED

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now as Mr. Hill reports the news of the day reach for a Lucky.....for Luckies are a grand smoke -- a light smoke easy on your throat. And besides, you'll enjoy the finer taste of their rich, center-leaf tobaccos.... the "Cream of the Crop". And, here is Mr. Hill!

MR. HILL: Last night - less than one week after the release of R.K.O.'s new picture, "There Goes My Girl", which co-stars Ann Sothern and Gene Raymond, the radio audience of "Your Hit Parade" heard Miss Sothern in a guest appearance. A great pity it is that television hasn't rounded that corner as yet ... for Miss Sothern richly deserves to be seen as well as heard. For the present, though ... that's asking too much. And besides, no one could really ask for anything more delightful than Miss Sothern's radio appearance last night. Her interview was very interesting indeed ... and she had a significant word to say about smoking. So, I'll quote part of what she said: "Long ago, I discovered that Luckies were the perfect smoke. They're easy on my throat -- And they're so rich and mellow that they taste grand. I," Miss Sothern continued, "keep packages of Luckies in my make-up box ... then I'm sure there will always be a Lucky handy when I want one."

(NEWS.....ENDING WITH FOLLOWING)

Andre Baruch - take my place a second, will you please, while I light up a Lucky? Be with you again in a moment with a grand story.

COMMERCIAL #3 - ANN SOTHERN

THURSDAY, MAY 27,

BARUCH: A few minutes ago, Mr. Hill quoted part of a pleasing personal interview with the charming motion picture star, Ann Sothorn. Miss Sothorn, in telling why she prefers Luckies, said "Long Ago, I discovered that Luckies were the perfect smoke. They're easy on my throat". Now, Miss Sothorn's voice is her fortune -- and naturally she must avoid any irritation from smoking. Luckies are gentle on the throat because certain harsh irritants naturally present in all tobaccos have been removed by the exclusive Lucky Strike process "It's Toasted". That is why Luckies are a light smoke -- a smoke that you will enjoy for the finer taste of choice, center-leaf tobaccos, the "Cream of the Crop". So follow Miss Sothorn's example -- Ask for a carton of Luckies today.

Now -- here's Mr. Hill!

CLOSING

THURSDAY, MAY 27, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike ... a light smoke. "It's Toasted".

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

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HRichter

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, MAY 28th, 1937.
12:15 to 12:30 P. M.

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

THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the
-minute news flashes -- with Edwin C. Hill, one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour five days
a week; Mondays through Fridays inclusive. (PAUSE)
And now, as you listen...light up a Lucky... and
enjoy yourself. You'll like the finer taste of its
rich, center-leaf tobaccos. And notice how easy
Luckies are on your throat. Now "Your Lucky Strike
News Parade" presents Edwin C. Hill!

COMMERCIAL - MIRIAM HOPKINS

MR. HILL: In screenland they say that nothing succeeds like success, Miriam Hopkins, for example, continues to crowd one success upon the heels of another. The Samuel Goldwyn production "Woman Chases Man", recently released through United Artists, is still flashing Miss Hopkins' name in thousands of bright lights around the country. She's a busy lady....this lovely Miriam Hopkins....and it would take an Einstein to calculate the number of words a year she speaks into the hungry movie microphones. But, it doesn't require a scientist to understand what a strain this places upon her sensitive throat!...Miss Hopkins has to be very careful...has to save her voice as much as possible. When she smokes...she chooses a light smoke....and Miss Hopkins says, to her, that means Luckies. In her own words...Miriam Hopkins said: "Luckies have been my favorite cigarette for about 5 years. I enjoy the fine tobaccos in Luckies and I find them a light smoke that sensitive throats welcome. Of the many trends that sweep through Hollywood, one of the longest lasting has been the preference for Luckies. I once asked a 'property' man -- who supplies cigarettes to the actors - what the favorite is. He answered by opening up a box containing cigarettes. In it were nothing but Luckies!"

(NEWS.....ENDING WITH FOLLOWING)

Here's Andre Baruch with a word for you. I'll be with you again in just a moment with more news!

BARUCH:

Hollywood is a city of fads...a game, a song, or perhaps a style will catch on, take the movie capitol by storm. And then, in a few weeks or months, it is forgotten...discarded as something new turns up. But, when it comes to choosing a cigarette, tastes do not change so readily. Miriam Hopkins, in the statement Mr. Hill quoted, said that Luckies had been her favorite for about five years...and pointed out that many others were just as faithful Lucky smokers as she. Now, this isn't surprising...not at all... Miss Hopkins and the others have to consider their throats. And, Luckies are a light smoke----kind to the throat. You see, the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants which are naturally present in all tobaccos. So in Luckies you have a light smoke... the kind you can enjoy most, and you'll like the rich flavor of choice center-leaf tobaccos, the "Cream of the Crop ". Ask for Luckies today!

And here's a note for your radio entertainment. Tomorrow night, on YOUR HIT PARADE, that new operatic sensation, Helen Gleason, is going to sing for you. It'll be a treat.

All right, Mr. Hill. Carry on!

BARUCH:

Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike - a light smoke, Include Luckies on your shopping list today -- make certain you have a supply on hand. You'll enjoy them and your friends will enjoy them too.

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

THIS IS THE COLUMBIA....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

SP

ATX01 0139859

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

MONDAY, MAY 31, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Every day more and more smokers are finding out what a really fine cigarette Lucky Strike is. Luckies have a finer tobacco taste that's mighty hard to match ... because it's the flavor of choice center-leaf tobaccos, the "Cream of the Crop". And besides ... Luckies are a light smoke ... easy on the throat.

And now - here's Mr. Hill with the news.

(COMMERCIAL #2 - HELEN GLEASON

Monday, May 31, 1937)

MR. HILL: One of the most interesting radio developments in recent years is the Amateur Hour ... a very human, very appealing movement this ... and a worthy one. But, you know, as I listen to these programs, there's one thing I always want to know. What happens to these ambitious people after their first appearance? Do they go on, succeed, become famous and lead the lives they'd dreamed of living? Or, after a brief glimpse of glory, do they return, disappointed and broken, into the humdrum lives they'd led before? Well ... Saturday night on the radio Helen Gleason answered this question ... at least insofar as her particular case was concerned. Winning an Amateur Night Contest was the beginning of a brilliant career for Miss Gleason ... a career which has carried her around the vaudeville circuits, through the concert halls of Europe, to the stage of the Metropolitan Opera Company ... and more recently to stardom in operetta. Miss Gleason had a word to say about smoking during her radio appearance Saturday night ... I'll quote her words for the benefit of you smokers. Miss Gleason said: "I first began to smoke about seven years ago on my return from Europe. I didn't know anything at all about the different brands of cigarettes at that time but then one day my singing teacher offered me a Lucky. ~~And~~ ~~amused though I was to smoking,~~ I instantly noticed how *much* *EASIER ON MY THROAT* ~~smooth~~ that cigarette was - ~~exactly~~ as you say, a light smoke.

(MORE)

ATX01 0139861

MR. HILL:
(CONT'D)

So I ~~remembered that name, "Lucky Strike", and I have~~
smoked Luckies ever since. ~~They never irritate my~~
~~throat," Miss Gleason added, "even when I am using my~~
voice most. I like their taste, too, ^{MISS GLEASON ADDED,} so I guess that
makes me 100% for Luckies."

(NEWS ENDING WITH FOLLOWING)

Here's Andre Baruch with a word for you. And as soon
as he's through, I've an interesting story for you.

(COMMERCIAL #3 - HELEN GLEASON

MONDAY, MAY 31, 1937

BARUCH: We believe that you will find as much pleasure in Luckies as Helen Gleason does. This talented singer has smoked Luckies for seven years. She never tires of the delicious taste of their fine center-leaf tobaccos ... and Miss Gleason finds that Luckies are always gentle on her sensitive throat. Lucky Strike you know, is a light smoke easy on the throat because the exclusive "Toasting" process removes certain harsh irritants naturally present in even the finest tobaccos. Try Luckies ... we think you'll like them.

Now - back to Edwin C. Hill for more news.

(CLOSING

MONDAY, MAY 31, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for the finer taste of center-leaf tobaccos -- ask for Lucky Strike - a light smoke "It's Toasted".

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

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HRichter

JUNE

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, JUNE 1st, 1937
12:15 - 12:30 P. M.

(THEME.....)

BARUCH:

Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now as Mr. Hill gets the latest flash off the news ticker, I've just time to put in a word about a mighty fine cigarette...Lucky Strike. If you enjoy real tobacco flavor...if you like the taste of the finest tobacco money can buy ...then we think you'll like Luckies. Try them, next time you buy cigarettes.

Now....Mr. Hill's ready with that last minute flash.....so here he is!

ATX01 0139866

COMMERCIAL: SENATOR HERRING

MR. HILL: Political leaders in Washington have been taking a great deal of interest in industrial practices. Senator Clyde L. Herring of Iowa recently inspected the Lucky Strike factory in Richmond, Virginia, and I am very glad to pass along to you his impression of this great plant. Here are Senator Herring's own words: "My visit to the great Lucky Strike factory in Richmond, Virginia, was a revelation. The cleanliness of the plant, the scientific perfection in the preparation of the tobacco, the contented efficiency of the personnel, make one understand the merit of the product. The slogan, "Senator Herring continued, "Our Social Security is the quality of Lucky Strikes meets the eye upon every floor of that immense plant. Inquiry develops the explanation that rigid physical examination before employment, assumption of health responsibility thereafter through medical care, hospitalization, insurance, retirement pensions, and the strictest observance of sanitary methods, combine assurance of protection to employees and likewise to the purchasers of Lucky Strikes."

(NEWS....Ending with following)

Now while I take time out for a Lucky, Andre Baruch has a word for you. I'll be back in a moment with more news.

BARUCH:

After his visit to the Lucky Strike factory, Senator Clyde L. Herring of Iowa made a very interesting statement. Although Senator Herring doesn't himself smoke, he said that when the method of ripening, mellowing, blending, and "toasting" of tobaccos was demonstrated to him...he could readily understand why his friends insist upon Lucky Strike Cigarettes. Of course Senator Herring was referring to men and women active in public affairs....men and women who must do a great deal of public speaking...and who must protect their throats from irritation. Now it stands to reason, doesn't it, that if Luckies are easy on overworked throats such as these...that Luckies will be easy on your throat, too? Luckies you know, are a light smoke, because of that exclusive process "It's Toasted". You will enjoy the throat comfort of a light smoke...and you'll like the finer taste of Lucky Strike's choice center leaf tobaccos. So.....ask for Luckies, try them today.

Here's Mr. Hill again.

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Meantime, remember to include Luckies on your shopping list -- to make certain you always have a supply on hand. You'll enjoy the finer taste of Lucky Strikes' center-leaf tobaccos.

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

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

SP

ATX01 0139869

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

WEDNESDAY, JUNE 2, 1937
12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive (PAUSE) All over the country, Lucky Strike cigarettes are winning new friends. People like a light smoke that's easy on the throat ... and they enjoy the finer taste of Lucky Strike's center-leaf tobaccos. We believe that Luckies will give you a great deal of pleasure, too. But there's only one way to find out ... try them.

All right ... now here's Mr. Hill!

(COMMERCIAL #2 - BARBARA STANWYCK

WEDNESDAY, JUNE 2,)

MR. HILL: It was only a few years back when talking pictures were considered a passing fad. Today, we have almost forgotten there ever was such a thing as the silent picture. "Talkies" demand actors - rather than mere mannikins ... and therein lies a story. With a lovely voice to compliment her beauty, Barbara Stanwyck has won tremendous popular favor. Recently Miss Stanwyck recalled her rise to stardom in these words: "When talking pictures arrived in Hollywood, my previous stage experience on Broadway gave me my chance on the screen. Taking care of my throat became a serious business with me, so I changed to Luckies - a light smoke. They make a hit with my throat and also with my taste." And so Barbara Stanwyck is another of the many successful artists who smoke Luckies.

(NEWS...ENDINGWITH FOLLOWING)

While I light up a Lucky and relax, Andre Baruch will carry on. I'll be with you again in a moment.

(COMMERCIAL #3 - BARBARA STANWYCK

WEDNESDAY, JUNE 2, 1937

BARUCH: Early in her career in "talking pictures", Barbara Stanwyck began smoking Luckies because even by that time taking care of her throat had become serious business with her. And Luckies have stood the test of years ... for Miss Stanwyck says today that they still make a hit with her throat and her taste. We believe that you'll like Luckies for these same two reasons. First - the finer taste of their center-leaf tobaccos ... and second they're easy on your throat. Luckies, you know, are the only cigarette which offers the throat protection of the exclusive process "It's Toasted". So try a light smoke ... follow Barbara Stanwyck's example and ask for Luckies!

Tonight there's a special treat for you on "Your Hit Parade". Listen in on Richard Crooks, one of radio's and opera's most popular singers, on the Columbia network.

Ready Mr. Hill?.....The "mike" is yours.

CLOSING

WEDNESDAY, JUNE 2, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for the finer taste of center-leaf tobaccos - ask for Lucky Strike - a light smoke - easy on your throat.

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

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HRichter

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

THURSDAY, JUNE 3, 1937

12:15 - 12:30 P.M.

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

(THEME

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now ... take it easy for a few minutes ... light up a Lucky and relax while you listen to the news. The flavor of Luckies will appeal to you if you like the delicious taste of real tobaccos ... because Luckies are made from the finest tobaccos money can buy, the choice center-leaves. And notice how easy a light smoke is on your throat.

We're ready ... Mr. Hill ... what's in the headlines today?

COMMERCIAL #2 - RICHARD CROOKS

THURSDAY, JUNE 3, 1937

MR. HILL: Nowadays microphone fright is the successor of stage fright. There's many a seasoned radio star who's as nervous as a cat before his program goes on the air. And I've seen newcomers to radio almost paralyzed before the mike by that same strange sensation of fear. On the other hand, for some the microphone holds no terrors at all. Richard Crooks, the famous tenor, is as much at ease during a broadcast as if he were at home relaxed in an easy chair. He'll stand in the wings, listening to an announcer introducing his number.. enjoying his cigarette as calmly as if he had nothing in the world to do on the show. Then he stamps out his cigarette, walks to the microphone, and sings as only he can sing. Did you hear him last night, by the way? He sang that lovely song "One Alone" from the "Desert Song"..and as usual, he was magnificent. An interesting interview followed.. during which Mr. Crooks explained his views on smoking. Here are Mr. Crooks own words: "I smoke a good deal. Naturally I have to pick a cigarette that won't harm my voice or throat and Luckies seem to be the answer. I guess I have averaged," Mr. Crooks added, "a pack of Luckies a day ever since 1920".

(NEWS ... ENDING WITH FOLLOWING)

Here's Andre Baruch with a word for you. I'll be with you again in just a moment with more news!

COMMERCIAL #3 - RICHARD CROOKS

THURSDAY, JUNE 3, 1937

BARUCH: Last night on the radio Richard Crooks, one of America's greatest tenors, said that he has smoked about a pack of Luckies a day ever since 1920. Well .. we did a bit of quick figuring and found out that according to Mr. Crooks' own statement he has smoked something over one hundred thousand Luckies! Think of that! That's a test of a cigarette if there ever was one! It proves, doesn't it, that Luckies are easy on the throat. The exclusive Lucky Strike "Toasting" process gets the credit for that ... this process, you see, removes certain harsh irritants naturally present in all tobaccos. That's why Luckies are a light smoke. You'll find them easy on your throat, too. And you'll get a great deal of pleasure out of their fine flavor ... because Luckies are made from the center-leaves, the best tasting leaves of the finest tobacco money can buy. So ... follow Richard Crooks' example ... ask for Luckies!

All right, Mr. Hill. Carry on!

(CLOSING

THURSDAY, JUNE 3, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike ... a light smoke with the finer taste of center-leaf tobaccos -- "The Cream of the Crop."

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA...BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC...NEW YORK

ms

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

FRIDAY, JUNE 4, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now ... just a word to remind you of the pleasure that a really fine cigarette can give you. Lucky Strike has a flavor that appeals to most smokers ... it's the finer taste of choice center-leaf tobaccos, the "Cream of the tobacco crop". You'll like this flavor, and you'll notice another thing about Luckies that will add to your enjoyment ... Luckies are a light smoke ... easy on the throat.

All right ... let's have the news, Mr. Hill!

(COMMERCIAL #2 - VICTOR McLAGLEN

FRIDAY, JUNE 4, 1937)

MR. HILL: Victor McLaglen, the actor, would be a good man to have on your side in a football game. Standing six feet three in his stocking feet, Mr. McLaglen could throw two hundred and fifty pounds of well-conditioned brawn into the game. His magnificent physique has ~~strangely~~ ^{strongly} influenced the type of roles he's been cast in out in Hollywood. Mr. McLaglen, while talking about his screen career recently said: "They've made a pretty tough character of me on the screen. The script usually calls for lots of rough and tumble fighting, so I have to keep in top form, physically, to stand the gaff. But," Victor McLaglen continued, "I soon learned that you can be hard as nails, and still have a sensitive throat. I found it's good business for me and my throat to pick a light smoke ... Luckies. I first met Luckies," he continued, "on the boat coming here from England 14 years ago. It was an American ship ... So I tried out the different American brands. I much preferred Luckies over the others ... and they have been my favorite ever since."

(NEWS..... ENDING WITH FOLLOWING)

Andre Baruch ... will you kindly carry on for a moment. I'll be back in just a moment with a flash from _____

(COMMERCIAL #3 - VICTOR McLAGLEN

Friday, June 4, 1937)

BARUCH: Victor McLaglen has smoked Lucky Strike cigarettes for 14 years and they've given him a great deal of smoking pleasure. They're easy on his throat ... and he likes the taste of their fine center-leaf tobaccos. And that's just about all anyone could ask of a cigarette. Try Luckies and see for yourself how really good they are. You'll appreciate the benefits of the exclusive process "It's Toasted" ... a process that assures a light smoke by removing certain harsh irritants naturally present in all tobaccos. Luckies will please both your taste and your throat!

(PAUSE) Another motion picture star will appear on YOUR HIT PARADE tomorrow night. Her name? Claudette Colbert ... one of the best loved and most interesting people in motion pictures. Don't miss her performance.

And now, back again to Edwin C. Hill!

(CLOSING

FRIDAY, JUNE 4, 1937)

BARUCH: Listen in to Your News Parade over this same station Monday at 12;15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime remember Lucky Strike ... a light smoke -- easy on your throat.

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

This is the COLUMBIA.....Broadcasting System

(Fade theme 20 seconds)

WABC.....NEW YORK

HRichter

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE

MONDAY, JUNE 7th, 1937

12:15 to 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE.. up-to-
the-minute news flashes ... with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour,
five days a week, Mondays through Fridays, in-
clusive. (PAUSE) And now as you listen to
Edwin C. Hill ... sit back and relax ... light
up a Lucky and enjoy a light smoke. You'll find
it easy on your throat .. and you're sure to
like the flavor of Lucky Strike's choice center-
leaf tobaccos, the "Cream of the tobacco Crop".

And now - here's Mr. Hill with the news...

COMMERCIAL #2 (CLAUDETTE COLBERT) Monday - June 7th, 1937

MR. HILL: Saturday night on "Your Hit Parade" we heard a perfect example of why biography or perhaps I should say autobiography is one of the most popular forms of non-fiction. Miss Claudette Colbert, in a delightful interview, told us about her amazing career. Her story made her live as an interesting personality, as well as a great motion picture actress. Those of you who heard this interview, unquestionably will enjoy Miss Colbert's motion picture work even more from now on. And you smokers will want to remember what Miss Colbert said about smoking...here are her own words: "An actress' throat, naturally, is very important to her. Whatever affects our throats affects our living. That's why all of us think twice before choosing a cigarette. After experimenting," Miss Colbert said, "I've found that Luckies appeal most to my taste, and I am convinced that my throat is safest with a light smoke. That's why you'll find Luckies always on hand, both in my home and in my dressing room.

(NEWS ENDING WITH FOLLOWING....)

Here's Andrew Baruch with a word for you....

And as soon as he's through, I've an interesting story for you.

COMMERCIAL #3 (CLAUDETTE COLBERT)

Monday - June 7th, 1937

BARUCH: An actress' voice is perhaps her most precious possession, and stars of the screen are very careful to avoid any irritation from smoking. A moment ago you heard Mr. Hill quote Claudette Colbert on this subject. Miss Colbert herself has found that her voice and throat are better off with a light smoke...so she smokes Luckies. Now...isn't it simply common sense that since Luckies are easy on her throat -- Luckies will be gentle on your throat, too? You know, by means of the exclusive "Toasting" process - Lucky Strike gets rid of certain harsh irritants which are naturally present in all tobaccos. So, Luckies are truly a light smoke. Follow Claudette Colbert's example and ask for Luckies. You'll like their delicious taste - it's the flavor of rich center-leaf tobaccos, the finest money can buy!..... Now - back to Edwin C. Hill for more news.

Monday, June 7, 1937

(CLOSING)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- for the finer taste of center-leaf tobaccos -- ask for Lucky Strike -- a light smoke "It's toasted."

(CLOSING SIGNATURE"HAPPY DAYS ARE HERE AGAIN")

This is the Columbia.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, JUNE 8th, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE) Now ... as you take time out to listen to Mr. Hill ... light up a Lucky. You'll like the taste of its rich center-leaf tobacco ... and you'll notice how easy and pleasing a light smoke is on your throat.

All ready, Mr. Hill? The mike is yours!

(COMMERCIAL #2 - CONSTANCE BENNETT

TUESDAY, JUNE 8th

MR. HILL: On a trip abroad ... Americans can get used to almost anything! ... We can learn to go without eggs for breakfast ... we can even put up with the foreign coffee ... but few of us can find pleasure in European cigarettes. Constance Bennett, the charming Hollywood star, remarked recently ... and I quote her words: "I've spent a lot of time abroad in the past few years, and I've noticed that when Americans gather at a cafe in Paris, on the beach at Cannes, or on a picture set at Elstree, the first question is often, 'Who's got a Lucky?' That familiar green and red package is as welcome as a friend from home. I make certain of my supply of Luckies no matter where I happen to be, because my work demands that I keep my throat in condition, and I've found that a light smoke helps keep it up to par." Miss Bennett, by the way, has been smoking Luckies for five years.

(NEWS ... ENDING WITH FOLLOWING)

Now while I take time out for a Lucky, Andre Baruch has a word for you. I'll be back in a moment with more news.

(COMMERCIAL #5 - CONSTANCE BENNETT

TUESDAY, JUNE 8th

BARUCH: You can readily understand why Constance Bennett appreciates the fact that Luckies are easy on her throat. She has to keep that precious voice of hers in condition. But, there's another reason why Miss Bennett smokes Luckies and that is simply, as she puts it, that she likes their splendid flavor. Now this is nothing unusual ... smokers by the millions go for those fine-tasting center-leaf tobaccos used by Lucky Strike. We believe that you will like this fine flavor, too. And there's no question either but that you'll enjoy a light smoke that's easy on your throat. That exclusive Lucky Strike process, "It's Toasted", removes certain harsh irritants naturally present in all tobaccos. And that is why you can get extra enjoyment from Lucky Strikes. So ... follow Constance Bennett's example and ask for Luckies next time you buy cigarettes.

Here's Mr. Hill again.

(CLOSING

TUESDAY, JUNE 8, 1937)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Meantime, remember to include Luckies on your shopping list -- to make certain you always have a supply on hand. You'll enjoy the finer taste of Lucky Strikes center-leaf tobaccos.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

(Fade Theme 20 Seconds)

WAEC NEW YORK

RTD

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY' JUNE 9th, 1937
12:15 to 12:30 P.M.

CUE:

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

(THEME.....)

BARUCH:

Lucky Strike presents YOUR NEWS PARADE ..up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays inclusive. (PAUSE) And now
on behalf of a fine cigarette ... Lucky Strike, a
light smoke with the finer taste of rich center-leaf
tobaccos ... we present Edwin C. Hill!

~~All right ... now here's Mr. Hill!~~

(COMMERCIAL #2 - Henry Fonda - Wednesday, June 9th)

MR. HILL: *This week* Today - in many important cities throughout the nation - a single word is being set in bright lights - that word is "Slim", and it's the title of a new Warner Brothers picture. Adapted from an original story by William Wester Haines, "Slim" promises to be one of the high spots of the current season. That engaging young star, Henry Fonda, takes the role of 'Slim'... and according to advance reports ... does an outstanding piece of work. Speaking of Henry Fonda, I am reminded of an interesting comment he recently made about cigarettes. Mr. Fonda said: "The minute a scene is over, I usually light a cigarette. Under the pressure of working before the camera, I smoke about three times as many cigarettes as I do ordinarily. Because I smoke so much on the set - and because of the burden that acting puts on my throat - it is only common sense for me to want a light smoke. So, "Mr. Fonda continued, "I've preferred Luckies - for a long time now - about five years."

(NEWS... ENDING WITH FOLLOWING)

While I light up a Lucky and relax, Andre Baruch will carry on. I'll be with you again in a moment.

(Commercial #3 - Henry Fonda Wednesday, June 9th)

BARUCH: Because of the strain acting places on his throat ... Henry Fonda, the well know motion picture actor, says that it's only common sense for him to prefer Luckies. And he means what he says ... for long hours before the movie camera, and continuous smoking on the set proved the case for Luckies with Henry Fonda. Luckies, you know, are a light smoke because the exclusive "Toasting" process removes certain harsh irritants found in all tobacco. Now ... you will find, as Henry Fonda did, that a light smoke will be easier on your throat. And besides you'll enjoy the finer taste of Lucky Strike's choice center-leaf tobaccos. So follow Henry Fonda's example ... ask for Luckies.

And, by the way, don't fail to tune in "Your Hit Parade" tonight. That charming operatic soprano... Susanne Fisher ... is going to appear.

Ready Mr. Hill? The "mike" is yours.

(CLOSING - WEDNESDAY, JUNE 9, 1937)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime remember Lucky Strike ... a light smoke -- easy on your throat.

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

This is the COLUMBIA....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

COLUMBIA BROADCASTING SYSTEM

"YOUR NEWS PARADE"

THURSDAY, JUNE 10th, 1937
12:15 to 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE... up-to-
the-minute news flashes....with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour,
five days a week, Mondays through Fridays inclusive.
(PAUSE) Perhaps you, too, have noticed that more
and more smokers are turning to Luckies. The
reason for this is simple...Luckies are a light
smoke...the kind of a smoke that modern people
enjoy most of all. Try them yourself.. you'll
like their taste... and you'll appreciate the
fact that Luckies are so easy on the throat.
Now... we present Edwin C. Hill.

MR. HILL: Today American authors are widely read abroad... American composers and singers are given enthusiastic attention in the music centers of the world. A glance at the roster of the Metropolitan Opera Company of New York shows a goodly number of American singers. Those of you who heard Susanne Fisher's superb singing last night on YOUR HIT PARADE heard an actual demonstration of the beauty of an American singer's voice. Americans are now competing successfully with the greatest singers of Europe. Miss Fisher told the radio audience many interesting facts about her career last night. And I single out one point that she made... because it deserves the attention of you smokers. Miss Fisher said: "I was born on a ^{large farm} plantation in West Virginia, where we raised tobacco. So I feel I actually know a little something about this subject of smoking. I started smoking Luckies eight years ago ... several years before I made my debut in opera... and I've been enjoying them ever since. In fact, Luckies have always pleased the West Virginian in me as much as the opera singer. I mean to say," Miss Fisher pointed out, "Luckies suit my taste and my throat."

(News....ending with following)

Here's Andre Baruch with a word for you. I'll be with you again in just a moment with more news!

BARUCH:

We believe that Luckies can offer you a great deal of pleasure if you are a smoker who enjoys the flavor of finer tobaccos. Luckies, you see, are made from the choice center-leaves of the finest tobaccos money can buy, the "Cream of the tobacco crop". And besides ... Luckies are a light smoke easy on the throat! You heard proof of this just a moment ago in the words of Susanne Fisher, the glorious American soprano. Miss Fisher has smoked Luckies for many years and has always found them ideal for her voice. Now surely ... if Luckies are easy on her sensitive throat ... Luckies will be gentle on your throat, too. So follow Miss Fisher's example... choose a light smoke ... ask for Lucky Strike... "IT'S TOASTED".

All right, Mr. Hill. Carry on!

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike ... a light smoke with the finer taste of center-leaf tobaccos - "The Cream of the Crop".

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

This is the COLUMBIA BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JUNE 11, 1937

(REVISED)

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour, five days
a week, Mondays through Fridays inclusive. (PAUSE)
Now ... just sit back in your easy chair ... and
light up a Lucky Strike. Notice how gentle it is
on your throat ... and how delicious Luckies taste...
with the full, rich flavor of choice center-leaf
tobaccos.

Nowhere's Mr. Hill!

ATX01 0139898

COMMERCIAL #2

MR. HILL: New York! Which cigarette uses the finest tobacco? Well ... that has long been a matter of discussion among smokers. Recently my attention was called to certain facts ... facts proven by sworn records open to the public. I think them impressive enough to relay to you. These sworn records show that among independent tobacco experts ... Luckies have more than twice as many exclusive smokers, as all other cigarettes combined. These experts make their living in buying, selling, and handling the various grades of tobacco. They are the auctioneers, buyers, warehousemen, etc. - not connected with any manufacturer but dealing impartially with all. Consequently, they are in a unique position to judge a cigarette purely on its own merits. They know tobacco. And the fact that they prefer Luckies by an overwhelming majority, two to one, over all other cigarettes combined ... seems to me to be strong evidence of the high quality of Lucky Strike Tobacco.

(NEWS ... ENDING WITH FOLLOWING)

Andre Baruch ... will you kindly carry on for a moment.. I'll be back in just a moment with a flash from _____.

BARUCH: As Mr. Hill told you ... the men in the best position in America to judge tobacco are the independent tobacco experts ... the auctioneers, buyers, warehousemen and so forth, who work independently, dealing impartially with all manufacturers and having no official connection with any one manufacturer. Now when these men choose a cigarette, what is their preference? Well - these experts choose Luckies - choose Luckies overwhelmingly. Sworn records now open to the public show that more than twice as many of these tobacco men smoke Luckies exclusively as all other cigarettes combined. Nothing ... no other proof could be more conclusive of the quality of Luckies than this. Doesn't this evidence drive home more than ever the fact that Luckies use the finest tobaccos money can buy? So, next time you buy cigarettes, follow the example set by these tobacco experts who smoke Luckies two to one. Ask for a light smoke of the finest tobacco ... a light smoke, easy on your throat. Ask for Lucky Strike.

(PAUSE)

Another motion picture star will appear on "Your Hit Parade" tomorrow night. One whose romance has stirred the motion picture colony ... His name?--- Gene Raymond.. Be sure to tune in.

And now, back again to Edwin C. Hill.

(CLOSING)

BARUCH: Listen in to Your News Parade over this same station
Monday at 12:15 Eastern Daylight Saving Time.
Edwin C. Hill will be back again with up-to-the
minute news from every section of the globe.
And in the meantime - for the finer taste of
center-leaf tobaccos - ask for Lucky Strike -
a light smoke - easy on your throat.

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

This is the COLUMBIA BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC ... NEW YORK

EB

ATX01 0139901

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JUNE 14th, 1937

12:15 to 12:30 P. M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now's a good time to light up a Lucky and enjoy yourself. Mr. Hill will be with you in a moment. So sit back... and enjoy the taste of the finest tobaccos money can buy. --- a Lucky Strike. Now... Mr. Hill's ready with that last minute flash.... so here he is!

(COMMERCIAL #2 - Boake Carter

-2-

- Monday, June 14th, 1937)

MR. HILL: You seldom come across a news item about a radio news commentator... but my friend and colleague, Boake Carter, has a way of making news as well as passing it along to the radio audience. One of the most outspoken men on the air, Boake Carter is usually in the thick of a controversy ... frankly stating his own views, brilliantly defending what he believes to be right. Mr. Carter is a good man to have on your side ... because he'll support you fearlessly and with absolute sincerity just as long as he's convinced that the truth is also on your side. Recently Mr. Carter was asked to express his views on smoking ... and here is what he said: "I sincerely think smoking is one of the greatest pleasures in the world, but it can be utterly spoiled by throat-irritation. My job's tough on the throat and I have to be careful to keep my voice clear all the time. So I let my throat decide what's easiest and smoothest in the way of cigarettes, and long ago, Luckies were the answer. Next time you hear the usual "Cheerio" at the end of my nightly broadcast, you can picture me reaching for a Lucky an instant later. For, believe you me, after the strain of talking, either lecturing or over the air, a Lucky hits the spot with me when it comes to smoothness and taste." Well, I agree with you, Boake Carter -- Luckies are my choice, too!

(NEWS... ENDING WITH FOLLOWING)

Now while I take time out for a Lucky, Andre Baruch has a word for you. I'll be back in a moment with more news.

ATX01 0139903

(MONDAY, JUNE 14th, 1937)

BARUCH:

Boake Carter, the famous radio commentator, has smoked Luckies for a number of years. He likes the taste of their fine center-leaf tobaccos....and he finds them easy on his throat. And that's just about all anyone could ask of a cigarette...isn't it? Now we feel that Luckies will give you just as much pleasure as they give Boake Carter. So try them... find out how good they taste...and how easy they are on your throat. You'll appreciate the smoothness and gentleness of a light smoke - made possible by the exclusive "Toasting" process which removes certain harsh irritants found in all tobaccos. So ask for a light smoke ... for Lucky Strike.

Here's Mr. Hill again.

(MONDAY, JUNE 14, 1937)

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- remember Lucky Strike ... a light smoke, "It's Toasted".

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

THIS IS THE COLUMBIA....BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ
RD

ATX01 0139905

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

Tuesday
~~WEDNESDAY~~ JUNE ¹⁵~~16~~, 1937
12:15-12:30 P.M.

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

(THEME:.....)

BARUCH: Lucky Strike presents Your News Parade --
up-to-the-minute news flashes -- with
Edwin C. Hill, one of America's ace news
reporters. Your News Parade brings you
the flash news at this hour five days a
week; Mondays through Fridays inclusive.
(PAUSE) And now we'd like you to enjoy
yourself and relax while Mr. Hill brings
you the news of the day. Light up a
Lucky...a light smoke with the pleasing
rich flavor of fine center-leaf tobaccos...
the "Cream of the Tobacco Crop". You'll
find Luckies easy on your throat.....
delicious to your taste. They're a grand
smoke no matter by what standards you judge
a cigarette.

Are you ready now, Mr. Hill?

(Commercial # - Mario Chamlee

Wednesday, June 16th)

MR. HILL: By trailer, train ship and by airplane -- the nation soon will be on the move, taking full advantage of that grand and glorious institution -- the vacation. The longer the vacation, of course the better. I was curious about the length of the vacations opera singers take, so I inquired and found that Mario Chamlee, the well-known tenor of the Metropolitan Opera Company, takes only the customary two weeks. He's at the Metropolitan fourteen weeks -- and around the country in concert and opera for thirty-six weeks. So, you see, like most of the rest of us, Mario Chamlee's on the job for fifty weeks a year -- a schedule that imposes a great strain on his throat and voice. You can appreciate he has to be careful -- and it is interesting to learn what Mr. Chamlee has to say about smoking. I quote his own words: "Naturally, when I smoke I choose a light smoke that is gentle to my throat. I tasted my first Lucky Strike during an operatic performance when I was required to smoke during the first act. The stage manager of the Metropolitan handed me his cigarette case just as I went on for the opening. It contained Luckies! That was ten years ago" Mr. Chamlee added, "and I've enjoyed Luckies ever since."

ATX01 0139907

MR. HILL: (News.....Ending with following)

While I light up a Lucky and relax,
Andre Baruch will carry on. I'll be
with you again in a moment.

(Commercial #5 - Mario Chamlee

Wednesday, June 16th)

BARUCH:

That fine tenor of the Metropolitan Opera Company. Mario Chamlee tasted his first Lucky Strike cigarette under dramatic circumstances. You'll recall from what Mr. Hill told you that Mr. Chamlee's first Lucky was given to him ten years ago by the stage manager of the Metropolitan...just before Mr. Chamlee stepped on the stage to sing. It is interesting to note that Mr. Chamlee says he's enjoyed Luckies ever since. A light smoke it seems, does wear very well with most smokers - it's a fine tasting cigarette and it's easy on the throat. In the exclusive "Toasting" process ...certain harsh irritants naturally present in all tobaccos are removed...taken out of Lucky Strike tobaccos. That's why Luckies are a light smoke. And the reason they taste so good is that you get the full flavor of choice center-leaf tobaccos, the "Cream of the Crop". So next time you buy cigarettes, ask for a carton of Luckies.

Ready Mr. Hill?.....The "mike" is yours.

ATX01 0139909

(Closing

Wednesday, June 16)

BARUCH:

in
Listen/to Your News Parade over this same
station tomorrow at 12:15 Eastern Daylight
Saving Time. Edwin C. Hill will be back
again with up-to-the-minute news from every
section of the globe. And in the meantime --
for finer taste and for throat ease --
remember Lucky Strike a light smoke,
"It's Toasted".

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

THIS IS THE COLUMBIA....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

hsm
sp

ATX01 0139910

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JUNE 16th, 1937

12:15 to 12:30 P. M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now's a good time to light up a Lucky and enjoy yourself. Mr. Hill will be with you in a moment ... So sit back ... and enjoy the taste of the finest tobaccos money can buy -- a Lucky Strike.

Now ... here's Mr. Hill.

ATX01 0139911

LUCKY STRIKE - YOUR NEWS PARADE

June 16, 1937

HILL: It has been said that today we live in an age of specialization - and that our very civilization is in the hands of experts. Yet it is unfortunate that the testimony of these experts in many different fields is not easily available! And often most of us would give a good deal for a direct opinion from those who know best! ...For that reason, I think you will be interested in the following facts about cigarettes. Among independent tobacco experts, Lucky Strikes have twice as many exclusive smokers as all other cigarettes combined. This is a fact substantiated by sworn records open to the public. So let me repeat ... Among independent tobacco experts - the men who spend their lives buying, selling and handling the various grades of tobacco - Lucky Strike has twice as many exclusive smokers as all other cigarettes combined. These men know tobacco. They are the auctioneers, buyers, warehousemen, etc. in the tobacco-growing districts, dealing with all manufacturers but not connected with any. Their opinion is direct, unbiased - and expert! And it speaks volumes for the high quality of Lucky Strike tobacco!

...
(News ... Ending with following)

Andre Baruch will now take over the "mike". I'll be back in a moment.

LUCKY STRIKE

Commercial #3 (Sworn Records)

June 16, 1937

BARUCH: As Mr. Hill pointed out a few minutes ago ... it is seldom that you actually have an opportunity to learn the opinion of experts in any field. But the opinion of the independent tobacco experts of this country is now a matter of sworn record. And here it is ... among independent tobacco experts, Lucky Strikes have twice as many exclusive smokers as all other cigarettes combined. Now these men really know tobacco . . . and their opinion is unbiased because they are the auctioneers, buyers, warehousemen and so forth who deal impartially with all manufacturers but who are not connected with any! And sworn records show they smoke Luckies two to one ... an overwhelming majority which speaks more for the high quality of Lucky Strike tobacco than anything we could tell you about our care in selecting the finest tobacco grown. So, next time you buy cigarettes, follow the example set by these tobacco experts! Ask for a light smoke of the finest tobacco ... a light smoke, easy on your throat. Ask for Lucky Strike.

(PAUSE)

If you want to hear something highly entertaining, tune in on Your Hit Parade tonight - that grand character actor, Leo Carillo, is appearing as a guest. And now, back again to Edwin C. Hill.

ATX01 0139913

LUCKY STRIKE - YOUR NEWS PARADE

June 16, 1937

(CLOSING)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime -- remember Lucky Strike ... a light smoke, "It's Toasted."

(CLOSING SIGNATURE " HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WAEC NEW YORK

/cr

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, JUNE 17th, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade, -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) When we ask why it is that so many smokers are changing to Luckies ... the answer usually is that people like a cigarette that's easy on the throat. We believe that Luckies will give you a great deal of pleasure, too. This you can find out for yourself ... simply by trying them.

All right ... now here's Mr. Hill.

ATX01 0139915

(Commercial #2 - Leo Carrillo

Thursday, June 17th)

MR. HILL: Last night, one of Hollywood's most interesting stars appeared on the radio ... Leo Carrillo, the actor whose fine characterizations have placed him in a class by himself in the motion pictures. Mr. Carrillo seems able to play any type of role, taking them as they come and doing a grand job on each. One time you'll find him a Frenchman, the next, a Greek, and then perhaps he'll turn up next as a Mexican. Naturally Mr. Carrillo's voice must suit each type of role he plays ... and this involves a peculiar strain on the voice which not many Hollywood actors have to contend with. So ... it was especially interesting to hear what Leo Carrillo had to say last night on the subject of smoking. He said "My character parts, you know, take their toll on my throat. So a light smoke is as important to me, in a way, as my make-up. Because Luckies are a light smoke, I have preferred them for more than eight years."

(News.....Ending with following)

Here's Andre Baruch with a word for you. I'll be with you again in just a moment with more news!

(Commercial #3 - Leo Carrillo)

Thursday, June 17th)

BARUCH: As Mr. Hill told you a few moments ago...Leo Carrillo, that noted character actor of the movies, is a staunch friend of Luckies. For the past eight years, Luckies have been his choice, first, because they are easy on his throat... and, second, because he likes the flavor of their fine-tasting center-leaf tobacco. Now, Luckies offer you these same advantages, too. They'll be easy on your throat... because the exclusive Lucky Strike "Toasting" process removes certain harsh irritants naturally present in all tobaccos. And, the delicious flavor of Lucky Strike's choice center-leaf tobacco is sure to appeal to you...just as it does to Leo Carrillo. So ask for a light smoke...Lucky Strike.

All right, Mr. Hill. Carry on!

(Closing

Thursday, June 17th)

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike ... a light smoke. "It's toasted."

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

This is the COLUMBIA Broadcasting System

FADE THEME.....20 SECONDS

WABC.....NEW YORK

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JUNE 18th, 1937
12:15 to 12:30

CUE:

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

BARUCH:

Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now a word of reminder about Luckies. They're a grand tasting cigarette... easy on the throat!.. And surely that's about all anyone could ask of a cigarette, isn't it? So light up a Lucky now...and enjoy the finer flavor of its choice center-leaf tobaccos.

Now...here's Edwin C. Hill!

ATX01 0139919

Friday
June 18th, 1937)

- 2 -

MR. HILL:

New York ... indications of the ever increasing popularity of opera may be read in the attendance figures of New York's summer opera. Music lovers now throng to hear their favorites regardless of season... and it is clear that more and more people are coming to appreciate the beauties of ~~the~~ opera. And speaking of that...I have at hand here an interesting statement on the subject of smoking made by Elizabeth Rethberg, the great soprano of the Metropolitan Opera Company. Madame Rethberg said: "When I first came to America from Europe, one of the things I noticed was that opera singers here smoke a great deal more than singers abroad. Now I think the reason for this is that so many American singers have discovered that their voices and throats are safe with a light smoke. That, at least, has been my own experience. For, though I am only a casual smoker, I have been enjoying Luckies for about fourteen years now -- in fact, ever since I made my debut in this country. Their fine taste", Elizabeth Rethberg added, "fits in perfectly with my moments of relaxation. And the fact that they are a light smoke gives me a sense of ease about my throat."

(News....Ending with following)

Andre Baruch...will you kindly carry on for a moment.
I'll be back in just a moment with a flash from

ATK01 0139920

FRIDAY, JUNE 18th,

- 3 -

BARUCH:

During the past 14 years that famous opera singer, Elizabeth Rethberg, has been enjoying Lucky Strike Cigarettes. She has always found them easy on her throat... and of course that's doubly important to one whose voice is her fortune. But, when you come right down to it...whose voice isn't precious? Yours is to you, I'm sure... so insist on a light smoke when you buy cigarettes. Naturally you can get the most enjoyment from a cigarette that's gentle as well as tasteful. And Luckies will certainly please you in this respect...for the exclusive process "It's Toasted" removes certain harsh irritants found in all tobacco. And, you're bound to like their flavor as well - The delicious flavor of tender center-leaf tobacco, the finest tobacco money can buy. So, ask for a carton of Luckies today!

And by the way, tune in to "Your Hit Parade" tomorrow night, on this same station. Louis D'Angelo, that distinguished star of the Metropolitan, is appearing as a guest. You'll enjoy him.

Now - back to Edwin C. Hill for more news.

(Friday, June 18th)

- 4 -

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - remember Lucky Strike - a light smoke. Include Luckies on your shopping list today -- make certain you have a supply on hand. You'll enjoy them and your friends will enjoy them too.

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

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ

ATX01 0139922

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE"YOUR NEWS PARADE"

MONDAY, JUNE 21st, 1937

12:15 to 12:30 P. M.

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

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays inclusive.
(PAUSE) You know, a great many smokers say that Luckies are a grand smoke no matter by which standards you judge a cigarette. Certainly, if you want a fine tasting smoke ... and if you want a smoke that's easy on your throat ... then Lucky Strike is your cigarette. Try Luckies today!

Are you ready now, Mr. Hill?

LUCKY STRIKE
Commercial #2 (Louis D'Angelo)

June 21, 1937

MR. HILL: America has good reason for pointing with pride to Louis D'Angelo ... for although this great singer of the Metropolitan Opera Company was born in Italy, he learned his opera here in America at the New York Conservatory of Music. And you who heard Mr. D'Angelo sing Saturday night on Your Hit Parade will agree that his singing reflects considerable credit upon his American training. After his song, Mr. D'Angelo talked about some of his experiences - and he made an interesting point about smoking. He said: "We opera singers are careful about our smoking. We've found that our throats welcome a light smoke. And I have found Lucky Strike a light smoke that is what you might call 'friendly' to my throat ... and delightful to my taste. I believe," Mr. D'Angelo added, "I've smoked Luckies for about 10 years."

(News --- ending with following:)

Andre Baruch will carry on now for just a moment - and I'll be back, with more news.

ATK01 0139924

LUCKY STRIKE
Commercial #3 (D'Angelo)

June 21, 1937

BARUCH: Doesn't it stand to reason that a smoke which is easy on the throat of a great opera singer ... will be easy on your throat, too? Well Louis D'Angelo of the Metropolitan Opera Company has smoked Luckies for ten years. And, he has always found them a light smoke which, as he phrases it, is friendly to his throat. Now this is simple to explain ... you see, Lucky Strike has an exclusive process, known as "It's Toasted", that removes certain harsh irritants naturally present in all tobaccos. So, obviously, Luckies will be just as easy on your throat as they are on Mr. D'Angelo's. And, they'll taste mighty good, too ... for, Luckies give you the finer flavor of rich center-leaf tobaccos, the finest money can buy. So try this light smoke today ... ask for Lucky Strike! (PAUSE)

And now, back again to Edwin C. Hill.

LUCKY STRIKE NEWS PARADE
(CLOSING)

June 21, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember, when you're buying cigarettes - ask for Lucky Strike - a light smoke with the finer taste of center-leaf tobaccos -- a cigarette that's easy on the throat.

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

/cr

ATX01 0139926

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, JUNE 22nd, 1937

12:15 to 12:30 P. M.

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

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE) We want you to enjoy these news broadcasts to the utmost. That is why we suggest that you relax and take it easy and light up a Lucky. Notice how easy this light smoke is on your throat ... and notice how good it tastes. That flavor is the rich flavor of choice center-leaf tobaccos, the "Cream of the tobacco Crop."

Now here's Edwin C. Hill.

LUCKY STRIKE
Commercial #2 (Sworn Records)

June 22, 1937

MR. HILL: When experts disagree ... then the layman finds it pretty difficult to form an opinion. And, unfortunately experts often do disagree. So it is interesting to find a subject on which expert opinion is largely one-sided. I refer to smoking. For, according to sworn records, which are available to the public, there is one cigarette that stands in a class by itself in the opinion of independent tobacco experts. And that cigarette is Lucky Strike. Now let me explain. Those sworn records show that among independent tobacco experts ... Luckies have more than twice as many exclusive smokers, as all other cigarettes combined. Now these experts are not connected with any manufacturer. They are auctioneers, buyers, warehousemen, and so forth. And in their business, they deal impartially with all manufacturers. Consequently they are in a unique position to judge a cigarette on its own merits. And, I can think of no more convincing evidence of the high quality of Lucky Strike tobacco, than the fact that an overwhelming majority of these experts smoke Luckies exclusively.

(MORE)

ATX01 0139928

LUCKY STRIKE
Commercial #2 (Sworn Records)

June 22, 1937

MR. HILL:
(cont'd) (News ... Ending with following)

Here's Andre Baruch with a word for you - and as soon as he's through, I'll have more news for you.

LUCKY STRIKE
"YOUR NEWS PARADE"

June 22, 1937

BARUCH: A few minutes ago Mr. Hill touched on the answer to a question which has long been a matter of discussion among smokers - namely, which cigarette is made of the finest tobaccos. Obviously, the answer to such a question can be obtained only from disinterested parties who know tobacco and who know what tobacco each manufacturer buys - in other words, the independent tobacco experts. These are the auctioneers, buyers, warehousemen, etc., in the tobacco-growing districts, who make their living in buying, selling and handling the various grades of tobacco. They deal with all manufacturers but are not connected with any. They know what grades of tobacco each manufacturer buys - and they are in a unique position to express an unbiased, expert opinion. Sworn records in our files and available for your inspection show that among these independent tobacco experts Lucky Strikes have twice as many exclusive smokers as all other cigarettes combined. Remember this fact next time you buy cigarettes, and ask for Lucky Strike.

(PAUSE)

Now ... here's Edwin C. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"
(CLOSING)

JUNE 22, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And -- as a parting reminder -- don't forget to buy a carton of Lucky Strikes today -- for Luckies are a light smoke ... you'll enjoy the finer taste of their rich center-leaf tobaccos.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

/cr

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JUNE 23, 1937

12:15 to 12:30 P.M.

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

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE) And now...as Mr. Hill gets ready to bring you the news, I'd like to make a suggestion. Why not relax and take it easy for these next few minutes. Light up a Lucky...it'll taste mighty good, you'll like the flavor of that fine center-leaf tobacco. And, you'll notice how easy a light smoke is on your throat.

All right Mr. Hill!

LUCKY STRIKE

Commercial #2 (Senator Rush D. Holt)

June 23, 1937.

MR. HILL: Washington! Ever since the first Congress met back in 1789, the business of governing America has been growing more and more involved...more and more complicated. Today, a United States Senator is a jack of all trades... an authority on every phase of the largest and most diverse business on earth. With interests not only political, but commercial, social, economic, and international as well...a Senator has little time left over for managing his own personal affairs. So, it is unusual to hear a genuine expression of personal Senatorial views...a Senator talking off the record. However, Senator Rush D. Holt, United States Senator from West Virginia, did take time out recently to express his own personal views on smoking. Senator Holt said: "Traveling two hundred and twenty thousand miles in three years - making hundreds of speeches - sometimes as many as six in a day - I naturally enjoy and appreciate the importance of a light smoke. I have smoked Luckies on and off for a number of years and have noticed that Luckies got along well with my throat; particularly when I do a great deal of speaking. You may count me as more than ever an advocate of a light smoke - for the throat's sake.

(News ending with following)

Now if Andre Baruch will kindly carry on for a moment - I'll get another story for you from the news wire.

ATX01 0139933

LUCKY STRIKE

Commercial #3 (Senator Rush D. Holt)

June 23, 1937.

BARUCH: It is not surprising that a man who has to do as much public speaking as Senator Rush, D. Holt of West Virginia...should prefer a cigarette that's easy on the throat. Senator Holt has smoked Luckies for a number of years, and today he says that you may count him more than ever an advocate of a light smoke. Now doesn't it stand to reason that if Luckies are easy on his throat...they will be easy on your throat, too? You see, Lucky Strike has an exclusive process "It's Toasted" which removes certain harsh irritants which are found in all tobaccos...even the finest. You'll enjoy Luckies...not only because they're a light smoke easy on the throat...but also because of the finer flavor of their choice center-leaf tobaccos. So try Luckies today...and buy a carton so you'll have plenty on hand. (PAUSE)

Genevieve Tobin will appear on Your Hit Parade tonight. This will be an interesting event you won't want to miss - so be sure to tune in.

And now - here's Mr. Hill again.

LUCKY STRIKE "YOUR NEWS PARADE"
(CLOSING)

June 23, 1937.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. May we suggest, the next time you ask for cigarettes...insist on a light smoke - Lucky Strike..."It's Toasted".

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, JUNE 24, 1937
12:15 - 12:30 P.M.

(REVISED)

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

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the
minute news flashes...with Edwin C. Hill, one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour five days a
week; Mondays through Fridays inclusive. (PAUSE)

For a light smoke easy on the throat...and for the
finer flavor of choice center leaf tobaccos...try
Luckies...you'll like them.

Here's Mr. Hill...ready with the news!

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 (Genevieve Tobin)

June 24, 1937.

MR. HILL: Genevieve Tobin was interviewed on Your Hit Parade last night...and I, for one, was enchanted by the story of her career. You know, these radio interviews are doing a very interesting thing...they are bringing motion picture stars much, much closer to us...giving us an opportunity to know them as real people. And I think it is a very good idea...for Genevieve Tobin and most of the other stars are not fabulous, artificial creatures...they are real, charming flesh and blood human beings and they deserve to be known as such. Miss Tobin, by the way, made some interesting comments on ^{the good white} smoking...here's what she said: "In talking pictures the voice is simply part of business equipment. So it pays us to take care of our throats. And Luckies are easier on my throat than any other cigarette I've found here or abroad. Even after I've been acting or singing before the sound camera all day, I still find Luckies just as gentle and delicious as ever."

(News ... ending with following)

Here's Andre Baruch with a word for you - I'll be back in a moment with an interesting story.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 (Genevieve Tobin)

June 24, 1937.

BARUCH: Rich tasting tobacco...and easy on the throat! That just about describes the perfect cigarette, doesn't it? And it certainly describes Luckies to a "T"... for, as Genevieve Tobin puts it, "Luckies are easier on my throat than any other cigarette I've found here or abroad." Only Luckies have the benefit of the exclusive process "It's Toasted" which removes certain harsh irritants naturally present in all tobacco. That is why you'll find Luckies so easy on your throat. And...you're sure to enjoy their grand flavor, too...because you'll like the taste of that choice center-leaf tobacco. Be sure you get a light smoke. Ask for a carton of Luckies.

(PAUSE)

And now - more news with Edwin C. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"

(CLOSING)

June 24, 1937.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Now remember -- when you're buying cigarettes this afternoon, insist on a light smoke -- Lucky Strike. You'll like the finer flavor of their center leaf tobaccos and you'll find them easy on your throat.

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JUNE 25, 1937

12:15 to 12:30 P. M.

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

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) Now ... for an interesting quarter hour with Edwin C. Hill. You'll enjoy it more ... if you'll relax and take it easy. Light up a Lucky and enjoy that rich tasting flavor of center-leaf tobaccos ... and notice how easy it is on your throat ... Luckies are a light smoke.

All right ... Mr. Hill, the mike is yours!

LUCKY STRIKE

Commercial #2 - Ezio Pinza

June 25, 1937

MR. HILL: Ordinarily in opera ... it is the tenor who carries off the honors for male singers. But ... during the last season, Ezio Pinza, the great basso cantante, demonstrated once again that a really great basso can hold his own with the tenors and claim just as much attention and applause. Of course, Mr. Pinza's singing range is extraordinary ... his voice has had few equals for richness, flexibility and beauty. Someone observed Mr. Pinza smoking in his dressing room after a performance at the Metropolitan ... and asked if he were not afraid that smoking might affect his throat after such a strenuous performance. Mr. Pinza replied: "Certainly not! For, like other opera singers, I have found that a light smoke suits not only my taste but my throat. For eleven years now I have been enjoying Luckies in this country. In fact," Mr. Pinza continued, "even when I return to my native Italy, Luckies go with me."

(News ... ending with following)

Here's Andre Baruch with a word for you. I'll be back in a moment with more news.

ATX01 0139941

LUCKY STRIKE

Commercial #3 (Sworn Records)

June 25, 1937

BARUCH: The next time you buy cigarettes ... we suggest that you remember one highly important fact! ... Among the men who know tobacco best, the tobacco experts, Luckies have over twice as many exclusive smokers as all other cigarettes combined! These men are tobacco auctioneers, buyers, warehousemen, and so forth. And their opinion of cigarettes is unbiased. They are not connected with any manufacturer. In their business, they deal impartially with all manufacturers. Consequently, their overwhelming preference for Luckies is convincing evidence of the high quality of Lucky Strike tobacco. Insist on Luckies! They're a light smoke, easy on the throat ... a grand tasting smoke of the finest tobacco money can

And say, I'm going to tip you off to something. Tomorrow night on "YOUR HIT PARADE" over this same station, there's going to be an extra special feature. None other than your News Parade reporter - Edwin C. Hill will appear. Let's all give him a big welcome!

All right, Mr. Hill, carry on!

LUCKY STRIKE "YOUR NEWS PARADE"
"CLOSING SPOT"

June 25, 1937

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And until then - we wish you good-day and pleasant smoking with Luckies, the rich, full-flavored cigarette that's easy on the throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

/cr

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JUNE 28th, 1937.
12:15 to 12:30 P.M.

REVISED

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

THEME:

BARUCH: Lucky Strike presents Your News Parade -- up-to-the
minute news flashes -- with Edwin C. Hill, one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour five days
a week; Mondays through Fridays inclusive. (PAUSE)
Now pause a few moments in your daily work - listen
to the interesting news Mr. Hill has for you...
light up a Lucky and relax and enjoy the finer
taste of its center-leaf tobaccos. Notice how
easy this light smoke is on your throat. Here's
Edwin C. Hill.

~~Mr. Hill!~~

MR. HILL:

Well...last Saturday night on the radio your reporter marched along with the most popular dance tunes of the week. I had no ranking on Your Hit Parade ... that is I did not compete with "September in the Rain", the number one song ... or anything like that. It seems that Lucky Strike's vast nationwide survey is concerned only with finding out the country's musical favorites ... and what you think about news-reporters is strictly your own business. In other words ... I was just a guest! ... But, it was a big moment in my life when I found myself as an interviewee and not as an interviewer. Well...they asked a good many questions about who I was and how I got that way!... And before long the interview was skillfully turned away from me to the subject of smoking. And that was fine because for some time I've wanted to express my own opinion of Luckies. You see...I must speak in the neighborhood of 500,000 words a year into the microphone...and if you don't think that's a strain ... why just sit down some year and try it yourself. You'll see what I mean when I say I depend on a light smoke that's easy on my throat. I feel that I owe a good deal to Luckies not only because they're easy on my throat ... but also for the pleasure I get from the flavor of their fine tobaccos. To my way of thinking ... that's just about all you can ask of any cigarette

(NEWS ... ENDING WITH FOLLOWING)

Now while I take time out for a Lucky, Andre Baruch has a word for you. I'll be back in just a moment with more news.

ATK01 0139945

BARUCH:

Day after day, Mr. Hill pauses after these broadcasts and lights up a Lucky. And to me that's a very convincing demonstration of the gentle qualities of Luckies! They are easy on his throat... obviously... or else he could not afford to smoke them. Now .. it stands to reason, doesn't it, that Luckies will be just as easy on your throat too? And besides .. you will enjoy their fine taste ... the rich flavor of choice center-leaf tobaccos. So ask for Luckies next time you buy cigarettes ... find out for yourself how really pleasing a light smoke is. And remember ... only Lucky Strike has the benefits of the exclusive process "It's Toasted" which removes certain harsh irritants found in all tobaccos. Try a pack of Luckies today!

Now ... back to Edwin C. Hill for more news.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember, when you're buying cigarettes -- ask for Lucky Strike - a light smoke with the finer taste of center-leaf tobaccos -- a cigarette that's easy on the throat.

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

This is the COLUMBIA....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC . . . NEW YORK

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, JUNE 29TH, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) And now let's really enjoy these next few minutes. Relax ... sit back in your favorite easy chair .. and light up a Lucky. You'll notice how easy Luckies are on your throat ... and you'll find that flavor simply grand ... it's the flavor of choice center-leaf tobaccos .. the finest money can buy. And now for the news with Edwin C. Hill!

COMMERCIAL #2 (ROBINSON) JUNE 29

MR. HILL: What goes on "behind the scenes" in Hollywood? What are the movie stars really like in their private lives? Are the heroes, heroes -- and the villains, villains? Well -- an actor you all know -- Edward G. Robinson, recently made public a statement which sheds an interesting light on this question. Speaking of himself on the screen and off, he said: "Most of my roles are pretty hard-boiled -- usually with my hat down over my eyes, a scowl on my face, and a cigar clenched in my teeth. But off the screen I'm really a law-abiding citizen and there's one thing about me, at least, that isn't very tough -- my throat." Mr. Robinson then went on to say something which should be of real interest to every man and woman who smokes. Here are his exact words: Quote: I believe everybody should take care of their throat. In cigarettes, there's no question that a light smoke is kinder to a person's vocal chords. I enjoy Luckies because they are a light smoke of fine tobacco that is friendly with my throat and pleasing to my taste. End Quote. So there's a word to the wise from the wise --, for in this matter, the opinion of an actor like Edward G. Robinson obviously merits the most careful consideration.

(News ... ending with following)

Here's Andre Baruch with a word for you. I'll be with you again in just a moment with more news!

COMMERCIAL #3 (SWORN RECORDS) JUNE 29

BARUCH: Recently certain facts about smoking were revealed to the public.. and because they are of such significance, I again call your attention to them. Sworn records, on file and available for your inspection, show that among independent tobacco experts ... the men who make their living in buying, selling and handling the various grades of tobacco ... Lucky Strike cigarettes have more than twice as many exclusive smokers as all other cigarettes combined. Now these tobacco experts ... these auctioneers, buyers, warehousemen, etc. ... are not connected with any manufacturer, but deal impartially with all. They know tobacco and they know what grades of tobacco each cigarette buys. That means they are in a unique position to judge a cigarette purely on its own merits. Now it stands to reason that these men, who know tobacco best, could never be content with anything but the finest in cigarettes ... and so their two to one preference for Luckies can mean only one thing .. that they know the quality of Lucky Strike tobacco to be the highest. We believe you, too, will like Luckies. So try them today - ask for a carton.

All right, Mr. Hill. Carry on!

(CLOSING)

TUESDAY, JUNE 29.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And -- as a parting reminder -- don't forget to buy a carton of Lucky Strikes today -- for Luckies are a light smoke ... you'll enjoy the finer taste of their rich center-leaf tobaccos.

(CLOSING SIGNATURE"HAPPY DAYS ARE HERE AGAIN")

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

FADE THEME 20 SECONDS

WABC.....NEW YORK

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JUNE 30TH, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive. (PAUSE) And now, while you listen to Mr. Hill, why not take it easy for a few minutes, light up a Lucky -- and enjoy yourself. You'll like the taste of Lucky Strike's center-leaf tobaccos, the finest money can buy. And remember, Luckies are a light smoke, easy on your throat.

...And here is Mr. Hill!

COMMERCIAL #2 (GLORIA SWANSON) JUNE 30

MR. HILL: Hollywood! A transatlantic telephone call accomplished what tens of thousands of written words -- dozens of scripts and synopses had failed to do! It convinced Gloria Swanson that a script had at last been found which would make a suitable film for her. And so after a few minutes conversation- during which the story idea was outlined - Miss Swanson agreed to return to the screen. And the story which caught her fancy is called "The Second Mrs. Draper" by Noel Pierce. And so, once again -- after a two years' absence - we are going to have the pleasure of seeing Miss Swanson on the screen. Miss Swanson, by the way, is just as particular about smoking as she is about motion picture scripts. She was discussing this subject recently and she said: "I am an erratic smoker. Some days I smoke incessantly and other days not at all. But I'm never erratic about my choice of cigarettes. I must have a light smoke -- one that's gentle to my throat. For me that means Luckies. Not long after talking pictures came in," Miss Swanson said, "I discovered Lucky Strikes. Day after day, ten, twelve, and fourteen hours at work in the studio, means a real strain on the voice. Since I found Luckies my voice has never taken time out, for I'm careful now to choose a light smoke that's kind to my throat. And another thing, "Miss Swanson added, "I like the fine rich taste of Lucky Strikes."

(MORE)

COMMERCIAL #2 (GLORIA SWANSON) JUNE 30
(CONT'D)

(News ... ending with following)

Andre Baruch will now take over the microphone.

I'll be back in a minute.

June 30

BARUCH: Gloria Swanson, whose motion picture work frequently demands ten, twelve and fourteen hours of acting a day, has smoked Luckies ever since the "Talkies" came in. Miss Swanson enjoys the fine rich taste of their center-leaf tobaccos ... and she finds that Luckies are always easy on her throat. Now you couldn't ask any more of a cigarette ... could you? So try Luckies ... you'll like their grand flavor, too. And, you'll find that the exclusive Lucky Strike process "It's Toasted" makes a tremendous difference! For, it is this process, you see, that makes a light smoke possible by removing certain harsh irritants naturally present in all tobaccos. So ask for Luckies today ... a light smoke of rich tasting center-leaf tobacco! (PAUSE) Here's an interesting bit of news ... that lovely star of the screen and concert stage ... Miss Doris Kenyon... will sing tonight on "Your Hit Parade."

All right ... Mr. Hill!

(CLOSING)

WEDNESDAY, JUNE 30, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. May we suggest, the next time you buy cigarettes... ^{ask} ~~ask~~ for Lucky Strike ... a light smoke ... "It's Toasted."

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... Broadcasting System

FADE THEME 20 SECONDS

WABC.....NEW YORK

MH/

JULY

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, JULY 1st, 1937

12:15 to 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents Your News Parade ... up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Monday through Fridays inclusive. (PAUSE) And now as you listen to Mr. Hill ... we'd like you to enjoy yourself thoroughly. Sit back and take it easy ... and light up a Lucky. It'll taste mighty good ... and it will be easy on your throat. Luckies are a light smoke!

All right ... Mr. Hill!

MR. HILL: Years ago Victor Herbert heard a voice he liked and gave the singer, then only a girl, a part in one of his productions. And so, in a way, it is to Victor Herbert that we owe appreciation for the radio treat we heard last night. I refer to the appearance Doris Kenyon made on Your Hit Parade! For, Doris Kenyon, now a charming star of the motion pictures and a well-known concert singer, was the girl Victor Herbert started on the way to fame. In her radio interview last night, Miss Kenyon showed herself to be one of the most delightful persons in the movie colony! She is a lover of books, of songs, and flowers. The daughter of a poet, James B. Kenyon, she comes pretty close to living her father's poetry. I was very much interested, too, in the story of Miss Kenyon's first cigarette. Here's the way she related it last night: "You see," said Miss Kenyon, "I was at Lake Placid about 10 years ago. I had never smoked at all because I didn't think I should as a singer ... but up at that summer resort I began to envy the people who did. They managed to look so peaceful and happy somehow when they smoked. So one evening I suddenly asked my brother for a cigarette. He ^{was surprised} ~~grinned with surprise~~ ^{but he grinned} and opened his cigarette case filled with Luckies. I smoked several and it was my turn to be surprised. For I found that they didn't bother my throat at all. So I've stuck to Luckies ever since.

(MORE)

COMMERCIAL #2 - July 1st

CONTINUED:

- 3 -

MR. HILL:
(CONT'D)

Because no matter how much I smoke, Luckies are always gentle ... a light smoke. I smoke them before and after I sing and I enjoy them thoroughly!"

(NEWS ... ENDING WITH FOLLOWING)

Now, while I light up a Lucky and relax, Andre Baruch will carry on. I'll be back with you in a moment.

ATX01 0139960

COMMERCIAL #3 - July 1st.

- 4 -

BARUCH:

We call your attention to the fact that Doris Kenyon has smoked Luckies for about 10 years ... simply because this is another convincing bit of evidence that Luckies are easy on the throat. It stands to reason, doesn't it, that if Luckies are kind to Miss Kenyon's throat... they'll be easy on your throat, too? You see, Lucky Strike has an exclusive process called "Toasting" which removes certain harsh irritants naturally present in all tobaccos. Consequently Luckies are a light smoke ... easy on the throat ... a fact you'll appreciate as you smoke them. And, you'll enjoy the finer flavor of Lucky Strike's choice center-leaf tobacco too ... it's the finest tobacco money can buy. So ask for Luckies next time you buy cigarettes ... make sure you get a light smoke!

Ready Mr. Hill! The "mike" is yours.

ATX01 0139961

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Now remember -- when you're buying cigarettes this afternoon choose ~~o~~ a light smoke -- Lucky Strike. You'll like the finer flavor of their center leaf tobaccos and you'll find them easy on your throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA...BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JULY 2nd, 1937
12:15 to 12:30 P.M.

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

THEME:*

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE) Every day millions of smokers are enjoying Luckies. Have you tried them recently...have you found out how easy Luckies are on the throat ... and how good that tender center-leaf tobacco tastes? You'll enjoy a light smoke more ... so try Luckies today!

Now...here's Mr. Hill with the news!

COMMERCIAL #2 - (Sidney Rayner) July 2nd.

- 2 -

MR. HILL: From the music centers of Europe, a few years back, reports began filtering into America about a new tenor. His success abroad soon attracted the attention of our talent scouts ... and before long, this tenor, Sidney Rayner, was invited to sing for the Metropolitan. And so ... Sidney Rayner came home ... for he is a native born American ... and strangely enough his own country was the last to recognize his talent. But having once recognized it ... America now leads the world in ~~e~~ acclaiming him. Last year, at the Metropolitan, he appeared in three different operas on three successive nights ... a record ... and a record which Mr. Rayner himself has associated with Lucky Strike. Here are Mr. ^{Rayner's} ~~Rayner's~~ own words: "In the third of these operas, "Cavalleria Rusticana", I was 'pinch-hitting' at the last minute for another artist. That is quite a strain" Mr. Rayner pointed out, "and so naturally I have to keep my voice and throat in the very best condition. That is why I am always so careful what I smoke. I choose a cigarette that gets along well with my throat -- a light smoke. I have been enjoying Luckies for the past 15 years, not only in this country but abroad, and I am convinced that my throat is better off with a light smoke."

(NEWS.....ENDING WITH FOLLOWING)

Andfe Baruch has a few comments to make now. I'll be back with you in a moment.

ATX01 0139964

BARUCH: The flavor of Luckies, which appeals so much to Sydney Rayner and countless other smokers, is simply the flavor of the finest tobaccos money can buy. Independent tobacco experts prefer Luckies, too. Sworn records, on file and available for your inspection, show that among these experts... the men who make their living buying, selling and handling the various grades of tobacco ... Lucky Strike Cigarettes have more than twice as many exclusive smokers as all other brands combined. These experts are the auctioneers, buyers, warehouseman, etc., in the tobacco-growing districts. They are not connected with any manufacturer but deal impartially with all, and they are in a unique position to know what grades of tobacco each cigarette buys. So their two to one preference for Luckies is evidence that they recognize the extra quality of Lucky Strike tobacco. You, too, will notice the finer taste of Lucky's choice center-leaf ~~teabees~~^{tobacco}. So follow the example of these experts... choose Luckies, a light smoke, easy on the throat. Ask for them today!

BARUCH:

Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And until then - we wish you good-day and pleasant smoking with Luckies, the rich, full-flavored cigarette that's easy on the throat.

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

This is the COLUMBIA ...BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JULY 5th, 1937
12:15 to 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) And now as you listen to Edwin C. Hill ... sit back and light up a Lucky. You'll find the fine taste of Luckies easy on your throat. And that Lucky flavor? Well ... you'll simply have to find out for yourself how good choice center-leaf tobaccos, the "Cream of the tobacco crop" really taste.

Are you ready, Mr. Hill?

Monday, July 5th.

- 3 -

BARUCH:

James Dunn, the motion picture star is emphatic about the heavy strain on his throat which results from doing thirty-five pictures in six years. And he's equally emphatic about the advantages of a light smoke - Luckies. To quote him exactly, he said: "Luckies get along with my throat like a million dollars ... no matter how many I smoke." end quote ... Now that's saying something ... because Luckies have been Mr. Dunn's favorites ever since 1919. Of course there's a reason why Luckies are so good to the throat. The exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. Don't allow throat irritation to ruin one of the greatest pleasures in the world - smoking. Insist on Luckies - a light smoke free of certain harsh irritants - a light smoke with the finer taste of center-leaf tobaccos - the "Cream of the Crop".

Now back to Mr. Hill!

COLUMBIA BROADCASTING SYSTEM

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

TUESDAY, JULY 6th, 1937
12:15 to 12:30 P.M.

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

BARUCH: Lucky Strike presents YOUR NEWS PARADE ...
up-to-the-minute news flashes ... with Edwin
C. Hill, one of America's ace news reporters.
Your News Parade brings you the flash news at
this hour, five days a week, Mondays through
Fridays, inclusive. (PAUSE) People like a
cigarette that has a fine, full-bodied flavor...
and yet one that's easy on the throat. And
that's exactly why so many smokers are changing
to Luckies. We believe that you will like
Luckies. But there's only one way to find out
for yourself ... Get a pack next time you buy
cigarettes ... You'll find Luckies easy on your
throat.

Now here is Edwin C. Hill!

(Commercial #2 - Binnie Barnes

Tuesday, July 6th)

MR. HILL: In many sections of the country, considerable activity in home-building is reported ... a good sign because a real upturn in home-building would mean an upturn in scores of associated industries. Incidentally, Hollywood is not only a city of beautiful women ... but a city of beautiful homes as well. Binnie Barnes, who last appeared in a picture called "Breezing Home", is a real home lover and lives in a stunning English type house. ~~She is even in England right now (or ...)~~ She has recently returned from a furniture shopping tour of England, ... buying furniture to make her home even more attractive. And with her in England ... by the way ... ^{were} ~~are~~ Luckies ... for Miss Barnes is a Lucky Strike smoker and has been for 3 years. Here is what Binnie had to say about smoking recently: "In making pictures there are many waits between shots. Sets, lights and camera angles are frequently changed. Because of the nervous tension during these pauses, most of us smoke a great many cigarettes. So, " Miss Barnes said, "It merely stands to reason that we should prefer a cigarette that is such a delight to the throat as Lucky Strike. My throat and my taste both agree on Luckies."

(MORE)

(News)

ATX01 0139970

(Commercial #2 Continued) (Binnie Barnes Tuesday, July 6th)

MR. HILL: Heres Andre Baruch with a word for you, while
I take time out for a Lucky.

~~(*Note: The date of Miss Barnes return was
not known at the time this commercial was
written. It will have to be checked.)~~

(Commercial #3 - Binnie Barnes

Tuesday, July 6th)

BARUCH: We believe that you'll enjoy Lucky Strike cigarettes just as much as Binnie Barnes - who has smoked them for 3 years. And we believe you'll like them for the same two reasons that this lovely film star does ... namely, because Luckies not only taste good but because they're a light smoke easy on the throat. Now you couldn't ask any more of a cigarette ... could you? So try Luckies ... find out for yourself how delicious is the flavor of Lucky Strike's choice center-leaf tobaccos - the "Cream of the tobacco Crop". And notice how easy they are on your throat, too. That's because the famous Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. Today when you buy cigarettes - ask for a light smoke... ask for a carton of Luckies!

Now back to Mr. Hill!

(Closing

Tuesday, July 6th)

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And - as a parting reminder - don't forget to buy a carton of Lucky Strikes today - for Luckies are a light smoke . . . you'll enjoy the finer taste of their rich center-leaf tobaccos.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN"

THIS IS THE COLUMBIA BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

hsm

COLUMBIA BROADCASTING SYSTEM

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

WEDNESDAY, JULY 7th, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays inclusive (PAUSE) You know ... no matter on what basis you judge a cigarette ... the quality of the tobacco used in that cigarette tells the story of how much you'll enjoy it. That is why we always take such pains to insure the high quality of the tobaccos used in Luckies. Now sworn records on file and available for your inspection show, that among the men who know tobacco best - the independent tobacco experts - Lucky Strike have twice as many exclusive smokers as have all other cigarettes combined. Now these men do not play favorites. They are independent tobacco experts not connected with any one manufacturer but dealing impartially with all. They are independent auctioneers, buyers, warehousemen and so forth, who make their living buying, selling and handling tobacco. Consequently, their preference is absolutely unbiased! (MORE)

BARUCH: (Continued)

And they smoke Luckies two to one! Remember this the next time you buy cigarettes! And, ask for Lucky Strike! a light smoke of the finest tobacco ... a light smoke, easy on your throat.

Now here's Edwin C. Hill.

(Commercial #2 - Jane Wyatt

Wednesday, July 7th)

(NEWS ... ENDING WITH THE FOLLOWING)

MR. HILL: Next, Andre Baruch has a word for you, then I'll be back.

BARUCH: Thank you Mr. Hill. Ladies and gentlemen, an interesting story about smoking was told out in Hollywood recently. The narrator was lovely Jane Wyatt whose outstanding work on the screen is causing much favorable comment. Here are Miss Wyatt's own words: Quote "When I acted in 'Give Me Yesterday' about 5 years ago, I had to smoke in one of the scenes. The director asked me, 'What brand of cigarettes do you like? I hesitated - because at the time I did not smoke. Then I quickly said, 'Luckies' - because I had so often heard an actor or actress say when offered a pack of cigarettes -- 'No thanks. I'd rather have one of my own - Luckies.' I remember it so well as I had to juggle a cup of coffee, eat nuts, and smoke all at the same time. Luckies surprised me because I had thought smoking might affect my throat. But I enjoyed them so much, I've smoked Luckies ever since. They are a light smoke that my throat approves and my taste prefers." (PAUSE) Now we believe that you'll like Luckies, too ... and for the very same reasons Jane Wyatt does. So follow her example and ask for Luckies, a light smoke! - easy on your throat. Order a carton today!

(MORE)

ATX01 0139976

BARUCH: (Continued) (Commercial #2) (Wednesday, July 7th)

Tonight on "Your Hit Parade" Lucky Strike will
present that great screen actor - from Hollywood -
Mr. Richard Dix. Be sure to tune in.

Now back to Edwin C. Hill.

(Closing

Wednesday, July 7th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. May we suggest, the next time you ask for cigarettes ... insist on a light smoke - Lucky Strike ... "It's Toasted".

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

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC ... NEW YORK

hsm
ms

COLUMBIA BROADCASTING SYSTEM

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

THURSDAY, JULY 8th, 1937

12:15-12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) The flavor of Lucky Strike tobacco is something that's hard to put into words ... and yet do it full justice. And so we can only urge you to try Luckies for yourself ... We want you to find out just how good fine rich center-leaf tobacco really tastes - We want you to see how easy Luckies will be on your throat.

Okay Mr. Hill!

ATX01 0139979

(Commercial #2 - Richard Dix

Thursday, July 8th)

MR. HILL: A high spot on last evening's radio entertainment was Richard Dix's interview on Your Hit Parade. Mr. Dix has had one of the most interesting and varied careers in Hollywood! Stars come and go ... but Richard Dix continues to rate high in popular favor year in and year out! And one of the secrets of his success undoubtedly is the fact that you can always count on him for a fine performance. Mr. Dix's picture ^{The} "Devil is Driving" was recently approved by the Motion Picture Traffic Safety Committee as an official contestant for its 1937 Hoffman Statue Award. It was the first film of the year to be accepted. ~~Conversation last night during his radio interview~~ ^{In a recent conversation} ~~got around~~ ^{on} to the subject of smoking ... ~~and~~ Mr. Dix said: "Whether I'm working my throat 12 hours a day in front of the camera, or leading the simple life out on my ranch, my throat and my taste agree on Luckies. That's mighty fortunate, too, because my taste leads me to smoke a great many cigarettes in the course of a day. Lucky Strike's fine tobaccos just hit the spot. Still, " Richard Dix said, "No matter how many I smoke, or how strenuously I work or play, it's easy to keep my throat in condition. I can smoke a lot -- as much as I like -- when it's a light smoke -- and that spells Luckies."
(news)
I'm now going to turn the "Mike" over to Andre Baruch, but I'll be back in just a moment.

ATX01 0139980

(Closing

Thursday, July 8th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Now remember -- when you're buying cigarettes this afternoon, ask for a light smoke -- Lucky Strike. You'll like the finer flavor of their center leaf tobaccos and you'll find them easy on your throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

hsm

COLUMBIA BROADCASTING SYSTEM

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

FRIDAY, JULY 9th, 1937

12:15 to 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) And now ... while Mr. Hill covers the high spots of today's news how about a grand smoke? Light up a Lucky and sit back and enjoy the finer flavor of that choice center-leaf tobacco. And notice how easy a light smoke is on your throat!

All right, Mr. Hill ... we're all ready!

ATX01 0139982

(Commercial #2 - Erin O'Brien-Moore

Friday, July 9th)

MR. HILL: Casting news from Hollywood! Erin O'Brien-Moore is going to play the part of "Nana" in the new Warner Bros. picture "The Life of Emile Zola". Miss O'Brien-Moore, whose work in "Green Light", was outstanding, seems equally well cast in her new picture! - and, I think I can safely predict another fine performance. And by the way, this charming actress is a friend of Lucky Strike. Erin recently said: "I made the acquaintance of Luckies at a college prom, when a student there gave me my first cigarette. I smoked them regularly after that, but I never realized how much I enjoyed them until I went abroad, where Luckies aren't always easy to obtain, and I sometimes had to do without them. My full appreciation of Luckies came, however, during the long run of "Street Scene" -- nearly three years, 317 performances, in a highly dramatic role that placed a constant strain on my vocal chords. In all those trying months, "said Miss O'Brien-Moore, "Luckies were so easy and gentle on my throat that I could smoke as many as I wished without fear of irritation. In Hollywood, too, I find that my throat can meet the heavy demands of motion picture work, when I keep to a light smoke. Luckies pass the tests of throat and taste with flying colors."
(news)
Here's Andre Baruch with some important facts. I'll return in just a moment.

(Commercial #3 - Erin O'Brien-Moore
(Sworn records)

Friday, July 9th)

BARUCH: The flavor of Luckies, which Erin O'Brien-Moore and countless other smokers like so well, depends on the quality of Lucky Strike tobacco. That is why Lucky Strike insists upon the finest tobacco money can buy. No better proof of this fact could be found than that which exists in sworn records on file and available for your inspection. These records show that among independent tobacco experts, the men who know tobacco best, Lucky Strikes have twice as many exclusive smokers as have all other cigarettes combined. Think of that ... two to one ...! Now, remember, the judgment of these experts is unbiased. They are completely unprejudiced - not connected with any manufacturer. They are the auctioneers, buyers, warehousemen and so forth who work independently, dealing impartially with all manufacturers. They know the tobacco bought for each brand of cigarettes. And they smoke Luckies two to one! Isn't that real proof - of the high quality of Lucky Strike tobacco? Remember this the next time you buy cigarettes - ask for Luckies - a light smoke, easy on the throat.

Tomorrow night you will hear one of the Metropolitan Opera's favorite tenors - Mr. Charles Hackett - on "Your Hit Parade". Be sure to tune in and now, here's Mr. Hill again!

(Closing

Friday, July 9th)

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And until then - we wish you good-day and pleasant smoking with Luckies, the rich, full-flavored cigarette that's easy on the throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN"

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

hsm

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE NEWS PARADE

MONDAY, JULY 12th, 1937
12:15 to 12:30 P.M.

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

THEME.....

BARUCH: Lucky Strike presents Your News Parade -- up-to-the minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays, inclusive. (PAUSE)

And now, while you listen to Mr. Hill, why not take it easy for a few minutes, light up a Lucky -- and enjoy yourself. You'll like the taste of Lucky Strike's center-leaf tobaccos, the finest money can buy. And remember, Luckies are a light smoke, easy on your throat.

And here is Mr. Hill!

COMMERCIAL #2 (Charles Hackett) July 12th.

MR. HILL: You who heard Charles Hackett sing last Saturday night on Your Hit Parade can readily appreciate just why it is that Mr. Hackett is so respected as an artist. And ... not only is he noted for his magnificent voice ... but he has the enviable reputation of being one of the most consistent of our singers. Mr. Hackett recently said:

"During many years in opera and concert work -- my voice has never once gone back on me. Now one obvious reason for this is that I am careful of my voice and throat. I take no risks that I can possibly avoid. This is particularly true in smoking. For, as I smoke a great deal, I must have a cigarette that hits it off with my throat. Now, during the past ten years, I have been smoking Luckies -- because I like their taste. And they have never bothered my throat. I think that this must be because they are a light smoke -- and a light smoke is best adapted to any throat."

(NEWSENDING WITH FOLLOWING)

And now, Andre Baruch has a word for you. I'll be back in a moment with more news.

COMMERCIAL #3 (Charles Hackett) July 12th

BARUCH:

You will recall that a few moments ago Mr. Hill quoted a statement about Luckies which Charles Hackett made, ~~on the radio Saturday night~~. The great singer said he just can't afford to risk throat irritation so he smokes Luckies --- a light smoke. Now surely if Luckies are gentle on his throat, they'll be easy on yours. Here's why! Lucky Strike's exclusive process "It's Toasted" removes certain harsh irritants naturally found in all tobaccos -- even the finest. Consequently Luckies are a light smoke -- gentle on delicate throat tissues. And they give you the finer taste of rich center-loaf tobaccos. Next time -- follow Charles Hackett's example -- ask for Lucky Strike, a light smoke.

Now back to Mr. Hill!

LUCKY STRIKE NEWS PARADE - Closing - July 12th

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the minute news from every section of the globe. May we suggest, the next time you ask for cigarettes ... ask for a light smoke - Lucky Strike ... "It's Toasted".

CLOSING SIGNATURE: "HAPPY DAYS ARE HERE AGAIN"

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

(fade theme 20 seconds)

WABC NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE NEWS PARADE

TUESDAY, JULY 13th, 1937

12:15 - 12:30 P.M.

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

(THEME.)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ...
up-to-the-minute news flashes ... with Edwin C.
Hill, one of America's ace news reporters. Your
News Parade brings you the flash news at this hour,
five days a week, Mondays through Fridays,
inclusive. (PAUSE) For a light smoke, easy on the
throat ... and rich and full in flavor ... try
Lucky Strike Cigarettes. They are made of choice
center-leaf tobacco, the finest money can buy.
You'll enjoy Luckies!

And now, Mr. Hill ... what's in the headlines
today?

MR. HILL:

Hollywood! Although Edward Arnold's last picture was released less than a month ago, the distinguished actor is not resting on his laurels! He has already completed one picture, "Easy Living", for Paramount and now he is hard at work on another. Mr. Arnold, incidentally, has smoked Luckies for the past eight years ... and he recently said: "When you bear in mind that most of the characters I play are vigorous and dynamic, you can see that this places a severe strain upon me - particularly on my voice and throat. I just can't afford to risk throat irritation. Yet I can enjoy Luckies morning, noon and night, because in the eight years I've been smoking them, they have always been friendly to my throat. I stick to Luckies, because a heavy schedule calls for a light smoke".

(News ... ending with following)

Here's Andre Baruch with a word for you, while I take time out for a Lucky.

(COMMERCIAL # 5 (SWORN RECORDS)

TUESDAY, JULY 13, 1937

BARUCH:

When you light up a Lucky, perhaps the first thing you notice is its fine flavor. Now fine flavor in a cigarette depends on fine tobacco. And, there are certain facts - substantiated by sworn records on file and available for your inspection - which will give you a good idea of the high quality of Lucky Strike tobaccos. These records show that among the men who know tobacco best, independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Now isn't that a significant thing -- especially in view of the fact that these experts are independent? They are the auctioneers, buyers, warehousemen, and so forth, in the tobacco growing districts. They are not connected with any one manufacturer, but deal impartially with all. They know tobacco from A to Z -- and they smoke Luckies two to one! That's convincing evidence - isn't it - of the high quality of Lucky Strike tobacco? So ask for a light smoke of the finest tobacco money can buy -- ask for Lucky Strike!

Now back to Mr. Hill.

CLOSING

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And -- as a parting reminder -- don't forget to buy a carton of Lucky Strikes today -- for Luckies are a light smoke and you'll enjoy the finer taste of their rich center-leaf tobaccos.

(CLOSING SIGNATURE"HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA . . . BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC., NEW YORK

ms

ATX01 0139993

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE NEWS PARADE

WEDNESDAY, JULY 14, 1937
12:15 - 12:30 P.M.

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

(THEME.)

BARUCH: Lucky Strike presents YOUR NEWS PARADE
up-to-the-minute news flashes . . . with Edwin C.
Hill, one of America's ace news reporters. Your
News Parade brings you the flash news at this hour,
five days a week, Mondays through Fridays,
inclusive.

(PAUSE)

It's hard to describe the flavor of Lucky Strike
Cigarettes . . . but we can point out that they are
made of the best tasting tobacco leaves, the rich,
tender center-leaves. But in order to find out how
really good Luckies are, you'll simply have to
try them yourself. That flavor will tell its own
story. Ask for a carton of Luckies today . . . and
you'll understand what we mean by a light smoke ---
easy on the throat.

Now Mr. Hill!

COMMERCIAL #2 SALLY EILERS

JULY 14, 1937

~~(this picture will have to be checked)~~

MR. HILL:

Students of the motion pictures ^{always} ~~are~~ credited Sally Eilers with ^a ~~another~~ fine performance in ^{all of her} ~~the~~ pictures. "~~Talk of the Devil~~". And I am pleased to learn of this. Early in her career, I became very much interested in her work ... believing then as I do now that she is a credit to the screen. In discussing her career recently, Miss Eilers got around to the subject of smoking ... and she said some things I believe you'd be interested in hearing. So, I quote Miss Eiler's words: "Few of us realize the strain we put on our throats. In my own case, making a picture is obviously a tax on my throat. But even in my off hours, I keep my throat busy, too... cheering for a favorite horse to come in at Santa Anita ... yelling while a track star breaks the tape at the Coliseum ... yes, and even singing in the bathtub! Because my voice is my stock in trade, my throat is grateful for a light smoke - and by that I mean Luckies. No matter how many I smoke, I find them a boon to my throat".

(News ... ending with following)

Next, Andre Baruch has a word for you, then I'll be back.

COMMERCIAL #3

SALLY EILERS

JULY 14, 1937

BARUCH:

Sally Eilers, the lovely motion picture star, has to take especially good care of her throat because her voice, as she phrases it, is her stock in trade. And so the fact that Miss Eilers has smoked Luckies for 6 years is pretty conclusive proof that they are easy on her throat. Now you will find Luckies *just* as easy on your throat ... because Lucky Strike's exclusive process "It's Toasted" removes certain harsh irritants which are found in all tobaccos. And besides ... you'll like the taste of Lucky Strikes! For, Luckies, you know, are made from choice center-leaf tobaccos, the finest tasting tobacco leaves. So ask for Luckies. Try a package today!

Tonight on "Your Hit Parade" Lucky Strike will present that charming and talented screen actress --- Constance Bennett - from Hollywood. Be sure to tune in -

Now back to Edwin C. Hill.

CLOSING

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Now remember -- when you're buying cigarettes this afternoon, choose a light smoke -- Lucky Strike. You'll like the finer flavor of their center leaf tobaccos and you'll find them easy on your throat.

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

THIS IS THE COLUMBIA...BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC...NEW YORK

ms

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE

(REVISED)

THURSDAY, JULY 15, 1937
12:15 to 12:30

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

THEME:.....

BARUCH: Lucky Strike presents YOUR NEWS PARADE,..up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) Modern people seem to enjoy a light smoke most of all... and that is why so many smokers are turning to Luckies these days. We believe that you, too, will like Luckies.. like them for the finer taste of their choice center-leaf tobaccos! And surely, you'll appreciate the fact that Luckies are so easy on the throat! So try a light smoke today...ask for Lucky Strike!

Now for Edwin C. Hill and the news of the day!

(COMMERCIAL #2 - CONSTANCE BENNETT) July 15.

MR. HILL: Such are the miracles of Hollywood, that a director can usually call for anything from a flock of pigeons to a herd of elephants ... and have what he wants on location in the wink of an eye. But when Hal Roach began producing Constance Bennett's new picture, "Topper" ... the script called for tricks which even Hollywood hadn't thought of before. Consequently new screen tricks had to be invented ... and movie goers are eagerly waiting to see the picture to find out just what has been done. Miss Bennett was interviewed on Your Hit Parade last night ... and although we learned many interesting things about the rest of her career ... the inside story of "Topper" is still a mystery to most of us. Miss Bennett, however, made no secret of her preference for Luckies. I'll quote exactly what she said: "There's a shower bath scene in "Topper", even though you can't see me in it, where I have to make myself heard over the splashing of the water. You know what a job that is, trying to out shout a water fall. Well, that scene went on and on and on and naturally so did the shouting. Well - even under all that strain, I found that in between scenes, Luckies were smooth as ever on my throat. So naturally I can see why Luckies are smoked by so many other people out here. Since our work depends upon our voices and throats, Luckies are our natural choice."

(NEWS...ENDING WITH FOLLOWING)

ATX01 0139999

(continued)

I'm now going to turn the "mike" over to Andre Baruch but I'll be back in just a moment.

(COMMERCIAL #3 - CONSTANCE BENNETT) July 15.

BARUCH: For the last five years Constance Bennett, the brilliant and lovely screen star, has been smoking Luckies. They have always been gentle on her throat.. and of course, this is very important to one whose voice is her fortune. But, when you come right down to it.. whose voice isn't mighty precious? Yours is, I am sure..so why not insist on a light smoke when you buy cigarettes? Follow Constance Bennett's example and get the throat protection of the exclusive Lucky Strike process "It's Toasted".. the process which gets rid of certain harsh irritants found in all tobacco. You'll not only find Luckies easy on your throat.. but you're bound to like their flavor as well! For, Luckies are made from the best-tasting leaves of the tobacco plant... the tender center leaves of the finest tobacco money can buy. So ask for Luckies today!

Now back to Mr. Hill.

(CLOSING)

JULY 15th

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember, when you're buying cigarettes -- ask for Lucky Strike -- a light smoke with the finer taste of center-leaf tobaccos -- a cigarette that's easy on the throat.

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

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE NEWS PARADE

FRIDAY, JULY 16, 1937
12:15 - 12:30 P.M.

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

(THEME)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ...
up-to-the-minute news flashes ... with Edwin C.
Hill, one of America's ace news reporters. Your
News Parade brings you the flash news at this
hour, five days a week, Mondays through Fridays,
inclusive...(PAUSE)... When you smoke ... flavor is
one of the things you look for, isn't it? ... and
you want a cigarette, too, that's easy on your
throat. Well, then, you ought to try Luckies.
You'll enjoy the finer flavor of Lucky Strike's
choice center-leaf tobaccos, the finest tobaccos
money can buy. And, you'll find a light smoke
gentle even on the most sensitive throat! So
ask for Luckies today!

And now here's Edwin C. Hill!

COMMERCIAL #2

(LILI DAMITA)

FRIDAY, JULY 16, 1937

MR. HILL:

Lili Damita, we learn, is still in France, making French motion pictures. Miss Damita, who ^{has} ~~first~~ captivated ^{both} Broadway and Hollywood ~~years ago~~, is expected to come back here for an American film sometime in the near future. And, her many admirers will welcome her return. Miss Damita made some comments on smoking not long ago ... which I now quote: "Playing musical and light comedy roles," said Lili Damita, "looks like a lot of fun -- and it is! But it's often a lot more strenuous than doing the more sedate parts. For example, the character of my songs often demands that I sing at full volume, in a difficult, unnatural register. This means that I place an unusual strain on my vocal chords, and therefore I have to take more than ordinary care of my throat. That's why I keep to Luckies. And because I like their delightful flavor I smoke a great many of them," Miss Damita added. "But nevertheless my throat remains comfortable, even on my busiest days."

(News ... ending with following)

Here's Andre Baruch with a few comments. I'll return in just a moment.

COMMERCIAL #3

(LILI DAMITA)

FRIDAY, JULY 16, 1937

BARUCH: In explaining why she smokes Luckies, that lovely star, Lili Damita, spoke of their delightful flavor. Now when you talk about cigarettes and mention the words flavor and good taste ... you get over into the subject of tobacco because good taste depends so much upon the quality of the tobacco used. Now, there are certain facts about the quality of Lucky Strike's tobacco which every smoker will be interested to learn. And they are facts ... not claims ... facts proven by sworn records on file and open to the public. These records show that among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined! Now think of that! Two to one! And remember ... these tobacco experts have no axe to grind! They are absolutely impartial! They are the auctioneers, buyers, warehousemen, and so forth whose business it is to deal alike with the manufacturers of all cigarettes. Consequently, their choice of a cigarette is determined by their expert knowledge of tobacco. And they choose Luckies by an overwhelming majority. So ask for Luckies today. You'll like a light smoke ... and you'll find it easy on your throat ... "It's Toasted".

(MORE)

ATX01 0140005

BARUCH
CONT'D:

Tomorrow night you will hear one of the
Metropolitan's distinguished tenors -
Mr. Charles Kullman - on "Your Hit Parade".
Be sure to tune in and now, here's Mr. Hill
again.

CLOSING

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And until then - we wish you good-day and pleasant smoking with Luckies, the rich, full-flavored cigarette that's easy on the throat.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC .. NEW YORK

ms

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JULY 19, 1937
12:15 to 12:30 P.M.

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

THEME:

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace newsreporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

And now, as Mr. Hill begins, relax for a few minutes and enjoy yourself. A Lucky Strike cigarette will help you -- light one up! Then sit back and enjoy the mellow goodness ... of the cigarette which is chosen two to one by tobacco experts for their personal use. Luckies, you know, are a light smoke. They're gentle on your throat -- and you'll like the finer taste of their rich center-leaf tobaccos!

(PAUSE)

Presenting Edwin C. Hill!

MR. HILL: Listeners of YOUR HIT PARADE Saturday night heard a demonstration of one of America's strangest phenomena ... a tobacco auctioneer at work. It is another language these auctioneers speak ... a tongue unto itself! And Mr. F. E. Boone, showing how it is done down in tobacco country, fired an unintelligible collection of sounds into the microphone at a rate that would have shamed a machine gun. I say an unintelligible collection of sounds ... and so they are to us laymen. But to tobacco men they convey the essentials of a complex business transaction ... the buying and selling of quantities of tobacco. You'll have opportunity to hear Mr. Boone at this hour tomorrow ... for this well known tobacco auctioneer has consented to appear on YOUR NEWS PARADE. Be sure to listen in ... hearing a real tobacco auctioneer at work is a unique experience. These auctioneers, by the way, are not connected with any manufacturer. Like the independent buyers, warehousemen, and so forth, in the tobacco growing districts, it is their business to deal impartially with all manufacturers. Consequently, their opinion of tobacco is absolutely unbiased. And that is why sworn records, on file and available for your inspection, are especially interesting to all smokers.

(MORE)

MR. HILL:
(CONT'D)

These records show that among the men who know tobacco best ... the independent tobacco experts ... Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. And that, indeed, is convincing evidence of the high quality of Lucky Strike tobacco!

(NEWS ... ending with following)

Andre Baruch has a few comments to make now. I'll be back with you in a moment.

COMMERCIAL #3 - (Sworn Records)

BARUCH: Here is something to remember when you are buying cigarettes. Sworn records on file and available for your inspection show, that among the men who know tobacco best - the independent tobacco experts -- Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. These men are the independent auctioneers, buyers, warehousemen and so forth, who make their living buying, selling and handling tobacco. They are not connected with any manufacturer but deal impartially with all. Consequently, their preference is absolutely unbiased! And they smoke Luckies two to one! Remember this the next time you buy cigarettes.. And, ask for Lucky... Strike! ... a light smoke of the finest tobacco ... a light smoke, easy on your throat.

Now, here's Edwin C. Hill.

CLOSING:

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember, when you're buying cigarettes - ask for Lucky Strike - a light smoke with the finer taste of center-leaf tobaccos - a cigarette that's easy on the throat.

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR NEWS PARADE

TUESDAY, JULY 20, 1937

12:15 to 12:30 PM

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ...
up-to-the-minute news flashes ... with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour,
five days a week, Mondays through Fridays inclusive.
(PAUSE) Millions of smokers enjoy Luckies every
day! They're a grand tasting cigarette --- easy
on the throat. Surely that's just about all anyone
could ask of a cigarette, isn't it? So next time --
buy Luckies -- you'll enjoy the finer flavor of
their choice center-leaf tobaccos.

All right, Mr. Hill ... on with the news!

MR. HILL: If I may be permitted to first set a scene -- I am going to introduce to you today a man who follows one of the most fascinating professions in America -- Mr. F. E. Boone, a tobacco auctioneer. But first the scene! Suppose for the moment that we are part of an audience in a huge tobacco warehouse in the South. Gathered there are probably three hundred tobacco growers to whom this is the great day of the year. And among them are perhaps twenty buyers. All around is the leaf tobacco, packed in wicker baskets, each basket holding maybe a couple of hundred pounds. Now the tobacco auctioneer walks up and down the aisles and suddenly you hear his professional call, one of the strangest that could ever meet your ear.

(BOONE FOR TEN SECONDS)

MR. HILL: The profession of the tobacco auctioneer is a unique one, almost invariably handed down from father to son; demanding extraordinary concentration and alertness to catch the swift, silent signals sent up by the buyers, and marked by a weird and exciting technique of voice delivery. Here at my side is the man whose voice you just heard -- Mr. F. E. Boone -- one of the top-notch auctioneers in the business. He's here to show you how it's done -- to give you an idea of the speed and excitement of the drama of a tobacco auction. And so I present Mr. F. E. Boone, famous tobacco auctioneer -- I thank you.

BOONE: (FORTY SECONDS OF RAPID -FIRE AUCTIONING)

COMMERCIAL #3 (BOONE SPOT)

BARUCH: And "SOLD TO AMERICAN TOBACCO COMPANY" -- makers of Lucky Strike cigarettes -- has come to be a genuine mark of merit at tobacco auctions everywhere. For Lucky Strike instructs its buyers to pick out only the best tobacco grown -- the rich center leaves of the finest tobacco plants. Now here's something which will give you a good idea of what tobacco men think about the quality of Lucky Strike tobacco. Sworn records available for your inspection show that among the independent experts who make their living in buying, selling and handling the various grades of tobacco -- Luckies have more than twice as many exclusive smokers as have all other cigarettes combined! More than twice as many! Now these men are the independent auctioneers, buyers, warehousemen and so forth in the tobacco growing districts. They deal with all manufacturers and are not connected with any manufacturer. Consequently they are in a unique position to judge a cigarette purely on its own merits. And they smoke Luckies two to one! Remember this the next time you buy cigarettes. Ask for Lucky Strike - a light smoke - of the finest tobacco - a light smoke - easy on your throat.

Now back again to Mr. Hill!

HILL: (NEWS.....)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 E.D.S.T. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And - as a parting reminder - don't forget to buy a carton of Lucky Strikes today! Remember - with men who know tobacco best, it's Luckies 2 to 1.

This is the COLUMBIA BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC... NEW YORK

EB

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JULY 21, 1937

12:15 - 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) And now, a word about Lucky Strike -- Luckies are easy on the throat and you'll like their taste too. In fact, with men who know tobacco best - it's Luckies 2 to 1. We think you'll like them too!

Now - here's Edwin C. Hill!

LUCKY STRIKE "YOUR NEWS PARADE"

July 12, 1937

Commercial #2 - Judith Anderson - July 21

MR. HILL: Today the lights on Broadway's "Great White Way" are fewer and farther between for most of the playhouses are closed for the summer months. And scores of actors and actresses are haunting the producers' offices looking for next season's work. But not Judith Anderson...for producers beat a pathway to her door...and this lovely and talented lady need never wonder whether or not her name will be up in the lights during the coming season. The only question she must decide is which play to appear in. Miss Anderson was discussing the theatre not long ago and she said: "A long successful run on Broadway is a 'run' on the actor's endurance, as well. Particularly", Miss Anderson pointed out, "It's a strain on our voices and throats. My role in 'Hamlet' was a special strain because of the declamatory style of Shakespearian drama. Luckies were my choice when I began smoking...and today they are still my favorite cigarette. I enjoy their fine tobacco and I find my throat is much better off with a light smoke. Luckies", Miss Anderson concluded, "Never irritate my throat."

(News ending with following)

And now, for a moment, Andre Baruch comes on. I'll return in just a moment.

LUCKY STRIKE "YOUR NEWS PARADE"

July 12, 1937

Commercial #3 - Judith Anderson - July 21

BARUCH: When it comes to smoking...we believe that you will find the same pleasure in Luckies that Judith Anderson does. This famous star of the stage has smoked Luckies for a long time. They have been gentle on her throat and always pleasing to her taste. Luckies, you know, are a light smoke...because the exclusive "Toasting" process gets rid of certain harsh irritants naturally present in all tobacco. Consequently, they'll be as easy on your throat as they are on hers. And you're sure to like their taste, too...because Luckies are made of the tender, center-leaves of the finest tobacco money can buy. So follow Miss Judith Anderson's example...ask for Lucky Strike!

And tonight listen in to Fred. MacMurray - the popular screen star - who's appearing on Your Hit Parade.

But now - here's Edwin C. Hill again.

LUCKY STRIKE "YOUR NEWS PARADE"

July 12, 1937

CLOSING - July 21st

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. May we suggest, the next time you ask for cigarettes...choose a light smoke - Lukcy Strike..."It's Toasted."

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

sf-

Remember - with men who know tobacco best, it's Luckies 2 to 1

SECOND REVISE

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE NEWS PARADE

THURSDAY, JULY 22, 1937
12:15 to 12:30 P.M.

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

(THEME.....)

ANNCR: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week -- Mondays through Fridays inclusive. (PAUSE) And now, while Mr. Hill brings you the events of the day -- light up a Lucky -- you'll like the finer taste of center-leaf tobacco -- and you'll appreciate Luckies as a light smoke, kind to your throat. (PAUSE) Your Lucky Strike News Parade presents Edwin C. Hill.

ATX01 0140021

-2-

LUCKY STRIKE "YOUR NEWS PARADE" BOONE 7/22/37

MR. HILL: I am going to introduce to you now a man who has one of the most fascinating jobs in America. He is - Mr. F. E. Boone, a top-notch tobacco auctioneer. He's here to show you how his job is done - to give you an idea of the speed and excitement of the drama of a tobacco auction. Now, let me set the stage where he is the main actor. We are part of a crowd in a huge tobacco warehouse somewhere in the south. Here are probably three hundred tobacco growers to whom this is the great day of the year. Great because it means comfort and a little luxury if prices are good. And among them are perhaps twenty buyers. All around is the leaf tobacco, packed in wicker baskets, each basket holding maybe a couple of hundred pounds. Now the tobacco auctioneer walks up and down the aisles and suddenly you hear his professional call -- one of the strangest that could ever meet your ear. Listen!

(BOONE FOR TEN SECONDS)

MR. HILL: The profession of the tobacco auctioneer is unique, almost invariably handed down from father to son; demanding extraordinary concentration and alertness to catch the swift, silent signals sent up by the buyers, and marked by a weird and exciting technique of voice delivery. Now and then, an excited warehouseman will interrupt. (MORE)

ATX01 0140022

MR. HILL: He has spotted a pile of tobacco which he feels is
(C'T)
particularly suited for one of the buyers. He spurs
the buyer on with a shout, urging a higher bid. But
the chant of the auctioneer goes on.

BOONE: (FORTY SECONDS OF RAPID FIRE AUCTIONEERING, WITH
INTERRUPTIONS BY WAREHOUSEMAN.)

BOONE: 1ST SALE: 42 dollars bid 42 dollars bid 42 DOO DOO DOO
DIDY DOO DOLLARS BID.

43 dollars bid 44 dollars bid 44 and 4 and 4
DOLLARS BID.

45 dollars bid 45 dollars bid 45 and 5 and 5
DOLLARS BID. SOLD AMERICAN.

2ND SALE: 47 dollars bid 47 dollars bid 47 and 7 and 7
DOLLARS BID.

48 dollars bid 48 dollars bid 48 NATE NATE NATE
NATE DOLLARS BID

VOICE: Come on, American. It's the Cream! It's the Cream of the
Crop! Want it, American?

BOONE: 2ND SALE: 49 dollars bid 49 - 9 - 49 DOLLARS BID 49 49
9 9 9 9 SOLD AMERICAN

3RD SALE: 51 dollars bid 51 dollars bid 51 - 1 - 2 -
DOLLARS BID.

52 dollars bid 52 dollars bid DIDY DOODOODOO
DIDY DOO DOLLARS BID

VOICE: Whoopee - e- e, Come on American, it's against you,
against you, for the Cream. The Cream of the Crop.

BOONE: 3RD SALE: 53 dollars bid, 54 dollars bid 54 and 4 and 5
DOLLARS BID. 55 5 5 55 5 5 all done -
SOLD TO AMERICAN TOBACCO COMPANY.

COMMERCIAL #3 (BOONE SPOT)

BARUCH: And "SOLD TO AMERICAN TOBACCO COMPANY" -- makers of Lucky Strike cigarettes -- has come to be a genuine mark of merit at tobacco auctions everywhere. For Lucky Strike instructs its buyers to pick out only the best tobacco grown -- the rich center leaves of the finest tobacco plants. Now here's something which will give you a good idea of what tobacco men think about the quality of Lucky Strike tobacco. Sworn records available for your inspection show that among the independent experts who make their living in buying, selling and handling the various grades of tobacco -- Luckies have more than twice as many exclusive smokers as have all other cigarettes combined! More than twice as many! Now these men are the independent auctioneers, buyers, warehousemen, and so forth in the tobacco growing districts. They deal with all manufacturers and are not connected with any manufacturer. Consequently they are in a unique position to judge a cigarette purely on its own merits. And they smoke Luckies two to one! Remember this the next time you buy cigarettes. Ask for Lucky Strike - a light smoke - of the finest tobacco - a light smoke - easy on your throat.

Now back again to Mr. Hill!

HILL: (NEWS.....)

(CLOSING)

-6-

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And -- when you're buying cigarettes this afternoon, ask for a light smoke -- Lucky Strike. Remember, -- "with men who know tobacco best -- it's Luckies two to one!"

This is the COLUMBIA BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

MH/

ATX01 0140026

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE NEWS PARADE

FRIDAY, JULY 23rd, 1937

12:15 to 12:30 P. M.

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

THEME.....)

ANNOUNCER: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive. (PAUSE) Don't let irritation ruin one of the greatest pleasures in the world. When you smoke, choose Luckies ... a light smoke that's easy on the throat ... and delicious because you enjoy the real flavor of tender center-leaf tobaccos, the "Cream of the tobacco Crop".

Now ... here's Mr. Hill.

MR. HILL: There's a Cinderella touch in the story of Janet Gaynor's most recent success. This lovely little lady of the screen has for years played homespun roles - modest, appealing parts which have won her a host of friends. All the while, though, Miss Gaynor has wished for more sophisticated roles. And, in her new Selznick International picture, "A Star Is Born," that wish came true. And Janet Gaynor, like Cinderella, entered a new and gayer phase of her career. But no matter what trend her screen career may follow - Miss Gaynor will remain in private life the same sincere, friendly person she's always been. One of the most popular and best known ladies in the screen colony - a perfect hostess, whose home is one of the centers of Hollywood social activity! Recently, while discussing the entertaining she does at home, Miss Gaynor said: "I keep several brands of cigarettes on hand for guests, but the supply of Luckies is always the first to disappear. I suppose it's just natural that Luckies would be the favorite brand because most of my friends in pictures have discovered that the long hours of rehearsing and shooting at the studio, place a severe tax on the throat. Leading artists of the screen prefer Luckies, Miss Gaynor stated, "because they are a light smoke that sympathizes with tender throats."

(News ending with following)

Here's Andre Baruch with a word for you - while I take time out for a Luckie

COMMERCIAL #3

(SWORN RECORDS)

BARUCH:

When you light up a Lucky, perhaps the first thing you notice is its fine flavor. Now fine flavor in a cigarette depends on fine tobacco. And, there are certain facts -- substantiated by sworn records on file and available for your inspection -- which will give you a good idea of the high quality of Lucky Strike tobaccos. These records show that among the men who know tobacco best, independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Now isn't that a significant thing -- especially in view of the fact that these experts are independent? They are the auctioneers, buyers, warehousemen, and so forth, in the tobacco growing districts. They are not connected with any one manufacturer, but deal impartially with all. They know tobacco from A to Z-- and they smoke Luckies two to one! Remember this fact next time you buy cigarettes and ask for Lucky Strike!

Conrad Thibault, one of America's fine singers will appear on Your Hit Parade Saturday night. Be sure to tune in.

Now back to Mr. Hill.

CLOSING

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Meantime, remember - men who know tobacco best, smoke Luckies two to one. Next time you buy cigarettes, ask for Lucky Strike.

This is the COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

*Remember with men who know
tobacco best - it's Luckies
2 to 1!*

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JULY 26, 1937

12:15 to 12:30

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE... up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

And so, we present Edwin C. Hill. As you listen, we invite you to try a Lucky Strike cigarette...because we know you'll enjoy a light smoke. It's a grand tasting smoke...and it's easy on the throat. So light up a Lucky now -- and remember, with independent tobacco experts -- the men who know tobacco best -- it's Luckies 2 to 1.

And here is Edwin C. Hill with today's headlines!

COMMERCIAL #2 (Conrad Thibault.)

July 26, 1937

MR. HILL: A very popular and a very fine singer appeared on YOUR HIT PARADE Saturday night ... I speak of Conrad Thibault. A native son of Massachusetts, Mr. Thibault has done much to make his home town, Northampton, and his whole state proud of him indeed. With some 10,000,000 radio listeners to keep happy each week ... and with frequent concert engagements to occupy his spare time ... Mr. Thibault works at a pace that would weary a professional athlete. The fact that his voice survives the strain of such a schedule -- is a tribute to his ability to take care of himself. And so, when Conrad Thibault speaks on the subject of smoking, every smoker should lend an ear. Mr. Thibault said: "When I began to smoke, Luckies were my choice. That was eight years ago and I still smoke them today. Certainly they are a cigarette that is made-to-order for a singer's throat. For they give you all that rich full tobacco flavor any smoker wants ... yet there is not the slightest irritation to the vocal chords. That's why Luckies are the cigarette for any smoker who wants to go easy on his throat."

(News ... ending with following)

Next, Andre Baruch has a word for you, then I'll be back.

ATX01 0140032

(COMMERCIAL #3)(Conrad Thibault)

July 26, 1937

BARUCH: Now one reason why Luckies appeal to so many millions of smokers can be explained by the following facts: Tobacco experts themselves prefer Luckies. There are sworn records, on file and available for your inspection, which show that among independent tobacco experts Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Now these experts are men who earn their living buying, selling and handling the various grades of tobacco. They are the auctioneers, buyers, warehousemen, etc. in the tobacco-growing districts, and they are not connected with any manufacturer. Hence, their judgment is both expert and impartial. So, when you buy cigarettes, remember that the men who know tobacco best smoke Luckies, two to one. Ask for a carton of Luckies... a light smoke... easy on the throat!

Now back to Edwin C. Hill!

LUCKY STRIKE"YOUR NEWS PARADE"
(CLOSING)

JULY 26, 1937

SARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Now remember - when you're buying cigarettes this afternoon, choose a light smoke -- Lucky Strike. You'll like the finer flavor of their center leaf tobaccos and you'll find them easy on your throat.

This is the COLUMBIA BROADCASTING SYSTEM

MH/

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, JULY 27, 1937

12:15 to 12:30

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

(THEME....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

Wherever the news is in the making ... Lucky Strike Cigarettes are at hand. For, all over the world, people are enjoying the delicious flavor of this grand cigarette. You'll like Luckies, too. You'll enjoy the smooth, rich flavor of their choice center-leaf tobaccos. And, you'll find Luckies a light smoke ... easy on your throat.

Now then, Mr. Hill ... bring on your headlines!

JULY 27, 1937

MR. HILL: At the beginning of today's program...Andre Baruch spoke a few words about the delightful flavor of Lucky Strike cigarettes. Well -- there are certain facts about tobacco which bear out what Mr. Baruch said. As you know, fine flavor in a cigarette depends upon fine tobacco. And you can get a pretty good idea of the high quality of Lucky Strike tobaccos from the facts I'm going to give you. They are substantiated by sworn records on file and available for your inspection. These records show that among the men who know tobacco best -- independent tobacco experts -- Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Now I do not need to point out how significant this is. These experts are independent. They are the auctioneers, buyers, warehousemen and so forth in the tobacco growing districts. Not connected with any manufacturer, they deal impartially with all. And in the honest judgment of these men -- it's Luckies 2 to 1!

(NEWS ENDING WITH FOLLOWING)

And now here is Andre Baruch with an item which concerns Charles Kullman... one of the Metropolitan's foremost singers. I'll be back with you in just a minute.

(COMMERCIAL #3) (CHARLES KULLMAN)

JULY 27, 1937

BARUCH: Art, it has been said, is long. And, if you judge from the busy careers of some of our leading musicians - art is also a stern taskmaster. Consider the case of Charles Kullman of the Metropolitan Opera Company - one of America's leading young operatic tenors. Once Mr. Kullman sang in an opera in Berlin one night - jumped by plane for an opera performance in London the very next night! He spent the following day doing a radio broadcast and making a number of phonograph recordings! And then, boarded another plane for Vienna, arriving just in time for a third operatic performance. Now that's going some. When you work your throat that way you need to relax. Recently Mr. Kullman stated his favorite pastimes. He said: "My own favorite forms of relaxation are baseball, golf and Lucky Strike cigarettes. I've smoked Luckies for the past five or six years. With Luckies I can feel at ease about my throat and that's the only way a singer can really enjoy smoking." Well...Charles Kullman is right. Luckies are a light smoke, easy on the throat. Try Luckies yourself. You'll enjoy the mellow taste of their fine center-leaf tobacco.

And now back again to the day's news with Edwin C. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"
(CLOSING)

JULY 27, 1937

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And -- as a parting reminder -- don't forget to buy a carton of Lucky Strikes today! Remember -- with independent tobacco experts -- with the men who know tobacco best, it's Luckies 2 to 1.

This is the COLUMBIA BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR NEWS PARADE

WEDNESDAY, JULY 28th, 1937.

12:15 - 12:30 P. M.

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

(THEME)

BARUCH: Lucky Strike presents YOUR NEWS PARADE... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

And today as you listen to Mr. Hill ... why not relax and take it easy. Light up a Lucky ... you'll like the flavor of its choice center-leaf tobacco. And, you'll find Luckies a light smoke ... easy on the throat. We can't tell you how grand they really are... You'll have to discover that for yourself. So try Luckies today!

Now ... here's Edwin C. Hill!

MR. HILL: Outstanding performances in about 25 motion pictures during the past five years have won for lovely Myrna Loy the right to be considered one of the first ladies of Hollywood. And, according to advance reports, her new MGM picture "Double Wedding", which will be released before long, will do much to increase her prestige. Out on the Coast just the other day, Myrna Loy said. "In the last five years I have made about 25 pictures with only a couple of real vacations. In all, I guess I've made a million feet of sound film. I enjoy it, of course. But, while acting is fun for me, it's hard work for my throat. It's after my scenes," Miss Loy added, "that I appreciate Luckies most. At times like this, it's clear that Luckies are the cigarette for anyone who wants a light smoke easy on the throat."

(NEWS.....ENDING WITH FOLLOWING)

And now.... Andre Baruch carries on for a moment. I'll be back with more news later on!

BARUCH: Mr. Hill told you a few moments ago that Myrna Loy, the great MGM star smokes Lucky Strike Cigarettes. Now it is interesting to note that her choice is the same as that made by men who know tobacco best. Sworn records, on file and available for your inspection, show that among independent tobacco experts Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These men make their living in buying, selling and handling the various grades of tobacco. They are the independent auctioneers, buyers, warehousemen, and so forth in the tobacco growing districts. They are not connected with any manufacturer...on the contrary they deal with all manufacturers. So consequently they are in a unique position to judge a cigarette purely on its own merits. And, they smoke Luckies two to one! Remember this the next time you buy cigarettes. Ask for Lucky Strike ... a light smoke of the finest tobacco... a light smoke... easy on your throat.

(PAUSE)

Tonight, YOUR HIT PARADE will have as its guest, Miss Florence Easton, the famous Metropolitan Opera singer. Be sure to listen in ...

Now then...here is Mr. Hill again!

(CLOSING)

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you're buying cigarettes this afternoon -- ask for Lucky Strike -- Remember, with men who know tobacco best -- it's Luckies two to one!

This is the COLUMBIABROADCASTING SYSTEM.

FADE THEME 20 SECONDS

WABC

NEW YORK

SP

ATX01 0140042

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

THURSDAY, JULY 29th, 1937

12:15 - 12:30 PM

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

You'll enjoy Lucky Strikes. You'll like the grand flavor of their choice center-leaf tobaccos. And remember, Luckies are a light smoke -- easy on the throat. So, ask for a pack today -- join the independent tobacco experts -- the men who know tobacco best...With them it's Luckies 2 to 1!

All right, Mr. Hill.

LUCKY STRIKE "YOUR NEWS PARADE-COMMERCIAL #2-FLORENCE EASTON-July 29

MR. HILL: Last night, Your Hit Parade presented another great singer, Florence Easton of the Metropolitan Opera Company. Truly a distinguished soprano in a golden age of opera, Madame Easton has had a glamorous career! She has sung with the mighty Caruso - and heard him praise her voice. She has listened as music lovers throughout the world acclaimed her in a dozen different tongues. And last night there must have been millions of American radio listeners applauding Florence Easton. For, as always, her singing was a thing of sheer beauty. Her name is indeed a brilliant one in Lucky Strike's own "Who's Who". For, Madame Easton is a loyal Lucky Strike smoker. Last night she said, "Ever since 1919 I've smoked Luckies, and I've never yet found them irritating to my throat."

(NEWS ENDING WITH FOLLOWING)

Now here's Andre Baruch who would like to speak to you for a moment. Then I'll be back with more news.

LUCKY STRIKE "YOUR NEWS PARADE-COMMERCIAL #3-FLORENCE EASTON-July 29

BARUCH: Florence Easton, the distinguished and charming soprano of the Metropolitan Opera, has smoked Luckies for 18 years. And, she says she has never found them irritating to her throat. Now, Florence Easton's experience with Lucky Strike might well be your own. For, doesn't it stand to reason that if Luckies are easy on her throat - Luckies will be easy on your throat, too? You see, the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants which are found in all tobaccos. These irritants are out...and consequently Luckies are a light smoke, easy on your throat. So ask for Luckies next time! You'll enjoy the grand flavor of their center-leaf tobaccos. Try Luckies today!

Now -- here's Mr. Hill again.

(CLOSING)

BARUCH: Listen in to YOUR NEWS PARADE over this ~~WABC~~ station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And when you're buying cigarettes this afternoon, ask for a light smoke -- Lucky Strike. You'll like the fine flavor of Luckies' center-leaf tobaccos -- and you'll find them easy on your throat. Remember -- with independent tobacco experts -- with men who know tobacco best -- it's Luckies 2 to 1.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade Theme 20 Seconds)

WABC NEW YORK

RTD

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JULY 30, 1937

12:15 to 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-
the-minute news flashes ... with Edwin C. Hill,
one of America's ace news reporters. Your News
Parade brings you the flash news at this hour,
five days a week, Mondays through Fridays, inclusive.

(PAUSE)

And now as Mr. Hill reports the news of the day ...
light up a Lucky. You'll be in good company. For,
throughout the world, thousands and thousands of
Luckies are being smoked almost every minute of
the day. And thousands and thousands of men and
women are enjoying the finer flavor of Lucky
Strike's choice center-leaf tobacco. So light up a
Lucky ... a light smoke ... easy on the throat.

O K Mr. Hill!

ATX01 0140047

MR. HILL: New Orleans! Sydney Rayner is back in his home city after a strenuous season of concert and opera. You might say that now, Mr. Rayner is a prophet with honor in his own country. For, America has recognized his great talent as a singer ... and now adds her plaudits to those Mr. Rayner had already won in Europe. Sydney Rayner is somewhat of a record smasher. He sang last season in three different operas on three successive nights ... and, he has given more than one hundred performances as Don Jose in the opera "Carmen". It is not surprising to learn that Lucky Strike Cigarettes have played a role of their own in Mr. Rayner's career. This fine singer recently said: "I am always careful what I smoke. I choose a cigarette that gets along well with my throat ... a light smoke. I have been enjoying Luckies for the past 15 years, not only in this country but abroad, and I am convinced that my throat is better off with a light smoke". (PAUSE) Well ... Mr. Rayner's belief is well substantiated! Remember .. with men who know tobacco best, it's Luckies 2 to 1!

(NEWS ... ENDING WITH FOLLOWING)

Now for just a moment ... I turn the microphone over to Andre Baruch. He has something important to tell you. When he finishes ... I'll be back with another story.

COMMERCIAL #3 - SWORN RECORDS

- 3 -

BARUCH: Sydney Rayner of the Metropolitan Opera Company is the last person in the world to set himself up as an authority on tobacco. Yet, the cigarette he has smoked for years is the very same cigarette which tobacco experts smoke two to one ... Lucky Strike! There are sworn records, on file and available for your inspection, which show that among independent tobacco experts, Luckies have twice as many exclusive smokers as have all other cigarettes combined. Now that's real evidence, isn't it, of the high quality of Lucky Strike tobaccos. These men play no favorites. They are auctioneers, buyers, warehousemen and so forth in the tobacco growing districts who make their living buying, selling and handling tobacco. And, they are not connected with any manufacturer! Since they deal with all manufacturers ... they are completely independent and impartial. And they smoke Luckies two to one! So, remember these facts when you buy cigarettes. Ask for Lucky Strike ... a light smoke of the finest tobaccos ... a light smoke, easy on the throat. Try Luckies today!

Tomorrow night, John Boles is going to sing for you on YOUR HIT PARADE. So be sure and listen in. Now ... back to Edwin C. Hill again!

ATX01 0140049

CLOSING

- 4 -

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And -- may we suggest, the next time you ask for cigarettes ... ask for a light smoke -- Lucky Strike .. "It's Toasted".

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

EJ

ATX01 0140050

AUGUST

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

MONDAY, AUGUST 2nd, 1937
12:15 to 12:30 P.M.

REVISED

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the
minute news flashes ... with Edwin C. Hill, one
of America's ace news reporters. Your News Parade
brings you the flash news at this hour, five days
a week, Mondays through Fridays, inclusive. (PAUSE)
With independent tobacco experts -- "With men who
know tobacco best ... it's Luckies two to one!"
Just try them yourself and find out how really
grand that Lucky Strike flavor is ... and how easy
Luckies are on the throat. Ask for Luckies today
... a light smoke of choice and mellow center-leaf
tobaccos!

Presenting Edwin C. Hill!

- 2 -

MR. HILL: Miss Tamara, exotic musical comedy star, scored a real hit with listeners to YOUR HIT PARADE Saturday night. She sang the song she has made internationally famous, "Smoke Gets In Your Eyes" and then told some of the highlights of her fascinating career - her childhood in Russia, her experience in the theatre in this country, how she sang in four night clubs at once - dashing in costume in a taxi from one to the next. It was apparent that there is little vacation time for over-worked throats with the demands of a career such as Miss Tamara's. Little wonder then that most singers have pretty definite ideas on the subject of smoking. Here, for example, is what Miss Tamara says: I've been smoking Luckies for at least 12 years. I like their flavor - and they are a cigarette a person can really settle down with and live happily ever afterward - for they're easy on the throat - even with the demands I put on my throat".

(NEWS ... ENDING WITH FOLLOWING)

And now - Andre Baruch has a word for you. I'll be back in just a moment.

ATX01 0140053

- 3 -

BARUCH: A singer is of necessity an expert on the care of her voice. Consequently, what Miss Tamara says about Luckies must bear a good deal of weight. You'll recall that she said she smokes Luckies .. because they're easy on her throat in spite of the demands of a crowded singing career. She likes, too, the flavor of their high grade tobaccos. Now, isn't that just what most of us would like in a cigarette? Surely you want a smoke that is easy on your throat. And it stands to reason that since Luckies are easy on Miss Tamara's throat - they'll be gentle on yours as well. Remember - Lucky Strike has an exclusive process, "It's Roasted". And this famous "Toasting" process expels certain harsh irritants naturally present in all tobaccos - even the finest. That's why Luckies are a light smoke - easy on the throat. So try Luckies. You'll find they are a grand all-around cigarette with a flavor that will make you sit up and take notice. It's the finer flavor of choice center-leaf tobaccos - the "Cream of the Crop". So ask for Luckies today!

Now Mr. Hill is ready with more news.

CLOSING - Monday - August 2nd,

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And, when you're buying cigarettes - ask for Lucky Strike! Lucky Strike - a light smoke - easy on the throat. Remember ... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

EJ

ATX01 0140055

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, AUGUST 3rd, 1937
12:15 to 12:30 P. M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) And now as you sit back and listen to Mr. Hill ... light up a Lucky. You'll enjoy a really grand smoke - a light smoke ... easy on the throat, And the flavor of Luckies is mighty pleasing! It's rich and full-bodied ... the finer flavor of choice center-leaf tobaccos... the "Cream of the Crop."

All right, Mr. Hill ... let's have the news!

ATK01 0140056

(Tuesday, Aug. 3rd)

MR. HILL:

Hollywood! Ann Sothorn will soon be appearing in another new picture. At present RKO is calling it "She's Got That Swing". No definite release date has yet been set. Miss Sothorn, by the way, smokes Luckies. She says: "I like them because - well, they taste grand and they're smooth as velvet on my throat. I suppose they get along well with my throat because they're what you call a light smoke." (PAUSE) Well - Miss Sothorn agrees with independent tobacco experts on one subject anyway. For they choose Luckies, too. You know, "with men who know tobacco best, it's Luckies two to one!" Yes, two to one. Sworn records, available for your inspection, show that among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. These men are tobacco auctioneers, buyers, warehousemen, and so forth, down in the tobacco growing districts. They're unprejudiced because they are not connected with any manufacturer - but deal with all alike. And they smoke Luckies two to one!

(NEWS...ENDING WITH FOLLOWING)

Now here is Andre Baruch who'll carry on for the moment while I scare up more news.

(COMMERCIAL #5)

(ANN SOTHERN)

(Tuesday, Aug. 3rd)

BARUCH: It is very easy to see why Ann Sothern is so particular about her voice. Her whole career is built around it. Her voice is her fortune. Now Ann Sothern smokes Luckies - and she's smoked them for many years. That gives you an idea of how easy they are on her sensitive throat. Now it stands to reason, doesn't it - that if Luckies are gentle on her throat - they'll be easy on your throat, too. You see only Lucky Strike has the exclusive process "It's Toasted". And this famous "Toasting" process expels certain harsh irritants naturally present in all tobacco. That's why Luckies are a light smoke - easy on the throat. And they have a fine flavor, too, which you'll enjoy. It's the mellow, full-bodied, finer flavor of choice center-leaf tobacco - the "Cream of the Tobacco Crop". So try Luckies today - you'll like them ... buy them a carton at a time, so you'll always have a supply on hand.

All right - now for more news with Edwin C. Hill.

(CLOSING)

TUESDAY, AUGUST 3rd

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And - as a parting reminder - don't forget to buy that carton of Lucky Strike today! Remember - "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE. "HAPPY DAYS ARE HERE AGAIN"

This is the COLUMBIA.....BROADCASTING SYSTEM
FADE THEME 20 SECONDS

WABC

NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

REBROADCAST

TUESDAY, AUGUST 3rd, 1937
2:30 to 2:45 PM

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) And now as you sit back and listen to Mr. Hill ... light up a Lucky. You'll enjoy a really grand smoke - a light smoke .. easy on the throat. And the flavor of Luckies is mighty pleasing! It's rich and full-bodied ... the finer flavor of choice center-leaf tobaccos ... the "cream of the crop".

All right, Mr. Hill ... let's have the news!

ATX01 0140060

COMMERCIAL #2

- 2 -

(ANNE SOTHERN)

(Tuesday, Aug. 3rd)

MR. HILL:

Hollywood! Ann Sothorn will soon be appearing in another new picture. At present RKO is calling it "She's Got That Swing". No definite release date has yet been set. Miss Sothorn, by the way, smokes Luckies. She says: "I like them because - well, they taste grand and they're smooth as velvet on my throat. I suppose they get along well with my throat because they're what you call a light smoke." (PAUSE) Well - Miss Sothorn agrees with independent tobacco experts on one subject anyway. For they choose Luckies, too. You know, "with men who know tobacco best, it's Luckies two to one!" Yes, two to one. Sworn records, available for your inspection, show that among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. These men are tobacco auctioneers, buyers, warehousemen, and so forth, down in the tobacco growing districts. They're unprejudiced because they are not connected with any manufacturer - but deal with all alike. And they smoke Luckies two to one!

(NEWS....ENDING WITH FOLLOWING)

Now here is Andre Baruch who'll carry on for the moment while I scare up more news.

ATX01 0140061

(COMMERCIAL #3)

(ANN SOTHERN)

(Tuesday, Aug. 3rd)

BARUCH: It is very easy to see why Ann Sothern is so particular about her voice. Her whole career is built around it. Her voice is her fortune. Now Ann Sothern smokes Luckies - and she's smoked them for many years. That gives you an idea of how easy they are on her sensitive throat. Now it stands to reason, doesn't it - that if Luckies are gentle on her throat - they'll be easy on your throat, too. You see only Lucky Strike has the exclusive process "It's Toasted". And this famous "Toasting" process expels certain harsh irritants naturally present in all tobacco. That's why Luckies are a light smoke - easy on the throat. And they have a fine flavor, too, which you'll enjoy. It's the mellow, full-bodied, finer flavor of choice center-leaf tobacco - the "Cream of the Tobacco Crop". So try Luckies today - you'll like them ... buy them a carton at a time, so you'll always have a supply on hand.

All right - now for more news with Edwin C. Hill.

(CLOSING)

REBROADCAST

TUESDAY, AUGUST 3rd

BARUCH: Listen in to Your News Parade over this station tomorrow at this same time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And - as a parting reminder - don't forget to buy that carton of Lucky Strikes today! Remember - "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 30 seconds)

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, AUGUST 4, 1937
12:15 to 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... Up -to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) For millions of smokers who seek a fine tasting smoke - easy on the throat ... Lucky Strike is the answer. We believe that you, too, will enjoy Luckies. You'll like the finer flavor of their choice center-leaf tobaccos. So ask for Lucky Strike today!

Now here is Edwin C. Hill!

WEDNESDAY, AUGUST 4th, 1937

- 2 -

MR. HILL:

Wanted in Hollywood! A screen technique to eliminate all retakes. For "retakes" are the bane of an actor's life. For example, in that thrilling and altogether delightful Metro-Goldwyn-Mayer picture, "Captains Courageous", there is, you may recall, a scene where Spencer Tracy shouts at a passing liner from his small fishing boat. The entire episode takes just two minutes on the screen. But ... poor Spencer Tracy spent two long, tiresome days of shouting before that scene was taken properly. Just try shouting for two days ... and see what it does to your throat. It's no wonder then that Spencer Tracy prefers a cigarette that's easy on his throat. Mr. Tracy said recently: "I shopped around for a cigarette that would get along best with my throat. Luckies won hands down, and have been my regular brand ever since. That's about eight years ago. I don't know what the "Toasting" process is all about," said Mr. Tracy, "but I do know that you must have something unusual to make Luckies a light smoke. Maybe it's because you buy better tobacco. Well, anyway I like them plenty, and so do most other people around the studio. That's only natural because everybody wants a cigarette that's easy on the throat.

(NEWS ... ENDING WITH FOLLOWING)

Andre Baruch steps in for just a moment now. I'll be back right away!

ATX01 0140065

BARUCH:

The next time you and your friends get around to talking about cigarettes and tobacco ... the way people do ... you'll have some real facts to mention in what I'm about to tell you. Now surely, men who spend their lives buying, selling and handling tobacco are the best judges of tobacco quality. Sworn records, which are available for your inspection, show that, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined! Twice as many! And that's the verdict of these tobacco men .. auctioneers, buyers, warehousemen, and so forth, who work down south, in the tobacco growing districts. These tobacco experts are not connected with any manufacturer but they deal impartially with all and they know what grades of tobacco each manufacturer buys. They smoke Luckies 2 to 1. So next time you buy cigarettes, take a tip from these experts and ask for Lucky Strike. Remember -- "with men who know tobacco best - it's Luckies 2 to 1".

(PAUSE)

A real radio treat awaits you tonight - on Your Hit Parade. In addition to all the hit tunes of this week Lucy Munroe, brilliant young American soprano is going to sing. I suggest you tune in. Now here's Mr. Hill again.

CLOSING

WEDNESDAY, AUGUST 4th, 1937

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Meantime, don't forget - with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!" So next time you buy cigarettes, follow their lead - ask for Lucky Strike.

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA . . . BROADCASTING SYSTEM

Fade theme 20 seconds

WAEC NEW YORK

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ATX01 0140067

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, AUGUST 5th, 1937

12:15 - 12:30 P. M.

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

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) For a light smoke easy on the throat ... try Lucky Strike. You'll notice immediately what a grand flavor they have. Now the reason for this is simple ... Luckies use the "Cream of the Tobacco Crop" ... the finest tobaccos money can buy. Remember ... "with men who know tobacco best ... it's Luckies two to one!"

And here is today's news with Edwin C. Hill!

ATX01 0140068

(Commercial #2 - Lucy Monroe Thursday, August 5th)

MR. HILL: Horatio Alger might have written the plot for the career of Lucy Monroe, the talented singer who appeared last night on YOUR HIT PARADE. Beginning in the chorus ... Miss Monroe has carved an astonishing career for herself in the world of music. First it was stardom in musical comedy ... then in radio. And only a few months ago, she made a brilliant debut at the Metropolitan Opera in New York. Last night Miss Monroe told the radio audience how it feels to face that critical opera audience for the first time. "I'll be frank," Miss Monroe said. "I was so nervous about making my debut before that famous 'Diamond Horseshoe' of the Met that ... well ... down in my dressing room before the curtain went up, I had to tell myself: 'Now calm down, my dear ... just relax, light up a Lucky, and forget all about your debut for a minute.'" Then Miss Monroe went on to explain that she wasn't at all afraid to smoke just before singing. She said: "I've been smoking Luckies 3 years now and I know how easy they are on my throat. Even when I was starring in three different radio programs a week ... and you can imagine the hours and hours of rehearsal that meant ... even under such a strain I was able to enjoy Luckies without the least worry about my throat."

(NEWS ... ENDING WITH FOLLOWING)

Now for a moment, Andre Baruch carries on! And I go back to the headlines for more news to bring you in just a minute.

(Commercial #3 - Lucy Monroe

Thursday, August 5th)

BARUCH: When an outstanding singer like Lucy Monroe chooses a cigarette ... well, it is obvious that she selects the one that's easiest on her throat. And for years, Miss Monroe's choice has been Lucky Strike ... a light smoke! Now consider your own case. Surely you want a cigarette that's easy on your throat. And, isn't it just plain common sense to figure that since Luckies are easy on Lucy Monroe's sensitive throat ... Luckies will be gentle on your throat, too? Certainly it is! ... and there's a very good reason why Luckies are a light smoke. You see ... Lucky Strike, and only Lucky Strike, receives the benefits of the famous process "It's Toasted." And this exclusive "Toasting" process removes certain harsh irritants naturally found in all tobaccos. And minus these irritants, Luckies are truly a light smoke. Try them today. You'll notice the difference immediately. And, besides, you'll enjoy the finer flavor of Luckies' choice center-leaf tobaccos... the finest money can buy. So ask for a carton of Luckies this afternoon!

Well ... right now Edwin C. Hill is ready with more news.

CLOSING

-- 4 --

Thursday, August 5th.

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. In the meantime, enjoy yourself. And, when you buy cigarettes ... ask for Lucky Strike. You'll like this fine tasting smoke. Remember - with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 seconds

WABC.....NEW YORK

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EJ

ATX01 0140071

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, AUGUST 6, 1937
12:15 - 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive. (PAUSE) You know, millions of smokers are enjoying Luckies every day! They're a grand tasting cigarette - a light smoke...easy on the throat. Now isn't that what you want in a cigarette? "Good taste, without throat irritation"? Why not try Luckies and discover the finer flavor of their choice center-leaf tobaccos. Get a package today!

And now we turn to Edwin C. Hill for the news of the day!

LUCKY STRIKE "YOUR NEWS PARADE"

Friday, August 6th, 1937.

(Commercial #2 - Mario Chamlee)

MR. HILL: Here is a story concerning one of our leading opera stars. And I am reminded that here is another year moving very fast indeed. It seems only yesterday that we were right in the middle of the great season of 1936-37 at the Metropolitan. And now...already plans are being laid for the coming season. Mario Chamlee will again figure prominently in the operatic scheme of things, and the burden of many roles will be placed upon his throat. It is interesting, therefore, to learn what Mr. Chamlee has to say about smoking. I quote his own words: "Naturally when I smoke I choose a light smoke that is gentle to my throat", said Mr. Chamlee. "I tasted my first Lucky Strike during an operatic performance when I was required to smoke during the first act. The stage manager of the Metropolitan handed me his cigarette case just as I went on for the opening. It contained Luckies! That was ten years ago", Mr. Chamlee added, "and I've enjoyed Luckies ever since."

(NEWS...ENDING WITH FOLLOWING)

Now - Andre Baruch speaks to you for a moment. I'll be back with more news later.

ATX01 0140073

LUCKY STRIKE "YOUR NEWS PARADE"
(Commercial #3 - SWORN RECORDS)

Friday, August 6th, 1937.

BARUCH:

You know, those facts about tobacco you've been seeing in the papers and hearing on the air recently are causing quite a stir. Americans like to know facts...to find out what's what. So naturally this news is creating a good deal of comment among smokers. And so it should...because it's very significant. You see...sworn records available for your inspection show that, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined! Twice as many! These men are the tobacco auctioneers, buyers, warehousemen, and so forth, down in the tobacco growing regions. They deal impartially with all manufacturers...and are not connected with any. Hence their opinion is unbiased, unprejudiced. Surely such men who spend their lives buying, selling and handling tobacco, are the best judges of tobacco quality. And in their honest judgment...it's Luckies - 2 to 1. Well...think those facts over... and next time you buy cigarettes...ask for Lucky Strike!

And, make a point of listening to Your Hit Parade Saturday night over this same station. Jan Peerce is going to sing -- you'll enjoy hearing this fine artist.

Now here is Edwin C. Hill again.

ATX01 0140074

LUCKY STRIKE "YOUR NEWS PARADE"

Friday, August 6th, 1937.

CLOSING

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And so, we wish you a pleasant week-end - a pleasant week-end with Lucky Strikes. Don't forget to ask for a carton this afternoon! Remember - "with men who know tobacco best, it's Luckies two to one!"

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, AUGUST 9th, 1937
12:15 - 12:30 PM

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

THEME.....

BARUCE: Lucky Strike presents Your News Parade
up -to-the-minute news flashes - with
Edwin C. Hill, one of America's ace news
reporters. Your News Parade brings you
the flash news at this hour five days a
week; Mondays through Fridays inclusive.
(PAUSE)
And now, as Mr. Hill begins, relax for a
few minutes and enjoy a Lucky Strike
cigarette! Sit back and taste the mellow
goodness of that rich, center-leaf tobacco -
the "Cream of the Crop". And remember -
with independent tobacco experts -
"with men who know tobacco best - it's
Luckies 2 to 1".
(PAUSE)
Presenting Edwin C. Hill.

ATX01 0140076

MR. HILL: New York! Jan Peerce who returned recently from the West Coast, is back at work as the leading tenor at the famous Music Hall in New York City. On YOUR HIT PARADE, Saturday night, Mr. Peerce sang and was interviewed about his career. No snap job, his. It's four shows a day ... five on Saturdays and Sundays ... at the Music Hall. And besides that, he is constantly rehearsing new shows, new roles ... singing over the radio ... and singing in concerts. A very busy singer, indeed, and a very excellent one. Jan Peerce, by the way, smokes Luckies, and has for the past ten years. He says, "What a wonderful thing it is to be able to count on Luckies for the relaxation you must have. I know that I can enjoy a light smoke without fear of throat-irritation. That's why to smokers in general ... who surely want a cigarette that's easy on their throats, too ... I'd like to say this: 'You can take it from one whose whole life revolves around his voice ... Luckies treat your throat with the respect it deserves!'"

(NEWS ENDING WITH FOLLOWING)

Now for a moment, Andre Baruch carries on, then I'll be back.

BARUCH: Jan Peerce, distinguished tenor of the famous Music Hall in New York, says that he can enjoy Luckies without fear of throat-irritation. As he puts it in his own words ... "Luckies treat your throat with the respect it deserves!" Now, surely you want a cigarette that's easy on your throat ... don't you? And isn't it just common sense that if Luckies are easy on Jan Peerce's throat ... they'll be easy on your throat, too? The reason for this is readily appreciated. You see, Lucky Strike, and only Lucky Strike, has an exclusive process called "It's Toasted". It is this "Toasting" process which removes certain harsh irritants found in all tobacco, even the finest. These irritants are out and Luckies are a light smoke. So ask for Lucky Strikes next time you buy cigarettes. You'll enjoy the finer flavor of their center-leaf tobaccos.

And back again to Edwin C. Hill.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And - as a parting reminder - don't forget to buy a carton of Lucky Strikes today! Remember - with independent tobacco experts - "with men who know tobacco best - it's Luckies 2 to 1!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA...BROADCASTING SYSTEM

Fade theme 20 seconds

WABC - NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, AUGUST 10, 1937

12:15 to 12:30 PM

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

(THEME)

BARUCH: Lucky Strike presents Your News Parade ... up-to-the minute news flashes with Edwin C. Hill, one of America's greatest news men. Your News Parade brings you flash news at this hour, five days a week, Mondays through Fridays inclusive.

(PAUSE)

Smoking is one of the greatest pleasures in the world, but it can be utterly spoiled by throat irritation. So when you smoke, choose Luckies ... a light smoke -- easy on the throat... You'll enjoy the finer flavor of tender center-leaf tobaccos. Ask for Luckies today.

Now ... here's Mr. Hill.

(COMMERCIAL #2 - PAUL ALTHOUSE

TUESDAY, AUGUST 10TH)

MR. HILL: America is apparently becoming more and more musically minded. Nearly every night this summer huge audiences have gathered in outdoor concerts to hear music beneath the stars. Many of our leading operatic and concert stars have appeared - including that distinguished American tenor, Paul Althouse. His recent series of operatic concerts at New York's famous Lewisohn Stadium was enthusiastically received both by Metropolitan critics and by the large audiences - numbering as many as ten thousand people - which attended the performances. And, by the way - here's an interesting fact. Even though Mr. Althouse has a heavy concert and operatic schedule ... which places a severe strain on his voice ... he smokes a great deal. Mr. Althouse said recently: "On many days I smoke two packages of cigarettes. I believe I have smoked almost every brand there is. In fact, I even 'rolled my own' when I was in college at Bucknell. But, "Mr. Althouse continued," for the last ten years or so ... Luckies have been my preference. Needless to say, a light smoke like Luckies agrees perfectly with my throat or I could not smoke so many each day."

(NEWS ENDING WITH FOLLOWING)

Now here's Andre Baruch who would like to speak to you for a moment. Then I'll be back with more news!

(COMMERCIAL #3 - SWORN RECORDS

TUESDAY, AUGUST 10TH)

BARUCH: Have you ever seen a tobacco auction? It's one of the most fascinating spectacles modern business has to offer. In rapid fire order, thousands of pounds of tobacco are sold ... sold to the accompaniment of a peculiar and weird sing-song chant of the auctioneer. Everyone is tense, alert ... the farmers anxious to get the best prices ... the buyers anxious to obtain the finest tobaccos. These men must know their business -- must know tobacco! The auctioneers, buyers, warehousemen, and so forth down in the famous tobacco growing districts see, from day to day, exactly what grades of tobacco are being used in the various cigarettes on the market. It is mighty interesting, then, to learn what cigarette they prefer. Sworn records on file for your inspection show that among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined. Now, it is a fact that these experts are not connected with any manufacturer, but deal impartially with all ... so they are absolutely unbiased. When they choose a cigarette for themselves, they are guided by their own expert knowledge of tobacco ... and with them -- it's Luckies 2 to 1! Take a tip from the experts ... ask for Lucky Strike. Remember ... "with men who know tobacco best ... it's Luckies 2 to 1!"

All right, Mr. Hill -- the microphone is yours.

(CLOSING

TUESDAY, AUGUST 10th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime - you'll enjoy smoking Luckies - a light smoke of fine tasting center-leaf tobaccos. Remember - with independent tobacco experts - "with men who know tobacco best, it's Luckies 2 to 1!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC ... NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

WEDNESDAY, AUGUST 11, 1937

12:15 to 12:30 P. M.

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

THEME:

BARUCH: Lucky Strike presents Your News Parade ... up-to-the-minute news flashes with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

Why not reach for a Lucky as you listen to Mr. Hill. You're sure to enjoy its flavor ... the rich, mellow taste of choice center-leaf tobaccos. And, you'll find Luckies are a light smoke easy on the throat. So try a pack today! Remember - with independent tobacco experts - "with men who know tobacco best, it's Luckies 2 to 1".

And now, Mr. Hill has his news all ready for you.

MR. HILL: Montana! Forsaking the horses he was so interested in as a character in the current MGM film success, "Saratoga" ... Clark Gable turned recently to wilder animals and to wilder surroundings. On a hunting trip in Montana, he managed to bag a lion - and managed a bit of rest as well. Not often does Mr. Gable's "Million-dollar" voice enjoy the luxury of a rest ... for he is one of the busiest members of the movie colony. He said recently: "I came into pictures the hard way ... via 10 years of tough sledding on the stage and working as an extra. I know that no one can make good as an actor unless he has the right voice. So, during the 50,000 or so hours I've been acting, I've tried to take care of my voice and throat. And, I believe I've learned how. As far as smoking goes, there's no question a light smoke is best. And there's no question that this means Luckies. I ought to know after smoking them for ten years."

(NEWS ... ENDING WITH FOLLOWING)

Now, Andre Baruch steps in for a moment while I step out for more news!

COMMERCIAL #5 - CLARK GABLE

August 11th.

BARUCH: Picture to yourself a Hollywood sound stage. It is getting on in the afternoon. Everyone - actors, director, cameramen, sound technicians - has been going at top speed since early morning. Now all pause for a little rest. And over in one corner of the set Clark Gable is starting on his second pack of Luckies. And, although his voice is tired from the strain of so much acting ... his throat still welcomes every Lucky he lights. And, it will continue to do so until his long day is ended. For, year in and year out, Clark Gable says, Luckies get along fine with his overworked throat. Now Clark Gable's experience with Luckies can be your own. For, Luckies will be easy on your throat, too. You see, the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobacco. And that is why Luckies are a light smoke, easy on the throat. And, they're a grand tasting cigarette, as well. You'll like the mellow, rich taste of that choice center-leaf tobacco. So follow Clark Gable's example ... ask for Luckies today.

You'll be interested ~~to hear~~ that John Boles, famous singing star of the movies will entertain tonight on YOUR HIT PARADE. Be sure to listen in.

And now ... here is Edwin C. Hill again.

CLOSING

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And when you're buying cigarettes this afternoon, ask for a light smoke -- Lucky Strike! You'll like the finer flavor of Luckies' center-leaf tobaccos -- and you'll find a light smoke easy on your throat. Remember - with independent tobacco experts -- "with men who know tobacco best, it's Luckies 2 to 1!"

CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

EJ

ATX01 0140087

COLUMBIA BROADCASTING SYSTEM

REVISED

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, AUGUST 12, 1937
12:15 to 12:30 P.M.

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

THEME:

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

And now, while Mr. Hill brings you the news of the day, light up a Lucky ... a light smoke with the finer flavor of rich center-leaf tobaccos ... the "Cream of the Crop". You'll find Luckies easy on your throat ... delicious to your taste. Isn't that just about all anyone could ask of a cigarette?

Are you ready, Mr. Hill?

ATX01 0140088

(COMMERCIAL #2 - JOHN BOLES)

MR. HILL: John Boles, singing Hollywood favorite, scored a real hit with listeners to YOUR HIT PARADE Wednesday night. As a prospective student in one of the nation's leading medical schools, Mr. Boles once was in a fair way to learn a good deal about the human heart. But it was not, I suspect, until he became a movie star that he mastered the gentle art of winning hearts on a nationwide scale. John Boles' new picture, Samuel Goldwyn's revival of "Stolla Dallas", is according to all reports a real masterpiece. However, he won't be permitted to rest on his laurels. There is little vacation time for over-worked throats out in Hollywood. Little wonder then that most actors have pretty definite ideas on the subject of smoking. Here, for example, is what John Boles says: "After ten years on the screen, I'm positive that Luckies...a light smoke...are the answer to a sensitive throat. They've been my favorite cigarette for nearly twenty years...both for my throat and for the flavor of their high-grade tobaccos!"

(NEWS ... ENDING WITH FOLLOWING)

And now -Andre Baruch has a word for you. I'll be back in just a moment.

(COMMERCIAL #3 - JOHN BOLES - Thursday, Aug. 12, 1937

BARUCH:

You'll recall that just a few moments ago Mr. Hill told you that John Boles, great singing star of the talkies, smokes Lucky Strike cigarettes. Now it is interesting to note that his choice is the same as that made by men who know tobacco best. Sworn records, on file and available for your inspection, show that among independent tobacco experts Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These men make their living in buying, selling and handling the various grades of tobacco. They are the independent auctioneers, buyers, warehousemen, and so forth in the tobacco growing districts. They are not connected with any manufacturer...on the contrary they deal with all manufacturers. So consequently they are in a unique position to judge a cigarette purely on its own merits. And, they smoke Luckies two to one! Remember this the next time you buy cigarettes. Ask for Lucky Strike...a light smoke of the finest tobacco...a light smoke...easy on your throat.

(PAUSE)

Now then....here is Mr. Hill again!

CLOSING - THURSDAY AUGUST 12th.

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And -- may we suggest, the next time you ask for cigarettes ... ask for a light smoke -- Lucky Strike! Remember -- with independent tobacco experts -- "with men who know tobacco best -- it's Luckies 2 to 1!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

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EJ

ATX01 0140091

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, AUGUST 13, 1937
12:15 - 12:30 P.M.

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

(THEME.)

BARUCH: Lucky Strike presents Your News Parade...up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays inclusive.

(PAUSE)

Millions of smokers enjoy Luckies every day! They're a grand tasting cigarette -- easy on your throat. So next time buy Luckies -- enjoy the finer flavor of their choice center-leaf tobaccos. And remember -- with independent tobacco experts -- "with men who know tobacco best, it's Luckies 2 to 1!"

All right, Mr. Hill....on with the news!

ATX01 0140092

- 2 -

MR. HILL: Lumberjacks, cowboys, waiters ... all kinds of people have gone into the motion pictures out in Hollywood. And for all sorts of reasons! Some were hungry, some were just restless, and some were after adventure. Others, there's just no explaining. Jane Wyatt, for example, was far from hungry ... she was living in luxury as a New York society girl. Yet that Hollywood bug bit her hard ... and West she went to achieve major stardom. Her last picture, "Lost Horizon", in which she appeared with Ronald Colman, has been hailed as a masterpiece ... and her work in this James Hilton fantasy has come in for a good deal of favorable attention. Miss Wyatt was talking about this picture not long ago. She said: "In my newest Columbia picture, 'Lost Horizon', where I play opposite Ronald Colman, the film ran four hours ... about 36,000 feet of film ... seven miles of it before it was cut down. That gives you some idea of how much work it was ... how much strain it put on my throat. That explains clearly why my throat really needs a light smoke! Luckies, I feel, are the obvious cigarette for an actress. They are a light smoke that my throat approves and my taste prefers."

(NEWS ... ENDING WITH FOLLOWING)

And now ... Andre Baruch ... have you a word for our listeners ... while I pause to sort the latest news flashes?

ATK01 0140093

- 3 -

BARUCH: That charming motion picture star, Jane Wyatt, has smoked Luckies for the past five years. She finds them a light smoke ... easy on the throat! ... And she likes their grand mellow flavor. Now millions of other smokers feel the same way about Luckies. And we believe you will too ... once you discover how good they really are. And, of course, you'll notice how easy a light smoke is on the throat. A fact you'll appreciate ... because it means that you'll be able to enjoy smoking a good deal more! You see, Lucky Strike has that exclusive process "It's Toasted" which removes certain harsh irritants naturally present in all tobacco, even the finest. These irritants are out of Luckies ... and that's why Luckies are gentle on your throat. So next time you buy cigarettes, ask for Lucky Strike --- a light smoke.

(PAUSE)

And say ... don't miss YOUR HIT PARADE tomorrow night. Lanny Ross is going to sing ... so be sure and tune in. Now Mr. Hill is ready again with more news!

CLOSING- Friday, August 13th.

- 4 -

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. In the meantime - ask for Lucky Strike - a light smoke with the finer taste of center-leaf tobaccos! Remember - with independent tobacco experts -- "with men who know tobacco best -- it's Luckies 2 to 1".

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA . . . BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

EJ

ATX01 0140095

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, AUGUST 16, 1937
12:15 - 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE .. up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

Mr. Hill's opening story today is from _____, but first, here's a fact from 'way down South in Dixie' that's of interest to every cigarette smoker. Sworn records, on file for your inspection, show that among independent tobacco experts Lucky Strike has more than twice as many exclusive smokers as have all other cigarettes combined. So next time you buy cigarettes, remember - "with men who know tobacco best, it's Luckies two to one!"

And now, today's headlines with Edwin C. Hill.

COMMERCIAL # 2 - LANNY ROSS

MR.HILL: Forty hours of rehearsal for one hour on the radio. That's the way Lanny Ross works, the gifted singer you heard on YOUR HIT PARADE last Saturday night. For one big broadcast one day a week, Lanny Ross will rehearse the other six days. And there, very probably, you have the formula for his radio success. Mr. Ross himself said "When I go on the air, naturally I want to be up to performance pitch. And after long rehearsals, that's sometimes a good deal to ask. As everything depends on my voice, it's important for me to take care of my throat. So I stick to a light smoke. Lucky Strike. They taste swell ... and it's a real comfort, whether singing or not, to know they'll be easy on my throat."

(NEWS ... ENDING WITH FOLLOWING)

And here for a moment is Andre Baruch. He carries on while I dig up more news for you.

COMMERCIAL # 3 LANNY ROSS

BARUCH: Two familiar words, "It's Toasted", sum up the reasons why Lanny Ross prefers Lucky Strike Cigarettes. As you know, "It's Toasted" is an exclusive Lucky Strike process, which removes certain harsh irritants naturally found in all tobaccos - even the finest. And since these irritants are out of Luckies ... Luckies are a light smoke, easy on the throat. Naturally this appeals to Lanny Ross ... because his precious voice is always his first consideration. Most smokers feel the same way he does about a light smoke ... and that's why so many millions are enjoying Luckies every day. Now Luckies will be easy on your throat, too. Besides, you'll like their grand flavor ... the finer taste of choice center-leaf tobaccos. So try Luckies today ... ask for a carton when you buy cigarettes this afternoon.

Now here's Mr. Hill with more news!

CLOSING:

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And next time you need a pack of cigarettes, ask for Luckies ... a light smoke, easy on the throat. Remember, with independent tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

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

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC .. NEW YORK

ms

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, AUGUST 17th, 1937
12:15 - 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Friday, inclusive.

(PAUSE)

You know, millions of smokers are enjoying Luckies every day! They're a grand tasting cigarette - a light smoke ... easy on the throat. Now isn't that what you want in a cigarette? "Good taste, without throat irritation"? Why not try Luckies and discover the finer flavor of their choice center-leaf tobaccos. Get a package today!

And now we turn to Edwin C. Hill for the news of the day!

(COMMERCIAL #2 - HILDA BURKE)

MR. HILL:

Last season, opera critics wrote enthusiastically of Hilda Burke's beautiful voice. With it, Hilda Burke has gone far and it seems - to this reporter at least - Miss Burke and her voice are destined for even greater triumphs. Indeed, during this coming season she is expected to sing some of the greatest roles in opera. She will be a very busy young lady. And operatic roles are a heavy burden for any singer's throat! Hilda Burke said recently: "My repertoire at the Metropolitan includes thirty-two different operatic roles. Keeping up on all these roles requires daily practice. So, naturally, with the many strains on my voice and throat, I have to be careful what I smoke. About seven years ago I discovered Luckies. I enjoyed their taste from the first, and smoking them soon convinced me that a light smoke gets along well with delicate throat tissues. When I smoke Luckies I have the comforting assurance that they are easy on my throat."

(NEWS ENDING WITH FOLLOWING)

And now ... a word from Andre Baruch. I'll return in just a moment with more news.

(COMMERCIAL #3 - SWORN RECORDS

Tuesday, August 17)

BARUCH:

Now one reason why Luckies appeal to so many millions of smokers can be explained by the following facts: Tobacco experts themselves prefer Luckies. There are sworn records, on file and available for your inspection, which show that among independent tobacco experts Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Now these experts are men who earn their living buying, selling and handling the various grades of tobacco. They are the auctioneers, buyers, warehousemen, etc. in the tobacco-growing districts, and they are not connected with any manufacturer. Hence, their judgment is both expert and impartial. So, when you buy cigarettes, remember that with men who know tobacco best, it's Luckies, two to one. Ask for a carton of Luckies ... a light smoke easy on the throat!

Now back to Edwin C. Hill!

(CLOSING

TUESDAY, AUGUST 17th)

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And how is your cigarette supply? ... almost out? Then when you buy cigarettes this afternoon, ask for a carton of Luckies. Remember, with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

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

This is the COLUMBIA ... Broadcasting System

-Fade theme 20 Seconds-

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, AUGUST 18, 1937
12:15 - 12:30 P.M.

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

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...
up-to-the-minute news flashes...with
Edwin C. Hill, one of America's ace news
reporters. Your News Parade brings you
the flash news at this hour, five days a
week, Mondays through Fridays, inclusive.

(PAUSE)

While Mr. Hill brings you the news, take
time out for a Lucky Strike. You'll enjoy
the mellow, full-flavored goodness of the
tender centerleaf tobaccos used in Luckies -
truly the "Cream of the Crop". And you'll
find Luckies are a light smoke, easy on your
throat.

And now...Mr. Hill.

ATX01 0140104

LUCKY STRIKE "YOUR NEWS PARADE"

Wednesday, August 18, 1937.

(Commercial #2 - Sworn Records)

MR. HILL:

Comets - flaming wonders of the heavens - have always excited the imagination and curiosity of mankind. First to be recorded was Halley's Comet, sighted more than two centuries before the Birth of Christ by Babylonian shepherds who studied the starry heavens as they tended their flocks through the night. And last week, a new comet swam into our ken - the only one which has been visible to the naked eye for many years. Discovered first by Dr. Finsler of Switzerland, it has been given his name, and astronomers are working now to chart its course through inter-stellar space. Astronomical figures are almost beyond human conception at times, but here are the statistics on Finsler's Comet. With a head whose diameter is more than sixty thousand miles...more than eight times the size of the Earth...it is racing through space at a speed of more than a hundred thousand miles per hour, its great tail sweeping behind, more than two million miles long. Difficult as these figures are for us to comprehend, they give some idea of the tremendous bodies which hurtle past us through the universe without our knowledge.

(MORE)

ATK01 0140105

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, AUGUST 18, 1937

(Commercial #2 - Sworn Records)

MR. HILL:
(Continued)

Well, those are pretty staggering figures, almost too difficult for most of us to grasp. Let me return to this spinning globe on which we live, and bring you some other facts and statistics which are simpler and more applicable to our everyday life. They have to do with smoking and present figures of interest to every smoker. Sworn records on file for your inspection show that among independent tobacco experts, Lucky Strike cigarettes have more than twice as many exclusive smokers as have all other brands combined. These experts are absolutely unbiased...they are the independent buyers, auctioneers, warehousemen and so forth who make their living buying, selling and handling the various grades of tobacco - dealing with all manufacturers, but not connected with any. They know tobacco from A to Z - and their opinion commands respect. So remember ... with tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(NEWS ... ending with following)

Now for a moment, Andre Baruch carries on --- then I'll be back.

ATK01 0140106

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, AUGUST 18, 1937.

(Commercial #3 - Tobacco Experts

BARUCH: Just a few minutes ago, Mr. Hill was reminded - by his report on Finsler's Comet - of some tobacco statistics. Because they are of such interest to smokers, I am going to repeat them... facts to remember when you are buying cigarettes. Sworn records on file and available for your inspection show, that among the men who know tobacco best - the independent tobacco experts - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. These men are the independent auctioneers, buyers, warehousemen and so forth, who make their living, buying, selling and handling tobacco. They are not connected with any manufacturer but deal impartially with all. Consequently, their preference is absolutely unbiased. And they smoke Luckies 2 to 1! Remember this the next time you buy cigarettes... and ask for Lucky Strike!

Now - here's Edwin C. Hill again.

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, AUGUST 18, 1937

(CLOSING)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And next time you buy cigarettes...remember the choice of independent tobacco experts and ask for Luckies ... "with men who know tobacco best, it's Luckies - two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA.....BROADCASTING SYSTEM

-Fade theme 20 Seconds-

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

THURSDAY, AUGUST 19, 1937
12:15 to 12:30 P.M.

REVISED

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

BARUCH: "With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!"

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

People like a cigarette that has a fine, full-bodied flavor ... and yet one that's easy on the throat ... And that's exactly why so many smokers are changing to Luckies. We believe that you, too, will like Luckies. But there's only one way to find out - get a pack the next time you buy cigarettes!

And now ... Mr. Hill with today's news.

(Commercial #2 - Dennis King

Thursday, August 19th)

MR. HILL: YOUR HIT PARADE last night presented a man of many faces, Dennis King whom you've known on the stage and screen in an amazing variety of roles. You've seen him as the swaggering, impetuous 'D'Artagan' in the Three Musketeers, as the quiet, melancholy Peter in the fantasy Peter Ibbetson, and as the romantic poet Francois Villon in the Vagabond King! And you have found that no matter what role he takes, Dennis King carries it off with the skill of a consummate actor. Last night, Mr. King sang for the radio audience and was interviewed on some of the high-lights of his career. Among other matters of interest mentioned, was his choice of cigarettes. Mr. King said: "You can count me as a friend of Lucky Strike. I have to see to it my throat's always in trim. So for nine years, ever since "The Three Musketeers" Luckies have been gentle on my throat ... and musical comedy, plays, motion pictures and radio do make a good testing ground for any cigarette."

(NEWS .. ENDING WITH FOLLOWING)

Now while I take a minute to get the latest news - Andre Baruch has a word for you.

(COMMERCIAL #5 - Sworn Records

Thursday, August 19th)

BARUCH: Dennis King is famous on the musical comedy and light opera stage for his voice. He is an expert in his chosen field. He does not pretend to be an authority on tobacco. Yet, the cigarette he has smoked for years is the very... same cigarette which tobacco experts smoke two to one.... Lucky Strike! There are sworn records, on file and available for your inspection, which show that among independent tobacco experts, Luckies have twice as many exclusive smokers as have all other cigarettes combined. Now that's real evidence, isn't it, of the high quality of Lucky Strike tobaccos? These men play no favorites. They are independent auctioneers, buyers, warehousemen and so forth in the tobacco growing districts who make their living buying, selling, and handling tobacco. They deal with all manufacturers but are not connected with any. They are completely impartial in their judgment - and they smoke Luckies two to one! So, remember this fact when you buy cigarettes... "with men who know tobacco best - It's Luckies two to one."

Now Mr. Hill is ready again with more news.

(Revised)

(CLOSING

THURSDAY. AUGUST 19th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And next time you buy cigarettes remember the choice of the men who earn their living buying, selling, and handling the various grades of tobacco. With independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC... NEW YORK

ms

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, AUGUST 20, 1937
12:15 to 12:30 P.M.

CUE:

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

BARUCH:

"With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!"

THEME:

ANNOUNCER:

Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

For a light smoke easy on the throat ... try Lucky Strike. You'll notice immediately what a grand flavor they have. Now the reason for this is simple ... Luckies use the "Cream of the Crop" ... the finest tobaccos money can buy. Remember -- with independent tobacco experts ... "with men who know tobacco best ... it's Luckies two to one!"

And now here's Edwin C. Hill!

ATX01 0140113

- 2 -

MR. HILL:

Hollywood! Crowding 40 ordinary days of work into 20 days might well be an eighth labor for Hercules to perform! ... But as it happens, Dolores Del Rio, pinch-hitting, perhaps, for Hercules, actually did cram 40 ordinary days of work into 20 while completing work on "Lancer Spy", her new picture for 20th Century Fox. Miss Del Rio, commenting the other day on this recent work marathon, said: "It was an unusual strain on my voice and throat ... but acting is always a tax on the throat. To show how important it is that I take care of it, I might say that if I should hold up production because of an irritated throat, the studio could collect up to \$50,000 in insurance." And then Miss Del Rio made a point of interest to smokers. She said: "The best time to tell how any cigarette affects your throat is to smoke one after a very difficult scene. No matter how much I've been using my voice, I always find Luckies most gentle on my throat. They are indeed what you call a light smoke. And I've smoked them for ten years so I should know."

(NEWS ... ENDING WITH FOLLOWING)

Andre Baruch takes over the microphone for a moment ... while I look for more news.

Friday, August 20th.

- 3 -

BARUCH:

Dolores Del Rio, who picture after picture continues to be one of movieland's favorite stars, said recently that after smoking Luckies for ten years she still finds them gentle on her throat and just as fine tasting as ever. Now consider your own case. Surely you want a cigarette that's easy on your throat. And, isn't it just plain common sense to figure that since Luckies are easy on Dolores Del Rio's sensitive throat ... Luckies will be gentle on your throat, too? Certainly it is! And there's a very good reason why Luckies are a light smoke. You see, Lucky Strike has an exclusive process, "It's Toasted" which removes certain harsh irritants naturally present in all tobaccos, even the finest. Minus these irritants Luckies are a light smoke ... easy on the throat. And Luckies are a grand tasting smoke, too. You'll enjoy the finer flavor of those choice-center leaf tobaccos just as much as Dolores Del Rio does. So ask for Luckies today!

(PAUSE)

Tomorrow night don't miss YOUR HIT PARADE on the radio. Norman Gordon will entertain as the guest of the evening.

But right now ... more news with Edwin C. Hill.

ATK01 0140115

CLOSING -

Friday, August 20th.

- 4 -

ANNOUNCER: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you buy a package of cigarettes this afternoon, remember the choice of independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC....NEW YORK

EJ

ATX01 0140116

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR NEWS PARADE

AUGUST 23, 1937- MONDAY

12:15 to 12:30

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

BARUCH: "With independent tobacco experts -- with men who know
 tobacco best - it's Luckies 2 to 1!"

(THEME.....)

BARUCH: Lucky Strike presents Your New Parade-- up-to-the-
 minute news flashes -- with Edwin C. Hill, one of
 America's ace news reporters.. Your News Parade brings
 you the flash news at this hour five days a week;
 Mondays through Fridays inclusive.

(PAUSE)

Why not reach for a Lucky as you listen to Mr. Hill?
You will enjoy its flavor ... the rich, mellow taste
of choice center-leaf tobaccos. And, you'll find
Luckies a light smoke easy on the throat. So buy
a carton today. Remember - with independent tobacco
experts - "with men who know tobacco best, it's
Luckies 2 to 1!"

And now, Mr. Hill with today's news.

(COMMERCIAL #2 August 23, 1937)

MR. HILL:

New York's leading morning newspaper on May 14th, 1936 announced that the Metropolitan Opera Company had made a genuine discovery in the rich bass-baritone voice of Norman Cordon....an American singer who made his New York debut the night before, singing the role of Monterone in "Rigoletto." Since then Norman Cordon's great voice has thrilled many audiences... and last Saturday night on YOUR HIT PARADE Mr. Cordon gave another magnificent performance. During an interview which followed, Mr. Cordon said: That having been born and brought up in a tobacco growing district, he knew a little about tobacco. Then he added, in his own words; "As far as I'm concerned, Luckies score exactly 100 for being easy on the throat and for flavor.....and I ought to know because I've been smoking them for at least 15 years now."

(NEWS ENDING WITH FOLLOWING)

Now ... a word from Andre Baruch while I look for more news to bring you in a moment.

(COMMERCIAL #3 August 23, 1937)

BARUCH:

If years of experience have proven Lucky Strike Cigarettes easy on the throat of a brilliant opera singer like Norman Gordon... surely Luckies will be easy on your throat, too. Remember, only Lucky Strike has that exclusive process "It's Toasted" which removes certain harsh irritants naturally present in all tobacco, even the finest. And so with Luckies you'll enjoy a smoke that is truly a light smoke, easy on the throat, a grand tasting smoke as well - with the mellow finer taste of choice center-leaf tobaccos. So ask for Luckies today..... get a carton this afternoon!

(PAUSE)

.....
And now Edwin C. Hill returns with more news!

(CLOSING AUGUST 23, 1937)

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And in the meantime, remember with independent tobacco experts ... "with men who know tobacco best, it's Luckies 2 to 1!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the Columbia Broadcasting System.

- Fade theme 20 Seconds -

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, AUGUST 24, 1937
12:15 - 12:30 P.M.

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

BARUCH: "With ~~independent~~ tobacco experts -- with men who know tobacco best - it's Luckies 2 to 1!"

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade ---up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

While Mr. Hill is giving you the day's news, light up a Lucky... a light smoke. Its mellowness and distinctive flavor come from the finer center-leaf tobaccos used in Luckies. And, like so many others, you'll find Luckies... easy on your throat.

Mr. Hill, the microphone is yours.

LUCKY STRIKE "YOUR NEWS PARADE"
COMMERCIAL #2 (Philip Merivale)

August 24, 1937.

MR. HILL:

London! British theatre-goers next season will regain a splendid actor...and their gain is our loss. For Philip Merivale, after several seasons in the American theatre, has returned to his native land and will appear there in a play called "NO WAR IN TROY. Speaking not long ago about his experiences in America, Philip Merivale said: "In one of the first important parts I did in America, the play called for a long and very trying individual performance. In every scene for five full acts I was on stage talking almost continuously. The strain made it imperative that I safeguard my throat and voice. After trying different brands of cigarettes, I came across Luckies. My throat is grateful for a light smoke and I like the taste of Luckies. I've enjoyed them for many years now.

(NEWS ENDING WITH FOLLOWING)

I'll be back with more news in just a moment. In the meantime, Andre Baruch has an important word for you.

LUCKY STRIKE "YOUR NEWS PARADE"

August 24, 1937.

COMMERCIAL #3 (Sworn Records)

BARUCH:

A few minutes ago you heard Mr. Hill say that Philip Merivale, the famous actor, has smoked Luckies for many years. Before making his choice Mr. Merivale tried many other brands. And in the end he made the same decision as that made by tobacco experts in our Southland. These men...auctioneers, buyers, warehousemen, and so forth down in the famous tobacco growing districts see, from day to day, exactly what grades of tobacco are being used in the various cigarettes on the market. And sworn records on file for your inspection show that among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined. More than twice as many! And, this is all the more amazing because these experts deal with all cigarette manufacturers - but are not connected with any. Since they are all independent and unbiased...they are in a position to judge a cigarette purely on its own merits. And, with them..."with men who know tobacco best...it's Luckies 2 to 1!" Remember this when you buy cigarettes this afternoon.. and ask for Lucky Strike!

(PAUSE)

Now here is Edwin C. Hill again.

LUCKY STRIKE "YOUR NEWS PARADE"

August 24, 1937.

CLOSING

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And next time you buy cigarettes, remember that independent tobacco experts have chosen Luckies by an overwhelming majority. Yes, "with men who know tobacco best, it's Luckies 2 to 1!"

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

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR NEWS PARADE

WEDNESDAY, AUGUST 25, 1937
12:15 to 12:30 PM

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

BARUCH: "With ~~independent~~ tobacco experts - with men who
know tobacco best - it's Luckies 2 to 1!"

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-
minute news flashes -- with Edwin C. Hill, one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour five days a
week; Mondays through Fridays inclusive.

(PAUSE)

As Mr. Hill brings you the news, relax and light up
a Lucky. Sit back and enjoy the mellow goodness of
that rich, center-leaf tobacco - the "Cream of the
Crop". And remember - with independent tobacco
experts - "with men who know tobacco best, it's
Luckies 2 to 1!"

And now, today's news with Edwin C. Hill.

(COMMERCIAL #2)

- 2 -

ROBERT TAYLOR)

MR. HILL:

Metro-Goldwyn-Mayer is preparing the first of a new series of pictures. Not in Hollywood, as you might suspect, but in England. The opening picture appropriately enough is called "A YANK AT OXFORD"... the "Yank" being none other than Robert Taylor. A busy young man, this Robert Taylor! With eight pictures to his credit in the last year, he has spent some two thousand hours of work on the lot. Mr. Taylor, by the way, has been a good friend of Lucky Strike for seven years... and only recently he said: "In our business, it's easy to tell which cigarette gets along best with the sensitive vocal chords. All you have to do is try different brands after a session before the sound camera ... such as the racetrack scene I had to play in Metro-Goldwyn-Mayer's "Broadway Melody of 1938." Even though my throat was worn to a frazzle after this scene, I could still smoke as many Luckies as I liked. In fact, I've always found Luckies easy on my throat."

(NEWS ENDING WITH FOLLOWING)

Now while I glance at the news ticker for a moment, Andre Baruch carries on. I'll have more news for you later.

ATX01 0140126

BARUCH:

In making eight pictures during the last year, Robert Taylor spent some 2000 hours before the movie microphone. And during all this intense acting, Mr. Taylor has been able to smoke just as many Lucky Strike Cigarettes as he likes... because he always finds them easy on his throat. Now there is a very good reason why Luckies are gentle on Robert Taylor's throat... and why they would be just as easy on your own throat. Lucky Strike has an exclusive process called "It's Toasted." And this "Toasting" process removes certain harsh irritants found in even the finest tobaccos. And so, since these irritants have been expelled from Luckies... you can readily appreciate just why they are a light smoke, easy on the throat. So try Luckies ... you'll like their grand flavor because they're made from choice center-leaf tobaccos ... and the center-leaves of the tobacco plant, you know, are the best tasting, the most mellow leaves. Follow Robert Taylor's example. When you buy cigarettes this afternoon... ask for a carton of Luckies.

(PAUSE) And tonight note this on your radio schedule... tune in to YOUR HIT PARADE. Shirley Ross is going to sing... and you won't want to miss this lovely Hollywood actress.

(PAUSE) And now ... here's Edwin C. Hill again!

(CLOSING)

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. This afternoon when you buy cigarettes, ask for Lucky Strike -- a light smoke, easy on your throat. And remember -- with independent tobacco experts -- "With men who know tobacco best, it's Luckies -- two to one!"

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

This is the COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

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ATX01 0140128

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR NEWS PARADE

THURSDAY, AUGUST 26, 1937

12:15 - 12:30 EDST

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

BARUCH: "With ~~independent~~ tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!"

THEME:

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

As Mr. Hill gets ready to bring you the news - here's a point to remember about Lucky Strike. Certain harsh irritants, naturally present in even the finest tobacco, are removed from Luckies by the exclusive process "It's Toasted." ... That's why Luckies are easier on your throat. So make your next cigarette a Lucky Strike ... a light smoke, easy on your throat.

All ready, Mr. Hill - then on with the news.

MR. HILL: From Hollywood last night, YOUR HIT PARADE presented one of the most brilliant of our younger stars of stage, screen and radio ... Miss Shirley Ross. At 22 she looks back on successes in such pictures as "Hideaway Girl", "Waikiki Wedding", and "The Big Broadcast of 1937". And at present, she has the leading part in Paramount's "Park Avenue Follies". And, with a lifetime yet before her ... no one can say just how far this lovely young lady will go. And certainly everyone who knows her, wishes her well because she is more than just another singer and actress - she is a grand person. Last night, in talking about her career, Miss Shirley Ross made a point that concerns you smokers. Miss Ross said: "Three years ago I found my screen work .. not only singing but dramatics ... a double strain on my throat. So when it came to cigarettes, I simply followed the example of the old timers in the business and changed to Luckies. I've been smoking them ever since ... because I can't afford to take a chance with my throat."

(NEWS ENDING WITH FOLLOWING)

Andre Baruch has an important word for you now ...
I'll be back with more news in a moment.

BARUCH: If you are a smoker, you've probably wondered which cigarette tobacco experts smoke. Well, here is your answer! Sworn records on file and available for your inspection show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Now this is the unbiased opinion of the men who know tobacco best ... the auctioneers, buyers, warehousemen and so forth who earn their living buying, selling and handling the various grades of tobacco! These men are not connected with any manufacturer but deal impartially with all .. and so they are absolutely unprejudiced. And, when they choose a cigarette for themselves, they are guided by their own expert knowledge of tobacco. What could say more for the high quality of Lucky Strike tobacco than the fact that in the honest opinion of independent tobacco experts ... of those who know tobacco best ... it's Luckies 2 to 1! Remember this when you buy cigarettes today -- and ask for Lucky Strike.

(PAUSE)

All right, Mr. Hill.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And remember what sworn records show about the cigarette of independent tobacco experts ... yes, "with men who know tobacco best, it's Luckies 2 to 1!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC - NEW YORK

hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, AUGUST 27th, 1937

12:15 - 12:30 P.M.

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

BARUCH: "With ~~independent~~ tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!"

(THEME)

BARUCH: Lucky Strike presents Your News Parade - up-to-the-minute news flashes - with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

From all over the world comes the material which Mr. Hill weaves into Your News Parade. And back to the world we want to send this fact about Lucky Strikes. Among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined. Yes, Luckies are the unbiased choice of independent experts -
"with men who know tobacco best, it's Luckies two to one!"

And now, Edwin C. Hill.

MR. HILL: At the beginning of today's program ... Andre Baruch spoke a few words about independent tobacco experts. Well - there are certain further facts about these experts which are interesting. As you know, fine flavor in a cigarette depends upon fine tobacco. And you can get a pretty good idea of the high quality of Lucky Strike tobaccos from the facts I'm going to give you. They are substantiated by sworn records on file and available for your inspection. These records show that among the men who know tobacco best - independent tobacco experts - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. Now I do not need to point out how significant this is. These experts are independent. They are the auctioneers, buyers, warehousemen and so forth in the tobacco growing districts. Not connected with any manufacturer, they deal impartially with all. And in the honest judgment of these men - with men who know tobacco best - it's Luckies 2 to 1!

(NEWS ... ENDING WITH FOLLOWING)

And now here is Andre Baruch. I'll be back with you in just a minute.

BARUCH: Rich tasting tobacco ... and easy on the throat!
That just about describes the perfect cigarette,
doesn't it? And it certainly describes Luckies to a
"T" ... for, certainly, countless millions of smokers
have found Luckies far easier on their throats than
any other cigarette. You see, only Luckies have the
benefit of the exclusive process "It's Toasted" which
removes certain harsh irritants naturally present
in all tobaccos. That is why you'll find Luckies so
easy on your throat. And ... you're sure to enjoy
their grand flavor, too .. because you'll like the
taste of that choice center-leaf tobacco. Be sure
you get a light smoke. Ask for a carton of Luckies.

(PAUSE)

Listen in to "Your Hit Parade" tomorrow night, Paul
Althouse, the distinguished Metropolitan Opera tenor,
is going to sing.

And now - more news with Edwin C. Hill.

CLOSING

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And when you go away over the coming week-end, why not take along a carton of Luckies? Remember - with independent tobacco experts - "with men who know tobacco best, it's Luckies 2 to 1!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA . . . BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC . . . NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

MONDAY, AUGUST 30, 1937

12:15 - 12:30 PM

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

BARUCH: With independent tobacco experts....."With men who know tobacco best, it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

And now, as Mr. Hill begins the news, relax for a few minutes and enjoy a Lucky Strike cigarette. Sit back and enjoy the mellow goodness of that rich, center-leaf tobacco - the "Cream of the Crop". For honest-to-goodness smoking enjoyment - try Luckies, a light smoke, easy on your throat.

All ready, Mr. Hill? - then on with the news.

MR. HILL: Again and again we come across evidence pointing to the ever increasing prestige enjoyed by American music and American musicians. Saturday night on YOUR HIT PARADE, for example, Paul Althouse mentioned that he was the first American-trained singer to ever make a debut in a leading role at New York's famous Metropolitan Opera. Unquestionably his success helped open the gates to other Americans ... so that now it is no longer necessary for a singer to have a background of European training in order to command the attention of the powers in the Metropolitan. Paul Althouse, by the way, smokes a great deal. And his choice is Lucky Strike, a cigarette he's preferred for the last ten years. Paul Althouse says: "On many days I smoke two packages of cigarettes. Needless to say, a light smoke like Luckies agrees perfectly with my throat or I could not smoke so many each day."

(NEWS ENDING WITH FOLLOWING)

Now here's Andre Baruch who would like to speak to you for a moment. Then I'll be back with more news!

BARUCH: Because cigarettes nowadays play such an important part in our daily lives ... you find that a good many smokers want to know the facts about tobacco. And, to learn the real facts, you can turn to no better source than the independent tobacco experts. For they are the men who know tobacco best. These auctioneers, buyers, warehousemen, and so forth spend their whole lives buying, selling and handling tobacco. And so they, better than anyone else, know the quality of the tobacco used by various cigarettes. And, sworn records on file and available for your inspection show that among independent tobacco experts, Lucky Strike has more than twice as many exclusive smokers as have all other cigarettes combined. Now think of that!. Two to one! And remember ... these men are completely independent! That is, they are not connected with any manufacturer ... but deal impartially with all manufacturers. So, they are in a unique position to judge a cigarette purely on its own merits. And in the honest opinion of independent tobacco experts ... "with men who know tobacco best - it's Luckies, two to one!"

And now ... here's Edwin C. Hill.

BARUCH: Listen in to Your News Parade over this same station to-morrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And this afternoon when you replenish your cigarette supply, ask for a carton of Luckies. Remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

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

This is the COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

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ATX01 0140140

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, AUGUST 31, 1937
12:15 to 12:30 P.M.

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

BARAUCH: With independent tobacco experts ... "With men who know tobacco best, it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

While you're listening to the news this morning, take time out to light up a Lucky Stike. You'll enjoy the extra-fine flavor of the tender center-leaf tobaccos used in Luckies ... they are truly the "Cream of the Crop". Remember - with independent tobacco experts - "with men who know tobacco best - It's Luckies two to one".

And now Mr. Hill ... with the news of the day.

MR. HILL:

Hollywood! Metro Goldwyn Mayer is planning to release Joan Crawford's new picture, "The Bride Wore Red", around the end of next month. And for Miss Crawford, this new picture is something of a milestone in her career. Her 43rd picture in Hollywood, Joan Crawford speaks more than two thousand words of dialogue. And this brings the total number of words she has spoken into the movie microphone up to the staggering sum of approximately one million! A real record ... one Miss Crawford has every right to take great pride in. (PAUSE) There's another interesting item about Miss Crawford in the news ... and it concerns smoking. I quote Miss Crawford's own words: "To really enjoy smoking", Miss Crawford said, "I think everyone must have a cigarette that's easy on the throat. It's only natural an actress should want a light smoke and to most of us in pictures that means Luckies. I might add that I've heard on the air about those tobacco experts in the South and how twice as many of them smoke Luckies as any other cigarette. That's easy to believe because I think the flavor of the tobacco in Luckies is simply swell!"

(NEWS ... ENDING WITH FOLLOWING)

Now here is Andre Baruch for a moment while I take a look for more news.

BARUCH:

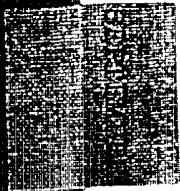
"To really enjoy smoking", Joan Crawford said recently, "I think everyone must have a cigarette that's easy on the throat." And then Miss Crawford went on to say that for her that ideal cigarette is Lucky Strike. Now surely, if Luckies are easy on Joan Crawford's throat ... Luckies will be gentle on your throat, too. You see the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants found in all tobaccos. Consequently, since these irritants have been expelled ... Luckies are a light smoke, easy on the throat. And so, as Joan Crawford says ... you can really enjoy smoking. And, you'll agree with her that the flavor of Luckies' choice center-leaf tobacco is "simply swell". So follow Miss Crawford's example ... ask for Lucky Strikes!

Now then ... here is Mr. Hill again.

BARUCH:

Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And next time you buy cigarettes remember the choice of men who make their living buying, selling, and handling tobacco - the independent tobacco experts. "With men who know tobaccos best, it's Luckies two to one!"

(CLOSING SIGNATURE.....)



COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, SEPTEMBER 1, 1937

12:15 - 12:30 P.M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

You know, every day more and more smokers are discovering Lucky Strikes. "What a grand tasting cigarette", they say - "how easy it is on my throat". Yes, that sums up just what Luckies give you - the rich flavor of fine tobacco without throat irritation. So buy a pack of Luckies this afternoon!

And now ... the news of the day with Edwin C. Hill.

MR. HILL: Today is a big moment in the lives of tobacco farmers in _____ county, _____. For their crop is being sold at auction in the great warehouse at _____ (name of city where auction is taking place). And a fascinating spectacle it is ... thousands of pounds of tobacco are being sold ... accompanied by the weird sing-song chant of the auctioneer. Buyers, auctioneers, warehousemen and so forth are working like mad ... and before nightfall this whole region will know just how prosperous their year has been! Because ... almost the entire well-being of _____ county depends upon tobacco. Tobacco experts ... by the way ... are in a unique position to know exactly what grades of tobacco are going into the various cigarettes on the market. And so it is interesting to learn what cigarette these tobacco experts choose for themselves. Sworn records on file for your inspection show that among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined. Now these experts are not connected with any manufacturer but deal impartially with all ... so they are absolutely unbiased. When they choose a cigarette for themselves, they are guided by their own expert knowledge of tobacco ... and with them ... it's Luckies two to one. Surely there could be no more convincing proof of the high quality of Lucky Strike tobacco.

(NEWS ENDING WITH FOLLOWING)

Andre Baruch reports a bit of news himself! I'll return in a moment with a story about _____.

BARUCH: Richard Arlen, who scored quite a hit in Paramount's picture "Artists and Models", is making another film, this time for Columbia. Called "Park Avenue Dame", it will be ready for release sometime around the 21st of October. In view of the great amount of work Richard Arlen has been doing out in Hollywood during the last few years ... I believe you smokers will find it significant that Mr. Arlen smokes Lucky Strike Cigarettes. Here is how Richard Arlen explains his preference for Luckies in his own words! "Do I like Luckies? Well, the best answer I can give you is that when I was in Europe last year I paid about 40¢ a pack for them in England, 65¢ in Switzerland and 90¢ in Italy. You might think I'm awfully particular about my cigarettes - and I really am. In my work, my throat is all-important - so I don't want a cigarette that's too strong. My throat knows that Luckies are a light smoke. That's why I've smoked them since 1932. Their taste also convinces me they're made of mighty good tobacco." And surely ... if Luckies are easy on Richard Arlen's throat .. they'll be easy on your throat, too. So follow Richard Arlen's example ... ask for Lucky Strike ... a light smoke of finer tasting center-leaf tobaccos!

(PAUSE)

YOUR HIT PARADE tonight presents a very charming and talented star ... Bernice Claire, whose voice millions love! Be sure to tune in!

(PAUSE)

Now then ... back to the news with Edwin C. Hill.

CLOSING

SEPTEMBER 1, 1937

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Next time you buy cigarettes, ask for Lucky Strikes. They're a light smoke, easy on your throat. And remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!!"

(CLOSING SIGNATURE HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

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ATX01 0140149

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, SEPTEMBER 2, 1937
12:15 to 12:30

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(THEME:.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

Have you tried Luckies recently? If you haven't, why not get a package this afternoon and treat yourself to the rich flavor of Luckies' tender center-leaf tobaccos ... truly the "Cream of the Crop". Remember - with independent tobacco experts -- "with men who know tobacco best -- It's Luckies two to one".

And now, Mr. Hill, with the highlights of the news of the world.

ATX01 0140150

COMMERCIAL #2 (Bernice Claire)

MR. HILL: And for the benefit of you who may have missed one of radio's high spots last night ... YOUR HIT PARADE ... I'll repeat an interesting comment Bernice Claire made. Shortly after singing that delightful favorite "Love is the Sweetest Thing", Bernice Claire spoke of her own long and pleasant experience with Lucky Strike Cigarettes. Miss Claire said:

"As a singer, of course, I've had to pick a cigarette that's easy on my throat. Once when I was on a personal appearance tour", this lovely radio soprano continued, "I did five shows a day four songs to each show. And, at the same time I was rehearsing for an appearance on the Vallee Hour. So I believe I sang at least thirty songs one day. Yet "Miss Bernice Claire pointed out, "...my last Lucky Strike that day tasted just as smooth and delicious as my first".

(NEWS ENDING WITH FOLLOWING)

While Andre Baruch gives you an important message - I'll gather more news to report in just a moment.

COMMERCIAL #3 (Bernice Claire)

BARUCH: Mr. Hill just told you that Bernice Claire, the brilliant radio singer, likes to smoke ... likes the relaxation and the pleasant companionship smoking affords. And, Bernice Claire finds that with Luckies she can smoke all she wants and her throat remains in perfect condition for her exacting radio work. (PAUSE) Yes, Luckies are easy on the throat ... and the reason why they are is readily understood. The exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. Consequently Luckies offer a light smoke ... a smoke you can enjoy most. So try Luckies. You'll like the finer taste of Lucky Strike's choice center-leaf tobaccos ... they're the "Cream of the Tobacco Crop". Follow Bernice Claire's example ... ask for Luckies today.

(PAUSE)

And now ... more news with Edwin C. Hill,

(CLOSING)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And next time you buy cigarettes, ask for Lucky Strikes ... a light smoke, easy on your throat. And remember ... with independent tobacco experts ... "with men who know tobacco best - it's Luckies two to one!"

(CLOSING SIGNATURE.....)

This is the COLUMBIA....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

ATX01 0140153

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, SEPTEMBER 3rd, 1937

12 :15 to 12:30 P.M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

Modern people seem to enjoy a light smoke most of all ... and that is why so many smokers are turning to Luckies these days. We believe that you, too, will like Luckies ... like them for the finer taste of their choice center-leaf tobaccos. Luckies are a light smoke, easy on your throat.

And now Mr. Hill and the news.

COMMERCIAL #2 - (MADELEINE CARROLL)

-2-

MR. HILL: Hollywood! Having played the lead in Anthony Hope's grand old romantic tale, "The Prisoner of Zenda," Madeleine Carroll turns next to "Personal History" a Walter Wanger production which United Artists expects to release sometime late in the Fall. Miss Carroll, by the way, who has to make about 70,000 feet of talking film a year, is finding the pace of motion picture work a bit stiffer in Hollywood than it was in the English picture studios. She recently said: "I got my call to come to Hollywood and ... It was rush - rush - rush! ... from the very first day. The longer hours and harder work not only meant added strain on my throat but also caused me to smoke more cigarettes. It was at this time I found what a real friend Luckies are. Even to my overworked throat they were perfectly gentle. Now, when I travel to Europe - Luckies go with me. I like to introduce them to my English friends as my American discovery."

(NEWS ... ENDING WITH FOLLOWING)

Now Andre Baruch has a message for you, then I'll be back with more news.

ATK01 0140155

(COMMERCIAL #3) (SWORN RECORDS)

BARUCH: When a professional tobacco expert picks a cigarette for his own enjoyment ... naturally his great knowledge of tobacco influences his choice. And, if you follow the expert's choice ... you'll be sure to find yourself enjoying a cigarette made of the finest tobacco money can buy. Now what is the opinion of professional tobacco experts ... which cigarette do they choose? Well ... sworn records on file for your inspection show that among independent tobacco experts Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! These independent tobacco experts are the auctioneers, buyers, warehousemen, and so forth ... men who spend their lives buying, selling and handling tobacco. And, their preference for Luckies is perfectly impartial ... based on merit alone! For, these men are not connected with any cigarette manufacturer ... they deal alike with all manufacturers. So, next time you buy cigarettes, remember that in the honest opinion of independent tobacco experts ... "with men who know tobacco best ... it's Luckies two to one!"

(PAUSE)

Tomorrow night YOUR HIT PARADE presents Countess Olga Albani, brilliant soft-voiced soprano of radio and concert! Don't miss this fine program.

And now, Mr. Hill returns with more news for you!

(CLOSING)

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe.

Over the long Labor Day week-end be sure to have a good supply of Luckies on hand. Stop in and buy a carton this afternoon. Remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

(CLOSING SIGNATURE)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

ATK01 0140157

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR NEWS PARADE

MONDAY, SEPTEMBER 6, 1937
12:15 - 12:30

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

BARUCH: ^{tracco} "With independent experts - with men who know tobacco best .
it's Luckies two to one!"

THEME:

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-
minute news flashes -- with Edwin C. Hill, one of America's
ace news reporters. Your News Parade brings you the flash
news at this hour five days a week; Mondays through
Fridays inclusive.

(PAUSE)

While Mr. Hill gives you the news ... light up a Lucky.
They're a light smoke ... easy on your throat. And you're
sure to enjoy the finer flavor of Luckies' tender center-
leaf tobaccos. Remember ... "with men who know tobacco
best, it's Luckies, two to one!"

All right, Mr. Hill!

ATX01 0140158

COMMERCIAL #2 (Countess Olga Albani)

MR. HILL: One of radio's celebrities, a very gracious and talented lady, Countess Olga Albani, appeared on YOUR HIT PARADE last Saturday night, Countess Albani told some of the interesting facts about her radio career, revealing a background such as few stars possess. Now, Countess Olga Albani smokes a good deal - and her choice is Lucky Strike. Asked why she had made this choice the Countess said:

"In the first place, let me say that I think there are

many good cigarettes in America ... ^{but as far as I'm concerned} ~~there are other~~

~~although I've tried the others none of them come up to~~ ^{Luckies.}
~~cigarettes I like almost as much as Luckies. But - I have~~

stuck to Luckies for six whole years now. And the reason

is ... my throat. As a singer I have to think of my

throat - but shouldn't everyone? And shouldn't a

cigarette that's easy on my throat in spite of all the

singing I do, be easy on everyone's throat?"

(NEWS ... ENDING WITH FOLLOWING)

And now Andre Baruch speaks for a moment ... while I dig up more news for you.

COMMERCIAL #3 (OLGA ALBANI)

BARUCH: An outstanding star of the radio, like Countess Olga Albani, naturally chooses a cigarette that's easy on her throat. And for years, Countess Olga Albani's choice has been Lucky Strike ... a light smoke. Now surely it's perfectly obvious that if Luckies are easy on her sensitive throat ... Luckies will be gentle on your throat, too. And there's a very definite reason why this is true. Lucky Strike, and only Lucky Strike, receives the benefits of the famous process "It's Toasted." And, this exclusive "Toasting" process removes certain harsh irritants naturally found in all tobaccos. Since these irritants have been expelled ... Luckies are truly a light smoke, easy on the throat. And, besides, you'll enjoy the finer flavor of Luckies' choice center-leaf tobaccos ... the "Cream of the Tobacco Crop." So ask for a carton of Luckies this afternoon!

(PAUSE)

Well ... right now Edwin C. Hill is ready with more news.

CLOSING

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you buy a package of Luckies this afternoon remember that in the honest opinion of independent tobacco experts ... "with men who know tobacco best - it's Luckies ... two to one!"

(CLOSING SIGNATURE)

This is the COLUMBIA BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC - NEW YORK

HP

ATX01 0140161

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR NEWS PARADE

TUESDAY, SEPTEMBER 7th, 1937

12:15 to 12:30 PM

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

BARUCH: "With independent tobacco experts - with men who know
tobacco best - it's Luckies 2 to 1!"

THEME:

BARUCH: Lucky Strike presents Your News Parade - up-to-the-
minute news flashes -- with Edwin C. Hill, one of America's
ace news reporters. Your News Parade brings you the
flash news at this hour five days a week; Mondays through
Fridays inclusive.

(PAUSE)

Wherever news is in the making, Lucky Strike cigarettes
are at hand. For all over the world people know the
delicious flavor of Luckies ... They know that Luckies
are a light smoke, easy on the throat. You, too, will
enjoy the smooth rich flavor of Luckies finer
center-leaf tobaccos. So buy a package this afternoon!

And here is Edwin C. Hill!

COMMERCIAL #2 (Leslie Howard)

MR. HILL: London! Returning home after one of the most exhausting but most successful years of his career... Leslie Howard plans no let-up in his activities. Having played "Hamlet" eight times a week over an extended period, and just recently having played the part of a banker in "Stand In", a United Artists picture ... Leslie Howard now turns to one of the most interesting roles he's ever attempted. That of Lawrence of Arabia ... the almost legendary Englishman whose amazing adventures among the wild Arabs of Arabia make a most fascinating chapter in the history of the World War. Mr. Howard, by the way, has given more than 3,000 stage performances ... and has spent over 4,000 hours before the motion picture sound cameras. And, through it all ... he has found Lucky Strike cigarettes easy on his throat. Leslie Howard said recently, and I quote his own words: "When I arrived in America, one of the first friends I made was Lucky Strike. It was reassuring to learn that there was a cigarette I could enjoy without throat irritation. And ever since ... I've recommended Luckies to my friends. For, " Leslie Howard pointed out, "a light smoke which is safe for my throat, should be better for everyone."

(NEWS ... ENDING WITH FOLLOWING)

I'll be back with more news in just a moment. In the meantime, Andre Baruch has an important word for you!

COMMERCIAL #3 (Sworn Records) September 7th

BARAUCH: Unless you happen to live in a tobacco growing district... the chances are you have little opportunity to learn what grades of tobacco are being used in the various cigarettes on the market. But, there are men who do know ... men who spend their lives buying, selling and handling tobacco. They are the best judges of tobacco quality. And now, sworn records available for your inspection show that, among these independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined! This is the verdict of tobacco men -- auctioneers, buyers, warehousemen, etc. - not connected with any cigarette manufacturer. In the honest judgment of the men who know tobacco best ... It's Luckies - 2 to 1. Remember this when you buy cigarettes this afternoon ... and ask for Lucky Strike!

Here's Mr. Hill again.

CLOSING - Tuesday, September 7th

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Here's a parting reminder. When you're buying cigarettes this afternoon, remember ... with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE)

This is the COLUMBIA BROADCASTING SYSTEM

-Fade theme 20 Seconds-

WABC ... NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

WEDNESDAY, SEPTEMBER 8th, 1937

12:15 - 12:30 P.M.

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

BARUCH: "With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!"

THEME:

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-minute news flashes -- with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

While Mr. Hill is giving you the news, let me extend you an invitation ... smoke a Lucky Strike ... a light smoke. You'll enjoy the full-bodied flavor of Luckies' tender center-leaf tobaccos. And remember, that in the honest opinion of independent tobacco experts ... "with men who know tobacco best... it's Luckies two to one!"

And now, Mr. Hill!

September 8th.

- 2 -

MR. HILL: Word is expected any day now concerning Janet Gaynor's future motion picture plans. With her tremendous success in the Selznick International Picture, "A Star is Born", Janet Gaynor has reached a new high in box-office appeal. And, you may be sure that a number of studios are trying to obtain Miss Gaynor's services. Janet Gaynor, by the way, is a good friend of Lucky Strike. Out in Hollywood Miss Gaynor said recently: "I keep several brands of cigarettes on hand for guests, but the supply of Luckies is always the first to disappear. I suppose it's just natural that Luckies would be the favorite brand because most of my friends in pictures have discovered that the long hours of rehearsing and shooting at the studio place a severe tax on the throat. Leading artists of the screen prefer Luckies," Miss Gaynor stated, "because they are a light smoke that sympathizes with tender throats"

(NEWS ... ENDING WITH FOLLOWING)

Here's Andre Baruch with a word for you ... while I take time out for a Lucky.

ATX01 0140167

BARUCH: For years Miss Janet Gaynor has been not only one of the greatest box office attractions in the movies but also one of the most active members of the hollywood social set. So perhaps no one is better qualified to comment on the personal likes and dislikes of Screenland than Miss Gaynor. It is interesting, indeed, to hear Miss Gaynor say - as she did in the statement Mr. Hill quoted for you a few minutes ago - that she has noticed that many of the leading screen stars are Lucky Strike smokers. Luckies, you know, give an extra measure of throat comfort because the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. And you'll enjoy in Luckies the finer taste of choice center-leaf tobacco - the "Cream of the Crop". Ask for Lucky Strike today!

(PAUSE)

Another famous movie star will appear on Your Hit Parade tonight. It's Ramon Navarro - don't miss him!
Now back to Mr. Hill.

CLOSING

September 8th.

- 4 -

BARUCH: Listen in to Your News Parade over this same station at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you replenish your cigarette supply this afternoon, remember ... with independent tobacco experts ... "with men who know tobacco best - it's Luckies two to one!"

(CLOSING SIGNATURE)

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

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ATX01 0140169

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, SEPTEMBER 9th, 1937
12:15-12:30 P.M.

REVISED

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

BARUCH: "With independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1!"

THEME:

BARUCH: Lucky Strike presents Your News Parade up-to-the-minute news flashes with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

You know, millions of people all over the world smoke Lucky Strikes ... There must be a reason for such universal popularity - and here it is. It's because Luckies are a light smoke, genuinely easy on your throat. Luckies are made of finer - flavored center leaves - truly the "Cream of the Crop" ... that's what makes them taste so good. You'll enjoy Lucky Strikes, too.

All ready, Mr. Hill? The microphone is yours.

COMMERCIAL #2 (RAMON NOVARRC)

REVISED

MR. HILL: New Yorkers just now are enjoying an opportunity of seeing and hearing a good deal of that colorful star, Ramon Novarro. He appeared on YOUR HIT PARADE last night ... his latest film "The Sheik Steps Out" was released by Republic Pictures this week ... and, Mr. Novarro, in person, is spending a few days here before a quick trip to Europe and then a return to Hollywood. Ramon Novarro explained last night just why it is that he prefers Lucky Strike cigarettes. Mr. Novarro said: "I have been smoking Luckies for years. I am an actor ... who is sometimes a singer, too. Well, my voice means everything to me. Luckies give me all the pleasure I want from tobacco ...and without any worry about my throat.

(NEWS ... ENDING WITH FOLLOWING)

And now if you'll listen to what Andre Baruch is going to say ... I'll hunt up some more news to bring you in just a moment.

BARUCH: Earlier in this program, Edwin C. Hill quoted Ramon Novarro's reasons for smoking Luckies. Now, a group of tobacco experts -- if they were to hear Mr. Novarro's reasons for preferring Luckies --- would have more to add. They would explain why it is he finds them a better tasting cigarette. You see ... these tobacco men know what grades of tobacco are being used in the various cigarettes on the market. And -- sworn records on file and available for your inspection show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Now this is the unbiased opinion of the men who know tobacco best ... the auctioneers, buyers, warehousemen and so forth who earn their living buying selling and handling the various grades of tobacco! These men are not connected with any manufacturer but deal impartially with all ... and so they are absolutely unprejudiced. And, when they choose a cigarette for themselves, they are guided by their own expert knowledge of tobacco. What could say more for the high quality of Lucky Strike tobacco than the fact that in the honest opinion of independent tobacco experts ... of those who know tobacco best ... it's Luckies 2 to 1! So take a tip from the experts -- ask for Lucky Strike.

(PAUSE)

All right, Mr. Hill.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe.. And remember the honest opinion of independent tobacco experts ... "with men who know tobacco best. it's Luckies two to one!"

(CLOSING SIGNATURE)

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC.....NEW YORK

EJ

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR NEWS PARADE

FRIDAY, SEPTEMBER 10th, 1937

12:15 to 12:30 PM

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

BARUCH: "With ^{independent} tobacco experts - with men who know tobacco
best - it's Luckies 2 to 1!"

THEME:

BARUCH: Lucky Strike presents Your News Parade -- up-to-the-
minute news flashes -- with Edwin C. Hill, one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour five days a
week; Mondays through Fridays inclusive.

(PAUSE)

Mr. Hill will be with you in a moment, but first a
word about Luckies. Luckies are made of finer-
flavored tender center-leaf tobaccos. You'll like
their taste ... and you'll find Luckies are easy
on your throat. Remember in the honest opinion of
tobacco experts - "with men who know tobacco best.
it's Luckies - two to one!"

Now, Mr. Hill and the news.

MR. HILL: Richard Crooks, of the Metropolitan Opera, was in the headlines not long ago. Mr. Crooks is a perfect example of a man whose voice is his fortune. He earns as much as \$4,000 for four songs, -- an indication, surely, of the valuation music lovers place on his voice. And anyone who has heard Richard Crooks sing will agree that he earns every penny he is paid. As Mr. Crooks said: "The higher your salary, the more is expected of you. I put every ounce of ability I have into each performance I give. Of course," he added, "with many performances this is taxing on my voice and throat. So I've got to have a light smoke. Lucky Strike Cigarettes never irritate my throat even after the most strenuous operatic performance or radio broadcast!"

(NEWS ENDING WITH FOLLOWING)

Andre Baruch has an important word for you now...
and I'll be back in just a moment with more news.

(COMMERCIAL #3)

- 3 -

(RICHARD CROOKS)

BARUCH:

With a magnificent voice that can earn him as much as \$4,000 for four songs... Richard Crooks takes the best possible care of his throat. He says that he simply must have a light smoke. And he finds that Luckies never irritate his throat, even after the most strenuous performance. Now there is a very good reason why Luckies are gentle on Richard Crook's throat ... and why they would be just as easy on your own throat. Lucky Strike, you see, has an exclusive process called "It's Toasted". And this "Toasting" process removes certain harsh irritants found in even the finest tobaccos. And so, you can readily see just why Luckies are a light smoke, easy on the throat. Try Luckies yourself ... you'll enjoy the finer flavor of their choice, center-leaf tobaccos. Follow Richard Crook's example. And when you buy cigarettes this afternoon ... ask for a carton of Luckies! (PAUSE) And tomorrow night tune in on YOUR HIT PARADE ... Boake Carter will appear in an especially interesting feature.

(PAUSE)

Right now ... Edwin C. Hill has more news for you!

ATK01 0140176

(CLOSING)

- 4 -

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Whether you go away or stay at home over the coming week-end, be sure to have plenty of Luckies. They're a light smoke ... easy on your throat. And in the honest opinion of tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

(CLOSING SIGNATURE)

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

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ATX01 0140177

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, SEPTEMBER 13, 1937
12:15 to 12:30 P.M.

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

BARUCH: With independent tobacco experts - "With men who know tobacco best - it's Luckies two to one!"

(THEME)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes.. with Edwin C Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

While Mr. Hill gives you the news, why not take time out for a Lucky Strike? You'll like the taste of Luckies' "Cream of the Crop" tobaccos. And they're easy on your throat, too -- so try a package of Luckies today.

And now, Mr. Hill.

MR. HILL: YOUR HIT PARADE last Saturday night was converted for a few moments into a kind of news parade when my friend and colleague, Boake Carter, appeared among your song favorites. In this instance, though, Boake Carter was not given the assignment of reporting the news of the world. Instead, Mr. Carter was handed the toughest job that can come the way of a commentator.. the job of talking about himself. And this was a treat for the radio audience because for many it was the first opportunity to hear the interesting details of his colorful career. Interesting, too, were the comments he made on smoking, Mr. Carter said:

"Smoking is one of the greatest pleasures in the world, but it can be utterly spoiled by throat-irritation. My job's tough on the throat and I have to be careful to keep my voice clear all the time. So I let my throat decide what's the easiest and smoothest in the way of cigarettes, and long ago, Luckies were the answer. Luckies give me what I'd call a light smoke... light in the sense they don't catch your throat. And that means everything when you're working against deadline all day and the strain makes you grab for a cigarette all the time. 'Believe you me,' said Mr. Carter, "after the strain of talking, either lecturing or over the air, a Lucky hits the spot."

(NEWS....ENDING WITH FOLLOWING)

Andre Baruch carries on for a moment while I dig up another news story. I'll be back.

ATX01 0140179

BARUCH: The men best qualified to give you an authoritative opinion on a cigarette are the independent tobacco experts. For, tobacco is their business. And they know what makes a good cigarette. So, surely, if you smoke you'll want to know what is the honest opinion of these experts. And here it is! Sworn records on file for your inspection show that among independent tobacco experts Luckies have twice as many exclusive smokers as have all other cigarettes combined! Over twice as many. Now these men earn their living buying, selling, and handling tobacco. They are the auctioneers, buyers, warehousemen, etc. down in the tobacco country. Not connected with any cigarette manufacturer, they deal impartially with all! And, consequently, they are in a unique position to judge a cigarette purely on its own merits. And in the honest opinion of these experts ... "With men who know tobacco best, it's Luckies two to one!"

And now ... here is Edwin C. Hill!

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Next time you buy cigarettes, say "Luckies, please." They're a light smoke, easy on your throat. And remember... with independent tobacco experts... "With men who know tobacco best - It's Luckies two to one!"

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, SEPTEMBER 14, 1937
12:15 -12:30 P.M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

Have you tried Luckies recently? If you haven't, why not get a package this afternoon and treat yourself to the rich flavor of Luckies' tender center-leaf tobacco ... truly the "Cream of the Crop". Remember -- with independent tobacco experts - "with men who know tobacco best - it's Luckies two to one."

And now, today's headlines with Edwin C. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"
Com. #2 - Clark Gable - Tuesday, Sept. 14th

-2-

MR. HILL: The thrill of making pictures the whole world enjoys is no novelty for Clark Gable. His latest MGM film success, "Saratoga" is but one of the big hits he has scored. But.. Clark Gable has appeared in another motion picture...a film few people know about, and which still fewer have seen. It is his most recent picture...starring Clark Gable, directed by Clark Gable and produced by and for Clark Gable. A two reel affair..it is a complete record of his recent Montana hunting trip. And if you ask Mr. Gable...he'd probably say that making pictures for himself is great fun. At any rate, it is not as hard work as the assignments Hollywood gives him. Clark Gable, commenting on his career, said recently: "I came into pictures the hard way...via 10 years of tough sledding on the stage and working as an extra. I know that no one can make good as an actor unless he has the right voice. I tried to take care of my voice and throat. And," Clark Gable added, "I believe I've learned how. As far as smoking goes, there's no question a light smoke is best. And that means Luckies. I ought to know after smoking them for ten years."

(NEWS....ENDING WITH FOLLOWING)

Now, Andre Baruch steps in for a moment while I step out for more news!

ATX01 0140183

LUCKY STRIKE "YOUR NEWS PARADE"
Com. #3 - Clark Gable - Tuesday, Sept. 14th

-3-

BARUCH: If you could spend just one day watching Clark Gable work on a picture, you would understand just why his "million-dollar" throat needs a light smoke. You'd have to get up early ... for at 7 A.M. Clark Gable begins work with his make-up man ... and he smokes his first Lucky of the day. Then from seven in the morning until eight in the evening, Mr. Gable uses his voice almost constantly ... sometimes he is called upon to shout into the microphone for hours on end. But through it all ... he smokes just as many Luckies as he pleases ... because years of experience have taught him that Luckies are easy on his precious voice. Now Clark Gable's experience with Luckies can be your own. For, Luckies will be easy on your throat, too. You see, the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. And that is why Luckies are a light smoke easy on the throat. And, they're a grand tasting cigarette, as well. You'll like the mellow, rich taste of that choice center-leaf tobacco. So follow Clark Gable's example ... ask for Luckies today!

(PAUSE)

And now ... more news with Edwin C. Hill!

ATX01 0140184

LUCKY STRIKE "YOUR NEWS PARADE"
Closing - Tuesday, Sept. 14th

-4-

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And remember, in the honest opinion of independent tobacco experts..."with men who know tobacco best, it's Luckies two to one!"

MH/

ATX01 0140185

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, SEPTEMBER 15, 1937

12:15 - 12:30 P.M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

Modern people seem to enjoy a light smoke most of all... and that is why so many smokers are turning to Luckies these days. We believe that you, too, will like Luckies.. like them for the finer taste of their choice center-leaf tobaccos! And surely, you'll appreciate the fact that Luckies are so easy on the throat! So try a light smoke today...ask for Lucky Strike!

All ready, Mr. Hill? Then what's the first story...

LUCKY STRIKE "YOUR NEWS PARADE"

Wednesday, September 15, '37.

Commercial #2 (SWORN RECORDS)

MR. HILL:

_____ : (NAME OF TOWN AND STATE WHERE TOBACCO AUCTION IS BEING HELD) Prosperity rears its welcome head in _____ today. For thousands of pounds of tobacco are being sold at auction. And farmers are being well rewarded for their year's work. Buyers, auctioneers, warehousemen and so forth are working like beavers...and before this day is done farmers in the district will be planning how to spend their money. And so it is that day by day the amazing sing-song chant of the tobacco auctioneer sounds as welcome music all over our Southland. And by the way...you smokers can turn to no better authority on the subject of smoking than these tobacco experts. Because they know exactly what grades of tobacco are going into the various cigarettes on the market. And sworn records on file for your inspection show that among independent tobacco experts, Lucky Strike has more than twice as many exclusive smokers as have all other cigarettes combined. An astonishing majority... for, as you may know, these experts are not connected with any manufacturer...but deal impartially with all. Consequently they are absolutely unbiased...and when they choose a cigarette for themselves, they are guided by their own expert knowledge of tobacco.

(MORE)

ATX01 0140187

LUCKY STRIKE "YOUR NEWS PARADE"

Wednesday, September 15, '37.

Commercial #2 (SWORN RECORDS)

MR. HILL:
(continued)

And with them... "with men who know tobacco best,
it's Luckies - two to one!"

(NEWS...ENDING WITH THE FOLLOWING)

Now Andre Baruch has an interesting item for you.
And in just a moment I'll return to tell you
about _____.

LUCKY STRIKE "YOUR NEWS PARADE"
Commercial #3 (SWORN RECORDS)

Wednesday, September 15, '37.

BARUCH:

Now one reason why Luckies appeal to so many ~~millions~~
~~of~~ smokers can be explained by the following facts:
Tobacco experts themselves prefer Luckies. There
are sworn records, on file and available for your
inspection, which show that among independent
tobacco experts Lucky Strike has over twice as many
exclusive smokers as have all other cigarettes
combined. Over twice as many! Now these experts
are men who earn their living buying, selling and
handling the various grades of tobacco. They are
the auctioneers, buyers, warehousemen, etc. in the
tobacco-growing districts, and they are not connected
with any manufacturer. Hence, their judgement is
both expert and impartial. So, when you buy
cigarettes, remember that the men who know tobacco
best smoke Luckies, two to one. Ask for a carton
of Luckies...a light smoke...easy on the throat!

(PAUSE)

And here's a radio pointer to remember...
Gertrude Lawrence will appear on YOUR HIT PARADE
tonight, a radio high-spot you won't want to miss.
AND...here is Edwin C. Hill with that story he
promised.

ATX01 0140189

LUCKY STRIKE "YOUR NEWS PARADE"

Wednesday, September 15, '37.

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Don't fail to tune in tomorrow...and this afternoon don't fail to treat yourself to a package of Lucky Strikes. Remember...with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABO...NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, SEPTEMBER 16, 1937
12:15 to 12:30 P.M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

While you get the news today, take time out for a Lucky Strike. You'll enjoy the extra-fine flavor of Luckies' high quality tobaccos. It's a grand tasting smoke ... and it's easy on the throat.

So light up a Lucky now - and remember, "with men who know tobacco best - it's Luckies two to one."

And now, Edwin C. Hill.

MR. HILL:

One of the first ladies of the stage was a guest of YOUR HIT PARADE last night ... Miss Gertrude Lawrence. Always a bright spot in any performance, Miss Lawrence was exceptionally delightful last night. During a brilliant interview, Gertrude Lawrence said something I'd like to repeat now... because I think it has a good deal of significance for you who smoke. Gertrude Lawrence said: "I've smoked Luckies not only on the stage but off - ever since I first tried one in 1924, on my first visit to America. They never bother my throat ... and I can tell you if they did I wouldn't smoke them."

(NEWS ... ENDING WITH FOLLOWING)

And ... now if you'll listen for a moment to what Andre Baruch has to say ... I'll scout around for more news.

MR. BARUCH:

For years Miss Gertrude Lawrence has been an outstanding star of the stage ... not only in this country but abroad as well. She has smoked cigarettes in many lands. She tasted her first Lucky Strike when she came to America in 1924 ... and Luckies have been her choice ever since. Now, if 13 pleasant years of smoking have proven Lucky Strike cigarettes easy on Gertrude Lawrence's throat ... surely Luckies will be easy on your throat, too. Luckies, you know, give an extra measure of throat comfort because the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. And you'll enjoy in Luckies the finer taste of choice center-leaf tobacco -- the "Cream of the Crop". Ask for Lucky Strike today! Buy them by the carton -- then you'll always have a supply.

(PAUSE)

And now here's Edwin C. Hill again.

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Replenish your cigarette supply this afternoon with a carton of Luckies. Remember ... with independent tobacco experts... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE.....)

This is the COLUMBIA ... BROADCASTING SYSTEM

--Fade them 20 Seconds--

WABC....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, SEPTEMBER 17, 1937
12:15 to 12:30 PM

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(THEME

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

The flavor of Lucky Strike tobacco is something that's hard to put into words ... and yet do it full justice. And so we can only urge you to try Luckies for yourself... We want you to find out just how good, fine, center-leaf tobacco really tastes - we want you to see how easy Luckies will be on your throat.

And now ... the news of the day with Edwin C. Hill.

(COMMERCIAL #2 (Ann Sothern) SEptember 17th)

ANNOUNCER: Hollywood! Lovely Ann Sothern, the former University of Washington coed, has just returned from a vacation with her mother. This charming motion picture heroine, by the way, attributes her ability to sing to her own mother, who's her coach, and who at one time was a celebrated soprano in her own right. Miss Sothern - whom you will see next in the R.K.O. picture, "There Goes the Groom" - is a good friend of Lucky Strike. Ann Sothern recently said: "It seems that most people, both in the RKO studio and out, who really think of their throats, are Lucky fans. That's a doubly-sensible choice since Luckies are in my mind by far the best-tasting cigarette. I don't know much about tobacco, but I do know that the Flavor of Luckies is marvelous."

(NEWS ENDING WITH FOLLOWING)

Now for a moment, Andre Baruch carries on while I scout around for more news.

COMMERCIAL #3 (Sworn Records) Friday, September 17th

BARUCH: When you buy cigarettes - you can make sure now that you're getting tobacco of the highest quality. All you need do is to follow the example of independent tobacco experts - the men who know tobacco best. Sworn records on file and available for your inspection show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Now this is the unbiased opinion of the men who really know tobacco quality ... the auctioneers, buyers, warehousemen, and so forth, who earn their living buying, selling and handling the various grades of tobacco. These men are not connected with any manufacturer but deal impartially with all ... so you can see they're completely unbiased in their judgment. What could say more for Lucky Strike than the fact that experts choose it for their own cigarette by an overwhelming majority. Remember this when you buy cigarettes today - in the honest opinion of independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

(PAUSE)

Virginia Rea
~~Ethel~~ ~~Mohman~~ will be on YOUR HIT PARADE tomorrow night - a radio treat you won't want to miss. So don't forget to tune in! Now - Mr. Hill again!

CLOSING - FRIDAY, SEPTEMBER 17th

BARUCH: Listen in to Your News Parade over this same station Monday at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back with up-to-the-minute news from every section of the globe. Over the weekend, wherever you go, take along a carton of Luckies . . . Enjoy their fine flavor - see how easy they are on your throat. Remember . . . with independent tobacco experts . . . "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE)

This is the COLUMBIA BROADCASTING SYSTEM

-Fade them 20 Seconds -

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, SEPTEMBER 20th, 1937
12:15 to 12:30 P.M.

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

BARUCH: "With independent tobacco experts - with men who
know tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade - up-to-the-
minute news flashes with Edwin C. Hill, one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour five days a
week; Mondays through Fridays inclusive.

(PAUSE)

From all over the world comes the news which Mr. Hill
brings to your loudspeaker. And everywhere there's
news -- you'll find Lucky Strikes, also. Why don't
you, too, try Luckies? They're a light smoke, easy
on your throat. And you'll enjoy the rich flavor
of their "Cream of the Crop" tobaccos. So buy a
package this afternoon.

And here is Edwin C. Hill!

(COMMERCIAL #2 - Virginia Rea)

MR. HILL: YOUR HIT PARADE last Saturday night had a charming guest ... Virginia Rea, lovely Kentucky girl whose voice has taken her to the high places in radio and concert work. Virginia Rea, incidentally, is living evidence of the fact that a woman can combine a career and marriage. Married four years, Virginia has been making a glorious success of her wedded life and at the same time her professional career has prospered greatly. It happens, by the way, that her husband introduced her to Lucky Strike Cigarettes. Virginia Rea said on the radio: "My work keeps my throat under such constant strain ... but when I tried Luckies, I found them different. They get along with my throat just as well as I do with my husband."

(NEWS ENDING WITH FOLLOWING)

Andre Baruch has a word for you now. I'll return in a moment with a story about _____.

(COMMERCIAL #3 (SWORN RECORDS)

Monday, September 20th)

BARUCH: A good many people have often wondered what the tobacco man smokes himself. How the various cigarettes are rated by tobacco experts. For it is obvious that their opinion is authoritative. These tobacco men know what grades of tobacco are being used in the various cigarettes. They see these tobaccos bought in the open market. Now sworn records on file and available for your inspection show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. This is the unbiased opinion of the men who know tobacco best...the auctioneers, buyers, warehousemen, etc. who earn their living buying, selling and handling the various grades of tobacco! These men are not connected with any manufacturer but deal impartially with all -- so they are absolutely unprejudiced. When they choose a cigarette for themselves, they are guided by their own expert knowledge of tobacco. What could say more for the high quality of Lucky Strike tobacco than the fact that in the honest opinion of independent tobacco experts.. "with men who know tobacco best...it's Luckies 2 to 1!" So take a tip from the experts -- ask for Lucky Strike!

(PAUSE)

Edwin C. Hill returns!

ATX01 0140201

(CLOSING

Monday, September 20th)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember, in the honest opinion of the independent tobacco experts ... "With men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE.....)

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, SEPTEMBER 21, 1937
12:15 to 12:30 PM

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

BARUCH: "With independent tobacco experts - with men who
know tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents your News Parade - up-to-the-
minute news flashes - with Edwin C. Hill, one of
American's ace news reporters. Your News Parade
brings you the flash news at this hour five days
a week; Mondays through Fridays inclusive.

(PAUSE)

You'll enjoy Lucky Strikes. You'll like the grand
flavor of their choice center-leaf tobaccos. And
remember, Luckies are a light smoke - easy on the
throat. So, ask for a pack today - join the
independent tobacco experts - the men who know
tobacco best ... with them it's Luckies 2 to 1!

And now, Mr. Hill.

(COMMERCIAL #2 (MYRNA LOY)

Tuesday, September 21st)

MR. HILL: Hollywood! Myrna Loy's new M-G-M picture, "Double Wedding" is a good example of a type of film which is thoroughly delightful to see and enjoy...but which is rather difficult to make. Myrna Loy herself was assigned a role which was unusually hard to do...that of an excitable person who attempts to put on a self-possessed 'front'. And, of course, Miss Myrna Loy plays her role exceedingly well, as she always does. But...it took a lot of smoking, as Miss Loy put it...with retake after retake of scenes in which she smokes almost continually. Commenting on this fact Myrna Loy said: "Five years ago I landed on Luckies...because I wanted a cigarette with the real flavor of good tobacco, and one that would agree better with my throat. After laughing scenes I appreciate Luckies most. I've often had to 'turn on' a laugh 100 times in one day. At times like this, it's clear that Luckies are the cigarette for anyone who wants a light smoke that's easy on the throat."

(NEWS....ENDING WITH FOLLOWING)

A word now from Andre Baruch. I'll return in just a moment with a story about _____.

(COMMERCIAL #3 (MYRNA LOY)

Tuesday, September 21st)

BARUCH: A few moments ago Mr. Hill quoted Myrna Loy's own reasons for preferring Luckies. Now Myrna Loy is not the only M-G-M star who finds Luckies a better tasting cigarette -- easy on her throat. For, at the commissary on the M-G-M lot, Luckies outsell all other cigarettes. Luckies, you know, give an extra measure of throat comfort because the exclusive Lucky Strike process, "It's Toasted", removes certain harsh irritants. And you'll enjoy in Luckies the finer taste of choice center-leaf tobacco - the "Cream of the Crop". When you buy cigarettes this afternoon...follow Myrna Loy's example...ask for Lucky Strike -- a light smoke!

(PAUSE)

And here is Mr. Hill with that story he promised you!

(CLOSING

Tuesday, September 21st)

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And when you next buy a package of Luckies, remember, in the honest opinion of the independent tobacco experts ... "with men who know tobacco best, it's Luckies, two to one!"

(CLOSING SIGNATURE.....)

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

-fade theme 20 seconds-

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, SEPTEMBER 22nd, 1937

12:15 - 12:30 P.M.

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

BARUCH: "With independent tobacco experts - with men who know tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade -up-to-the-minute news flashes - with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

While you're listening to Mr. Hill's thrilling word-picture of world news events, take time out for a Lucky Strike. You'll find it a light smoke, easy on your throat. And remember that with the men best qualified to judge tobacco - the independent ^{tobacco} experts - "with men who know tobacco best, it's Luckies, two to one!"

All ready, Mr. Hill? The microphone is yours.

MR. HILL:

Spencer Tracy is the idol of countless boys throughout the country. And recently, one of his most ardent hero worshippers had the thrill of his young lifetime ... for he was selected for the second male role in the MGM picture, "Mannequin", a film which will star Spencer Tracy in the leading male part. And working with Spencer Tracy is a real thrill for any actor ... whether he is well along in his career or just beginning as this boy is. For, Spencer Tracy is a master of his craft. In his recent picture, "Captains Courageous", an M-G-M production, Mr. Tracy worked four long months in order to make two hours of film. And speaking of this experience Spencer Tracy recently said: "If all the film taken were shown it would run almost three solid days and nights. Many scenes were taken on the open ocean. Naturally, raising my voice put a strain on my throat. In one scene I had to yell for most of two days. Yet, I could always light a Lucky without worrying about my throat." Mr. Tracy then explained that he had been smoking Luckies for about eight years ... because as he put it, "About eight years ago I sort of shopped around for a cigarette that would get along best with my throat. Luckies won hands down, and have been my regular brand ever since.

(NEWS ... ENDING WITH THE FOLLOWING)

Now while Andre Baruch carries on ... I'll scout around for more news to bring you in just a moment.

BARUCH:

Motion pictures are a stern master ... and they place heavy demands on an actor's throat. And consequently, an outstanding actor like Spencer Tracy is careful to avoid any irritation from smoking. That problem Mr. Tracy solves by smoking Luckies because they are always easy on his throat. And besides, he likes the finer taste of Lucky's choice center-leaf tobaccos. Now when you smoke a Lucky ... you'll agree with Spencer Tracy that the taste is simply grand. And, you, too, will find Luckies easy on your throat ... because the exclusive "Toasting" process removes certain harsh irritants naturally present in all tobaccos. And because these irritants are out ... Luckies are a light smoke, easy on the throat. So follow Spencer Tracy's example ... ask for Luckies ... get a carton this afternoon.

(PAUSE)

From Hollywood tonight YOUR HIT PARADE will present that delightful screen personality ... Herbert Marshall. So be sure to tune in. And now ... we return to Edwin C. Hill who is ready with more news!

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. This afternoon, treat yourself to a carton of Lucky Strikes. You'll enjoy the finer flavor of Luckies' "Cream of the Crop" tobaccos - And remember, with independent tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

(CLOSING SIGNATURE.....)

This is the COLUMBIA BROADCASTING SYSTEM

Fade theme 20 seconds

WABC...NEW YORK

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ATX01 0140210

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, SEPTEMBER 23, 1937

12:15 - 12:30 P.M.

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

BARUCH: "With independent tobacco experts - with men who know tobacco best - it's Luckies, two to one!"

THEME:

BARUCH: Lucky Strike presents Your News Parade - up-to-the-minute news flashes - with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE)

Every day, thousands of smokers are making a discovery... "Luckies are certainly grand tasting cigarettes", they say; "And they're so easy on my throat." That just about sums up Lucky Strikes ... they have the full-bodied flavor of fine tobacco, and they're a light smoke. Why don't you discover this for yourself ... buy a package of Luckies this afternoon.

And now, today's headlines, with Edwin C. Hill.

- 2 -

MR. HILL: Your Hit Parade audience last night went on a radio visit to Hollywood and met one of the most polished and charming actors of them all ... Herbert Marshall. Mr. Marshall was in fine spirits, having only recently completed a picture for RKO ... a sparkling comedy called "~~A Love Like That~~" ^{"Breakfast For Two"}. Over the radio he did some entertaining vocal gymnastics, showing the amazing variety of meanings a trained voice can impart to words. And as you listened to this great actor ... you couldn't help realizing what a strain his work places on his throat. Herbert Marshall said in this connection: "Our throats must always be in top form. And when it comes to smoking, naturally we choose a cigarette that's easy on our throats ... Lucky Strike. Most of Hollywood", Herbert Marshall ^{has} pointed out, "seems to agree about Luckies. So many people here prefer them. That's quite a compliment because there is no place in the world where throats are so important. It's only common sense for actors and ^{ad}resses ... and everyone else, for that matter ... to want a light smoke ... and to most of my friends both in and out of motion pictures, that means Lucky Strike."

(NEWS ... ENDING WITH FOLLOWING)

And here's Andre Baruch with a word for you ... while I light up a Lucky and glance over the latest news dispatches.

- 3 -

BARUCH: You know, those facts about tobacco you've been reading and hearing on the air recently are causing quite a stir. Americans like to know facts ...to find out what's what. So naturally this news is creating a good deal of comment among smokers. And so it should ... because it's very significant. You see ... sworn records available for your inspection show that, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined! Twice as many! These men are the tobacco auctioneers, buyers, warehousemen, and so forth, down in the tobacco growing regions. They deal impartially with all manufacturers... and are not connected with any. Hence their opinion is honest, unbiased, unprejudiced. Surely these men who spend their lives buying, selling and handling tobacco, are the best judges of tobacco quality. And in their honest judgment ... it's Luckies - 2 to 1. Well ... think those facts over ... and next time you buy cigarettes ... ask for Lucky Strike!

(PAUSE)

And here is Edwin C. Hill again.

CLOSING:

SEPTEMBER 23rd.

- 4 -

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Daylight Saving Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And remember the unbiased opinion of independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE)

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC....NEW YORK

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ATX01 0140214

COLUMBIA BROADCASTING SYSTEM

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "Your News Parade"

(REBROADCAST)

FRIDAY, SEPTEMBER 24th, 1937

2:30 - 2:45 P.M.

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

BARUCH: "With independent tobacco experts - with men who know
tobacco best - it's Luckies two to one!"

(THEME.....)

BARUCH: Lucky Strike presents Your News Parade - up-to-the-
minute news flashes - with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour five days a week;
Mondays through Fridays inclusive.

(PAUSE)

Have you smoked a Lucky Strike recently? If you
haven't you should discover how easy a light smoke is
on your throat - and how good is the rich full-bodied
flavor of Luckies' center leaf tobaccos. So buy a
package of Luckies this afternoon. Remember, with
independent tobacco experts ... "With men who know
tobacco best, it's Luckies - two to one!"

And now, on with the news with Edwin C. Hill.

ATX01 0140215

COMMERCIAL #2 (FRANCES FARMER)

MR. HILL: Word comes from the Paramount studios that Frances Farmer's now technicolor picture, "Ebb Tide" will be ready for release around the 19th of November. This news about one of screenland's most lovely stars reminds me of something Miss Farmer mentioned not long ago. Frances Farmer was in a reminiscent mood ... thinking back on an incident which took place during her college days, before she became a national personality. I repeat what she said because it concerns a subject a good many of us are interested in -- the subject of smoking. Miss Farmer said: "As I think back, I remember changing to Lucky Strike cigarettes when I was at the University of Washington. I was in a dramatic production at that time, and I found that the brand of cigarettes I was smoking didn't get along very well with my throat. Since changing to Luckies, I've never had to give smoking a second thought, as far as my throat is concerned." And then Frances Farmer added: "Obviously my throat means the world to me. And, a light smoke means the world to my throat...in fact, to anybody's throat."

(NEWS...ENDING WITH FOLLOWING)

And now while I look around for more news, I'll turn the microphone over to Andre Baruch for a few seconds.

ATX01 0140216

(COMMERCIAL #3) (FRANCES FARMER)

BARUCH: A moment ago you heard Mr. Hill quoting something that was said not long ago by that charming motion picture star, Frances Farmer.

Miss Farmer, you'll recall, was telling why she prefers Lucky Strike cigarettes, and she said: "My throat means the world to me. And a light smoke means the world to my throat...in fact to anybody's throat." Now surely you want a cigarette that's easy on your throat, too. We sincerely believe that you will find such a cigarette in Lucky Strike. For, the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. These irritants are out...and so you'll find that Luckies will be just as easy on your throat as they are on Frances Farmer's. And, you'll discover, too, as she has, that Luckies have an especially tempting flavor. A flavor you'll enjoy because it's the rich, mellow flavor of choice center-leaf tobaccos...the finest money can buy. So ask for Luckies this afternoon.

(PAUSE)

On YOUR HIT PARADE tomorrow night Susanne Fisher is going to appear. So be sure and listen in...she is always entertaining.

(PAUSE)

And now -- back to Edwin C. Hill.

ATX01 0140217

(CLOSING)

(REBROADCAST)

FARUCH: Listen in to Your News Parade over this station Monday
~~at this same time:~~ Edwin C. Hill will be back again with
 up-to-the-minute news from every section of the globe.
 Here's a parting reminder ... the independent tobacco
 experts who spend their lives buying, selling and
 handling tobacco choose Luckies by an overwhelming
 margin. Yes, "with men who know tobacco best, it's
 Luckies - two to one!"

(CLOSING SIGNATURE.....)

This is the COLUMBIA ... Broadcasting System

-fade theme 30 seconds-

*But remember, Eastern Daylight Saving
 time will be over and this program will
 come to you at a new hour position in
 at 12:15 Eastern Day Standard Time*

hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, SEPTEMBER 27, 1937

12:15 to 12:30 PM

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

In a moment Mr. Hill will be with you with a flash from _____, but first just a word about Luckies. Like so many modern people, we believe that you, too, will enjoy the flavor of Luckies' tender center leaf tobacco. And you'll surely appreciate the fact that Luckies are easy on your throat. So buy a package this afternoon. And now, Mr. Hill, and today's news.

(COMMERCIAL #2 - SUSANNE FISHER - SEPT, 27th)

MR. HILL: West Virginia has a native daughter of whom the entire state may well be proud. Her name is Susanne Fisher and many of you heard her sing on YOUR HIT PARADE last Saturday night! Susanne Fisher, certainly, has made a name for herself among the young American singers of today. After her song, the beautiful "I'll Follow My Secret Heart", Susanne Fisher got to talking about tobacco...she pointed out that she was born on a plantation in West Virginia and that she knows something about tobacco and tobacco quality. Miss Fisher said: "I started smoking Luckies 8 years ago ... and I have been enjoying them ever since. In fact, ^{Miss Fisher has said} Luckies have always pleased the West Virginian in me as much as the opera singer ... for I can recognize that Luckies are made of the very finest tobacco. The combination of fine flavor with throat comfort makes Luckies, in my opinion, the perfect cigarette for at least two classes of people: singers who wish to smoke and ... smokers who wish to sing!"

(NEWS....ENDING WITH THE FOLLOWING)

Andre Baruch has a message for you... while I take a moment to glance at the latest news dispatches.

(COMMERCIAL #3 - Sworn records Sept. 27th)

BARUCH: You have some dresses which are better than others.. or some suits you save for dress-up occasions. But the chances are that your Sunday cigarette, your dress-up cigarette, is the same brand you smoke every day. And this is true because ... when you buy Luckies you don't have to pay extra to get the finest tobacco -- the "Cream of the Crop". Just consider these facts about the quality of Lucky Strike tobacco. Sworn records, on file for your inspection, show that, among independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Now surely these veteran tobacco experts are the best judges of cigarette quality. Auctioneers, buyers, warehousemen, etc., they earn their living in buying, selling, and handling the various grades of tobacco. Not connected with any cigarette manufacturer.... but dealing with all manufacturers impartially, they are in a unique position to judge a cigarette purely on its own merits. Certainly their example is the truest guide for smokers who want tobacco of the very highest quality. Next time you buy cigarettes, remember ... "with men who know tobacco best it's Luckies, two to one!"

Edwin C. Hill returns with more news!

(CLOSING - September 27, 1937)

BARUCH: Listen in to Your News Parade over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And here's a fact to remember about Luckies ... in the honest opinion of independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR NEWS PARADE

TUESDAY, SEPTEMBER 28, 1937
12:15 to 12:30 P.M.

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

BARUCH: With independent tobacco experts -- "with men who know tobacco best - it's Luckies two to one!"

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes .. with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

The main thing you ask of a cigarette is that it please you ... and here is why Luckies will give you real smoking enjoyment. Luckies use only finer center-leaf tobaccos, truly the "Cream of the Crop." That's what gives Luckies their rich, full-bodied flavor. And Luckies are gentle on even the most sensitive throat, too. Try a package this afternoon. And now Mr. Hill, with a dispatch from _____.

(COMMERCIAL #2 - Sworn Records - Sept. 28th)

MR. HILL: Today in the great tobacco warehouse at Wilson, North Carolina...one of America's most electrifying spectacles is taking place. Excitement runs high among tobacco farmers of the vicinity...for the fate of their crop hangs in the balance. Buyers, auctioneers, warehousemen, and so forth are working furiously to complete their tremendous task of handling thousands of pounds of tobacco. When day is done...they'll know just which grades of tobacco the various manufacturers bought for their cigarettes. And so you see... independent tobacco experts are in a unique position to judge cigarettes purely on their own merits. Sworn records on file for your inspection show that among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined. And note...these experts are not connected with any manufacturer but deal impartially with all. Consequently they are absolutely unbiased. When they choose a cigarette for themselves, they are guided solely by their own expert knowledge of tobacco. And, in their honest opinion... "with men who know tobacco best, it's Luckies - two to one!"

(NEWS...ENDING WITH FOLLOWING)

And...now if you'll pardon me a moment, I'll scout around for more news...while Andre Baruch carries on.

ATX01 0140224

(Commercial #3 - John Boles - Sept. 28th)

BARUCH: We want to say a word to those of our audience who are not Lucky Strike smokers! Now probably you have never acted in a motion picture...and perhaps you never intend to...but nevertheless your throat is of utmost importance to you. Just as important, for example, as John Boles' throat is to him. And like John Boles, you undoubtedly want a cigarette that is easy on your throat. Such a cigarette is Lucky Strike...and you can take it from Mr. Boles that Lucky Strike is a light smoke, gentle on the throat. And he ought to know because he's smoked them for 20 years. Only recently John Boles said: "After years on the screen, I'm positive that Luckies are the answer to a sensitive throat." Now the reason for this is easy to understand. The Lucky Strike process "It's Toasted" removes certain harsh irritants from tobacco. And, since these irritants are out ... Luckies will be just as easy on your throat as they are on John Boles' throat. And, you'll agree with Mr. Boles, too, that Luckies have a finer flavor...the rich, mellow flavor of choice center-leaf tobaccos. So follow John Boles' example...ask for Luckies today!

(PAUSE) Once again, we return you to Edwin C. Hill and the news!

(CLOSING)

BARUCH: Listen in to Your News Parade over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. This afternoon when you buy a package of cigarettes, ask for Luckies, a light smoke, easy on your throat. Remember, with independent tobacco experts... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, SEPTEMBER 29th, 1937
12:15 to 12:30 P.M.

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

BARUCH: With independent tobacco experts -- "with men who know tobacco best -- it's Luckies two to one!"

THENE:

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade bring you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

Right now, down South, the tobacco auctions are in full swing. If you could go down there you'd find that the overwhelming majority of the independent tobacco experts smoke Luckies - for "with men who know tobacco best it's Luckies, two to one!" All ready, Mr. Hill? Then on with today's headlines

ATK01 0140227

MR. HILL:

Hollywood. Joan Crawford begins work for Metro-Goldwyn-Mayer on a picture called "Mannequin"a film which is said to give this lovely star an opportunity to use her dramatic ability to best advantage. Not long ago Joan Crawford figured up that she had spoken over 1,000,000 words in motion pictures during her career. And believe me that's a burden for any throat... especially when you add singing lessons after hours and all the other demands which are made of a star's throat. But, only the other day, Miss Crawford was saying that in spite of the strain her work places on her voice, she can always enjoy a Lucky Strike Cigarette. And, Joan Crawford added - and I quote her own words: "To really enjoy smoking I think everyone must have a cigarette that's easy on the throat. It's only natural an actress should want a light smoke... and to most of us in pictures that means Luckies. I might add that I've heard on the air about those tobacco experts in the South and how twice as many of them smoke Luckies as any other cigarette. "That's easy to understand," Joan Crawford said, "because I think the flavor of the tobacco in Luckies is simply swell!"

(NEWS ENDING WITH FOLLOWING)

Now here is Andre Baruch for a moment while I look for more news.

BARUCH: Joan Crawford said recently: "To enjoy smoking, I think everyone must have a cigarette that's gentle on the throat." And, Joan Crawford practices what she preaches.....because she smokes Lucky Strike cigarettes, -- and she has been smoking them for the past eight years. Surely it stands to reason that if Luckies are easy on Joan Crawford's throat... Luckies will be easy on your throat, too. You see, the exclusive Lucky Strike process "It's Toasted" takes out certain throat irritants found in all tobacco. Since these irritants have been expelled... Luckies are a light smoke, easy on the throat. You'll enjoy them, just as Joan Crawford does. You'll find that Luckies are a better tasting cigarette...rich and mellow with the full-bodied flavor of choice center-leaf tobaccos. So follow Joan Crawford's example....ask for a carton of Luckies this afternoon

(PAUSE)

Here's an announcement of especial interest to the radio public. Tonight Your Hit Parade will present the most brilliant and distinguished playwright, composer and actor of the English and American theatre....Mr. Noel Coward! Be sure and tune in.

(PAUSE)

And now ... on with the news with Edwin C. Hill.

(CLOSING)

* 4 *

BARUCH: Listen in to Your News Parade over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember that in the honest opinion of independent tobacco experts -- "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA BROADCASTING SYSTEM

FADE THEME 30 SECONDS

WABC

NEW YORK

sp

ATX01 0140230

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, SEPTEMBER 30, 1937
12:15 to 12:30 P.M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(THEME)

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters.

Your news Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

If your cigarette supply is low, why don't you replenish it this afternoon with a carton of Luckies. And when you ask for Luckies for yourself, remember that in the honest opinion of independent tobacco experts ... "with men who know tobacco best, it's Luckies - two to one!"

Here is Mr. Hill with today's news!

COMMERCIAL #2 (NOEL COWARD)

MR. HILL: Vanity ... thy name is not Noel Coward. For this great actor and playwright, who appeared on YOUR HIT PARADE last night, began his autobiography ... "Present Indicative" ... with the following sentence. I quote: "I was photographed naked on a cushion very early in life, an insane, toothless smile slitting my face and pleats of fat overlapping me like an ill-fitting overcoat." (PAUSE) Well ... I suppose Noel Coward has earned the right to make fun of himself. Something the world at large never does ... to the contrary the world stands very much in awe of his versatile genius. Mr. Coward, however, objects to being idolized... and remains unflattered, a very likeable and very human person. He smokes Luckies, incidentally. And last night he explained why. Noel Coward said: "Anybody who has ever had anything to do with the stage knows that we actors are very careful never to take any chances with our throats. With Luckies, I have not the slightest worry. That's why I smoke them, though, of course, I like their taste, too! Lucky Strike has been my cigarette since I first came to America in 1921 - with a bundle of manuscripts, a one-way ticket, and just seventeen pounds in my pocket."

(NEWS ENDING WITH FOLLOWING)

Now here is Andre Baruch for a moment while I look for more news.

ATK01 0140232

COMMERCIAL #3 (NOEL COWARD)

BARUCH: Actor ... playwright ... yes, and composer ... Noel Coward lives a full life. And among the good things Mr. Coward enjoys are Lucky Strike cigarettes. As he pointed out on the radio last night, he smokes Luckies because they are easy on his throat ... and because he likes their flavor. For these same two reasons, Luckies will surely appeal to you, too. You'll like their rich, mellow flavor, the flavor of choice center-leaf tobaccos. And, you'll find Luckies easy on your throat. Remember ... Lucky Strike, and only Lucky Strike has that famous process "It's Toasted". And this exclusive "Toasting" process removes certain harsh ^{throat} irritants which are found in all tobaccos ... even the finest. So follow Noel Coward's example ... enjoy a light smoke ... ask for Luckies this afternoon.

(PAUSE)

Back now to Edwin C. Hill.

CLOSING - Sept. 30th.

- 4 -

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Next time you buy cigarettes say "Luckies, please". They're a light smoke, easy on your throat. And remember - with independent tobacco experts, "with men who know tobacco best, it's Luckies - two to one!".

CLOSING SIGNATURE HAPPY DAYS ARE HERE AGAIN

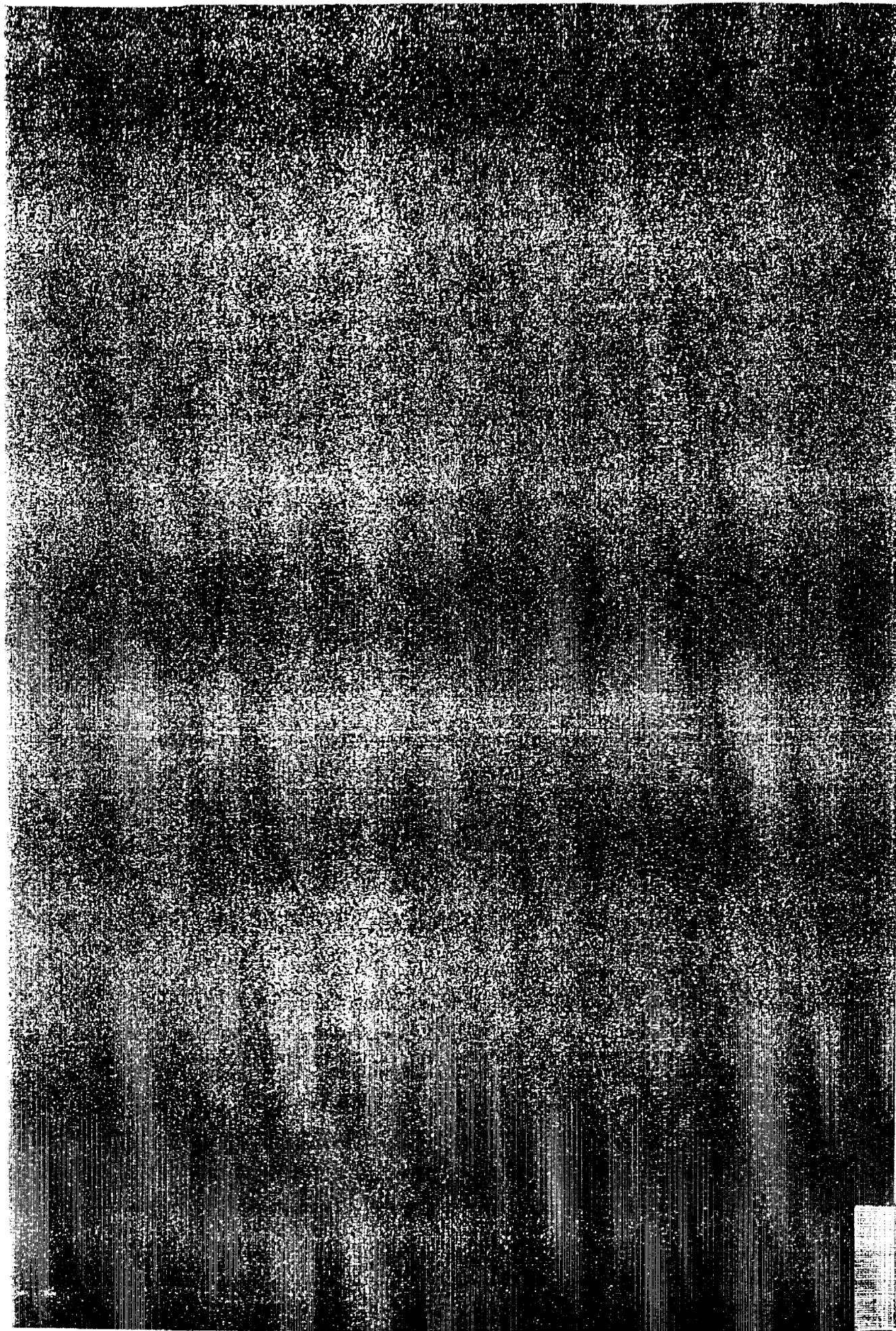
THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC...NEW YORK

HP
EJ

AFX01 0140233A



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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

FRIDAY, OCTOBER 1st, 1957
12:15 to 12:30 P.M.

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

BARUCH: With independent tobacco experts -- "with men who know tobacco best - it's Luckies two to one!"

THEME:

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-minute news flashes...with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

While Mr. Hill is giving you the news, light up a Lucky...a light smoke. Its mellow flavor comes from the finer center-leaf tobaccos used in Luckies. And like so many others, you'll find that Luckies are easy on your throat.

All ready, Mr. Hill...the microphone is yours.

HILL: Next week, Dolores Del Rio's new picture "Lancer Spy" will be released by 20th Century Fox. This spy melodrama of the World War is said to be one of the most thrilling pictures Miss Del Rio has ever appeared in. And, according to Dolores herself...one of the most difficult pictures she has ever had to make....since it required crowding 40 ordinary days of work into twenty. This, Miss Del Rio pointed out, was a great strain on her voice and throat....a typical example of why she chooses a light smoke... And for her that means Lucky Strike. Dolores Del Rio said....and I quote her own words: "No matter how much I've been using my voice I always find Luckies most gentle on my throat. They are indeed what you call a light smoke. And I've smoked them for ten years so I should know!"

(NEWS ENDING WITH FOLLOWING)

Andre Baruch takes over the microphone for a moment.. while I look for more news!

BARUCH: Now one reason why Luckies appeal to so many smokers can be explained by the following facts: Tobacco experts themselves prefer Luckies. There are sworn records, on file and available for your inspection, which show that among independent tobacco experts Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Now these experts are men who earn their living buying, selling and handling the various grades of tobacco. They are the auctioneers, buyers, warehousemen, etc. in the tobacco-growing districts, and they are not connected with any manufacturer. Hence, their judgment is both expert and impartial. So, when you buy cigarettes, remember that the men who know tobacco best smoke Luckies, two to one. Ask for a carton of Luckies....a light smoke.... easy on the throat!

(PAUSE)

Tomorrow night, Your Hit Parade presents Evelyn Laye, a radio high-spot of the week-end which you won't want to miss. So be sure and tune in.

(PAUSE)

Now....back to Edwin C. Hill.

(CLOSING)

- 4 -

BARUCH: Listen in to Your News Parade over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Over the weekend, be sure to have plenty of Luckies on hand. And remember, with independent tobacco experts..... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

sp

RTX01 0140238

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, OCTOBER 4th, 1937

12:15 to 12:30 P. M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

THEME.....

BARUCH: Lucky Strike presents YOUR NEWS PARADE -- up-to-the-minute news flashes - - with Edwin C. Hill, one of America's ace news reporters. YOUR NEWS PARADE brings you the flash news at this hour five days a week; Mondays through Fridays inclusive.

(PAUSE):

You know, Lucky Strike Cigarettes are made of tender, ripe, center-leaf tobaccos -- the "Cream of the Crop." That's one reason why they have such a grand flavor. Remember, too, in the unbiased opinion of independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

Mr. Hill, the microphone is yours.

Commercial #2 Evelyn Laye

MR. HILL: Taking time out from rehearsing on a new ~~musical~~ comedy ^{with music} "Between the Devil," Miss Evelyn Laye appeared on YOUR HIT PARADE last Saturday night. This charming English actress has learned to like and respect America during her theatrical visits with us. Although she finds that we cannot make tea quite the way she likes it best ... she admits this is a minor point. An example of the American things she does like is Lucky Strike. Saturday night Evelyn Laye said: "Singing, acting and rehearsing day after day, as I do, makes your throat pretty sensitive. That's why I was happy when I discovered Luckies back in 1929. And I've smoked them ever since. Last season in "Sweet Aloes" I smoked almost incessantly on the stage and it was one long succession of Luckies. Even when I had two shows a day, Luckies never bothered my throat in the least. And I like their delightful flavor."

(NEWS ... ENDING WITH FOLLOWING)

While Andre Baruch brings you a word ... I'll look for more news to report for you in just a moment.

Commercial #3 (Evelyn Laye)

BARUCH: We believe that almost any smoker would enjoy Lucky Strike Cigarettes for the same two reasons that Evelyn Laye does. She prefers Luckies because they are easy on her throat ... and because she likes the flavor of their choice center-leaf tobaccos. So try Luckies today ... see if you do not agree with Evelyn Laye. Remember ... the exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. That is why Luckies are a light smoke, easy on the throat. So when you buy cigarettes this afternoon --- ask for a carton of Luckies.

(PAUSE)

Now then ... more news with Edwin C. Hill.

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Why not discover the rich flavor of Luckies for yourself ... get a package this afternoon. And remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, OCTOBER 5, 1937

12:15 - 12:30 P. M.

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

BARUCH: With independent tobacco experts - "with men who know tobacco best it's Luckies two to one!"

THEME:.....

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-minute news flashes ... with Edwin C. Hill, one of America's ace news reporters. Your News Parade brings you the flash news at this hour, five days a week, Mondays through Fridays, inclusive.

(PAUSE)

The flavor of Lucky Strike tobacco is something that's hard to put into words ... and yet do it full justice. And so we can only urge you to try Luckies for yourself... We want you to find out just how good, fine, center-leaf tobacco really tastes -- we want you to see how easy Luckies will be on your throat. And now ... the news of the day with Edwin C. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - Leo Carillo - October 5th

MR. HILL: In the year 1837, Don Carlos Antonio Carillo became the first Provisional Governor of California. Today, one hundred years later, there is a strong movement to place his great-grandson in that same office. And that great grandson is ...? Well, you've seen him many times. One of the most capable and versatile actors of the motion pictures - "the man of a million tongues" - Leo Carillo! (PAUSE) And it is a real pleasure to tell you that we count Leo Carillo among Lucky Strike's best friends. Only recently Mr. Carillo said: "I don't think there is a finer cigarette made than Luckies. I don't know what makes Luckies easier on the throat, but they certainly are. Taking care of my voice and throat is my first consideration. And that's what led me to Luckies about eight years ago."

(NEWS ... ENDING WITH FOLLOWING)

Andre Baruch now speaks for a moment -- while I look for more news!

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - Sworn records - October 5th

BARUCH: That delightful character actor, Leo Carillo, the "man of a million tongues" - recently said: "I don't think there's a finer cigarette made than Luckies." And tobacco men agree with Leo Carillo. Sworn records available for your inspection show that, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined. These men spend their lives buying, selling and handling tobacco. They are auctioneers, buyers, warehousemen and so forth ... not connected with any cigarette manufacturer -- but dealing impartially with all manufacturers. So surely they are the best judges of tobacco quality. Furthermore, they are independent and unbiased. And in the honest opinion of these men who know tobacco best -- it's Luckies -- two to one! So follow their example -- ask for Lucky Strike!

(PAUSE)

All right, Mr. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING - October 5th

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And when you next buy a package of Luckies, remember, in the honest opinion of the independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN)

This is the COLUMBIA BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC.....NEW YORK

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - YOUR NEWS PARADE (REVISED)

WEDNESDAY, OCTOBER 6, 1957
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (FADE IN CHANT - SALES FROM 37 to 42 - 10 SECONDS
- ENDING WITH....All done - SOLD TO THE AMERICAN
TOBACCO COMPANY.

BARUCH: At tobacco auctions everywhere...with independent
experts who know tobacco best - it's Luckies two to
one!

(THEME.....HAPPY DAYS)

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-
minute news flashes...with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive..

(PAUSE)

An now...the news of the day with Edwin C. Hill.

(COMMERCIAL#2 -----LESLIE HOWARD)

MR. HILL: Sometime this month, Leslie Howard's new picture will be released through United Artists. A Walter Wanger production ... this film, which is called "Stand-In," is a sparkling comedy based on a story by that popular and prolific writer, Clarence Budington Kelland. They say Leslie Howard turns in one of his customary fine performances. I suppose this fact will surprise no one! Mr. Howard has given more than 3,000 stage performances... and has spent over 4,000 hours before the motion picture sound cameras. Surely everyone in America knows by this time what to expect in the way of fine acting every time Leslie Howard's name goes up in lights. Mr. Howard, by the way, is a good friend of Lucky Strike. Only recently he said: "When I arrived in America one of the first friends I made was Lucky Strike. It was reassuring to learn that there was a cigarette I could enjoy without throat irritation. And ever since ... I've recommended Luckies to my friends. For," Leslie Howard pointed out, "a light smoke which is safe for my throat, should be better for everyone."

(NEWS ENDING WITH FOLLOWING)

I'll return with more news in just a moment. In the meantime, Andre Baruch has a word for you.

(COMMERCIAL #3 - LESLIE HOWARD)

BARUCH: One of Leslie Howard's first impressions of things American, years ago, was a favorable one, and it has lasted through the years. For, just about the first friend Mr. Howard made in this country was Lucky Strike. He was overjoyed to find that there was a cigarette he could smoke without throat irritation. That was many years ago, and ever since --- Leslie Howard has been recommending Luckies to his friends! As he says in his own words: "A light smoke, which is safe for my throat, should be better for everyone." Now that's true, isn't it? You'll find Luckies just as easy on your throat as they are on Leslie Howard's throat, because the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in all tobacco. So try Luckies ... a light smoke of rich-tasting center-leaf tobaccos. Get a carton this afternoon.

)PAUSE)

And tonight ... YOUR HIT PARADE has a pleasing program in store for you ... featuring that grand radio star, Conrad Thibault. So be sure and tune in.

(PAUSE)

Now ... Edwin C. Hill returns.

(CLOSING - OCTOBER 6th)

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time, Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. And here's a parting reminder ... with independent tobacco experts... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE.....HAPPY DAYS)

This is the COLUMBIA BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE" (REVISED)

THURSDAY, OCTOBER 7, 1937

12:15 to 12:30 P. M.

Baruch: Listen to the chant of the tobacco auctioneer!

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

AUCTIONEER: (PADE IN CHANT - SALES FROM 38 to 43 - 10 SECONDS
- ENDING WITH ... All done -- SOLD TO THE AMERICAN
TOBACCO COMPANY.

BARUCH: At tobacco auctions everywhere ... with independent
experts who know tobacco best - it's Luckies two
to one!

(THEMEHAPPY DAYS)

BARUCH: Lucky Strike presents YOUR NEWS PARADE .. up-to-the-
minute news flashes .. with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

And now ... the news of the day with Edwin C. Hill.

COMMERCIAL # 2 (RIGGS)

MR. HILL: I am going to introduce to you now a man who has one of the most fascinating jobs in America. He is Mr. T. H. Riggs, a top-notch tobacco auctioneer. The profession of the tobacco auctioneer is a unique one, almost invariably handed down from father to son, demanding extraordinary concentration and alertness to catch the swift, silent signals sent up by the buyers and marked by a weird and exciting technique of voice delivery. Listen!

RIGGS: (FOR TEN SECONDS)

MR. HILL: Perhaps you heard Mr. Riggs on "YOUR HIT PARADE" last night. At any rate, he's here to show you how his job is done - to give you an idea of the speed and excitement - the drama of a tobacco auction. Now, let me take you to the stage where he is the main actor. We are part of a crowd in a huge tobacco warehouse, somewhere in the South. Here are probably 300 tobacco growers to whom this is the great day of the year. Great because if the tobacco sells for good prices, it means comfort and a little luxury for them all the rest of the year. And amid these growers are perhaps twenty tobacco buyers. All around is the leaf tobacco ... packed in wicker baskets, each basket holding maybe a couple of hundred pounds.

(MORE)

ATX01 0140252

MR. HILL: (CONT'D) As the voice of the auctioneer rattles on with machine-gun speed, the alert buyers signal their offers as the bids rise and rise and rise. They do not speak. They seldom make an obvious gesture with hand or finger. Their methods of outbidding each other are more subtle ... it may be a swift glance from the buyer to the auctioneer ... it may be a wink ... it may be a lift of the chin ... and so it goes all the session until the consignment of leaf tobacco is sold. That is the way over a billion pounds of leaf tobacco are auctioned off through a six months' season every year. As the tobacco auctioneer walks up and down the aisles, followed by the buyers putting in their bids, you hear his professional chant ... one of the strangest that could ever meet your ear

RIGGS: (40 SECONDS OF RAPID FIRE AUCTIONEERING)

COMMERCIAL #3

BARUCH: And "SOLD TO THE AMER CAN TOBACCO COMPANY" - makers of Lucky Strike Cigarettes - has come to be a genuine mark of merit at tobacco auctions everywhere - a mark of merit established by sworn records available for your inspection. These records show that among independent tobacco experts, buyers, auctioneers, warehousemen, and so forth, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling and handling the various grades of tobacco. They deal with all cigarette manufacturers but are not connected with any. Consequently, their opinion is unbiased, and expert. They know tobacco and they smoke Luckies 2 to 1. Could any fact speak more convincingly of the high quality of Lucky Strike Cigarettes?

(PAUSE)

Now back again to Mr. Hill!

BARUCH: Listen in to Your News Parade over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. This afternoon when you're buying cigarettes say "Luckies, please". And remember ... with independent tobacco experts ... "with men who know tobacco best - it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS ARE HERE AGAIN")

This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

FRIDAY, OCTOBER 8, 1937

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (FADE IN CHANT - SALES FROM 39 to 44 - 10 SECONDS
- ENDING WITH ... All done -- SOLD TO THE AMERICAN
TOBACCO COMPANY.

BARUCH: At tobacco auctions everywhere ...with independent
experts who know tobacco best - it's Luckies two
to one!

(THEMEHAPPY DAYS)

BARUCH: Lucky Strike presents YOUR NEWS PARADE .. up-to-the-
minute news flashes .. with Edwin C. Hill one of
America's ace news reporters. Your News Parade
brings you the flash news at this hour, five days
a week, Mondays through Fridays, inclusive.

(PAUSE)

And now ... the news of the day with Edwin C. Hill.

COMMERCIAL #2 (RIGGS)

MR. HILL: Do you know, after our program yesterday, so many people commented on the tobacco auctioneer who was our guest, that we've asked him to appear again today. He is Mr. L. A. Riggs and you who heard him yesterday know that he is one of the top-notch tobacco auctioneers of the country. Now the profession of the tobacco auctioneer is a unique one - perhaps one of the most different and interesting in American business. For it combines modern efficiency with fascinating traditions handed down from generations back. The chant of the tobacco auctioneer is something to really rouse the curiosity of everyone who hears it. Listen!.....

(RIGGS - 10 SECONDS)

MR. HILL: Now that sing-song sounds strange to you, of course; but down in tobacco-land, it's as familiar - well as familiar as any of the sounds you hear every day. For tobacco auctions are going on continually from September to March. Nearly a half^a billion pounds of tobacco have already been auctioned off this year! And many millions of dollars are involved in these transactions. Let us try to give you a picture of one of these auctions upon which the prosperity of such a large section of the South depends. We are part of the crowd in a huge tobacco warehouse.

(MORE)

ATX01 0140257

MR. HILL: (CONT'D) Everything about us is hustle - noise - excitement! Perhaps 300 tobacco-growers are gathered here and each has his tobacco carefully arranged in baskets on the warehouse floor. A whole year's success or failure hangs in the balance for these growers. Every bid put in by the twenty or so buyers is followed with eager interest. The sale goes from basket to basket - up one aisle, then down another. And always as the tobacco auctioneer walks up and down the aisles, followed by the buyers putting in their bids, you hear his professional chant one of the strangest that could ever meet your ear

RIGGS: ⁵⁰
(~~40~~ SECONDS OF RAPID FIRE AUCTIONEERING)

COMMERCIAL # 3

BARUCH: And "SOLD TO THE AMERICAN TOBACCO COMPANY" - makers of Lucky Strike Cigarettes - has come to be a genuine mark of merit at tobacco auctions everywhere - a mark of merit established by sworn records available for your inspection. These records show that among independent tobacco experts, buyers, auctioneers, warehousemen, and so forth, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling and handling the various grades of tobacco. They deal with all cigarette manufacturers but are not connected with any. Consequently, their opinion is unbiased, and expert. They know tobacco and they smoke Luckies 2 to 1. Could any fact speak more convincingly of the high quality of Lucky Strike Cigarettes?

(PAUSE)

Now back again to Mr. Hill!

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING - OCTOBER 8th.

BARUCH: Listen in to YOUR NEWS PARADE over this same station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Over the week end, be sure you have a plentiful supply of Luckies on hand. And remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

Beierle

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

MONDAY, OCTOBER 11, 1937

12:15 to 12:30 AM

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

BARUCH: Listen to the chant of the tobacco auctioneer.

H. BAKER: (FADE IN CHANT) 1st sale Sold American
2nd sale Sold American3rd sale
ending with All done -- Sold to The American
Tobacco Company.

BARUCH: Yes - it's the tobacco that counts - and with
independent experts - with men who know tobacco best -
it's Luckies two to one.

(THEME "HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE.... up-to-the-
minute news flashes .. with Edwin C. Hill, one of
America's top news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

And now ... the news of the day with Edwin C. Hill.

COMMERCIAL #2 (LUCY MONROE)

MR. HILL: The career of Lucy Monroe, who appeared on YOUR HIT PARADE Saturday night, is one of those dream careers ... the plot of which would make a romantic drama. Beginning in the chorus ... Miss Monroe has carved an astonishing place for herself in the world of music. First fortune smiled upon her with stardom in musical comedy .. then in radio. And only a few months ago, she made a brilliant debut at the Metropolitan Opera in New York. Saturday night, Miss Monroe described some of her interesting experiences ... and revealed the fact that she is a loyal booster for Lucky Strike. Lucy Monroe said: "I've smoked Luckies for over three years now. And during these three years, I've used my voice almost constantly in radio, opera and concert. Since Luckies have shown themselves easy on my throat even under this strain - they certainly should be the best cigarette for anyone's throat."

(NEWS ... ENDING WITH FOLLOWING)

Now for a moment, Andre Baruch carries on, And I go back to the headlines for more news to bring you in just a minute.

COMMERCIAL #3 (SWORN RECORDS)

BARUCH: If you smoke cigarettes, the following facts should interest you - for they wrap up the whole story of cigarette quality. There are sworn records, on file and available for your inspection, which show that among independent tobacco experts Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many as all others combined! Now these tobacco experts are men who earn their living buying, selling and handling the various grades of tobacco. They are the auctioneers, buyers, warehousemen, etc., in the tobacco-growing districts, and they are not connected with any manufacturer. Hence, their judgement is both expert and impartial. So, when you buy cigarettes, remember that the men who know tobacco best, smoke Luckies, two to one. Ask for a carton of Luckies today.

(PAUSE)

Now .. back to Edwin C. Hill.

CLOSING:

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember that in the honest opinion of independent experts .. "with men who know tobacco best -- it's Luckies two to one!"

This is the COLUMBIA BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABCNEW YORK

Beierle

ATX01 0140264

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, OCTOBER 12, 1937

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer.

H. BAKER: (FADE IN CHANT) 1st sale .. Sold American ..
2nd sale ... Sold American ... 3rd sale ..ENDING
WITH - All done - Sold to The American Tobacco Company. .

BARUCH: At tobacco auctions everywhere ... with independent
experts who know tobacco best - it's Luckies two to
one!

(THEME "HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-
minute news flashes .. with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

All set, Mr. Hill ... on with the news.

COMMERCIAL #2 (DORIS KENYON)

MR. HILL: Hollywood! Victor Herbert, years ago, listened to a young singer - and liked her voice so well that he gave her a part on Broadway. That young singer's name was Doris Kenyon - and now, as you know, after turning that first golden opportunity into a bright movie career, she's one of the most respected members of the screen colony. Recently Miss Kenyon was talking about herself - and she told the story of her first cigarette. Doris Kenyon said: "I was at Lake Placid years ago. I have never smoked at all because I didn't think I should as a singer... but up there I began to envy the people who did. They managed to look so peaceful and happy somehow when they smoked. So one evening I suddenly asked my brother for a cigarette. He grinned with surprise and opened his cigarette case filled with Luckies. I smoked several and it was my turn to be surprised. For I found that they didn't bother my throat at all. So I've stuck to Luckies ever since. Because no matter how much I smoke, Luckies are always gentle. I smoke them before and after I sing and I enjoy them thoroughly."

(NEWS ENDING WITH FOLLOWING)

Here is Andre Baruch with a message and then I'll be back with you in a moment.

COMMERCIAL #3 (DORIS KENYON)

BARUCH: Doris Kenyon, is famous not only in the movies but as a concert star as well. Naturally her voice is all important to her. Her voice is her career. So the fact that she has smoked Luckies for many years is another convincing bit of evidence that Luckies are easy on the throat. And it stands to reason, doesn't it, that if Luckies are kind to Miss Kenyon's throat ... they'll be easy on your throat, too? You see, Lucky Strike has an exclusive process called "It's Toasted" which removes certain harsh throat irritants naturally present in all tobaccos. These irritants are out of Luckies. That is why Luckies are a light smoke ... easy on the throat ... a fact you'll appreciate as you smoke them. And, you'll enjoy the finer flavor of Lucky Strike's choice center-leaf tobacco ... the finest money can buy. So when you run low on cigarettes ask for a carton of Luckies.

Ready Mr. Hill! The "mike" is yours.

CLOSING:

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you buy cigarettes this afternoon ... remember -- with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

Beierle

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, OCTOBER 13th, 1937

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer.

H. BAKER: (FADE IN CHANT) 1 sale.....Sold American. 2nd sale
.....Sold American. 3rd sale.....(ENDING
WITH) All done - Sold to The American Tobacco Company.

BARUCH: Yes - it's the tobacco that counts - and with independent
experts - with men who know tobacco best - it's Luckies
two to one.

(THEME....."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

And here is Edwin C. Hill!

MR. HILL: _____ : (NAME OF TOWN AND STATE WHERE TOBACCO AUCTION IS BEING HELD) The sing song chant of the tobacco auctioneer is announcing prosperity to farmers in this vicinity today. For, their tobacco crop is being sold at auction. Buyers, auctioneers, warehousemen and so forth are accomplishing their tremendous task with the expert skill that is bred from years of experience in buying, selling and handling tobacco. These independent experts throughout the South know exactly what grades of tobacco are going into the various cigarettes on the market. And when they choose a cigarette for themselves ... naturally their choice is based on quality. And, I feel every smoker will be interested in knowing exactly what their choice is. Sworn records on file for your inspection show that among independent tobacco experts, Lucky Strike has more than twice as many exclusive smokers as have all other cigarettes combined. These men are not connected with any manufacturer ... but deal impartially with all. And consequently they are absolutely unbiased. It seems to me, at least, that this two to one majority is convincing proof of the high quality of Lucky Strike cigarettes.

(NEWS ... ENDING WITH THE FOLLOWING)

Now Andre Baruch has an interesting item for you concerning Lauritz Melchier, the great opera singer. I'll return in just a moment with more news.

BARUCH: That internationally famous Wagnerian tenor, Lauritz Melchior, returns to America in a few days. And when the Metropolitan Opera season opens next month he will become one of the busiest men in America. Even though he will sing the difficult Wagnerian operas, Mr. Melchior will not have to cut down the number of Luckies he smokes! For, he has learned through long experience that Luckies are always easy on his throat. Recently Lauritz Melchior said: "In Tristan, one of the hardest Wagnerian operas for singers, the tenor must sing 1790 words. But I can enjoy a Lucky when the curtain goes down without the slightest complaint from my hard-worked throat!" And Luckies will be just as easy on your throat. Lucky Strike has an exclusive process "It's Toasted" which removes certain harsh throat irritants naturally present in all tobaccos. That's why you'll find Luckies are a light smoke, easy on the throat! And you'll enjoy the flavor of their choice center-leaf tobacco - the "Cream of the Crop". So get a carton of Luckies this afternoon.

(PAUSE)

The beautiful and talented Hildegarde will be on YOUR HIT PARADE tonight. So don't miss this broadcast.

(PAUSE)

Now ... more news and Edwin C. Hill.

BARUCH: Listen in to Your News Parade over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember, in the honest opinion of the independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade them 20 seconds

WABC...NEW YORK

VP

ATX01 0140272

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, OCTOBER 14, 1937

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer.

H. BAKER: (FADE IN CHANT) 1st sale.....Sold American. 2nd sale
.....Sold American. 3rd sale.....(ENDING)
WITH) All done - Sold to The American Tobacco Company.

BARUCH: At tobacco auctions everywhere with independent experts
who know tobacco best - it's Luckies two to one.

(THEME....."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

Mr. Hill's first dispatch comes from _____

MR. HILL: Television ... though not yet around ^{that} ~~the~~ corner ... is showing increasing signs of life. Only last night on YOUR HIT PARADE ... the beautiful singer Hildegardo was telling of some of her experiences with television in Europe. One of the few radio stars who has already won her spurs in this exciting new field, Hildegardo should play a prominent role in the future of television. Because ... she is lovely to look at as well as fascinating to listen to. Lucky Strike, as you may have learned last night, has played a leading part in her career. Hildegardo said: "I have been smoking Luckies for the past seven years now - and if they'd ever bothered my throat you may be sure I wouldn't have smoked them. For instance, in one day I made 39 recordings, opened at three different night clubs ... and sang at a private reception. I smoked twice as much that day as I usually do - but even with all that strain Luckies didn't bother my throat!"

(NEWS ... ENDING WITH FOLLOWING)

Now for a moment, I turn the mike over to Andre Baruch. I'll be back with more news.

BARUCH:

Mr. Hill told you a few moments ago that Hildegarde, the lovely singing star of the radio, prefers Luckies. They have been her choice for a long time...for 7 years as a matter of fact. You see, to her, her voice is all important. She has to take every precaution with her throat. So the fact that she is a Lucky smoker, certainly indicates that Luckies never bother her throat. And you will find the same thing true. The reason is simply this. The Lucky Strike process "It's Toasted" drives out certain irritants present in even the finest tobacco. makes Luckies easy on your throat. So get the most pleasure out of your cigarette ... Don't spoil it by throat irritation. Ask for Lucky Strike.

(PAUSE)

Now here's Edwin C. Hill again.

BARUCH: Listen in to Your News Parade over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you buy cigarettes this afternoon, say "Luckies, please." For remember ... with independent tobacco experts ... "With men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, OCTOBER 15th, 1937
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer.

H. BAKER: (FADE IN CHANT) 1st sale.....Sold American. 2nd sale
.....Sold American. 3rd sale....(ENDING WITH) All
done - Sold to The American Tobacco Company.

BARUCH: Yes - it's the tobacco that counts - and with independent
experts - with men who know tobacco best - it's Luckies
two to one.

("THEME....."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

And now, the news of the day, with Edwin C. Hill.

MR. HILL: Early in November, we understand, United Artists will release Carole Lombard's new picture, "Nothing Sacred". A comedy in technicolor, this David O. Selznick production will give you your first opportunity to see lovely Carole in a full length color picture. While she was at work on this film, Carole Lombard said something about Lucky Strike Cigarettes which I'd like you to hear. As she put it in her own words: "In making 'Nothing Sacred', with all its takes and retakes, doing scenes over and over ... and working as many as twelve hours a day before the sound cameras ... I smoke Luckies all day without the slightest throat irritation. Most others on the set also prefer Luckies. Everybody, of course, wants a cigarette that's easy on the throat."

(NEWS ... ENDING WITH FOLLOWING)

I'll return with more news in just a moment. Meanwhile, Andre Baruch has an important word for you.

BARUCH: Smoking is a pleasant thing isn't it? So why not get the most pleasure from it and choose the cigarette the experts prefer. Listen: sworn records, available for your inspection, show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Those men are buyers, auctioneers, warehousemen, and so forth. They deal with all manufacturers but are not connected with any. Consequently they judge a cigarette purely on its own merits. And in their honest, unbiased opinion ... "with men who know tobacco best ... it's Luckies two to one!" So next time you buy cigarettes ... ask for Lucky Strike!

(PAUSE)

Tomorrow night you'll enjoy hearing YOUR HIT PARADE on the radio. Miss Sheila Barrett will be the ~~singing~~ guest of the evening. So be sure and tune in.

(PAUSE)

And here is Edwin C. Hill again.

BARUCH:

Listen in to Your News Parade over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Here's a weekend reminder ... stock up with plenty of Luckies ... buy a couple of cartons. Remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, OCTOBER 18th, 1937
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. HAKER: (FADE IN CHANT 1st SALE ... SOLD AMERICAN
2nd SALE ... SOLD AMERICAN
3rd SALE ... (ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Yes - it's the tobacco that counts - and with independent
experts - with men who know tobacco best - it's Luckies
two to one.

(THEME....."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.
(PAUSE)

And now ... the news of the day with Edwin C. Hill.

10/18/37

MR. HILL: That brilliant young American mimic, Sheila Barrett, appeared on YOUR HIT PARADE Saturday night. New York gave Sheila Barrett her first opportunity as a night club entertainer. Then London discovered her unusual talents as an impersonator of the great and near-great. And when she returned to New York, a few seasons back, she found her fame as a mimic had preceded her. And, she was welcomed on the American radio, and in our smart night spots as the outstanding supper-club performer of the season. Miss Barrett's work ... since mimicry is one of the more difficult arts ... places unusual strains on her throat. And I believe it will interest you smokers to learn that Sheila Barrett has said: "Mimicking -- impersonation -- is a lot of fun. But it's darned hard work. It's worse than singing! Worse than any other kind of acting! In fact, I really believe, that when it comes to voice-strain, throat-strain, I'm a world's champion authority. It's my opinion that Luckies will be easy on anyone's throat. I average over two packages a day so I ought to know. No matter how tired my throat is, Luckies never irritate it."

(NEWS ... ENDING WITH FOLLOWING)

Now a word from Andre Baruch ... and then I'll be back with more news!

RTX01 0140282

BARUCH: If you have ever tried to talk like someone else ... then you know what a throat strain a professional impersonator like Sheila Barrett must contend with. But despite the unusual burden her profession places on her throat ... Sheila Barrett can smoke as much as she pleases. Because ... she smokes Luckies, a light smoke, easy on her throat. Now you'll find Luckies just as easy on your own throat. Lucky Strike has an exclusive process "It's Toasted" which removes certain harsh throat irritants naturally present in all tobacco.. even the finest. Since these irritants are out of Luckies ... well ... Luckies are easy on your throat. So when you buy cigarettes this afternoon ... ask for Luckies... A light smoke of finer tasting center-leaf tobaccos:

(PAUSE)

Now then ... more news with Edwin C. Hill.

CLOSING

- 4 -

10/18/37

EARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember that in the honest opinion of independent experts ... "with men who know tobacco best -- it's Luckies two to one!"

(CLOSING SIGNATURE "HAPPY DAYS")

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC...NEW YORK

EJ

ATX01 0140284

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, OCTOBER 19, 1937
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN
2nd SALE ... SOLD AMERICAN
3rd SALE ... (ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: And so at tobacco auctions everywhere ... with independent
experts who know tobacco best - it's Luckies two to one!

(THEME....."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

All set, Mr. Hill ... the microphone is yours.

10/19/37

MR. HILL: American motion picture actors these days are sailing for England at a rate that virtually amounts to an invasion. One of the latest to sail is Victor McLaglen, winner of last year's Motion Picture Academy Award. Fourteen years ago it was a different story. Victor McLaglen was then on a boat coming over to America, little suspecting that fame and fortune awaited him in Hollywood. On that trip, Mr. McLaglen smoked his first Lucky Strike. Here is how he told the story in his own words recently ... Victor McLaglen said: "I first met Luckies coming over on the boat from England 14 years ago. It was an American ship and I was perturbed to find they had none of my regular brand of cigarettes aboard. So I tried out the different American brands. I much preferred Luckies over the others and they've been my favorite ^{ever} since. No matter how hard I work my voice, Luckies are always gentle on my throat".

(NEWS ...ENDING WITH FOLLOWING)

Andrew Baruch is ready with a message for you. I'll return in just a moment.

ATX01 0140286

ANNOUNCER: Let us take you down South - to one of the big tobacco auctions that are now going on ... The warehouse floor is filled with long rows of baskets piled high with tobacco. People are everywhere - milling about. Helpers are weighing and wheeling in the baskets of tobacco. The farmers are busy around their crops - rearranging the leaves to make their bundles of tobacco more attractive. But the tobacco experts - the principals in this great drama - warehousemen, buyers, auctioneers, etc. - are working at terrific speed. They're passing judgment on this year's tobacco crop. Will it be a happy day for those farmers? That all depends on the verdict of the tobacco experts. For they're the men whose opinion means everything - the men who know tobacco best ... And that's why it is important for you as a smoker to hear what these tobacco experts have to say about cigarettes. Now here are the facts: Sworn records on file for your inspection show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! ... Now those men earn their living buying, selling and handling the various grades of tobacco. They not only know tobacco from A to Z, but they also see what grades are bought by each cigarette company. So don't you think their preference for Luckies is worth following? The next time you buy cigarettes, remember ... in the honest opinion of independent tobacco experts ... with men who know tobacco best ... it's Luckies 2 to 1. (PAUSE)

All right, Mr. Hill!

ATX01 0140287

CLOSING

- 4 -

10/19/37

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you buy cigarettes this afternoon ... remember -- with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE"HAPPY DAYS")

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ

ATK01 0140288

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, OCTOBER 20, 1937
12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT ...1st SALE.....SOLD AMERICAN
2nd SALE.....SOLD AMERICAN
3rd SALE.....(ENDING WITH --
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Yes - it's the tobacco that counts - and with
independent experts - with men who know tobacco best -
it's Luckies two to one.

(THEME....."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE...up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

Here is Mr. Hill with the news of the day.

COMMERCIAL #2 (JUDITH ANDERSON) October ²⁰~~22~~

MR. HILL: That fine actress, Judith Anderson, is now playing the greatest role of her life. She takes the part of a wife. Not on any stage ... because she is not acting. She has married ... and is radiantly happy. You thousands who enjoyed her brilliant performance in Hamlet last year will be interested to know that her wedding took place soon after the Hamlet road tour had ended. Speaking of Hamlet, I am reminded of something Judith Anderson said about Luckies while she was appearing last season. Miss Anderson said: "A long successful run on Broadway is a 'run' on the actor's endurance as well. Particularly it's a strain on our voices and throats. My role in 'Hamlet' is a special strain because of the declamatory style of Shakesperian Drama. Luckies were my choice when I began smoking ... and today they are still my favorite cigarette. I enjoy their fine quality tobacco and I find my throat is much better off with a light smoke. Luckies never irritate my throat."

(NEWS ENDING WITH FOLLOWING)

Now for a few words from Andre Baruch ... and then I have _____.

COMMERCIAL #3 - JUDITH ANDERSON- OCTOBER ~~END~~²⁰

BARUCH: During the years of her brilliant stage career, Judith Anderson has found that her throat is much better off with a light smoke. That is why she continues to smoke Luckies. And her experience can be your own. For, it stands to reason that Luckies will be just as easy on your throat as they are on Judith Anderson's. You see, Lucky Strike has an exclusive process "It's Toasted"! And this famous "Toasting" process removes certain harsh throat irritants naturally present in all tobaccos. And because these irritants are out....Luckies are a light smoke, easy on the throat. A smoke you'll enjoy because you'll like the finer flavor of their choice center-leaf tobaccos, the "Cream of the Tobacco Crop". Get a carton of Luckies this afternoon.

(PAUSE)

Tonight Lois Bennett
~~Tomorrow night Hilda Burke, of the Metropolitan Opera~~
will appear on YOUR HIT PARADE. Be sure and tune in.

(PAUSE)

And now Edwin C. Hill!

CLOSING WEDNESDAY, Oct. 20, 1937

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember, in the honest opinion of the independent tobacco experts.. "with men who know tobacco best, it's Luckies two to one!"

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

-fade theme 20 seconds-

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, OCTOBER 21, 1937

12:15 - 12:30 P.M.

REVISED

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN
2nd SALE ... SOLD AMERICAN
3rd SALE ... (ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: And so at tobacco auctions everywhere ... with
independent experts who know tobacco best - it's
Luckies two to one!

(THEME "HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ..
up-to-the-minute news flashes ... with Edwin C.
Hill, one of America's ace news reporters. Your
News Parade brings you the flash news at this
hour, five days a week, Mondays through Fridays,
inclusive.

(PAUSE)

And now ... the news of the day with Edwin C.
Hill.

ATK01 0140293

COMMERCIAL #2 (LOIS BENNETT)

October 21, 1937

MR. HILL:

The lyric soprano voice of Lois Bennett was heard last night on YOUR HIT PARADE. One of the very few top-notch radio artists to rise to prominence without first appearing on a sustaining program ... Lois Bennett is a woman with two careers. A professional career in radio and on the stage ... and a private career as housewife and mother to three fine children! Her greatest professional triumph, prior to radio, came when Winthrop Ames staged his famed revivals of the Gilbert and Sullivan Comic Operas. Critics then were unanimous in acclaiming her as one of the foremost singing stars of the New York stage. And last night ... radio listeners had an opportunity to hear Miss Bennett sing ... a practical demonstration of why she is also one of the foremost singers of radio. Lois Bennett smokes Luckies. She said: "In my own experience I have found that Luckies are the most gentle cigarette on the throat - far and away the best for a singer. And I'd like to say that, since Luckies are the best cigarette for a singer's throat, they should be the best for any smoker's throat."

(NEWS ENDING WITH FOLLOWING)

I'll have an interesting story for you in just a moment. Meanwhile Andre Baruch has a word for you.

ATX01 0140294

October 21, 1937

BARUCH: If you were a tobacco expert... you would know exactly what grades of tobacco the various cigarettes were using! You would certainly bear that in mind when you chose a cigarette for your own use, wouldn't you? Now that is what actually happens down in our tobacco growing districts. And here is the unbiased verdict of independent tobacco experts. Sworn records, on file for your inspection, show that among independent tobacco experts Luckies have twice as many exclusive smokers as have all other cigarettes combined. These experts actually earn their living in buying, selling and handling the various grades of tobacco. They are auctioneers, buyers, warehousemen, and so forth. And they're truly independent, dealing with all manufacturers but not connected with any. So isn't it worthwhile for you to follow their example, too? Next time you buy cigarettes, remember, that in the honest opinion of independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

(PAUSE)

And now, we turn to Edwin C. Hill once again.

CLOSING: Thursday, October 21, 1937

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you buy cigarettes this afternoon, say "Luckies, please". For remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC ... NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

REVISED

FRIDAY, OCTOBER 22, 1937

12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H.BAKER: (FADE IN CHANT ... 1st SALE SOLD AMERICAN
2nd SALE SOLD AMERICAN
3rd SALE(ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Yes - it's the tobacco that counts - and with independent
experts - with men who know tobacco best - it's Luckies
two to one.

(THEME "HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE up-to-the-
minute news flashes .. with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

Here is Mr. Hill with the news of the day.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - Ann Sothern - October 22, 1937.

MR. HILL: If, by chance, you have a suppressed desire to shout all day long, and have a throat that can stand the strain - perhaps then you belong in Hollywood. Though don't take my word for it. The point is - a story about shouting comes from Hollywood and it concerns lovely Ann Sothern and a significant experience with Luckies. As the story goes in Ann Sothern's own words: "In RKO's picture 'There Goes the Groom', there is a scene on a schooner where I shout at the hero and try and keep him from falling overboard. Making that scene kept me shouting for one solid day. This left my throat very tired -- but the interesting thing was that even at the end of the day, I still found Luckies easy on my throat." Ann Sothern added: "It seems that most people who really think of their throats are Lucky fans. That," she said, "is a doubly sensible choice. Luckies, as well as being easier on the throat, are to my mind by far the best tasting cigarette."

(NEWS ... ENDING WITH FOLLOWING)

In just one minute - after a message from Andre Baruch --
I'll tell a story about _____.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - Ann Sothern - October 22, 1937.

BARUCH: Early in her career, Ann Sothern learned how gentle Luckies are on the throat. And not only that -- Miss Sothern appreciates the fine flavor of their choice center-leaf tobacco. Now that's the perfect combination for a cigarette, isn't it? And when you smoke a Lucky -- you'll agree with Ann Sothern that the taste is simply grand. And you, too, will find Luckies easy on your throat because the exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos. So try a light smoke - do as Ann Sothern does - ask for Lucky Strike the next time you buy cigarettes.

(PAUSE)

Tomorrow night YOUR HIT PARADE will present Hilda Burke, well known Metropolitan Opera Star. Be sure and listen in.

(PAUSE)

Now here's that story Mr. Hill promised you.

CLOSING - FRIDAY, October 22, 1937.

BARUCH: Listen in to YOUR NEWS PARADE over this Station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Here's a weekend reminder... stock up with plenty of Luckies ... buy a couple of cartons. Remember.. with independent tobacco experts .. "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM.

(Fade theme 20 seconds)

WABC....NEW YORK

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE YOUR NEWS PARADE

MONDAY, OCTOBER 25th, 1937
12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT) 1st SALE.... SOLD AMERICAN
2nd SALE.... SOLD AMERICAN
3rd SALE.... (ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Remember the choice of independent tobacco experts...
auctioneers, buyers, warehousemen, etc!.. With men
who know tobacco best -- it's Luckies two to one!

(THEME "HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... up-to-the-
minute news flashes ... with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

And now ... the news of the day with Edwin C. Hill.

COMMERCIAL #2 (HILDA BURKE) October 25, 1937.

MR. HILL: The singing of that lovely opera star, Hilda Burke, on YOUR HIT PARADE Saturday night was one of the week-end radio high spots. Hilda Burke, whose debut two seasons ago at the Metropolitan Opera was received enthusiastically by the audience and the critics alike, is now hard at work getting ready for the coming season. And hard work it is. Miss Burke's repertoire at the Metropolitan includes thirty-two different operatic roles. Speaking of this Hilda Burke said: "Keeping up on all these roles requires daily practice. So, naturally, with the many strains on my voice and throat, I have to be careful what I smoke. About 1930, I discovered Luckies. I enjoyed their taste from the first, and smoking them soon convinced me that a light smoke gets along well with delicate throat tissues. When I smoke Luckies I have the comforting assurance that they are easy on my throat.

(NEWS ... ENDING WITH FOLLOWING)

And now ... a word from Andre Baruch. I'll return in just a moment with more news.

COMMERCIAL #3 (SWORN RECORDS) October 25, 1937.

BARUCH: If you had a small tobacco plantation in the South, you'd spend months each year asking yourself, "How good is my crop going to be?" You'd be puzzled because you'd know that no two leaves of tobacco are the same. In fact, from one crop on your small plantation you might have 30 different grades of tobacco. You wouldn't really know just how good it was until it had been passed on by the experts - the tobacco buyers. These men - along with the auctioneers, warehousemen and others - know tobacco from A to Z. So it's important news to smokers when sworn records open to the public reveal this fact.... Among independent tobacco experts not connected with any manufacturer, among men who know tobacco best, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. Remember this next time you buy cigarettes and ask for Lucky Strike.
(PAUSE)
Now for more news - and Edwin C. Hill!

CLOSING - Monday, October 25, 1937.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. Remember that in the honest opinion of independent experts... "with men who know tobacco best --- it's Luckies two to one!"

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

-fade theme 20 seconds-

WABC.....NEW YORK

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COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, OCTOBER 26, 1937
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT 1st SALE SOLD AMERICAN
2nd SALE SOLD AMERICAN
3rd SALE (ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: And so at tobacco auctions everywhere .. with
independent experts who know tobacco best - it's Luckies
two to one!

(THEME "HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE .. up-to-the-
minute news flashes .. with Edwin C. Hill, one of
America's ace news reporters. Your News Parade brings
you the flash news at this hour, five days a week,
Mondays through Fridays, inclusive.

(PAUSE)

All set, Mr. Hill ... the microphone is yours.

COMMERCIAL #2

MR. HILL:

Here's a special report I have just received from Hollywood. It brings us up to date on the employment situation in the studios. Let me read it .. TEN THOUSAND PERSONS REGISTERED AT CENTRAL CASTING BUREAU STOP AT PEAK OF PRODUCTION IN STUDIOS ONLY ABOUT THREE HUNDRED AND FIFTY JOBS AVAILABLE FOR THESE TEN THOUSAND STOP ONLY TWO HUNDRED ACTIVE PLAYERS IN HOLLYWOOD EARN OVER ONE HUNDRED DOLLARS A WEEK THE YEAR ROUND AND ONLY SIXTY THREE OUT OF ENTIRE TEN THOUSAND PEOPLE REGISTERED GET REALLY BIG SALARIES .. Well, that shows you that Hollywood is no bed of roses for ambitious actors and actresses. It's hard competition every minute of the way. So it's easy to see why they work so hard to take care of their figures and muscles and complexions and, I might add, their throats. For their voices, when you come right down to it, are their fortunes. That's why so many people in Hollywood smoke Luckies - Joan Crawford, Robert Taylor, Clark Gable, for example. And so, naturally, at the M. G. M. Commissary, Luckies are the leading cigarette. These people whose voices are all-important to them found long ago that Luckies are a light smoke easy on the throat.

COMMERCIAL #3 (Leslie Howard)

BARUCH: America's third largest industry, the motion pictures, has a grand time making fun of itself in the new Walter Wanger production, "Stand In." This film, ^{which will be} released ~~last~~ Friday through United Artists, presents Leslie Howard in the engaging role of a slightly bewildered banker in Hollywood. Bewildered ... because as a practical, mathematical sort of person, he is pitted against the confusion and glamour of the frenzied motion picture world. And quite a contrast this role is to Leslie Howard's role on the stage last season ... that of the melancholy Dane in "Hamlet." Leslie Howard said: "I made an abrupt change from Shakespearean drama to hilarious farce. Comedy is much more of a tax on the throat than most people think. Just force yourself to laugh for five minutes and you'll see for yourself. But" Leslie Howard added, "in all this acting, I have found Luckies most gentle on my throat." (PAUSE) Now the reason for this is easy to understand. Lucky Strike's exclusive process "It's Toasted" removes certain harsh throat irritants naturally present in all tobaccos. Since these irritants are out ... Luckies are a light smoke, easy on the throat. You'll appreciate this when you try Luckies. And, you'll enjoy the finer flavor of their mellow center-leaf tobaccos, the "Cream of the Tobacco Crop." So follow Leslie Howard's example ..ask for Luckies. Get a carton this afternoon.

(PAUSE)

And here is Edwin C. Hill!

CLOSING

BARUCH:

Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with up-to-the-minute news from every section of the globe. When you buy cigarettes this afternoon... remember -- with independent tobacco experts.. "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC ... NEW YORK

hp

ATX01 0140308

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, OCTOBER 27, 1937

12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT.....1st SALE.....SOLD AMERICAN
2nd SALE.....SOLD AMERICAN
3rd SALE.....(ENDING WITH -
ALL done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Yes - it's the tobacco that counts - and with independent
experts - with men who know tobacco best - it's Luckies
two to one.

(THEME....."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... the "Human Side
of the News" ... with Edwin C. Hill, one of America's
most famous news-men. Your News Parade brings you the human
stories behind the headlines, five days a week, Mondays through
Fridays, inclusive.

Now here's Mr. Hill.

MR. HILL: Excitement was ablaze recently in Reidsville, North Carolina. It was the opening of Tobacco Market ... a big day in a planter's life. The crowned tobacco queen was there in her regalia. The bands were playing ... darkies were singing. Festivity was in the air. And planters with their families drove down from miles around. But, while song and merriment continued throughout the day, the tobacco experts, buyers, warehousemen, auctioneers, and others, worked like beavers - buying, selling, handling, thousands of pounds of tobacco - their work too serious to join the revelry. For they were passing judgment on all these happy farmers ... grading their tobacco crops. Now because of their professions, these tobacco experts are actually in a unique position to judge the various brands of cigarettes. For they see what grades of tobacco each manufacturer buys. That's why it's so important when sworn records open for your inspection show what cigarette these experts smoke. Here it is. Among independent tobacco experts, among men who know tobacco best, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many.

(NEWS ... ENDING WITH FOLLOWING)

I'll return with more news in a moment. In the meantime, Andre Baruch has a word for you.

BARUCH: When Philip Merivale, the distinguished English actor, sailed homeward this year he must have carried with him many pleasant memories of his American stage triumphs. Of course, this wasn't Mr. Merivale's first visit to the United States. Season after season he has delighted theatre goers with his able interpretation of many roles. And each year, as he rejoins us, he continues to find Lucky Strike cigarettes another pleasant American experience. Mr. Merivale said, "My throat is grateful for a light smoke and I like the taste of Luckies. I've enjoyed them for many years now." Well, the taste of Luckies will appeal to you, too ... because Luckies give you the finer flavor of choice center-leaf tobaccos, the "Cream of the tobacco crop". And, like Philip Merivale, you will find Luckies are truly a light smoke, easy on the throat. For remember .. the exclusive Lucky Strike process "It's Toasted" removes certain harsh throat irritants naturally present in all tobaccos ... even the finest. And because these irritants are out of Luckies ... you'll find Luckies easy on your throat, So try Luckies today ... ask for a carton when you buy cigarettes this afternoon.

(PAUSE)

Tonight the popular Jan Peerce will sing on YOUR HIT PARADE. Don't miss this entertaining program.

(PAUSE)

Now back to Edwin C. Hill again.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with ~~up to the minute~~ news from every section of the globe. Remember, in the honest opinion of the independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC

NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE

REVISED

THURSDAY, OCTOBER 28, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT 1st SALE SOLD AMERICAN
2nd SALE..... SOLD AMERICAN
3rd SALE(ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Tobacco auctioneers know tobacco. And so it means
a lot that with independent experts - auctioneers,
buyers, warehousemen and others who know tobacco
best - it's Luckies 2 to 1!

(THEME."HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ... the "Human Side
of the News" ... with Edwin C. Hill, one of America's
most famous news-men. Your News Parade brings you the
human stories behind the headlines, five days a week,
Mondays through Fridays, inclusive.

Now here's Mr. Hill.

MR. HILL: If you've ever been to New York, you've probably been to the Radio City Music Hall, the largest theatre in the world. And if you've been to the Music Hall, you've probably heard Jan Peerce sing. For five years he has been a great attraction there, singing in four shows a day. Mr. Peerce, who appeared on YOUR HIT PARADE last night, has been called New York's hardest working singer because he not only does these four shows a day at the Music Hall, but also has many radio and concert engagements. He is one man, certainly, who can't afford to take any chances with his throat. He is especially qualified to speak on that subject, for at one time he was a medical student. Well, what does Jan Peerce have to say about smoking? Here are his own words: "When I was studying to be a doctor, I found out for one thing that throat membranes are extremely delicate, and a harsh cigarette can cause trouble. About ten years ago I experimented with difference brands of cigarettes, and found in Luckies the light smoke I had been looking for. I've enjoyed Luckies ever since."

(NEWS....ENDING WITH FOLLOWING)

Now a word from Andre Baruch - and then I'll be back to tell you about _____.

BARUCH: Surely a man like Jan Peerce, a distinguished singer who once studied to be a doctor, is well qualified to give personal advice on smoking. "Throat membranes," Jan Peerce says, "are extremely delicate, and a harsh cigarette can cause trouble. About ten years ago I experimented with different brands of cigarettes, and found in Luckies the light smoke I had been looking for. I've enjoyed Luckies ever since." (PAUSE) Now you, too, will enjoy Luckies. The famous Lucky Strike "Toasting" process removes certain harsh throat irritants naturally present in all tobaccos. And so, like Jan Peerce, you'll find Luckies easy on your throat. And besides, you'll like the finer flavor of their tender center-leaf tobacco, the "Cream of the Tobacco Crop." So ask for a carton of Luckies when you buy cigarettes this afternoon!

(PAUSE)

Now we return to Edwin C. Hill.

CLOSING

- 4 -

REVISED

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with news from every section of the globe. When you buy cigarettes this afternoon, say "Luckies, please". For remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one".

CLOSING SIGNATURE "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ

ATX01 0140316

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

(REVISED)

FRIDAY, OCTOBER 29, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

H. BAKER: (FADE IN CHANT ... 1st SALE ...SOLD AMERICAN
2nd SALE ...SOLD AMERICAN
3rd SALE ...(ENDING WITH -
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: And down in tobacco country - with ~~the~~ independent
tobacco experts - with men who know tobacco best -
it's Luckies two to one!

(THEME "HAPPY DAYS")

BARUCH: Lucky Strike presents YOUR NEWS PARADE ...
the "Human Side of the News" ... with
Edwin C. Hill, one of America's most famous
News-men. Your News Parade brings you the
human stories behind the headlines, five
days a week, Mondays through Fridays, inclusive.
Now here's Mr. Hill.

ATX01 0140317

LUCKY STRIKE "YOUR NEWS PARADE"

COMMERCIAL #2 - Myrna Loy

October 29, 1937.

MR. HILL: Here's another item from Hollywood, one of the world's big sources of news...What sort of scene is hardest on an actress? When she has to burst out in tears? When she is tossed about in a rough-and-tumble? When she must appear scared to death? Well, Myrna Loy has an answer - and a most unusual one. She says..."Laughing!" Here are her own words; "I've often had to 'turn on' a laugh 100 times in a day. Have you ever made yourself laugh at something that was no longer funny? Try it for 10 minutes steadily and see what it does to your throat!" Myrna Loy adds to this an interesting comment on smoking...She says "After laughing scenes, I appreciate Luckies most. At times like this it's clear that Luckies are the Cigarette for anyone that wants a light smoke that's easy on the throat." Well - Miss Loy should know. She's been smoking Luckies for about five years now.

(NEWS...ENDING WITH FOLLOWING)

All right, Andre Baruch, the microphone is yours!

LUCKY STRIKE "YOUR NEWS PARADE"

COMMERCIAL #3 - Sworn Records

October 29, 1937.

BARUCH: Do you realize that 100 pounds of tobacco sold at auction at present prices, may bring anywhere from three to over fifty dollars? Auctioneers, buyers, warehousemen, etc. must be able to tell at a glance the difference between hundreds of grades of tobacco. They are experts, so we naturally expect them to be equally discriminating in their choice of cigarettes. Now what do they smoke? Sworn records on file for your inspection show that, among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! These independent tobacco experts actually see what quality of tobacco is bought at auction for each cigarette company. So next time you buy cigarettes, remember..."With men who know tobacco best, it's Luckies 2 to 1!"

All right Mr. Hill!

RTX01 0140319

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING

October 29, 1937.

BARUCH: Here's an interesting tip for radio listeners. Your Hit Parade tomorrow night will feature that charming young American soprano, Miss Marion Claire. Be sure and tune in!

(PAUSE)

Listen in to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will be back again with news from every section of the globe. Here's a weekend reminder ... stock up with plenty of Luckies ... buy a couple of cartons. Remember ... with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one".

CLOSING SIGNATURE "HAPPY DAYS"

This is the COLUMBIA BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK