

0798641-002

ATK01 0138735

NOVEMBER

ATX01 0138736

COLUMBIA BROADCASTING SYSTEM  
LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, NOVEMBER 1, 1937  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 ...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.

LUCKY STRIKE"YOUR NEWS PARADE"  
Commercial #2 (Marion Claire) November 1, 1937

-2-

MR.HILL: Here's an interesting bit of news about -- of all things -- a ceiling! Perhaps the most unusual ceiling in America today is that in the study of a 16 room apartment out in Chicago. It is Marion Claire's study - the beautiful star of opera, stage and screen who appeared on YOUR HIT PARADE Saturday night. Painted on the ceiling of her study are the musical scores from the operas Miss Claire has sung in, here and abroad. In this unique room, Marion Claire practices between broadcasts and personal appearances. It will interest you to know that she plays new scores on the piano over and over again, opening and closing her mouth without making a sound. She doesn't actually sing out loud until she has memorized the music. It saves her voice. And Marion Claire takes yet another precaution in saving her voice. She smokes Luckies. Miss Claire said: "Luckies are definitely the cigarette for people who have to think of their throats. My own experience has convinced me that Luckies not only taste good but are good -- really gentle on the throat!"

(NEWS ... ENDING WITH FOLLOWING)

After a word from Andre Baruch, I'll be back with a story about \_\_\_\_\_.

ATX01 0138738

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 (Marion Claire) November 1, 1937.

BARUCH: How can you tell which cigarette will be easiest on your throat? Well ... the experience of an outstanding singer will help you. Take the case of Marion Claire, versatile star of opera, stage and screen. She has been smoking Luckies for the past two years. *And they've* ~~They have~~ always been easy on her throat. And naturally -- if Luckies are gentle on Marion Claire's throat, they'll be easy on your throat, too. Here's why! Certain throat irritants naturally present in all tobacco have been expelled from Luckies by the exclusive process "It's Toasted". *Because* ~~Since~~ these irritants have been removed, Luckies are a light smoke, easy on your throat. And they're a grand tasting cigarette, too .. with the finer flavor of rich, mellow center-leaf tobaccos, the "Cream of the Tobacco Crop." So ask for a carton of Luckies this afternoon.

(PAUSE)

And here is Edwin C. Hill again.

LUCKY STRIKE "YOUR NEWS PARADE"  
CLOSING - Monday, November 1, 1937.

-4-

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

MH/

ATX01 0138740

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, NOVEMBER 2, 1937

12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 ... 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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 (Sworn records) November 2, 1937

-2-

MR. HILL: Do you realize that when you light up a Lucky, you are doing your share in bringing a measure of happiness to the tobacco farmers down South. You are helping create a market for the billion odd pounds of tobacco they have grown this year, nursing the tender seedling tobacco plants from the time they first pushed through the soil until they attained full growth with rich leaves, lush and ripe and ready for picking. And now their precious crop is being sold at auction.... a gigantic task for the auctioneers, buyers, warehousemen, and so forth, the independent tobacco experts whose job it is to buy, sell, and handle the Southland's vast tobacco output each season. Obviously these tobacco experts are in a unique position to judge the various brands of cigarettes. For they actually see who buys the finest grades of tobacco. And I think it is highly important for every smoker to know the honest judgment of these men. 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. Over twice as many!

(NEWS ... ENDING WITH FOLLOWING)

A word now from Andre Baruch. Then I'll tell you about \_\_\_\_\_.

ATX01 0138742

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 (SWORN RECORDS) Tuesday, November 2, 1937

-3-

BARUCH: If you were to take a walk around a small tobacco plantation, probably all the plants and all the leaves on the plants would look pretty much alike to you. But if a tobacco expert were along, he might point out as many as 50 different grades of tobacco. And that's just on one small plantation! So think of the vast variety of tobaccos that are included in the nation's crops of more than one billion pounds! Facts like these make you realize the complexity of the task facing the tobacco auctioneers, buyers, warehousemen and other independent tobacco experts. For, it is their job to buy, sell, and handle most of the tobacco grown in this country. And believe me they know tobacco... and they know cigarettes. That's why it is important news to smokers when sworn records reveal this fact! Among independent tobacco experts, not connected with any manufacturer, Lucky Strike has twice as many exclusive smokers as have all other brands combined. "With men who know tobacco best, it's Luckies two to one!" So follow their example... get a carton of Luckies this afternoon.

(PAUSE)

Now for more news...and Edwin C. Hill!

ATX01 0138743

LUCKY STRIKE "YOUR NEWS PARADE"  
CLOSING - Tuesday, November 2, 1937.

-4-

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

MH/

ATX01 0138744

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, NOVEMBER 3, 1937.  
12:15 to 12:30

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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.

COMMERCIAL #2 (Madeleine Carroll)

MR. HILL: You know, you and I and everyone else who goes to the movies have a hand in molding the career of a screen actress. We stop in a theatre ... see a fine actress like Madeleine Carroll ... we rave about her to our friends .. and then the first thing you know there's a nation-wide clamor for more pictures featuring her. Then out in Hollywood, Miss Carroll is put to work with a vengeance. In less than one year, her voice has made about 70,000 feet of film. And only recently Madeleine Carroll was telling how the throat strain of all this acting you demand of her has led her to a light smoke ... Lucky Strike. Madeleine Carroll said: "When I first came to Hollywood, it was rush, rush, rush! Longer hours and harder work meant an added strain on my throat. It was at this time that I found out what a real friend Luckies are. For, even to my over-worked throat, Luckies were perfectly gentle."

(NEWS ... ENDING WITH FOLLOWING)

I'll be back with you in just a moment ... meanwhile Andre Baruch has a word for you.

COMMERCIAL #3 (Toasting)

BARUCH: When you light up a Lucky - you notice first of all its finer flavor. Then as you enjoy this mellow flavor of choice center-leaf tobaccos - you'll make another pleasing discovery. You'll find that Luckies are easier on the throat. The explanation is simple. Certain throat irritants naturally present in all tobacco are not present in Luckies. The exclusive process "It's Toasted" takes these irritants out of Luckies. You'll appreciate a light smoke . . . and you'll enjoy ~~the~~ finer flavor of mellow center-leaf tobaccos, the "Cream of the Tobacco Crop." So ask for a carton of Luckies this afternoon.

(PAUSE)

And now Mr. Hill is ready with more news.

CLOSING

BARUCH: Don't miss Your Hit Parade tonight, Mario Chamlee, famous star of the Metropolitan Opera Company, will be the guest of the evening. (PAUSE)

Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

THURSDAY, NOVEMBER 4th, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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  
"HumanSide 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

Even if you did not hear the great Enrico Caruso in person, undoubtedly you have used his name as the symbol of greatness in music. And word comes now from Hollywood that Paramount will film the dramatic story of Caruso's life. Mario Chamlee, whom you probably heard on YOUR HIT PARADE Wednesday night, has been selected to play the role of the great master. A signal honor ... but one Mario Chamlee richly deserves. For, there can be no question but that Mr. Chamlee is one of the greatest tenors of our day. A Lucky Strike smoker of many years standing, Mario Chamlee's experience with Luckies should interest you as a smoker. Mr. Chamlee said: "Naturally when I smoke I choose a light smoke that is gentle to my throat. I tasted my first Lucky Strike during a performance of 'Madam Butterfly', when, as 'Lieutenant Pinkerton' 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 and even though I sang and smoked throughout the act, I felt no strain on my throat. That was ten years ago and I've enjoyed Luckies ever since."

(NEWS ENDING WITH FOLLOWING)

After a word from Andre Baruch ... I'll tell  
you \_\_\_\_\_.

COMMERCIAL #3 (SWORN RECORDS) November 4

BARUCH: If you were a tobacco farmer, you'd count pretty heavily on the help the tobacco warehouseman would give you. You'd seek his advice on grading your tobacco so it would bring the highest prices. And, once your crop was sold - you'd be pretty glad to get that check he would give you shortly after the sale. Yes, the warehouseman is a good friend of the farmer. And like the auctioneers, buyers, and other tobacco experts, warehousemen know tobacco from A to Z. Now obviously these experts know cigarettes, too. And here are the facts about which cigarette these tobacco men choose for themselves. Sworn records on file for your inspection show that among independent tobacco experts, Lucky Strikes have more than twice as many exclusive smokers as have all other cigarettes combined! Now these experts are not connected with any cigarette manufacturer. They are completely independent and unbiased. The next time you buy cigarettes, remember that in the honest opinion of independent tobacco experts it's Luckies 2 to 1.

(PAUSE)

Back to the news now ... and to Edwin C. Hill!

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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  
LN

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, NOVEMBER 5, 1937

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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.

HILL: Everyone likes to be asked their opinion. So let me "cross-examine" you a minute! When did you start smoking? What led you to prefer any one particular brand? What do you want most in a cigarette? Have you ever really "thought out" the answers? Now Henry Fonda, who's a star both on the stage and in motion pictures, recently gave me the answers of a man who has thought them out. Currently starring in a Broadway play called "Blow Ye Winds", he offers those of us who smoke, sound advice on the subject of cigarettes. He says: "Because of the burden acting puts on my throat... it is only common sense for me to want a light smoke. My throat can spot it with the very first puff. So I've preferred Luckies for a long time - about five years now. Incidentally, Henry Fonda added, "I decided Luckies were a light smoke after trying more than ten brands."

(NEWS... ENDING WITH FOLLOWING)

I'll have an interesting story to tell you in just a moment. Meanwhile Andre Baruch has an important message for you.

(COMMERCIAL #5)

(HENRY FONDA)

BARUCH: There was one particularly interesting remark which Henry Fonda made in that statement just quoted by Mr. Hill. You'll recall he said: "I decided Luckies were a light smoke after trying more than ten brands." Now we like to believe that were you to make this same test, you'd reach the same conclusion as Henry Fonda, and find Luckies easier on your throat. Lucky Strike, you see, has an exclusive process "It's Toasted" which removes certain harsh throat irritants found in all tobaccos. Because these irritants are out..... Luckies are a light smoke, easy on the throat. And since they are made of choice center-leaf tobaccos.. Luckies offer you a finer flavor. So follow Henry Fonda's example....ask for Lucky Strike. Get a carton this afternoon.

(PAUSE)

Now here is Mr. Hill again.

(CLOSING)

BARUCH: Here's some interesting news for radio listeners. Thomas L. Thomas, noted baritone, will be a guest on YOUR HIT PARADE tomorrow night.

(PAUSE)

Listen in to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

sp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, NOVEMBER 8, 1937  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 ... 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.

November 8th, 1937

(Mr. Hill mentions the fact that the American birth and death rate are approaching equality and he proceeds):

MR. HILL: It is interesting to speculate on what will happen when America does, finally, cease to grow. Obviously there will be more stability. Those swift changes which have always characterized the American scene may be expected to slow down somewhat. But until that time comes, obsolescence will continue to be a word which is peculiarly American. Things grow old so fast here. The statliest sky-scraper has a life expectation which does not exceed forty years. And when it comes to things not built of stone and mortar - well, it is really startling to observe how quickly they may change and vanish. Last Saturday on YOUR HIT PARADE the veteran singer, Frank Crumit, had some very interesting things to say about the passing of vaudeville. He described how radio came in and vaudeville went out almost simultaneously. It was, he said, like two trains meeting at a junction. And for vaudeville's big-timers, the important thing was to "change trains" - to make the transfer into radio. Well, lots of them missed the train. But not Mr. Frank Crumit. He is as well-known in radio today as he used to be in vaudeville. And his voice - as all of you who listened in to YOUR HIT PARADE know - has its old-time charm. So it is interesting to hear what Mr. Frank Crumit has to say about smoking, as it affects the voice and throat. Let me quote his words exactly: "I started on Luckies when you first brought them out in 1917. And I've been smoking them ever since - about a package and a half a day. The reason is that they're the easiest cigarette on my throat that I've been able to find."

(NEWS ... ENDING WITH FOLLOWING)

A word now from Andre Baruch - then I'll tell you about \_\_\_\_\_.

COMMERCIAL #6 (FRANK CRUMIT)

BARUCH: There was one particularly interesting remark which Frank Crumit made in that statement just quoted by Mr. Hill. You'll recall he said "I started on Luckies in 1917 ... and I've been smoking them ever since - about a package and a half a day." And Frank Crumit added that they were the easiest cigarette, on his throat he'd been able to find. Now we ~~know that~~ <sup>feel sure</sup> that you, too, will find Luckies easier on your throat. Lucky Strike, you see, has an exclusive process "It's Toasted" which removes certain harsh throat irritants found in all tobaccos. Because these irritants are out ... Luckies are a light smoke, easy on the throat. And since they are made of choice center-leaf tobaccos... Luckies offer you a finer flavor. So follow Frank Crumit's example ... ask for Lucky Strike. Get a carton this afternoon.

(PAUSE)

Now here is Mr. Hill again.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

ms

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, NOVEMBER 9, 1957  
12:15 - 12:30 P. M. EST

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 ... 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: (to follow a story which suggests or tells an unusual yarn about careers - a stock broker becomes a taxi driver - any story that suggests a tie with the following:)

Another of today's most curious human dramas is the story of a young Italian who failed as a six-day professional bike racer. This youngster wasn't a very good rider ... or at least he never won any of the prize money. But it happens that he had an antidote for disappointment. He liked to sing. One day after a race, which he had lost as usual, he was taking a bath in a room near where his colleagues were shedding their riding clothes., And he began to sing. He sang and splashed on ... and when he finally emerged ... he found his friends amazed at his voice. "Pinza", said one, "as a bicycle-racer, you're a dud. But as a singer you would surely make the grade." Ezio Pinza took their advice. He studied music at the Bologna Conservatory. And when at length he made his debut in Rome at the Teatro Reale dell' Opera in Tristan ... his success was instantaneous. Then followed engagements in Turin and La Scala, and finally a contract with the Metropolitan in New York. Making his American debut in "La Vestale" Ezio Pinza drew glowing tributes from the New York press. "A majestic figure on the stage," he was called, "A bass of superb sonority and impressiveness." Triumph after triumph followed as Pinza took the basso leads in the leading operas of our day. And now this Italian who failed as a bike racer is recognized as the greatest singing basso of the day.

(PAUSE)

(MORE)

MR. HILL: Mr. Pinza's experience as a singer qualifies him to  
(CONT'D) comment on the subject of smoking. And here is what he  
said not long ago: "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, even when I return to  
my native Italy, America's light smoke goes with me."

(NEWS ENDING WITH FOLLOWING)

In just a moment I'll tell you about \_\_\_\_\_.  
But first here's Andre Earuch with a word for you.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR <sup>News</sup> ~~HIT~~ PARADE"

FRIDAY, NOVEMBER 19, 1937

10:00 - 10:45 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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.

LUCKY S TRIKE - "YOUR NEWS PARADE"

Commercial #2 - Frances Farmer

November 19, 1937.

(THIS MIGHT FOLLOW A NEWS ITEM ON WOMEN'S HATS -  
ON STYLES - ANYTHING THAT TIES IN)

MR. HILL: Though most of Hollywood's actresses are walking style models and wear clothes which are copied throughout the nation, there is one very interesting exception-- Frances Farmer. This charming star dresses as she pleases...and although she's always lovely to look at, she doesn't give a rap about setting styles. No hat designer copies her hats - for she wears none. Her coats would bring on an attack of the shudders if seen by a stylist...for mostly she wears a battered old raincoat. And Miss Farmer's car---well you've never seen it among the sleek, super-charged Hollywood models of the pictures. It is, or was once, a shade of green. Second hand, it huffs and puffs along Hollywood Boulevard. And not infrequently - you'll see the star herself out back pushing for dear life. Once the head office of the studio sent word that she must stop wearing such clothes - and for heaven's sake get rid of that car. Frances Farmer replied: "Tell them that if they paid as much attention to the parts they give their actresses as they do to their clothes, we'd probably both make a lot more money."

(MORE)

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - Frances Farmer

November 19, 1937.

MR. HILL:  
(continued)

It is not known whether or not the studio took her advice. But all of you do know that Frances Farmer, by practising what she preaches - paying attention to her acting and not her clothes - has succeeded in becoming one of screenland's favorite daughters.

(PAUSE) I have here an interesting comment on Luckies Frances Farmer made not long back: "I remember changing to Luckies when I was at the University of Washington. At the time I was in a dramatic production and found that the cigarettes I was smoking were not getting along very well with my throat. Since changing to Luckies, I've never had to give smoking a second thought. 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!"

(NEWS ...ENDING WITH FOLLOWING)

After a word from Andre Baruch, I'll be back with a story about \_\_\_\_\_.

LUCKY STRIKE "YOUR HIT PARADE"

Commercial #3 - SWORN RECORDS

November 19, 1937.

ANNOUNCER: If you were born and raised down where tobacco grows and spent your life buying, selling, and handling the various grades, you'd know tobacco pretty thoroughly, wouldn't you? You would be qualified as a tobacco expert - an auctioneer, a buyer, or a warehouseman. And when you chose a cigarette for your own use - you'd base your selection on quality alone. Now the real independent tobacco experts do just that. And 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 this becomes even more significant when you consider the fact that these men are absolutely independent... dealing with all manufacturers, but not connected with any. So their judgment is both expert and impartial. Remember this when buying cigarettes..."with men who know tobacco best, it's Luckies 2 to 1!"

(PAUSE)

All right, Mr. Hill!

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING - Friday, November 19, 1937.

BARUCH: Here's some interesting news for radio listeners.  
Marjorie Lawrence will be a guest on YOUR HIT PARADE  
tomorrow night.

Listen in to YOUR NEWS PARADE over this station  
Monday at 12:15 Eastern Standard Time. Edwin C. Hill  
will again bring you the "Human Side of the News"  
from every corner of the globe. Here's a weekend  
reminder...stock up with plenty of Luckies...buy a  
couple 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

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, NOVEMBER 22, 1937.

12:15 - 12:30

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (TRADE 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, and warehousemen, ... 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.

COMMERCIAL #2 (Marjorie Lawrence)

MR. HILL: (TO BE COUPLED POSSIBLY EITHER WITH A PARALLEL CAREER OR WITH A NEWS STORY OF AN INDIVIDUAL DOING SOMETHING UNUSUAL.

In the little Australian village of Deans Marsh some years ago occurred an incident which .. though no one then realized it ... cast the shadow of an interesting personality across the stage of distant New York's Metropolitan Opera. A slight thing really, but one that forecast a good deal. A five year old was to sing at a Sunday School Concert. Her song was called "Push the Pram for Baby." Now of course the ordinary child would have turned in a frightened little performance that might well have ended in tears. But not so this little girl. She appeared on the stage wheeling a little perambulator with a doll in it ... and really put the song across. This flair for the dramatic which she showed at the tender age of five has never left her and it has characterized her entire career as a singer. And when, a few years ago, she leapt to the back of her horse and galloped off the stage at her first Metropolitan Opera performance of "Gottendamrung", a thrill swept over the Golden Horseshoe audience. For here was something new for New York's blase opera-goers. Other Bruenhildes invariably had led the horse off timidly by the bridle, with many a furtive backward glance to make sure he wasn't about to rear or prance. But not so Marjorie Lawrence!

(MORE)

COMMERCIAL #2 (Marjorie Lawrence)

MR. HILL: Indeed she was bitterly disappointed that the Metropolitan  
(Contd) chiefs, fearing to risk the neck of a valuable star, had refused to let her jump her horse into the fiery flames as Wagner's stage directions called for. It was not enough that she had shattered tradition by mounting the animal and riding off with the ease of a cavalryman ... she wanted to ride into the very heart of the flames. And this combination of a dare-devil romantic nature and one of the great soprano talents of our day is a combination which makes Marjorie Lawrence the popular favorite that she is in opera. I trust that you all heard her sing Saturday night on YOUR HIT PARADE ... her performance was really inspiring.

(PAUSE)

You smokers will be interested to know what this fine singer has to say about cigarettes. Marjorie Lawrence said: "When I have made a good performance .. when I am back in my dressing room .. there is nothing I enjoy more than to light up a Lucky. I enjoy the taste of its fine tobacco. Lucky Strikes do not irritate my throat in the least. I agree with the others at the Metropolitan, a light smoke is a wise choice."

(NEWS ENDING WITH FOLLOWING)

Then there's the story about \_\_\_\_\_, that's very interesting indeed. I'm going to tell it to you as soon as Andre Baruch finishes with the message he now brings you.

COMMERCIAL #3 (Marjorie Lawrence)

BARUCH: You can be sure that when an opera singer chooses a cigarette, the choice is one very carefully considered. With Marjorie Lawrence, for example ... her voice is her most precious possession. And so she smokes Luckies because they're always easy on her throat. You see .. the exclusive Lucky Strike process "It's Toasted" expels certain harsh throat irritants naturally found in all tobaccos! And because these throat irritants are out ... Luckies are a light smoke, easy on the throat. You'll like the flavor of Luckies too -- the finer flavor of choice center leaf tobaccos, the "Cream of the Tobacco Crop." Next time you buy cigarettes, follow the example of Marjorie Lawrence - ask for Lucky Strike.

(PAUSE)

Now for another story, Edwin C. Hill!

CLOSING

BARUCH: Listen in to FOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time.

Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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)

hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, NOVEMBER 23rd, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 ... 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.

(This might be coupled to advantage with a heroic "The-show-must-go-on" tale of the theatre. An outstanding example of someone who played on in spite of illness or personal tragedy)

MR. HILL: The show must go on ... a valiant tradition of the theatre. But a tradition not without a lighter side. Noel Coward was taken ill once during a run of a play over in England.. Against the advice of his doctor, Mr. Coward carried on. Though feeling dreadful and running a temperature, Noel acted his part in the best heroic traditions of the theatre. But as it turned out - the show didn't go on for very long after that, due partly to poor business and partly to the fact that in his heroism Mr. Coward had given sixteen members of the cast the Mumps. An amusing incident when considered by itself. But it wasn't so amusing at the time, sandwiched in as it was among the struggles of Mr. Coward's early years! Amazing years they were, too. For, Mr. Coward was on his own in the theatre from his early teens. At an age when most youngsters are playing with marbles and tops, Noel Coward was earning his way around the play-houses of England. Undoubtedly being on his own at such an early age gave Noel Coward a background such as few of us have ... a background that probably is responsible for shaping him as a master of many trades ... famous as playwright, actor and composer ...

(PAUSE)

(MORE)

MR. HILL  
(CONT'D)

Recently Noel Coward was talking about the care he takes of his voice. And he brought up a point about Luckies that will interest you. Said Noel Coward: "Here's what I mean ... My voice is as essential to my career as - well - as a piano is to a pianist. In acting, I must literally play upon my voice. For the funniest line ever written needs a certain vocal flip to be funny on the stage. So naturally I'm rather careful of my voice. And I take pains not to expose my throat to any unnecessary irritation. Now I have smoked Luckies ever since I first came to America in 1921 and they have definitely proved themselves easy on my throat."

BARUCH: If you like plenty of fast action, then you certainly ought to see a tobacco auction. For, speed is the keynote of these interesting Southern spectacles. Incredible speed in the chant of the tobacco auctioneer who clips out words at machine gun rate ... so fast the average person can't even understand what he's saying! Speed in the actual selling ... where sales must average at least 380 an hour! That's just about a sale every eight seconds. And it wouldn't take you long ... as you watched the amazing activity going on about you .. it wouldn't take you long to realize that the men buying and selling at this breath-taking rate have an extraordinary knowledge of tobacco. They are the independent tobacco experts ... auctioneers, buyers, and warehousemen. They know tobacco from A to Z ... and it's no wonder because they spend their lives buying, selling, and handling the various grades. As you would expect, they are discriminating smokers. They know and demand the best. And 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! This is the honest judgment of men not connected with any cigarette manufacturer ... men who are completely unbiased and independent because they deal impartially with all cigarette manufacturers. So next time you buy cigarettes, remember that independent experts, those men who know tobacco best, smoke Luckies 2 to 1. (PAUSE)

All right, Mr. Hill.

Closing

- 5 -

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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 0138818

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, NOVEMBER 24, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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.

COMMERCIAL #2 (Fred MacMurray)

MR. HILL: (TO FOLLOW A NEWS ITEM ABOUT THE WEST COAST ...  
OR THE STORY OF AN UNUSUAL JOB SOMEONE IS NOW  
WORKING AT)

Another man is famous now because he didn't stick to one of his early jobs. A few years back he had a job in a junk yard out in Hollywood. A nice looking youngster, tall and rangey ... he was somewhat doubtful of the future in his job of scraping the paint off of old automobiles. And when his boss ran off with his \$20.00 a week salary he decided his destiny lay elsewhere. So he started hanging around the motion picture studios looking for work as an extra. And he got it ... in his first film his job was to lie perfectly still while the studio Canadian Mounted Police galloped back and forth over his body. Work like this encouraged him to try for a job in an orchestra ... he had been a demon saxophone player during his early days in the Mid-West. Safely connected with a good band, he came to New York ... played in a couple of Broadway hits ... and then took his first screen test. He thought he was terrible ... but Hollywood thought differently. And Fred MacMurray received a frantic wire from the Coast summoning him at once ... by plane. And so by plane the star-to-be returned to the industry that once had considered him only as a human hurdle for horses. Never again was Fred MacMurray so miscast.

(MORE)

MR. HILL  
CONT'D:

You know him now as one of the most active stars ... a man who has made eleven major pictures in the last two years. A far cry from the days in the junk yard.

(PAUSE)

Now that Fred MacMurray's voice has become one of the most valuable pieces of human property in America, you can be sure he's careful what he smokes. Lucky Strike is his choice. And recently he told why. Here are Fred MacMurray's own words: "I'm a Lucky fan, because they taste swell, and because I feel I can smoke as many as I like. They never bother my throat in the least."

(NEWS ENDING WITH FOLLOWING)

And now a word from Andre Baruch ... and I'll be back later.

COMMERCIAL #3 - (Fred MacMurray"

BARUCH:

If you had spent 10,000 hours before the sound camera out in Hollywood ... you'd be in a position to swap stories about throat strain with Fred MacMurray. Mr. MacMurray, you see, has already gone through this ordeal. And he knows how his throat feels after gruelling hours of motion picture work. And he knows, too, that no matter how tired his throat is, he can always rely on Lucky Strike for a pleasing, relaxing smoke. Now Luckies will be easy on your throat, too. Certain throat irritants ... expelled by the exclusive process "It's Toasted" ... are not present in Luckies. That's why Luckies are a light smoke, easy on the throat. And you'll enjoy the finer flavor of their mellow center-leaf tobaccos. So ask for a carton of Lucky Strikes this afternoon.

(PAUSE)

All right, Mr. Hill!

BARUCH:

Don't miss Your Hit Parade tonight. Winifred Cecil will be the guest of the evening. (PAUSE) Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. When you buy cigarettes this afternoon, say "Luckies, please". For remember ... "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

MS

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, NOVEMBER 25th, 1937

12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

SCENE: (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 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.

COMMERCIAL #2 (Winifred Cecil)

MR. HILL: Now so very many years ago the powers at the famous La Scala Opera in Milan would no more have thought of inviting an American to sing than of giving away the deed to their opera house. American culture was unknown abroad. And it was believed that a singer without a European background - was something less than an artist. Even now La Scala seldom opens a hospitable door to our native born and bred singers. Their standards are high. Their audiences are critical. And there are age-old traditions to be meticulously observed. Recently an American girl was vacationing in a little town on the Riviera called Rapallo. Puttering around in slacks and feasting her eyes on the incredible blue of the Mediterranean ... this girl was resting up after a strenuous season of concerts. One day she heard that La Scala was giving auditions. Young and ambitious, she was undaunted by the formidable traditions of this ancient stronghold of the classics. She dashed over to Milan and sang for the director and an audience composed of singers. And, she got the job. A real achievement for an American born and American trained singer. Her name is Winifred Cecil. And if you heard her sing last night on YOUR HIT PARADE, you'll know why La Scala wants her for its own. In \_\_\_\_\_ weeks she will sail for Italy, and I am sure she will add new prestige to our country's musical record. (PAUSE) (continued)

MR. HILL: (continued)

I have here a comment Winifred Cecil made on smoking. She said: "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 10 years. Luckies never irritate my throat. Even after the strain of a long concert tour, my voice and throat feel perfectly at ease with Luckies.

(NEWS ... ENDING WITH FOLLOWING)

Andre Baruch speaks now for a moment .. then I'll tell you about \_\_\_\_\_ .

COMMERCIAL #3 (Sworn records)

BARUCH: There's a real human story that can be told about every tobacco expert. Let me sketch the background of one man, a typical expert. Born in a family of tobacco growers, this lad lived, talked, and heard tobacco from the time he was knee high to a grass-hopper. Helping his father around the farm, he learned the story of tobacco from the tiny seed to the ripe leaves ready for the market. Then when he began attending the tobacco auctions with his dad ... the thrill of these electrifying spectacles got into his blood. And as soon as he was old enough he became a tobacco ticket marker -- He followed the sales -- And finally after long years of training, he became qualified to take his place upon the warehouse floor among the other buyers, warehousemen, and auctioneers. And there is the typical background of the independent tobacco expert. So naturally you can appreciate why it is that their opinion is the last word in tobacco authority. And so it will interest you to know what cigarette these experts choose for their own enjoyment. Here are the facts: Sworn records on file for your inspection show that among independent tobacco experts ... not connected with any manufacturer ... Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Could anything say more for the high quality of Luckies?

(continued)

BARUCH: (continued)

Next time you buy cigarettes remember the choice of these tobacco experts ... "with men who know tobacco best ... it's Luckies 2 to 1!"

(PAUSE)

Now then ... back once again 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 again bring you the "Human Side of the News" from every corner 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

rdf/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, NOVEMBER 26, 1937  
12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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.

MR. HILL: Throughout the country there are hundreds of youngsters relaxed for the first time since mid-summer. And though there are a few important games still to be played - most of our football players are gradually shaking the roar of the crowds from their ears and are returning to the long grind of studies. Win or lose ... college athletes take on a good deal of character from the sports they engage in. An attitude of fair play, I think you could call it! An attitude which so often is carried throughout life. Ten years ago in Yale, there was a boy who was a crack "quarter-miler". Few have ever had a greater sense of good sportsmanship than he. He had a will to win ... and win he usually did. That determination was respected by his team-mates ... and it was the general impression around the campus that this boy would go far as a lawyer. However, he never became a full-fledged lawyer ... although he took and passed part of his bar examinations. You see this chap had learned something else from his extra-curricular activities at Yale. In the Glee Club, he'd tried his wings as a singer. And it is as a singer that all America knows him today ... his name is Lanny Ross. And if you should talk to musicians who know the details of his meteoric career ... you'd find that everything Lanny has done has been marked by good sportsmanship. (MORE)

MR. HILL:  
(CONT'D)

On his way to the top, he has injured no one ... he didn't climb by dragging others down. He earned his fame in music just as he did on the Yale Track Team... by merit. And many of those boys who played on college teams this year will succeed in life as Lanny Ross did... by playing the game fairly and squarely ... but with every ounce of energy they possess. More power to them. (PAUSE)

Lanny Ross, by the way, revealed recently how his throat "sold" him on Luckies. Lanny Ross said: "As everything depends on my voice, it's important for me to take care of my throat. So I stick to a light smoke. Try singing your bathtub solos, six full hours a day," Lanny pointed out, "and you'll begin to understand the strain on a singer's throat. That's why I began to smoke Luckies way back when I was a member of my college Glee Club. They taste swell ... and it's a real comfort, whether singing or not to know that Luckies will be easy on my throat."

(NEWS ... ENDING WITH FOLLOWING)

And now for a word from Andre Baruch ... then I'll be back with another story.

BARUCH: Ten years ago - Lanny Ross discovered what a grand tasting cigarette Luckies are - and how easy they are on the throat. And to this day, he sticks to Lucky Strikes. Now surely if Luckies are easy on his throat ... they'll be easy on your throat, too. The reason is simply this: Lucky Strike has an exclusive process "It's Toasted" which removes certain harsh throat irritants naturally present in all tobaccos. And because these throat irritants are out, Luckies are a light smoke, easy on your throat. And when you smoke them you'll enjoy the finer flavor of their choice center-leaf tobaccos, the "Cream of the Tobacco Crop." So ask for a carton of Luckies this afternoon.

(PAUSE)

Now Edwin C. Hill returns!

(CLOSING)

- 5 -

BARUCH: Here's some interesting news for radio listeners.  
Rene Maison will be a guest on YOUR HIT PARADE  
tomorrow night.

Listen in to YOUR NEWS PARADE over this station.  
Monday at 12:15 Eastern Standard Time. Edwin C.  
Hill will again bring you the "Human Side of the  
News" from every corner of the globe. Here's a  
weekend reminder ... stock up with plenty of  
Luckies ... buy a couple 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

sp

ATK01 0138834

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, NOVEMBER 29, 1937  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

SCENE: (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, and warehousemen, ... 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.

LUCKY STROKE - YOUR NEWS PARADE

COMMERCIAL #2 (Rene Maison) November 29th 1937.

MR. HILL: (IF POSSIBLE, THIS SHOULD FOLLOW ANOTHER STORY OF AN EMBARRASSING MOMENT ... PERHAPS ANYTHING IN THE NEWS WHICH CAUSES EMBARRASSMENT TO AN INDIVIDUAL, POLITICAL PARTY, GOVERNMENT, ETC.)

Opera stars have their embarrassing moments, too. I recall a story about Rene Maison, the Belgian tenor of the Metropolitan Opera ... the man whose superb voice you may have heard on YOUR HIT PARADE last Saturday night. Mr. Maison was singing in a Wagnerian performance at the Paris Opera. His role was that of Lohengrin. In the last act, Lohengrin bids farewell to his beloved Elsa. He steps into the Swan Boat, and is supposed to leave her forever. But in Rene Maison's performance Wagner's intentions went sadly astray. Mr. Maison completed his magnificent farewell only to find himself stranded in mid-stage with no means of going away forever. The chain that was supposed to haul the Swan Boat had broken ... and not until stage hands came to his rescue could Mr. Maison escape from the tittering audience. Almost as disconcerting was a series of performances Mr. Maison gave of "Alceste" at the Teatro Colon in Buenos Aires. At the first performance just at the moment when a prayer begins, a cat could be heard mewling lustily. It continued to mew throughout the prayer, completely disrupting the solemn atmosphere of the scene. After the opera was over, a desperate search was made for the offending cat. (MORE)

MR. HILL: But neither hide nor hair of it could be found. However, on the second day, the elusive cat joined loudly in the prayer again. And by the third performance, rumors of the "ghost cat" had spread throughout the city and the house was jammed to the rafters. The crowd was not disappointed. The cat .. or rather the cat's meow was on hand for the prayer scene. And once again it eluded the searching parties that went through the opera with a fine tooth comb after the performance. Then after the fourth offense it was decided to abandon the luckless "Alceste" in spite of the magnificent performance of Rene Maison. For a tragic opera was being converted into a burlesque by a cat. And, incidentally, that cat was never found.  
(PAUSE)

Pursuing his career as an opera singer Rene Maison probably travels more each year than most of us do in a lifetime. And not long ago he made this interesting observation.. Rene Maison said: "I have visited many different countries in Europe, the Near East, and South America; but it was in your country that I found the cigarette best-adapted to my throat .. Lucky Strike. I have been enjoying Luckies for the past ~~five or six~~ <sup>seven</sup> years, and my throat is truly thankful for a light smoke. <sup>Now</sup> when I am on tour abroad, I try to keep supplied <sup>with</sup> Luckies."

(NEWS ENDING WITH THE FOLLOWING)

Andre Baruch carries on now for a moment. Then I'll tell you about \_\_\_\_\_.

BARUCH: As you smoke Luckies, day in and day out, you'll notice many things that you like particularly well about them. In the first place, as Rene Maison, the Belgian opera star, put it ... your throat is thankful for a light smoke. A light smoke that's gentle and pleasing on your throat... but yet has plenty of real, rich tobacco taste, the finer flavor of choice center-leaf tobaccos. You'll enjoy this appealing flavor .. and like Rene Maison, you'll find Luckies are easy on your throat. For, Lucky Strike, and only Lucky Strike, has that famous process "It's Toasted" ... the process that expels certain harsh throat irritants found in all tobaccos. And, since these irritants are not present... are out of Luckies ... you'll find Luckies are a light smoke, easy on the throat. A fine-tasting smoke you'll enjoy. So, ask for a carton of Luckies this afternoon.

(PAUSE)

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

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, NOVEMBER 30, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 ... 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.

COMMERCIAL #2 - Sworn Records

MR. HILL: (THIS SHOULD FOLLOW A NEWS ITEM FROM SOMEWHERE IN THE TOBACCO COUNTRY)

Today in the great tobacco warehouse at \_\_\_\_\_, \_\_\_\_\_  
... one of America's most electrifying spectacles is taking place. A tobacco auction! There is a festive note in the air. Excitement runs high among tobacco farmers of the vicinity ... for the fate of their crops hangs in the balance. Buyers, auctioneers, and warehousemen are working furiously to complete their tremendous task of handling thousands of pounds of tobacco. When day is done ... farmers will have money aplenty. And the experts will 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 honest opinion ... "with men who know tobacco best, it's Luckies - two to one!"

COMMERCIAL #2 - Sworn Records (Continued)

(NEWS ... ENDING WITH FOLLOWING)

HI-L  
CONT'D:

And ... now if you'll pardon me a moment, I'll  
scout around for more news ... while Andre Baruch  
carries on.

COMMERCIAL #3 - Sworn Records

BARUCH: If you were to take a walk around a small tobacco plantation, probably all the plants and all the leaves on the plants would look pretty much alike to you. But if a tobacco expert were along, he might point out as many as 30 different grades of tobacco. And that's just on one small plantation! So think of the vast variety of tobaccos that are included in the nation's crops of more than one billion pounds! Facts like these make you realize the complexity of the task facing the tobacco auctioneers, buyers, warehousemen and other independent tobacco experts. For, it is their job to buy, sell, and handle most of the tobacco grown in this country. And believe me they know tobacco .. and they know cigarettes. That's why it is important news to smokers when sworn records reveal this fact! Among independent tobacco experts, not connected with any manufacturer, Lucky Strike has twice as many exclusive smokers as have all other brands combined. "With men who know tobacco best, it's Luckies two to one!" So follow their example ... get a carton of Luckies this afternoon.

(PAUSE)

Now for 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 again bring you the "Human Side of the News" from every corner 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

MS

DECEMBER

ATX01 0138844

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, DECEMBER 1st, 1957  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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.

(Commercial #2 (Herbert Marshall))

MR. HILL: With king football preparing to abdicate his place in the headlines -- the million or so youngsters enrolled in the American colleges will buckle down to a season of more or less uninterrupted work. Of course, football, with all its thrills and color, is not the major drama in college life. These million odd young folks are in school preparing for careers. And life is very real -- yes, and very earnest to most of them. What they will do when they leave college -- what career they will choose -- is a decision that weighs heavily upon them. And I am reminded of the career of an English boy -- whose experience with life illustrates well a vital point that may save many heartaches for today's collegians. That point is simply this -- the career you're working towards now possibly may not be the one you'll do the best at. But it's never too late to try another, for the next one may be the one you're best suited for. For example, when Herbert Marshall was attending St. Mary's College in Harlow, England -- he was studying to become a chartered accountant. He got a job after graduation in a firm of accountants only to discover that he wasn't particularly interested in the business. And thereupon, Herbert Marshall made the most momentous decision of his lifetime. Rather than risk failure in a job he didn't like, he did a complete right-about-face -- changed his career entirely.

(continued)

COMMERCIAL #2 (CONTINUED)

MR. HILL: He got a job on the stage. And it was apparent at once that the young man had a natural talent no one had suspected, not even Herbert Marshall himself. Two years after his first appearance, he was engaged for a role in "Brewster's Millions." And -- well, you know what happened from there on. How he toured the United States and Canada, becoming one of the most popular actors of the stage. And how, when sound motion pictures turned Hollywood topsy-turvy, Mr. Marshall emerged as one of the great stars of the new screen era. Scoring first with Jeanne Eagles in "The Letter", then with Claudette Colbert in "Secrets of a Secretary"! And since then, in picture after picture! Until - today this Englishman who once aspired to be a chartered accountant is now known as Hollywood's most polished voice. An example surely of the fact that if you don't succeed in one thing -- you need only try and try again in something else.

(PAUSE) By the way, you smokers ought to know what Herbert Marshall said recently about smoking. He said:

"In a recent scene, I talked two minutes on the telephone. This scene took half a day to shoot ...four hours of painstaking voice shading. But even after scenes like this, I find that Luckies are always gentle on my throat. It's only common sense for an actor ... or anyone else, for that matter ... to want a light smoke.

(continued)

COMMERCIAL #2 (continued)

MR. HILL: Luckies are 'tops' among my friends both in and out  
of motion pictures."

(NEWS ... ENDING WITH FOLLOWING)

A word now from Andre Baruch - then I'll tell you  
about \_\_\_\_\_.

(Commercial #3)

- 5 -

BARUCH: Have you ever tried talking on the telephone for half a day? Well Herbert Marshall has. One of his recent motion picture scenes in Hollywood required a two minute telephone conversation ... but it took half a day to shoot the scene. And you have Herbert Marshall's word for it that such a telephone marathon is a real strain on the voice. "But even after scenes like this," said Mr. Marshall, "I find that Luckies are always gentle on my throat." Now, it stands to reason that Luckies will be just as easy on your throat as they are on Herbert Marshall's. You see, Lucky Strike has an exclusive process "It's Toasted" which 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. And too, you'll like the finer flavor of their choice center-leaf tobaccos, the "Cream of the Crop." Get a carton of Luckies this afternoon.

(PAUSE)

And now Edwin C. Hill

ATK01 0138849

(Closing)

- 6 -

BARUCH: Don't miss Your Hit Parade tonight. Dick Powell, from Hollywood, will be the guest of the evening. (PAUSE) Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

When you buy cigarettes this afternoon, say "Luckies, please", for remember ... "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

ATX01 0138850

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, DECEMBER 2, 1937  
12:15 to 12:30 A.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!  
(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 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.

(TO FOLLOW IF POSSIBLE A RURAL ITEM .. OR THE STORY OF A COUNTRY  
BOY WHO MADE GOOD)

MR. HILL: Though America is known primarily, I suppose, as a country of magnificent cities .. and though New York's amazing skyline symbolizes the nation for many .. we must never forget how much of our man power is bred down on the farm. The center of our population, you know, is not on the Island of Manhattan, not somewhere on Michigan or Hollywood Boulevard, but is a rural spot two and nine-tenths miles northeast of Linton - a town in Greene County, Indiana. From the farms in our vast rural areas each year come legions of healthy, earnest youngsters with hearts set on making good in the big cities. And make good they do. New York's theatres, executive offices and social circles are manned to a surprising degree by ex-country boys. So, too, in Hollywood you'll find many a star who started out behind a plow or peeling potatoes in a farm kitchen. One of screenland's gayest and most popular personalities, Dick Powell, was born in Arkansas - nine miles from a railroad. Dick was six years old before he saw a street car. And his whole boyhood was spent in surroundings utterly remote from the sophisticated realms into which his career has led him. An old retired railroad engineer taught him his first song - "Casey Jones". But once he caught on to the hang of this thing called music, there was no stopping him. With that tireless energy that characterizes so many country boys, Dick Powell tore into music as if it were a field to be plowed. (MORE)

MR. HILL: Learning to play one instrument was not enough for him...  
(C'T)

he had to learn every instrument that he could lay his hands on. He enlisted in the National Guard just because he wanted to sing in a show they were putting on. He got jobs with various orchestras .. and before long he received an offer to act as a master of ceremonies at a Warner Brothers theatre in Pittsburgh. Again his irrepressible energy stood him in good stead. A film scout found him. And all America knows his career from here on. A case history of a farm boy who made good. The same road is open to thousands today. And many a boy out doing his chores right now will some day reach the high places in American life.

(PAUSE)

Dick Powell is a good friend of Lucky Strike. Just the other day he explained that: he works hard keeping his voice in condition. Dick Powell said: "It stands to reason that I want to pick the cigarette that's gentlest on my throat. In my opinion, there's only one sensible way to choose such a cigarette and that is to try different brands. I did this when I was master of ceremonies at the Warner Brothers theatre in Pittsburgh about five years ago and it didn't take me long to decide on Luckies. They're much easier on my throat."

NEWS .. ENDING WITH FOLLOWING)

Andre Baruch speaks now for a moment .. then I'll tell you about \_\_\_\_\_.

BARUCH: If you were to see various grades of tobacco side by side in baskets - the way it is at tobacco auctions - you would probably say all grades look about the same. The differences are hard for the untrained eye to detect. But the trained eye, the eye of a tobacco expert, can note differences in an instant - can tell you at the snap of a finger which grade is worth 35¢ a pound and which 40¢, and can point out the tremendous difference between a 17¢ grade and one that's worth 73 cents. Now tobacco experts - buyers, warehousemen and auctioneers - earn their living buying, selling and handling millions of pounds of tobacco each year. So naturally they can tell you all about tobacco - and all about cigarettes, too. And here are the facts revealing which brand of cigarettes they choose for their own enjoyment. Sworn records on file for your inspection show that among the independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Now these men are absolutely independent. They deal alike with all cigarette manufacturers - but are not connected with any manufacturer. So their opinion is both expert and unbiased. And the next time that you're buying cigarettes, remember ... with independent tobacco experts .. "with men who know tobacco best, it's Luckies 2 to 1!"

(PAUSE)

Now back to Edwin C. Hill.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, DECEMBER 3, 1937  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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.

Friday, December 3, 1937

MR.HILL: (PRECEDING THIS, PERHAPS MR. HILL MIGHT DO A STORY ON RUDOLPH VALENTINO ... OR ANY STORY THAT WOULD TIE IN WITH:)

Heir presumptive to the feminine hearts of America at present seems to be the personable young Robert Taylor. With blue eyes and brown hair, this attractive six-footer apparently personifies what the ladies now specify as their model of manhood. In New York, male models of the so-called "Robert Taylor type" are cleaning up. It is said that approximately a score of young men are averaging around \$100 a week ... simply because they happen to look and photograph like the latest of Hollywood's beau-ideals. Robert Taylor, it happens, is no mannikin paraded across the screen simply for his good looks. To the contrary, he is one of the most capable and most intelligent members of the motion picture colony. The son of a Nebraska physician, he is a college graduate, a first rate tennis player, and a really earnest student of psychology. In fact, his collection of scientific books on the subject is one of the largest in Hollywood. Perhaps it is these qualities and his genuine ability as an actor that have won for Mr. Taylor the admiration of the men who attend his pictures. For unlike most of the heroes dear to the feminine heart ... Robert Taylor is not subject to the envious dislike of the men-folk. A bona-fide good fellow .. he's the kind of person you like to see on top of the heap out in Hollywood.

(PAUSE)

MORE

MR.HILL: Robert Taylor, by the way, smokes Lucky Strike Cigarettes.  
(C'T)

Recently he explained why he prefers them. Robert Taylor 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. I started smoking Luckies 7 years ago. And I've always found Luckies gentle on my throat."

(NEWS ... ENDING WITH FOLLOWING)

I'll have another story for you when Andre Baruch finishes what he's going to say to you now. I'll be back in a moment.

BARUCH: If you were to sit down and have a chat with Robert Taylor, you'd soon fall under the spell of his grand personality. A personality that's made him tops in motion pictures! A good host, Robert Taylor would make you feel completely at ease. And one of the first things you'd learn about him as a person is that he smokes Luckies. And he'd probably light one for you and then sit back and enjoy the fine flavor of his own Lucky Strike. If you asked him why he prefers Luckies, he'd tell you that for one thing, Luckies are always easy on his throat. Now that means a great deal to Robert Taylor.. just as it means a lot to any smoker. The explanation is simple. The exclusive Lucky Strike process "It's Toasted" expels certain harsh throat irritants found in all tobaccos. These irritants are out and that's why you'll find Luckies just as easy on your throat as Robert Taylor finds them on his throat. So follow his example ... ask for Luckies today. You'll enjoy a light smoke with the finer flavor of choice center-leaf tobaccos, the "Cream of the tobacco crop."

(PAUSE)

Now we return to Edwin C. Hill!

BARUCH: Here's some interesting news for radio listeners. Charles Kullman will be a guest on YOUR HIT PARADE tomorrow night.

Listen in to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. Here's a week-end reminder ... stock up with plenty of Luckies ... buy a couple 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

ME/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, DECEMBER 6, 1937  
12:15 - 12:30 A.M. - P.M.

CUE:

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

BARUCH:

Listen to the chant of the tobacco auctioneer!

BOONE:

(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, and warehouseman ... 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.

COMMERCIAL #2 -

MR. HILL: (TO FOLLOW STORY ON AIR TRAVEL, OR FLYER, OR A  
STORY POINTING UP THE SPEED OF MODERN LIFE

Opera stars, too, are taking to the air in the attempt to keep pace with modern stream-lined schedules. Charles Kullmann, who appeared Saturday night on YOUR HIT PARADE, recently sang in an opera in Berlin one night. Hopped a plane to London and sang in an opera there the next night ... spent the following day doing a radio broadcast and a number of phonograph recordings. Then he boarded another plane for Vienna, arriving just in time to sing in a third opera. Mr. Kullmann, by the way is another Yale graduate who's become a headliner in the field of music. As a youngster he held down at least 60 different jobs ... ranging all the way from a postal clerk to a butcher's boy. Life it seems held many tempting careers open to Charles Kullmann. He studied to become a doctor ... then a music scholarship changed his destiny entirely ... and he became one of our leading American opera singers. His boyhood training, however, proved a boon in one respect. Learning to cut a steak properly ... according to Mr. Kullmann ... is far more terrifying than making a debut at the Metropolitan Opera. Well ... perhaps he is right ... (MORE) ... of

MR. HILL:  
(CONT'D)

...but I daresay that most of us would be more successful at the gentle art of cutting steak.

(PAUSE)

Because of his experience as an opera, radio and concert singer, Charles Kullmann is well qualified to comment on smoking. Here's what Mr. Kullmann said recently: "I've smoked Luckies for the past five or six years, both here and abroad. And all of that time I've been working hard. Opera, radio, concert, motion pictures ...my throat has had to take it and that means I've had to be very careful... So, when I want to smoke ...Luckies are the answer. With Luckies I feel at ease about my throat and that's the only way a singer can really enjoy smoking."

(NEWS ... ENDING WITH FOLLOWING)

A word from Andre Baruch now. When he's finished I'll tell you about \_\_\_\_\_.

COMMERCIAL #3.

BARUCH: If you were to tour the tobacco country and see the almost endless fields of growing plants - you'd say off-hand that it would be impossible to examine individual leaves. Yet, for the most part, our billion ton tobacco crop is handled almost literally leaf by leaf. A tremendous job ... necessary because there are so many different grades of tobacco! In fact, even the leaves on a single plant can vary widely in quality. And it is the business of independent tobacco experts to help grade this huge crop - and then carry out the buying and selling. And because they spend their loves judging tobacco quality, these experts .... these auctioneers, buyers, and warehousemen .... are naturally unfailing judges of cigarettes. And 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. Over twice as many!. These experts are not connected with any manufacturer. Their opinion is unbiased - unprejudiced. Next time you buy aigarettes, remember that these tobacco experts - these men who know tobacco best - smoke Luckies 2 to 1..

CLOSING COMMERCIAL:

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "The Human Side of the News" from every corner 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

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, DECEMBER 7, 1937  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 ... 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.

LUCKY STRIKE"YOUR NEWS PARADE"  
Commercial #2 (Spencer Trace)

TUESDAY, DEC. 7, 1937.

-2-

(FOLLOW A STORY ABOUT U.S. MARINES OR ANYTHING DEALING  
WITH MILITARY MEN)

MR.HILL: The Marines, by the way, lost the services of a good man during the war simply because the youngster wouldn't lie. A high school junior, the boy wanted desperately to serve with the famous "Leathernecks." But he wouldn't lie about his age to the recruiting officer. He was seventeen years and eight months old and he said so. The Marines turned him down. However, the U.S. Navy later accepted him - and later still his face became familiar to all America. Irish blue eyes - a shock of unruly dark brown hair - an appealing grin - you know Spencer Tracy. His friends will tell you that Spencer Tracy's innate honesty, illustrated in the recruiting officer episode, has marked his entire career. Undoubtedly, this explains why he is one of the most popular actors in Hollywood - liked by players as well as by audiences.

(PAUSE)

Spencer Tracy, you smokers will be interested to learn, has smoked Luckies as his regular brand for the past eight years. Mr. Tracy said recently: "I first started to smoke Luckies when I was a youngster in the Navy during the war. But for a while I smoked other brands, too. I started smoking them regularly when I began to get a break on Broadway after about five years of tough going in stock and unsuccessful plays. The more important the part I got, the more I had to think of my throat. So 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 FOLLOWING)

Here's Andre Baruch with a message. I return in just a moment.

ATX01 0138867

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #5 - (Spencer Tracy)

TUESDAY, DECEMBER 7, 1937

-3-

BARUCH: An outstanding actor like Spencer Tracy brings a great deal of pleasure to the millions who see his pictures. But did you ever stop to think that Spencer Tracy himself must work like a Trojan to make his pictures. The work is exacting; his hours are long; and day in and day out his throat is burdened with heavy demands. Naturally he can't afford to take any chances with his precious voice. And that's why Spencer Tracy smokes Luckies ... a light smoke that's easy on his throat. You, too, will find Luckies gentle on your throat. And here is why! The exclusive Lucky Strike process "It's Toasted" expels certain harsh throat irritants, found in all tobaccos. These irritants are out, and so, Luckies are truly a light smoke, easy on the throat. And you'll enjoy the taste of Luckies, too. They have the finer flavor of choice center-leaf tobaccos. So follow Spencer Tracy's example ... ask for Luckies ... get a carton this afternoon!

(PAUSE)

And now we return to Edwin C. Hill who's ready with a most interesting story.

ATX01 0138868

TUESDAY, DECEMBER 7, 1937

LUCKY STRIKE "YOUR NEWS PARADE"

BARUCH:

Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time.

Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

MH/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, DECEMBER 8, 1937

12:15 to 12:30 A.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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: Some day, I suppose, there'll be a study made evaluating the contributions hunger, hardship and misfortune make to an artist's or musician's career. Lives of great creative artists have been notoriously difficult - and frequently you find, surprisingly enough, that even their parents had no faith in them or violently opposed their chosen careers. Berlioz, son of a well-to-do family, was cut off without a penny because he preferred music to medicine; Handel, a surgeon's son, was forced to study music in secret because of his father's scorn of music. And there are many other examples -- men and women of genius held back for a time by short-sighted parents! A curious case is that of Bruna Castagna, one of the Metropolitan Opera Company's finest contraltos. Her father did not dislike music. To the contrary, he encouraged his daughter to study music. He wanted her to become a pianist. She wanted to sing. And to win her point, she finally had to run away from home. At fifteen she made her debut as Marina in Boris Godounoff at the Opera House at Mantova, Italy. There followed three years in the opera at Buenos Aires. And then, still in her teens, she returned to Italy and earned the right to sing in the famous "La Scala" Opera House in Milan. (MORE)

MR. HILL: The most convincing proof, surely, that her father  
(CONTD)  
was wrong! For, it is difficult to believe that  
Bruna Castagna could have won greater laurels as a  
pianist. (PAUSE) Here is an incident as told by  
Bruna Castagna illustrating why this lovely opera star  
prefers Luckies. Bruna Castagan 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!"

(NEWS ... ENDING WITH FOLLOWING)

Andre Baruch takes the mike for a minute now. I'll return with a  
story about \_\_\_\_\_

BARUCH: An opera star such as Bruna Castagna has two very logical reasons for choosing Luckies. First, is her professional reason. They are gentle on her throat. Hence she can smoke them on the stage, when - as in "Carmen" - the role calls for several cigarettes. Next is her "off-stage" reason. She has found the flavor of Luckies have more appeal for her. Just as it has for so many smokers, who, like Bruna Castagna, enjoy the rich mellow taste of choice center-leaf tobacco! So you, too, will enjoy Luckies and find them easy on your throat. For remember, Lucky Strike, and only Lucky Strike, has that exclusive process "It's Toasted". And "Toasting" removes certain harsh throat irritants which are found in all tobacco. These irritants are out of Luckies. Join Bruna Castagna, and next time you buy cigarettes ask for Lucky Strike!

(PAUSE)

(MORE)

BARUCH: Listen, everybody! Tonight at 10 o'clock, Eastern Standard Time, a brand new program goes on the air for Lucky Strike -- called Your Hollywood Parade -- a grand show, starring Dick Powell as singing master of ceremonies with Rosemary Lane, Rufe Davis, the funniest newcomer on the air, Leo Forbstein and his orchestra and Dudley Chamber and his 24 voice chorus. You'll get a full hour of music, songs, laughs, drama, with Hollywood at its best, with stars, and stars, and stars. Each week we'll have guests like Joan Crawford, Gary Cooper, Joan Blondell, Bette Davis, Madeleine Carroll. So don't forget, tonight, 10 o'clock Eastern Standard Time -- a brand new show -- Your Hollywood Parade. (PAUSE)

Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. When you buy cigarettes this afternoon, say "Luckies, please." For remember.. "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

bw

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, DECEMBER 9, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - (GARY COOPER)

Dec. 9, 1937.

(CHECK CRITICS BEFORE RELEASING THIS OPENING STATEMENT)

MR. HILL: This morning's papers spoke very highly of last night's debut of YOUR HOLLYWOOD PARADE, newest big time program on the air. The critics liked Dick Powell as Master of Ceremonies. They like Bette Davis, Basil Rathbone, Rosemary Lane and the other talented people. They liked, too, the new human approach to the very human town of Hollywood. And Hollywood is a very human town...human, despite the spotlight of glamour under which it eternally basks. One highlight of last night's program was Gary Cooper's appearance. Mr. Cooper was on the air about four minutes. Four minutes is short enough. But suppose you had seen Mr. Cooper on the screen for four minutes. That four minutes would have taken about two full days to make. Two full days! 16 hours! 960 minutes...240 times as long as the final scene! Takes, retakes, dozens of shots taken from every possible camera angle... that's how the time goes in Hollywood production. Now, 960 minutes is a long time with sound apparatus recording and judging every word a man speaks.

(MORE)

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - (GARY COOPER)

Dec. 9, 1937.

MR. HILL:  
(continued)

It's hard work...and especially hard work for the throat. And Gary Cooper has to be careful of his throat. That's why he smokes Luckies. In his own words - "It's plain common sense for me to prefer a light smoke. In other words, I think it's just good business for a hard working actor to watch his vocal cords. And I do think Luckies are a lot easier on my throat. That's the net of why I smoke them...and have for the past two years."

(NEWS...ENDING WITH THE FOLLOWING)

And now, here's Andre Baruch with some news for you.

LUCKY STRIKE "YOUR NEWS PA RADE"

Commercial #3 - (Sworn Records)

Dec. 9, 1937.

BARUCH: A visit to a tobacco auction would open your eyes to a great many things. You would see just what grades of tobacco are actually bought by the various cigarette manufacturers. And, as a smoker, you'd be keenly interested in learning which cigarette is chosen by independent tobacco experts for their own personal use. As you watched these experts...these auctioneers, buyers, and warehousemen...at work buying, selling and handling the various grades of tobacco - you'd be very much impressed by the number smoking Luckies. As a matter of fact, an overwhelming majority prefer Lucky Strike. Sworn records, show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Now mind you - these experts are not connected with any cigarette manufacturer. On the contrary, they deal with all manufacturers and are absolutely unbiased...completely independent. Next time you buy cigarettes, just remember that these experts - these men who know tobacco best - smoke Luckies 2 to 1.

(PAUSE)

Mr. Hill returns once again.

LUCKY STRIKE "YOUR NEWS PARADE"

Closing -

Dec. 9, 1937.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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)

WAEC...NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, DECEMBER 10, 1937  
12:15 to 12:30 A.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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,

(to follow a story which suggests a tie-in with following)

MR. HILL: You'd think that when a man had been in the oil business, and had also worked as a surveyor, an advertising man, a lumber man, a time-keeper, a motion picture extra, and a stage actor that he'd be ready for any job that came along. But ironically enough, such a background did not prepare Clark Gable for his first big opportunity in motion pictures. He'd already attracted some attention on the stage and in minor movie roles when he was interviewed for an important part in a film called the "Painted Desert." The character, it was explained, had to ride a horse as if he'd been born to the saddle. As he listened, Clark Gable's heart sank! He was a jack-of-all-trades -- with one exception -- he couldn't ride worth a hoot. When asked, however, he boldly stated that he would do a good job no matter what the role demanded. Then desperately -- before the actual production of the picture began -- Clark Gable learned to ride, and to ride like a true son of the Southwest. (PAUSE)

This incident is typical of the man. He never says he can't. And probably that explains why he has Hollywood and the whole nation in the palm of his hand. A great actor -- and a courageous one! (PAUSE)

Clark Gable is a good friend of Lucky Strike. And you smokers will want to know just why he prefers them. Here's what Clark Gable said recently: (MORE)

MR. HILL: "I came into pictures the hard way.... via ten years  
(CONTD) 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!

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 throat 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!

BARUCH: Here's some interesting news for radio-listeners.  
Muriel Dickson will be a guest on YOUR HIT PARADE  
tomorrow night.

Listen in to YOUR NEWS PARADE over this station  
Monday at 12:15 Eastern Standard Time. Edwin  
C. Hill will again bring you the "Human Side of  
the News" from every corner of the globe. Here's  
a week-end reminder . . . stock up with plenty of  
Luckies . . . buy a couple 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

EW

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, DECEMBER 13th, 1937

12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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, and warehousemen ... 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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - (MURIEL DICKSON)

Dec. 13, 1937

(TO FOLLOW EMBARRASSING MOMENTS ITEM)

MR. HILL: Every opera, stage, screen or radio star can point back to some amusing or embarrassing incident, where in the tradition of the profession, the show went on ...but went on with radically different action than that directed by the author's script. Muriel Dickson, the first Scotch girl ever to achieve leading rank as a soprano at New York's famous Metropolitan Opera House, vividly remembers one such experience. She was singing at the Dublin Opera House in a performance of "The Gondoliers". In one scene, artificial tree stumps dotted the stage and impeded the movements of the singers. Singing her role, not wisely but too well, Miss Dickson came closer and closer to one centrally located stump. Time and time again, she ignored the signalled warnings of the rest of the cast. Finally, in one particularly impassioned passage in her role, she lifted devout eyes to the papier mache foliage of the forest, flung out wild arms and sprawled noisily over the stump. Her costume tangled on the jagged edges. Helpless, she finished singing out her role almost prone on the floor. But even in this decidedly unorthodox position, still Muriel Dickson gave her role everything it was worth. The audience was unaware that her predicament was unusual and Muriel Dickson's artistry won a triumph... and a well-deserved ovation from her audience. (MORE)

ATX01 0138886

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - (MURIEL DICKSON)

Dec. 13, 1937

(PAUSE)

MR. HILL:  
(cont'd)

Muriel Dickson has been a Lucky Strike smoker for about four years. She started smoking them when she first came to this country. And in spite of her heavy schedule in vocalizing and studying new roles and rehearsing Miss Dickson says, in her own words, "After trying several brands I found Luckies much gentler...I felt certain Luckies would never bother my throat - and they haven't!"

(News... ending with following)

Here is Andre Baruch with some news for you.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 (SWORN RECORDS)

Dec. 13, 1937

BARUCH: The other day a man said - "that tobacco auctioneer you people have on your program would be a cinch to win All-American honors in a fast talking contest." And so he would. A tobacco auctioneer has to talk fast. He has to make at least 360 sales an hour at a tobacco auction. And in a single day he may sell more than a quarter of a million pounds of tobacco. Now that's going some! And it means more than just talking at the speed of a machine gun.... it means that he has to be able to tell the difference between the various grades of tobacco at a glance. Like the other principals at a tobacco auction, the warehousemen and buyers, the auctioneer has to know tobacco from A to Z. Obviously these independent experts know about cigarettes, too. And here is their honest judgment! 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 these men are not connected with any cigarette manufacturer. Their opinion is unbiased and it is based on merit alone. So when you buy cigarettes this afternoon...remember the choice of these independent experts...with men who know tobacco best it's Luckies 2 to 1!

ATX01 0138888

LUCKY STRIKE "YOUR NEWS PARADE"  
Closing - Monday - Dec. 13, 1937

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

/cr

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, DECEMBER 14, 1937  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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...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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - (DORIS KENYON)

Dec. 14, 1937.

MR. HILL: (TO FOLLOW HOLLYWOOD NEWS ITEM - OR STORY ABOUT CHILDREN OR ANY OTHER SUITABLE STORY TO TIE IN WITH:)

Through the words of a child, we get a very human picture of the home life of one of our most respected motion picture stars. Her small son, it seems, was entertaining a new friend in his home not long ago. He introduced the friend to his noted mother. And after a few moments of conversation, the two youngsters left the room. "Gee Whiz", the mother overheard the new friend say, "I've seen her in picture shows, is she an actress?" "Naw", replied the son, and after a moment's hesitation added, "Well, she's been in pictures a little but she isn't an actress." The new friend was puzzled. "Well, what is she?" he asked. The actress's son was on firmer ground now. This answer he knew. "She is my mother," he stated proudly!

(PAUSE)

To the world she is Doris Kenyon - one of the few stars of the old silent screen still holding a high place in the modern world of talking pictures. But - surely Doris Kenyon would be happy to trade all of the honors she has won as an actress and singer for those words of her son. . (MORE)

MR. HILL:  
(continued)

"She is my mother" - a designation more precious than the glowing descriptions of the most gifted press agent on earth.

(PAUSE)

Not long ago Doris Kenyon was talking about cigarettes. I quote what she said - because her opinion is based on long years of experience and deserves serious consideration. Doris Kenyon said: "Between singing and acting, my throat has to give double service. Yet, during all the years I've smoked Luckies they have never been anything but easy and gentle to my throat. And, I feel sure that since Luckies are easy on my overworked throat, they'll be easy on other people's throats as well."

(NEWS ENDING WITH FOLLOWING)

A word now from Andre Baruch - then I'll return to tell you about \_\_\_\_\_.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - (DORIS KENYON)

Dec. 14, 1937.

MR. BARUCH: In Hollywood a voice must be able to "take it". For hours at a time - whenever a director wills, stars must talk, sing, and shout. Now Doris Kenyon has been going through this exacting mill for a long time. She knows what a strain motion picture work is on the throat. And she knows that she must avoid any irritation due to smoking. So, she smokes Luckies because they are always gentle on her throat. There's real reason for this. You see, Lucky Strike has an exclusive process "It's Toasted" which removes certain harsh throat irritants present in even the finest tobaccos. That's why Luckies are a light smoke, easy on the throat! You'll find them gentle on your throat, too, and, you'll enjoy the finer flavor of that rich tasting center-leaf tobacco, the "Cream of the Crop." So - next time you buy cigarettes, ask for Lucky Strike!

(PAUSE)

All ready, Mr. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING -

Dec. 14, 1937.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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 . . . . . "FAPPY DAYS"

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

\* COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, DECEMBER 15, 1937  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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.

ATX01 0138895

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 (MARGOT GRAHAME)

DEC. 15, 1937.

#2 -

MR. HILL: Hollywood is filled with actresses known as "types" -- actresses called upon again and again to play the same kinds of roles. And, if you get their own personal feelings on the matter, you find that many of them are bitterly unhappy about the particular "type" they've been made. It's the human reaction, certainly. For the other fellow's pasture always looks a good bit greener. But, in some cases the actress herself is at fault. Actresses, you know, shy away from unpleasant roles - few are eager to portray a villainess. An exception is the brilliant English actress, Margot Grahame. She takes roles as they come - and is just as willing to take the part of a double-dyed villainess as the role of the heroine. And probably this explains why Margot Grahame has never been made a "type". Forty-one English-made pictures in the almost incredibly brief space of two and one half years established her as the most popular actress in the British Empire. And, with fine performances in such films as "The Informer", and "The Soldier and the Lady", Margot Grahame is rapidly repeating her English triumphs.

(PAUSE)

(MORE)

ATX01 0138896

MR. HILL:  
(continued)

Margot Grahame, by the way, says: "I've smoked Luckies for 8 years. I was introduced to them by an American motion picture producer in London who put forward the very sensible argument that they are the gentlest cigarette in the world on the throat. I told him, the only reason I smoke is for the sheer pleasure of it!" Then he replied, 'You just try them for a while and then tell me if you've ever tasted better tobacco!' The answer was: I hadn't! Since then I've made many pictures and I must say Luckies have always been considerate of my throat."

(NEWS ENDING WITH FOLLOWING)

I have a story about \_\_\_\_\_ which I'll tell you after Andre Baruch brings you a short message.

LYCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - (MARGOT GRAHAME)

MR. FARUCH: It's interesting to note that the English actress, Margot Grahame, has smoked Luckies for eight years. Now eight years is a long time ... and certainly proves convincingly enough that Luckies pleased this beautiful young actress. Why is this? Well, because she found, through experience, that Luckies were an ideal cigarette for her ... because no matter how much she used her voice, no matter how many movies she made in a year - Luckies were always considerate of her throat. And here is the reason. The exclusive Lucky Strike process "It's Toasted" removes certain harsh throat irritants naturally present in all tobacco. That is why Luckies are a light smoke easy on the throat. And, as Margot Grahame pointed out, they're a grand tasting cigarette, too. You'll like the mellow, rich taste of that choice center leaf tobacco, the "Cream of the Crop". So follow her example ... ask for Luckies today!

(PAUSE)

And now ... more news with Edwin C. Hill.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING \*

Dec. 15, 1937.

PARUCH: Now, here's a pleasant reminder. Tonight at ten o'clock, Eastern Standard Time, Your Hollywood Parade goes on the air...one full hour of entertainment! Behind the scenes in Hollywood, Hollywood as it really is, Hollywood at its sparkling best. Music, laughter, song and story...and famous picture stars in person presented to you by Dick Powell. Lucky Strike's own Master of Ceremonies. Tonight you'll meet Henry Fonda, Pat O'Brien, Jane Bryant, Wayne Morris... and Rosemary Lane, Rufe Davis, Dudley Chambers and his chorus, Leo Forbstein and his orchestra. It's a grand show - don't miss it! Remember, tonight at ten, Eastern Standard Time - Your Hollywood Parade. Don't miss it. (PAUSE) Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. When you buy cigarettes this afternoon, say "Luckies, please", for remember..."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

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, DECEMBER 16, 1937  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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.

(Commercial #2 - (JOAN CRAWFORD)

(TO FOLLOW STORY OF ODD PERSONALITY - UNUSUAL EVENT OR ANYTHING WHICH LEADS INTO)

MR. HILL: An unusual story about a man who plays phonograph records day in and day out - reveals an interesting and little known side-light on one of our greatest motion picture actresses. A curious story it is. Several years ago a young man was asked to select and deliver 20 phonograph records to this star. She admired his taste in music and offered him one of the strangest jobs in Hollywood. He was to become her personal record player - to sense her moods and then play records to conform to them. You see, this star, one of the most sophisticated and glamorous in motion pictures, nurses a secret ambition. An ambition far removed from the type of work she does in Hollywood! She longs to sing opera. She studies earnestly in her spare time. And, if experience is any teacher, perhaps some day she'll attain her ambition. Because - her record proves that when she sets her heart on a goal, she'll get what she wants. The hard way - by hard work! The lady's name - Joan Crawford!

(PAUSE)

Joan Crawford, by the way, recently explained that the strain of her motion picture work had led her to choose Luckies because of her precious voice. Joan Crawford said: "To really enjoy smoking, I think everyone must have a cigarette that's easy on the throat.

(cont'd)

MR. HILL: (continued) It's only natural that an actress should want a light smoke -- and to most of us in pictures that means Luckies. And, she added, "Luckies have always remained on best terms with my throat."

(NEWS ENDING WITH FOLLOWING) Now here is Andre Baruch! He'll carry on for a moment, then I'll be back with another story.

ANNOUNCER: A tobacco auctioneer said a significant thing the other day. He estimated that 60 per cent of his fellow auctioneers had fathers who were tobacco auctioneers. Now that explains why these men have such an extraordinary knowledge of tobacco. And the same thing is generally true of other independent tobacco experts, the buyers and warehousemen. They come from families where tobacco is the central topic of conversation. And even before they are old enough to buy, sell, and handle tobacco professionally - they're steeped in the tobacco lore handed down from generation to generation. Naturally, by the time they're making their living at tobacco auctions, these men know cigarette quality like a book. And here is their honest opinion. 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. And, bear in mind, these men are not connected with any cigarette manufacturer. It's their business to deal impartially with all manufacturers. And so, you'll readily understand they are completely unbiased. Next time you buy cigarettes, remember that men who know tobacco best, smoke Luckies 2 to 1.

(PAUSE)

We return now 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 again bring you the "Human Side of the News" from every corner 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

rdf/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, DECEMBER 17, 1937  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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 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.

COMMERCIAL #2 -- (Barbara Stanwyck)

(STORY OF NEW STYLES - OR ANYTHING TO TIE IN WITH)

MR. HILL: Here's a story - a strange paradox. If a certain young lady had not failed as a fashion designer - Hollywood today would be without one of its most stylish stars. A girl, not so many years ago, was contemplating a fashion career. She wangled a job as a pattern cutter with a well known magazine. But, she never got beyond her first pattern. Her boss decided she was not intended as a fashion designer. Out of a job - the girl turned her thoughts to the stage - went to work in Ziegfeld's chorus - and ended up in Hollywood. Now this lovely lady, who could not design fashions, helps to set the styles in women's clothes. Every time she appears, her name, by the way, is Barbara Stanwyck - every time she appears in a motion picture thousands of women are sure to want copies of her gowns. And, as we watch Miss Stanwyck on the screen - I am sure that most of us are pleased that her first job ended with her first pattern! She's a talented and lovely actress - and belongs right where she is - in motion pictures.

(PAUSE)

I have here an interesting comment on smoking  
Barbara Stanwyck made not long ago.

(MORE)

MR. HILL  
CONT'D:

She said: "Taking care of my throat is serious business with me. I changed to Luckies because they make a big hit with my throat - and also with my taste."

(NEWS ENDING WITH FOLLOWING)

After a word from Andre Baruch, I'll be back with a story about \_\_\_\_\_

COMMERCIAL #3 - (Barbara Stanwyck)

BARUCH: A few minutes ago, Mr. Hill told you an amusing story about Barbara Stanwyck. Early in her career she couldn't quite make the grade as a fashion designer, but now she helps set the nation's styles as one of our best dressed movie stars. Well, out in Hollywood, movie people are more interested in Barbara Stanwyck's voice than in her clothes. For, while almost everyone wears beautiful clothes out there - few possess voices as fine as Miss Stanwyck's. Naturally she takes exceptionally good care of her throat. And, as Mr. Hill told you, she smokes Luckies because they are easy on ~~her~~ throat and yet are a better-tasting smoke with the finer flavor of choice center-leaf tobaccos. Now, there's a very good reason why Luckies are so gentle on Barbara Stanwyck's throat. Lucky Strike has an exclusive process "It's Toasted" which expels certain harsh irritants naturally present in even the finest tobacco. The result is -- Luckies are a light smoke - easy on the throat. You'll find Luckies just as gentle on your throat as Barbara Stanwyck has found them on hers.

So follow her example ... Ask for Luckies this afternoon.

(PAUSE)

Now Edwin C. Hill returns again.

CLOSING

BARUCH: Here's some interesting news for radio listeners.  
 Lauritz Melchior will be a guest on YOUR HIT PARADE  
 tomorrow night.

Listen in to YOUR NEWS PARADE over this station  
 Monday at 12:15 Eastern Standard Time. Edwin C. Hill  
 will again bring you the "Human Side of the News"  
 from every corner of the globe. Here's a week-end  
 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

ms/rdf:

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

REVISE #2

MONDAY, DECEMBER 20, 1937

12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!

2nd SALE ... SOLD AMERICAN!

3rd SALE ... (ENDING WITH

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts...like the auctioneer...  
know who buys what tobacco. With these experts, with men 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.

LUCKY STRIKE "YOUR NEWS PARADE" -2- Commercial #2 - Dec. 20, 1937.

MR.HILL: Very often we are blinded by the glare of publicity that plays about the personalities of great opera stars ..and we cannot see how really very human they are..underneath.

When he lived, Enrico Caruso was generally acknowledged to be the finest singer in the world. But, if you wanted to earn the lasting affection of that great tenor, you complimented him, not on his singing - but on his cartooning! For - and here's the very human common denominator - singing was Caruso's job, but cartooning was his hobby. Now, there's another great tenor of today, - the foremost Wagnerian singer of the world - Lauritz Melchior, whom you heard on Your Hit Parade last Saturday night. Well, if you want to win Mr. Melchior's affection, compliment him on his cooking. Off the stage Lauritz Melchior, often makes a quick shift - from an operatic costume to a kitchen apron. And just to keep the record straight, the delicacies he delights in serving to his many friends are not burnt offerings by any means. One of his specialties is an ox-tail soup that takes two days and two nights to prepare - a dish, I venture to say, that earns not only the enthusiastic endorsement of his friends but of the gas company as well! Unfortunately, the heavy schedule of his engagements does not leave Mr. Melchior as much time as he would like to devote to his kitchen. Like any leader, he has to work hard to maintain his position of preeminence. (PAUSE) And, in the last 24 years of building his reputation, Mr. Melchior has worked hard. And he has worked his voice even harder. How does Mr. Melchior himself feel about all this hard work? Listen. "I have to keep my voice and throat in the best condition. My favorite operas are Wagner. I think I have sung Wagner in practically every music capital in the world. (MORE)

-2a-

MR. HILL: There is only one thing against Wagner. He makes terrific  
(C'T) demands upon the singer. So, consideration of my throat  
has come to be practically an instinct with me. That's  
why I took so instantly to Luckies."

(PAUSE)

(News ending with following)

Now, here's Andre Baruch. I'll be back in a moment.

ATX01 0138912

LUCKY STRIKE "YOUR NEWS PARADE" Commercial #3 - Dec. 20, 1937

MR. BARUCH: That great Wagnerian tenor, Lauritz Melchior, has sung the role of Siegfried more than any other opera singer. Now, Siegfried is 6,534 words long.. takes 2½ hours to sing.. and Wagner in his heroic compositions did not write to spare the throat of the singer. Furthermore, that 2½ hours' singing covers only Mr. Melchior's stage appearance - there are long hours of practice and rehearsal before his public hears a note. Well, Lauritz Melchior told you on Your Hit Parade last Saturday night that he took to Luckies instantly because he found them kind to his sensitive throat. Now, it stands to reason, doesn't it, that if Luckies are kind to the throat of a great opera singer they will be kind to your throat, too. And here's why: Luckies' own exclusive "Toasting" process expels certain harsh, throat irritants present in even the finest tobaccos. As a result Luckies are a light smoke.. easy on your throat. And too, Lucky Strike buys only the finest tobaccos - the rich, mellow center leaves - the "Cream of the Crop". This Christmas offer your friends tobaccoland's finest gift -- Lucky Strikes in their festive green and gold Christmas carton.

LUCKY STRIKE "YOUR NEWS PARADE" Closing - Dec. 20, 1937.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

mh/rdf:

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, DECEMBER 21, 1937 (REVISED)

12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ..1st SALE .... SOLD AMERICAN!  
2nd SALE ....SOLD AMERICAN!  
3rd SALE ... (ENDING WITH

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer ... know who buys what tobacco. With these  
experts ... with men who know tobacco best ... it's  
Luckies 2 to 1!

(THERE . . . . . "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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - (CAROLE LOMBARD)

DECEMBER 21, 1937

(ITEM DEALING WITH STRANGE OR ODD COURT JUDGEMENTS)

MR. HILL: There's a strange clause in Carole Lombard's movie contract which forbids her singing outside the studio for fear that she might strain her voice. Nor is Miss Lombard supposed to sing beneath her shower, nor in her kitchen, nor even at private gatherings of her friends. In brief, Miss Lombard mustn't sing anywhere ... except in pictures, where she's paid to sing. Now, certainly, Carole Lombard's producers don't play the frowning maiden aunt without reason. They have a reason --- and a very good reason. Carole Lombard's producers have invested thousands of dollars in her voice ... and will invest thousands more. So, like good business men anywhere they are simply trying to protect their investment. (PAUSE)

In making her current Selznick picture "Nothing Sacred" with Frederick March, Carole Lombard took special singing lessons. This, in addition to working 12 hours a day - taking, retaking, rehearsing scenes over and over again! Hard work for a girl's voice - yes. But listen to Miss Lombard's own words:

(MORE)

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 (CAROLE LOMBARD)

DECEMBER 21, 1937

MR. HILL  
CONT'D:

"My singing teacher urged that I take care of my throat. Under the strain, I had thought of giving up smoking but my teacher said this wasn't necessary if I'd select a light smoke - Luckies. I tried them and soon found I could smoke as many as I liked - in fact, I can smoke Luckies all day without the slightest throat irritation."

(PAUSE) News ending with:

All right, Mr. Baruch.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 (SWORN RECORDS)

DECEMBER 21, 1937

MR. BARUCH: Have you ever watched a bank teller riffle through a sheaf of banknotes? Every so often, his hand will flick a bill from the pile. Something in the texture, the appearance or the feel of that bill is questionable. Now, the teller's trained eye and touch tells him instantly that something about that bill is wrong. Well, in this respect a bank teller is a good deal like a tobacco expert - the buyers, warehousemen, auctioneers - who deal in tobacco, year in, year out. Tobacco experts, too, can tell on sight whether tobacco is "right" or "wrong" ... what its value is ... how it will taste. They judge fast, too .... with a billion pound crop to be auctioned each year ... and only 200 pounds the average unit of tobacco, with one sale about every 8 seconds, they have to move fast. Now, obviously, these experts must know tobacco. And certainly, it must be interesting to every smoker to know what cigarette these experts themselves prefer. Well, here are the facts: 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)

ATK01 0138918

LUCKY STRIKE "OUR NEWSPARADE"

Commercial #3 (STORN RECORDS)

DECEMBER 21, 1937

MR. BARUCH:  
CONT'D:

These experts are absolutely unbiased - they deal with all manufacturers but are connected with none. So, when they choose their favorite cigarette, they are guided only by their honest opinion. You, too, can benefit by their expert experience by asking for Luckies next time you need cigarettes. This Christmas offer your friends tobaccoland's finest gift -- Lucky Strikes in their festive green and gold Christmas carton. Remember - "with men who know tobacco best - it's Luckies 2 to 1."

(PAUSE)

Now, for Mr. Hill and some more news.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING:

DECEMBER 21, 1937

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time.

Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

EB

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, DECEMBER 22, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - (VICTOR MCLAGLEN)

Dec. 22, 1937.

(MIGHT FOLLOW A CHRISTMAS STORY-OR ANY PERSONALITY  
STORY)

MR. HILL: There's an amusing story told about a Hollywood star, the Christmas season and a vagabond. Hollywood Boulevard smiled in gala dress for this particular Christmas season when the star - out for a stroll - was accosted by a vagrant. "Look, buddy" said the panhandler, "it's Christmas, see? An' I ain't had nothing to eat for three days. Could you stake me to a feed." The star, noted for his generosity, could and did. That meal was probably the grandest the vagrant had ever eaten. And when it was over the panhandler, in expansive mood, sat back and beamed at his benefactor. "Well, sir", he said, "you don't know me an' I don't know you. But take my word for it - I ain't always been like this. No, sir. I been an actor, see? And a good one in my day. Why even now, I know most of these Hollywood people. Why, I know" - and there followed an inventory of Hollywood's great and near great that left the star open-mouthed. Finally, the star interrupted. "Do you know Victor McLaglen"? he asked. The panhandler laughed scornfully. "Do I know Victor McLaglen" he echoed. "Look, mister. I know Vic McLaglen like my own brother, see. Like my own brother!" (MORE)

MR. HILL:  
(cont'd)

And to this day, that vagrant still probably doesn't know why the smile of his benefactor deepened into a chuckle as, arm in arm, he left the restaurant with Victor McLaglen himself! (PAUSE) That story goes deeper than merely to show the rare tact and generosity of Victor McLaglen. It has a more significant point. Victor McLaglen - with a word to the publicity department of his studio - might easily have capitalized on the incident. But Victor McLaglen never spoke that word. To him it was a little incident. "Little?" Perhaps, but to me it spotlighted one of its principal actors as a really big man...with an understanding heart. (PAUSE)

It will interest his fans to know that Victor McLaglen is a Lucky Strike smoker. He says: "I recently figured that I have appeared in over 80 Pictures and have made <sup>about</sup> a million feet of film. And, all in all I have spent thousands of hours with a sound camera aimed at me. Now, here is one thing I would like to say about Luckies: You can still be tough as nails and have a sensitive throat. And no matter how hard my voice has been working, Luckies are always gentle on my throat.

(News ending with following)

Here's Andre Baruch with something to say to you. I'll return in just a moment.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - (VICTOR MCLAGLEN)

Dec. 22, 1937.

MR. BARUCH: As Mr. Hill told you, Victor McLaglen has a big heart. He has a big frame, too - tipping the scales at 230 and standing six feet three in his stocking feet. But, in Victor McLaglen's own words: "You can be tough as nails and still have a sensitive throat." Well, Victor McLaglen must know. His size makes him a "natural" for Hollywood's tough character roles -- and his scripts usually call for plenty of rough and tumble - plenty of shouting and yelling. Victor McLaglen has to keep in top form physically to stand the gaff...and as he says himself he has to take particular care of his throat. So, when he smokes, Victor McLaglen chooses Luckies because they are easy on his throat. And here's the reason: Luckies own exclusive process -- "It's Toasted" --- expels certain harsh throat irritants found in even the finest tobaccos. That's why Luckies are easy on every smoker's throat. This Christmas offer your friends a light smoke. Luckies in their attractive green and gold Christmas carton make a truly thoughtful gift - economical, easy to buy and...easy on the throat!

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING

Dec. 22, 1937.

BARUCH

Now, here's a pleasant reminder. Tonight at ten o'clock, Eastern Standard Time, Your Hollywood Parade goes on the air...one full hour of entertainment! Behind the scenes in Hollywood, Hollywood as it really is, Hollywood at its sparkling best. Music, laughter, song and story...and famous picture stars in person presented to you by Dick Powell... Lucky Strike's own Master of Ceremonies. Tonight you'll meet Herbert Marshall, The Mauch Twins, Billy and Bobby, the famous kids from "Dead End", Leo Gorcey and Bill Halop. And Rosemary Lane, Dudley Chambers and his chorus, Leo Forbstein and his orchestra. It's a grand show - don't miss it! Remember, tonight at ten, Eastern Standard Time - Your Hollywood Parade. Don't miss it. (PAUSE) Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side" of the News" from every corner of the globe.

When you buy cigaretttes this afternoon, say "Luckies, please", for remember..."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

ATX01 0138925

COLUMBIA BROADCASTING SYSTEM

REVISED

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, DECEMBER 23, 1937  
12:15 - 12:30

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -

All done & SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer you just heard ... know who buys what tobacco.  
With these experts ... with men 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.

COMMERCIAL #2

MR. HILL: (TO FOLLOW SOME NEWS COMMENT OF WALL STREET OR  
"INSIDE INFORMATION" OF SOME KIND THAT ENABLED  
THE HOLDER TO CASH IN)

Speaking of inside information, all students of history know the story of how inside information in the hands of the younger Baron Rothschild laid the basis for his family's tremendous fortune. True that happened one hundred and twenty five years ago but human nature does not change much - so I think the story will bear re-telling here. Rothschild, in London, realized that the fate of the money markets ... and his own fortune ... lay... many miles away on the Continent. Somewhere in Belgium, Wellington and Napoleon were drawing closer to fight for mastery of Europe. With customary caniness, Rothschild stationed a swift boat at a Channel port to await the coming of a carrier pigeon with the news of victory or defeat from one of his agents who was following Wellington's army. Hence, long before the victory of Waterloo became general, Rothschild acted on this information and won a fabulous fortune. So, in every field of endeavor, "inside information" is usually worth its weight in gold. Now, in tobacco, obviously, the real "insiders" are the tobacco experts, themselves - the warehousemen, buyers, auctioneers - who, year in, year out do nothing but buy - sell -(MORE)

COMMERCIAL #2 - CONT'D

MR. HILL: judge - grade - a billion pound crop of tobacco  
(CONT'D) every year. Certainly, these experts know tobacco  
best, so here is an interesting piece of "inside  
information" that reveals their personal choice  
of cigarettes. Sworn records on file for your  
inspection show that among these independent  
tobacco experts, Luckies have over twice as many  
exclusive smokers as have all other brands combined.  
Think of that! Over twice as many! And that  
majority becomes even more significant when you  
remember that these experts are absolutely unbiased  
- they deal with all manufacturers but are not  
connected with any.

(PAUSE ... NEWS ENDING WITH)

Now, here's Mr. Baruch with a message for you.

- 4 -

COMMERCIAL #3

MR. BARUCH: You can easily understand that the real insiders on tobacco are the tobacco experts themselves -- the buyers, warehousemen, auctioneers - who deal in tobacco, year in, year out. Now, these tobacco insiders know ... because they see ... who buys what tobacco. And here is actual proof of what cigarettes these independent tobacco experts - smoke. Sworn records on file for your inspection reveal that among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. Over twice as many! Now, these experts are absolutely unbiased - they are not connected with any manufacturer but deal with all. Surely this overwhelming preference speaks volumes for the high quality of Lucky Strike tobacco. Next time you buy cigarettes remember - "with men who know tobacco best, it's Luckies 2 to 1!"

CLOSING COMMERCIAL:

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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"

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

SECOND  
REVISED

FRIDAY, DECEMBER 24, 1937  
12:15 - 12:30 PM.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts, like the  
auctioneer you just heard ... know who buys what tobacco.  
With these experts ... with men 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.

COMMERCIAL #2 (MADELEINE CARROLL)

MR. HILL: Strange as it may seem it is sometimes possible for a movie star to talk to a roomful of newspapermen, chat, give details of her life and loves and remain perfectly incognito. A friend of mine - a shipnews reporter told me the story and vouches for its authenticity. On her second visit to America, a now very famous English beauty, was interviewed in her cabin on the Queen Mary by newspapermen. The English girl smiled graciously ... she knew who the reporters were. But what the charming English girl could not have known was that the reporters didn't know who she was. That particular day - it seems - the reporters had finished interviewing early. So, long before the liner docked they found themselves, with time to waste. Suddenly one reporter had said: "I've got to see someone", and left. Another newsman, not to be scooped on a possible story, followed. Then another ... and another, until the entire group found themselves in the stateroom of a very beautiful blond girl. Pencils poised, they fired questions. What did the visitor think of men ... and marriage ... and Manhattan ... of babies ... beauty baths ... and broccoli? The interview dragged on. At length, even reporters could find no more to talk about. In the press room a short time later a strange silence prevailed as recent notes were scanned.

(MORE)

MR. HILL  
CONT'D:

And finally one reporter, addressed the room. "Say" he asked, "who was that girl anyway!" And no one spoke. Finally, the chap who'd been the first to leave the group, replied: "Who is she! Why - you dolts! That's Madeleine Carroll, the English actress. She's on her way to Hollywood!" Today Madeleine Carroll is known wherever pictures are known. Her beauty and the magic of her soft English contralto have captured the affection of the American movie public. Shortly, after her starring role as the Princess Flavia in the Selznick production "Prisoner of Zenda" Miss Carroll left for a European vacation. She returned only a few days ago and will head for Hollywood to star in Walter Wanger's new picture "Personal History".

(PAUSE) Miss Carroll is a Lucky smoker. She has smoked Luckies ever since she came to America. "The longer hours and harder work of Hollywood," she says, "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. They were perfectly gentle - to my overworked throat. Now, when I travel to Europe - Luckies go with me. I like to introduce them to my friends as my American discovery."

(PAUSE) NEWS ending with:

All right, Mr. Baruch.

COMMERCIAL #3 (MADELEINE CARROLL)

MR. BARUCH: Today I have a message for those women the country over who, even at this moment are beginning to prepare tomorrow's Christmas feast. Certainly, planning and preparing that dinner is hard work but I am sure that, in this season of goodwill, it is a labor of love, too. Now, I know with what nicety and care you are preparing it ... how you are making sure that every little item from the celery to the turkey stuffing is exactly right. And tomorrow, when dinner is over, and family and friends sit back, satisfied and at peace with the world, put a happy ending to your meal with Lucky Strikes. For Luckies are like the dinner you prepared ... everything about them is exactly right. Everything ... from the ripe, rich mellow center-leaves - the "Cream of the Tobacco crop", to their smooth, appealing taste. And Luckies are easy on your throat ... easy because Luckies own exclusive process "It's Toasted" has expelled certain harsh throat irritants, present in even the finest tobaccos. Make yourself the gift of a light smoke this Christmas. And for your friends, too -- in the last-minute shopping rush there is nothing more convenient to buy - no gift more thoughtful than Luckies in their attractive green and gold Christmas carton.

BARUCH: Here's some interesting news for radio listeners.  
Tito Schipa will be a special Christmas Day guest on  
YOUR HIT PARADE tomorrow night.

Listen in to YOUR NEWS PARADE over this station Monday  
at 12:15 Eastern Standard Time. Edwin C. Hill will  
again bring you the "Human Side of the News" from  
every corner of the globe. Here's a week-end  
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." (PAUSE) And a merry, merry  
Christmas to you all from Lucky Strike!

CLOSING SIGNATURE ..... "HAPPY DAYS"

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

ms/rdf:

ATK01 0138935

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, DECEMBER 27, 1937

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!:

BOONE: (FADE IN CHANT ... 1ST SALE ... SOLD AMERICAN!.

2ND SALE ... SOLD AMERICAN!.

3RD SALE ... (ENDING WITH

All done - SOLD TO THE AMERICAN TOBACCO COMPANY!.

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer you just heard ... know who buys what  
tobacco. With these 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.

COMMERCIAL #2 (TITO SCHIPA)

MR. HILL: One incident in the career of Tito Schipa proves that the life of an opera star isn't all glamour and shouts of "bravissimo". The famous tenor, whom you heard on Your Hit Parade last Saturday night tells a story of one snow-bound night he spent in Mendoza, a little village on the slopes of the Andes down in South America. Santiago, Chile lay on the other side of the mountains and it was there in Santiago that -- two days later -- Schipa was scheduled to sing. When he awoke in Mendoza, Schipa threw open his hotel window to find a full-blown revolution going on outside. But Tito Schipa's Santiago audience was on his mind -- and a Schipa never disappoints an audience! So, while the stray shots of the revolutionists rattled about the Plaza, Schipa bravely dodged bullets to hire a plane to fly to Santiago. Now, the Andes at this point are twenty thousand feet high ... bitter cold ... and treacherous with unpredictable air currents. Few pilots, even under favorable conditions, relish the Andes flight. And certainly, the conditions Mr. Schipa faced were perilous enough to chill the heart of the bravest. But finally, he found a pilot willing to risk the flight. There was only one hitch - the pilot had never flown the mountains before! But Tito Schipa ... with an audience waiting ... does not hesitate over a trifle like that!

(MORE)

MR. HILL:  
CONT'D:

He climbed into the plane. They took off. Up, up twenty thousand feet they roared. The wild Andes gale tossed them around like a toy boat on an angry sea. Six hours they battled the elements. At length, they had to turn back. Back again in the little village of Mendoza, certainly Tito Schipa's severest critic could not have blamed him if he had made no further attempts to reach Santiago. But, he found two more pilots; this time --experienced men. Once again, he took wing for Santiago. This time he made it. The following night Tito Schipa sang in Santiago --  
as advertised -- I might say -- in excellent voice.

(PAUSE) Well you can generally count on Tito Schipa being in excellent voice because he takes great care of his throat. He's a Lucky Strike smoker, by the way. He says: "Being an opera singer I know the importance of a light smoke that is easy on the throat. I've smoked Luckies since 1927 and I'm convinced that they are the easiest cigarette on the throat".

(PAUSE) News ending with following:

Now, here's Mr. Baruch.

MR. BAUGH: Down in Farmville, North Carolina - right in the heart of the Bright Tobacco Belt - stands the big tobacco warehouse where Jim Edwards is auctioneer. Mr. Edwards has been selling tobacco for 31 years. Listen to what he has to say about smoking:

(SOUTHERN ACCENT) I've been "crying tobacco" as an auctioneer for the past 31 years; for the past 29 years with the same warehouse I'm with now. I've seen Luckies "cream the market" at auction after auction. If you don't know what I mean by "creaming the market" - well, it's just skimming off the best. Now, Lucky Strike does go after the prettiest lots of tobacco you ever saw! And as a perfectly impartial judge, I'll add - Lucky Strike gets the tobacco it goes after! So it's no wonder to me Luckies taste so good. I've smoked Luckies ever since 1917.

ANNOUNCER: Thank you... That was Mr. J. N. Edwards' own statement of why he, a veteran tobacco expert - a man who certainly knows tobacco values - prefers Luckies. Now Mr. Edwards is not connected with any cigarette manufacturer. He is independent. His views are impartial and unbiased. He simply prefers Luckies for his own enjoyment. And in this, he is like many other experts. 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 doesn't it stand to reason that these tobacco experts like Jim Edwards are good judges of cigarettes? With these experts - with men who know tobacco best, it's Luckies 2 to 1.

CLOSING:

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, DECEMBER 28, 1927  
12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... knows who buys  
what tobacco. With these experts ... with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - (MYRNA LOY)

Dec. 28, 1937.

MR. HILL: Only a few short years ago, a young girl rushed, weeping and heartbroken, from a Hollywood projection room. She had seen her first screen test - the test that had been the dream of her life - and it had turned out - a nightmare. Yet - less than three short weeks ago, some 20,000,000 picture fans the country over crowned that same young girl - Queen of the Movies for 1937! Yes, Myrna Loy has come a long way since that first unhappy test. But, like many another champion, she has known the lean years, too. Years of "bit parts" - of obscurity - of endless struggle for recognition. Perhaps today, looking back on those lean years Myrna Loy is glad that she is rid of them. Yet, those lean years were good to Myrna Loy. They taught her patience, persistence; gave her poise, stamina, the ability to "take it". And surely any actress must possess those qualities... and more...to hit the top in Hollywood today. Yes, particularly, in these days of that stern task master - sound pictures - an actress must possess one thing more - a good voice. (PAUSE) Certainly, Myrna Loy's voice has played an important part in her career.

(MORE)

LUCKY STRIKE "FOUR NEWS PARADE"

Commercial #2 - (MYRNA LOY)

Dec. 28, 1937.

MR. HILL:  
(cont'd)

And, certainly, Myrna Loy - recognizes that fact - knows the value of her voice...So, like many another Hollywood star, Myrna Loy gives considerable time and thought to the care of her throat. Here, then is an interesting statement, the Queen of the Movies makes about Lucky Strikes. "I've tried a great many brands of cigarettes," she says. "About five years ago I decided to change to a cigarette with the flavor of really good tobacco and one that would agree better with my throat. I hopped around from brand to brand but finally landed on Luckies. Luckies are the cigarette for anyone who wants a light smoke that is easy on the throat."

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - December 28, 1937

BARUCH: When people ask Mr. E.L. Moore how long he's been in the tobacco business, he always says: "Well - guess my age and there's your answer." (LAUGHS) For Mr. Moore, who owns an important tobacco warehouse in Georgia, has been active on the tobacco market ever since 1909 and before 1909 he was a tobacco farmer. He's been noticing tobacco ever since he was old enough to notice anything. This year in his Georgia warehouse, he judged 1,500,000 pounds of tobacco in 3 weeks. That gives you an idea of his experience as

VOICE: My life has been tobacco - tobacco - and more tobacco. For 28 years it's been a matter of dollars and cents to me to know tobacco. I've kept a close eye on the grades that Lucky Strike buys, and I know they're good. And that's one big reason I've smoked Luckies so long - I figure it's about eleven years.

BARUCH: Doesn't this say quite a bit to you?...especially as Mr. Moore's preference is borne out by so many other expert judges of tobacco. Storn records show that among independent tobacco experts - not connected with any manufacturer - Luckies have twice as many exclusive smokers as have all the other cigarettes combined. This is the honest, impartial judgment of experts who are in a unique position to judge cigarettes - With men who know tobacco best - it's Luckies 2 to 1.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING -

Dec. 28, 1937.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, DECEMBER 29, 1937  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT...1st SALE....SOLD AMERICAN!

2nd SALE....SOLD AMERICAN!

3rd SALE....(ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts..like  
the auctioneer you just heard..know who buys  
what tobacco. With these experts..with men 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.

COMMERCIAL #2 - Dec. 29, 1937 (BINNIE BARNES)

MR. HILL: If a certain rising young star of Hollywood ever is asked to give her formula for success, I'm afraid there'll be one maxim she'll completely ignore - "Silence is Golden." For Binnie Barnes talked her way to success - listen to this: In her early days in London, Binnie - in order to ride one of those periodic London waves of popularity for American performers - billed herself as "Texas Binnie" and played the London houses with a lariat act. One night Binnie accidentally lassoed the French horn player in the orchestra. The horn player yanked. Binnie yanked. Both kept on yanking. But the coils of that lariat clung like the tentacles of an octopus. A disapproving rumble ran through the audience as they gathered that this little divertissement wasn't in the script. Backstage, a frantic manager waved excited arms. In the orchestra pit, the badly rattled horn player tied knots with that lariat never before seen - or since. Binnie herself, felt her cheeks flame with growing panic. Something had to be done - and quickly! But what! Then, as the critical English audience seemed more and more impatient Binnie heard her own voice. "It's all all right, girls," it was shouting - and this was the first time Binnie Barnes had ever really talked on a stage - "that wasn't in the act but it's one way to get your man anyhow!" (MORE)

MR. HILL: The house applauded. Binnie talked some more. And  
(CONTD) that Limehouse audience took her to their hearts. Well, Binnie Barnes has talked ever since..on the stage, in the English studios, finally in Hollywood. (PAUSE)  
Since Binnie Barnes found her tongue in London that red letter day she has used her voice steadily. Now, just like many another Hollywood actress, Binnie Barnes' voice has had to take it. Well, Binnie is a Lucky Smoker. She smokes a lot..especially in between scenes at Hollywood when tension runs high. Now, what does Miss Barnes say about Luckies. Here are her own words: "It merely stands to reason," she says" that I prefer a smoke that is such a delight to the throat. It's a fact that both my throat and my taste agree on Luckies."

News ending with following:

Now, here's Mr. Baruch with a message for you.  
I'll be back in a moment.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 - December 29, 1937

4

BARUCH: (LIKE A TRAIN ANNOUNCER) Palham, Metter, Statesboro, Georgia...Asheville, Washington, Farmville, North Carolina...Knoxville, Carthage, Tennessee...Lebanon, Kentucky - sounds like the chant of a train announcer, doesn't it? Actually, it's a list of some of the tobacco markets in which Mr. Ray Oglesby, tobacco auctioneer, has "cried" tobacco in the last eight years. Now, Ray Oglesby has judged and sold millions of pounds of tobacco in his career...And, certainly, he knows what he's talking about when it comes to tobacco. Listen, then, to a statement he makes about smoking:

VOICE: At every auction in every tobacco center I've been to, Lucky Strike has bought the same high grade of leaf. Why, Lucky buyers will follow my auction down a whole line of tobacco baskets and never put in a bid. But when I do come to a basket Lucky wants--well, I just naturally look toward the Lucky buyer. Because I know he'll be bidding on that one...and furthermore, he'll keep on bidding till he gets it. Fact is, the only time Lucky Strike is a good customer at my auctions is when we've got a basket of light, rich, mellow center-leaf tobacco to offer them - "Cream of the Crop" we call it. Then you'll hear the warehouseman calling: "Come on, American. It's the Cream."

BARUCH: Ray Oglesby is an independent auctioneer. He works for his warehouse... tries to get the best bids on all his tobacco from all comers. Naturally, his judgment is honest and impartial. Well, Mr. Oglesby's statement makes it easy to understand one important fact. That fact is this: Sworn records on file for your inspection prove that among independent experts, Lucky Strikes have over twice as many exclusive smokers as have all other cigarettes combined! Next time you ask for cigarettes - remember that with men who know tobacco best - it's Luckies 2 to 1!

CLOSING:

BARUCH: Now, here's a pleasant reminder. Tonight at ten o'clock, Eastern Standard Time, Your Hollywood Parade goes on the air..one full hour of entertainment! Behind the scenes in Hollywood, Hollywood as it really is, Hollywood at its sparkling best. Music, laughter, song and story..and famous picture stars in person presented to you by Dick Powell..Lucky Strike's own Master of Ceremonies. Tonight you'll meet Edward G. Robinson, Bob Hope, Ann Robinson, and Rosemary Lane, Dudley Chambers and his chorus, Leo Forbstein and his orchestra. It's a grand show - don't miss it! Remember tonight at ten, Eastern Standard Time - Your Hollywood Parade. Don't miss it. (PAUSE) Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the Globe. When you buy cigarettes this afternoon, say "Luckies, please", for remember.. "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

bw

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, DECEMBER 30, 1937  
12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (F DE IN CHANT ....1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done -- SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ...like  
the auctioneer you just heard ...know who buys what  
tobacco.. With these experts ...with men who know  
tobacco best...it's Luckies 2 to 11.

(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. HEDL: William Tell wasn't the only celebrity to get a big write-up for wearing a particular type of headgear. There is an amusing story told of Lanny Ross and a Tyrolean hat he brought back with him from Europe. Lanny then - as he is now - was the secret, heart throb of thousands of feminine radio listeners. At the height of his popularity - and Hollywood-bound, Lanny - as far as shipnews reporters were concerned - spelt news with a capital N. Interviewed in his cabin as to his future plans, Lanny gave the reporters a beautiful story - about the Tyrolean hat. Now, certainly Lanny didn't intend to be difficult - or unfriendly - or play "hard to get". It was just that Lanny is genuinely unassuming...and his good friends the reporters couldn't seem to make him understand that the Great American public was interested in Lanny Ross. Lanny was perfectly willing to talk - and did talk - but about the hat and not himself. The pressed-for-time newspapermen tried several times to shelve Lanny's hat with a few perfunctory compliments and a warning not to wear it on the pier where the longshoremen could see it. But Lanny stuck to his hat. And it was the hat...not Lanny Ross himself who was featured in that evening paper's stories. That was all that some of the cleverest reporters in the business could draw out of one of the most popular young singers in America (PAUSE) I suppose that great modesty of Lanny's helps explain his success - but the biggest reason is credited to the real hard work he loves so much.

COMMERCIAL #2

- 3 -

MR. HILL:  
(Contd)

Why Lanny once told me he actually rehearses 40 hours for one hour on the air. Listen to what he has to say: "One big broadcast a week keeps me busy rehearsing all the other six days," "I certainly appreciate the moments I can relax and light a lucky. I say a Lucky ...because I have always preferred a light smoke. They taste swell - and it's a real comfort, whether singing or not, to know that Luckies will be easy on my throat."

News ending with following:

Now, here's Mr. Baruch.....

ATX01 0138953

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - Thursday, Dec. 30, 1937.

BARUCH: Did you ever hear of a man starting off his profession at the age of two? Well, here's one that did. Fletcher Valentine first started to hear about tobacco from his father -- a planter -- at the age of two! He worked in a tobacco warehouse at twelve. Boy and man, Fletcher Valentine has held just about every tobacco job there is. He has been warehouseman, auctioneer. Today, he is an independent buyer. And in ten years he has bought some 4,000,000 pounds of tobacco. Yes -- Fletcher Valentine can qualify as a tobacco expert anywhere. Listen, then, to what he has to say of smoking:

VOICE: In a cigarette it's the tobacco that counts and nobody knows better than we tobacco men that Luckies are made of the finest tobacco. I can go into an auction and spot the Lucky Strike grades at a glance. They stand out for quality -- color -- texture. Now I've been a Lucky Strike smoker since 1918. They suit my taste to a "T" And when I speak about Luckies, I'm telling you just my own personal preference...the result of my own personal observations. I'm not connected with any cigarette manufacturer.

BARUCH: As Fletcher Valentine points out, he is an independent expert. He deals with all manufacturers but is not connected with any. His judgment is impartial and fair. And when he tells you -- from his inside knowledge -- that Lucky Strike buys only the finest -- the "stand out grades" of tobacco, well, you can count on it. Now, Fletcher Valentine's statement helps to explain one more important fact. That fact is this: Sworn records on file for your inspection prove that among independent tobacco experts, Lucky Strikes have over twice as many exclusive smokers as have

ATK01 0138954

BARUCH: all other brands combined! So when you hear the chant of the tobacco auctioneer (CHANT STARTS UNDER WORD "CHANT" AND FADES UP AND FINISHES WITH "SOLD AMERICAN". BOONE STARTS SECOND SALE AND FADES AS ANNOUNCER COMES IN.) Remember that with independent tobacco experts, experts like Fletcher Valentine, with men who know tobacco best — it's Luckies 2 to 1!

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner 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

ln/hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, DECEMBER 31, 1937  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN! .  
2nd SALE ... SOLD AMERICAN! .  
3rd SALE ... (ENDING WITH ...  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

COMMERCIAL #2

- 2 -

LESLIE HOWARD

MR. HILL:

There is a very prominent and very popular English actor, now starring in Hollywood who knows, from experience - that out of the mouths of children - or one child in particular - comes much of his most searching dramatic criticism. You see, Leslie Howard has a young daughter - oddly enough, called Leslie like her father. Well, Miss Leslie Howard is no shadowy counterpart of her famous father. On the contrary, Miss Howard is a very definite person. She has her own ideas, her own opinions, and her own quaint way of expressing them. And Mr. Leslie Howard has cause to hold his little daughter's opinions in high respect... and often in considerable awe. While playing a succession of highly tragic roles - Hamlet and Romeo among them, Miss Leslie Howard refused to go and see her father act. Taken to task for her neglect, little Miss Howard lifted her chin and said: "Father, I'm just too tired always watching you die." Shortly after, Leslie Howard switched to lighter roles. Another time, Miss Howard came upon her father while he rehearsed a love scene. Watching closely for some moments, little Leslie suddenly turned upon her heel. "Amazing business," she said crisply, and left without another look. And it was years, Mr. Howard says, before Miss Howard could be persuaded to look in on a studio again! (PAUSE)

ATK01 0138958

MR. HILL:  
(Contd)

Leslie Howard has compiled an amazing record on the stage, and in the movies. He has played "Hamlet" over 3000 times...has spent another 4000 hours acting before the sound camera. Certainly, Leslie Howard knows what it means to use his voice. So here is an interesting statement Mr. Howard makes: "In my Warner Bros. picture 'It's Love I'm After'", he says, "I made an abrupt change from Shakespearan drama to hilarious comedy. Now, comedy is much more of a strain on the throat than people think. But in all this acting, I have found Luckies most gentle to my throat."

(News ending with following)

Now here's Mr. Baruch.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - Fri. Dec. 31, 1937.

BARUCH: How good a judge of values are you? Say you had to judge the value of a gown that might be worth anything from between 10 to 45 dollars...and you had to judge its value on sight...and come within \$2 of its final sale value! You'd have to know your materials pretty well; wouldn't you? Well, that's exactly what Branch Bobbitt has to do when he "cries" tobacco in his own warehouse. Well, Branch has been in tobacco for 23 years. He worked his way up from his father's plantation to ownership of his warehouse. And, along the way, he's held just about every job a tobacco man can hold. So, Branch Bobbitt does know his tobacco pretty well. Let's hear what he has to say about smoking:

VOICE: I started working on the tobacco market when I was just a kid. Well, I thought I knew something about tobacco even then but every year I know more. And, here's something I know - I know that Luckies are made of A-1 tobacco. I know it...the auctioneers and buyers know it...the farmers know it. Now, it stands to reason my 23 years' experience doesn't just walk off and leave me when I step up to a cigarette counter. That's why I smoke Luckies...and why I've been smoking them for the past 6 years.

BARUCH: Thank you, Mr. Bobbitt. Now, Branch Bobbitt is independent. His opinion is unbiased and fair. And it is typical of hundreds of tobacco experts. For, remember this fact: Sworn records on file for your inspection prove that among independent tobacco experts, like Mr. Bobbitt, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. Over twice as many! Remember that when next you ask for cigarettes - "With men who know tobacco best - it's Luckies 2 to 1!"

ATX01 0138960

CLOSING

BARUCH: Here's some interesting news for radio listeners.  
 Mme Lotte Lehman will be a guest on YOUR HIT PARADE  
 tomorrow night.  
 Listen in to YOUR NEWS PARADE over this station Monday  
 at 12:15 Eastern Standard Time. Edwin C. Hill will  
 again bring you the "Human Side of the News" from every  
 corner of the globe. Here's a week-end reminder...stock  
 up with plenty of Luckies....buy a couple 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

hp

JANUARY

ATX01 0138962

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JANUARY 3, 1938 -  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

BOONE: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.)

BARUCH: Naturally the independent tobacco experts ...  
like the auctioneer you just heard ... know who  
buys what tobacco. With these experts ... with  
men 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.

COMMERCIAL #2

MR. HILL: Over 400 years ago a great Italian artist, Michelangelo, pointed out - without knowing it of course - just why Madame Lotte Lehmann, whom you heard on Your Hit Parade last Saturday evening, is one of the finest opera singers of all time. "Trifles make perfection," said Michelangelo, "and perfection is no trifle". Well, in her singing, there's no such thing as a trifle to Lotte Lehmann. In her first year in opera, Madame Lehmann - even then a solo singer - sang the role of a page boy in the opera "Tannhauser". But, trifling as the role was, Lotte Lehmann wanted to add it to her repertoire. She was determined to be able to sing every role, suited to her voice. Strangely enough in that trivial part, Madame Lehmann sang one of the few false notes of a long and brilliant career. Her high F sharp went flat. Sadly flat. The director, a temperamental and excitable fellow, flew into a rage. "Get someone else for the part" he shouted. And that was that. Rehearsal over, Lotte Lehmann shed bitter tears. In vain, her maid tried to console her. Lotte Lehmann wanted that role! She wanted to ~~master~~ it ... to perfect it. So, she pleaded with the director, to restore the part to her. The director, amused over Miss Lehmann's insistence on a part that most singers avoided like the plague, gave it back to her. (MORE)

MR. HILL:  
(CONT'D)

Of course, the next time, Madame Lehmann sang the role to perfection. (PAUSE) Musical critics agree that Lotte Lehmann's voice is as near perfect as any human singer's can be. And, Madame Lehmann's life - like that of many another famous singer - is devoted largely to watching the trifles that lead to perfection. Trifles such as knowing what foods agree or disagree, how much or how little to exercise or massage, even what climate to avoid - they're trifles perhaps, to the rest of us but pretty important items to a singer's well-being - and the condition of her throat. Well, admitting that, here's a very interesting statement Madame Lehmann has to make. "I enjoy smoking" she says " - but - I have to be careful about what I smoke. With the constant strain on my throat, I can't risk adding any extra burden. I can't risk throat irritation and ... Luckies are the answer. I have smoked them for the past four years. Luckies suit my throat ... and my taste. And that seems to me the most anyone can ask of a cigarette."

(pause) News ending with following:

Now, here's Mr. Baruch. I'll be back in a moment.

ANNOUNCER: When Jim Edwards cried his first sale of tobacco, Teddy Roosevelt was President. There were only 45 States. Radio was in its infancy. Horse-cars far outnumbered automobiles in the big cities. Women wore cartwheel hats, high buttoned shoes and countless layers of petticoats. Yes, that was a long time back ... 1906, in fact. And since then, Jim Edwards has sold a lot of tobacco. He's a veteran of 3,000 tobacco auctions all over Tobacco Land. He's seen the speed of those auctions step up from 300 sales an hour in 1906 to over 500 today. Recently, he sold 489,000 pounds of tobacco in one 6½ hour day ... and judged the value of that tobacco on sight! Yes, Jim Edwards truly is a tobacco expert. Listen, to what he says of smoking!

VOICE: I've smoked Luckies for 20 years - ever since they came on the market in 1917. The reason is they've got the best flavor of any cigarette I ever did smoke. In a cigarette, as everyone knows, it's the tobacco that counts and I've seen Luckies cream the market at auction after auction. Creaming the market means -- well, just skimming off the best. Lucky Strike sure goes after the prettiest tobacco you ever saw. And, as a perfectly fair judge I've got to say - they get the tobacco they go after."

ANNOUNCER: Thank you, Jim Edwards. Now, Mr. Edwards' expert opinion bears out the preference of many other independent tobacco experts who smoke Luckies. Among these experts, not connected with any manufacturer, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Sworn records on file for your inspection prove that fact. That's why we say, with independent experts like Jim Edwards - with men who know tobacco best - it's Luckies 2 to 1!

CLOSING - LUCKY STRIKE - 1/3/38

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE ..... "HAPPY DAYS"

This is the COLUMBIA .... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC

NEW YORK

AGENCY  
/rf

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, JANUARY 4, 1937  
12:15 to 12:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)  
(..... 30 seconds .....) 3

BARUCH: Listen to the chant of the tobacco auctioneer! (NOTE: (Have  
(auctioneer  
RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN! (change tempo  
2nd SALE ... SOLD AMERICAN! (and length  
3rd SALE ... (ENDING WITH - (of sales.  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: And so at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men 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: The love of a dog for its master has made song and story throughout the ages. But - as Cary Grant can tell you - a dog sometimes can be too faithful. Especially in Hollywood - when a picture is being made. In his Columbia picture "The Awful Truth" there is a scene where Cary sings a comedy duet with Mr. Smith - a wire haired terrier. Now, wire haired terriers - ordinarily - don't go around singing - even with Hollywood stars - for nothing. They have to be bribed, and Mr. Smith's price was a piece of sugar. Well, Cary Grant, who loves animals, supplied the sugar. Around his twentieth piece of sugar Mr. Smith formed a lasting affection for Cary Grant. He would follow the star around the set, stubby tail quivering with anticipation, brown eyes lifted imploringly to his sugar daddy. Cary liked having the pup around until - well, until the day he played a love scene with Irene Dunne. It was a long scene and a tender one - and Mr. Smith sat through most of it patiently enough. Near the end of the scene, however, Mr. Smith began to feel that Cary was paying entirely too much attention to Miss Dunne and too little to him. The sugar supply had diminished. Mr. Smith decided it was time to do something about it. He did. Just at the scenes close - with Cary murmuring sweet nothings to Irene, Mr. Smith threw back his head, cocked one black and shiny nose skyward and sang his duet. Well, you guess it. The entire scene had to be retaken.

(more)

MR. HILL:  
(Contd)

But Cary still loves Mr. Smith. And Mr. Smith still loves Cary - especially now that his sugar comes through with satisfying regularity. (PAUSE) Cary Grant had an interesting experience in making his new picture "The Awful Truth". He says: "With all the rough and tumble I certainly took a 'shellacing'. What's more my throat did, too. In the scene where I fight with my wife, for example, it took about two days of shoving and shouting to make the scene. And there was just as much shouting where I argue with her in a car over the noise of the radio going full blast and the siren of the police car following us. But you might be interested to know that even with all this strain on my throat I could still smoke Luckies as often as I liked - and that was fairly often."

News ending with

Now, Mr. Baruch.

AMNC'R:

Thank you, Mr. Riggs. Now doesn't this say a lot for the quality of Lucky Strike tobaccos? Especially since Mr. Riggs' preference in cigarettes is borne out by so many other independent tobacco experts. Here are the facts: 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 other cigarettes combined. Over twice as many! Next time you step up to a cigarette counter remember: "With men who know tobacco best...it's Luckies, 2 to 1!"

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE..... "HAPPY DAYS"

This is the COLUMBIA ... Broadcasting System.

(FADE THEME 20 SECONDS)

WABC ..... NEW YORK

hp .

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JANUARY 5, 1938

12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts . . like the  
auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

COMMERCIAL #2

HILL: There is a striking similarity between the Trade Guilds of Medieval Europe and the tobacco experts of our own time and country. These old trade Guilds, as you know, were famous for their high standard of workmanship - and the jealousy with which they guarded the trade secrets responsible for their skill. Yes, your ancient Guildsman knew his business because, more often than not, he had learned it from his father... literally, from the cradle up. Well, here's something interesting: over sixty percent of the tobacco experts in our own country learned their trade from their fathers before them. These tobacco experts - the buyers, warehousemen, auctioneers, who, every year buy - sell - judge - grade - a billion pound crop of tobacco - literally learned their business from the cradle up. Is it any wonder then that these experts - who have lived with - and by - and for tobacco - know tobacco from the inside out? Well, what cigarette does an expert prefer? Certainly, his opinion should give us a valuable hint as to tobacco quality. I think Mr. Baruch has an answer for you.

BARUCH: Yes, Mr. Hill, I think you would call Mr. R. N. Cooper a tobacco expert. He was born on a tobacco farm...helped his father grow tobacco.

(continued)

BARUCH: (continued) Summer vacations, he worked at tobacco auctions. He has grown his own crop of tobacco for 22 years. And, for the past 20 years, he has "cried" tobacco as an independent auctioneer; for years in Georgia, North Carolina and Tennessee he has sold from 18 to 20,000,000 pounds of tobacco. And this year, Mr. Cooper tells me he hopes to top 20,000,000! Yes, I think that what Mr. Cooper has to say will carry weight with smokers. Listen, then:

VOICE: *Here's why I smoke Luckies.*  
I've seen the grades of tobacco Lucky Strike buys at auction after auction...and I know they're good. It's fine, light, grainy leaf with good color and good aroma and the best in smoking quality. Those Lucky Strike standards don't vary - whether they're buying the yellow flue-cured Bright I sell on the Georgia and North Carolina markets or the brown air-cured Burley I sell in the Tennessee market. Now, I know tobacco. And other tobacco men know it, too. And in every section of the Tobacco Belt I auctioneer in, I notice tobacco men smoking Luckies.

BARUCH: Thank you, Mr. Cooper. Now, Mr. Cooper is an independent expert. He is not connected with any manufacturer... His judgment is impartial and fair. And when he makes the statement you just heard, it shows pretty definitely why, among independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all other brands combined!

(continued)

BARUCH: (continued) Over twice as many. Think of that!  
And sworn records on file for your inspection prove  
it! So, next time you buy cigarettes, remember that  
the independent experts - the men who know tobacco best  
smoke Luckies 2 to 1.

BARUCH: Now here's some real news. Tonight at ten o'clock Eastern Standard Time, lovely Marlene Dietrich will be presented on YOUR HOLLYWOOD PARADE. One full hour of entertainment - music - laughter - song - story - presented by Dick Powell, with Marlene Dietrich, Lanny Ross, Rosemary Lane, a big chorus and orchestra. It's a grand show. Don't miss it. Ten o'clock tonight!

Listen in to YOUR NEWS PARADE over this same station at 12:15 Eastern Standard Time, <sup>tomorrow</sup> Edwin C. Hill will be back again with the "Human Side of the News". And when you buy cigarettes this afternoon, say, Luckies please, for remember ... 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

rdf/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, JANUARY 6, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 like the auctioneer you just heard - with men 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:

Last night on Your Hollywood Parade you may have heard Lanny Ross sing and afterward go in for a little vocal horseplay with Dick Powell. The whole business was pretty light and entertaining...and all in the spirit of fun. But there was one point where Lanny Ross wasn't fooling. He meant it when he said he practiced 40 hours for 1 hour on the air. Now, a 40 hour-practice-for-1-hour performance is a pretty tough schedule for any singer's throat. It means hard work ... plenty of hard work for Lanny's throat. And you can be sure that Lanny Ross is careful not to add any further strain. That's why - as he told you himself - he smoke& Luckies. And that's why too, so many other stars of the radio and screen - the people whose voices are their most valued possessions - smoke Luckies. It's a good reason. I can vouch for that. Of course I don't think I'm quite like a glamorous movie star in every respect, but I do use my voice quite a bit. And I know just what Lanny Ross and others feel. And anyone will find the same thing true. It seems logical that if Luckies are easy on the over-worked throats of those whose voices are their fortunes, they'll be easy on anyone's throat.

ANNOUNCER: Probably many of our listeners have started to bake a cake and found that they were shy of some necessary ingredient. If you cheated just a little - and substituted something else for that ingredient - that cake never did fully satisfy you, did it? Because - well, you didn't have the proper materials to start with. Now, the kind of smoke you get out of a cigarette depends on the tobacco you put in. Mr. T. J. Green can tell you something about that. Mr. Green has been an auctioneer for 17 years. He was born and raised on a tobacco farm. All his life he has grown tobacco. This past season he sold 2,000,000 pounds of tobacco in South Carolina and 1,000,000 pounds more in North Carolina. Here's what he has to say of tobacco:

VOICE: I'm going to tell you why Luckies are a favorite not only with many tobacco farmers but with auctioneers and others. We tobacco men naturally judge cigarettes by the tobacco the various companies buy. Now, the tobacco Lucky Strike buys comes right from the heart of the tobacco plant - the center leaves. I've seen Lucky Strike buy the same high quality of tobacco at auction after auction all through the Bright Tobacco Belt. So, Luckies make a good smoke - they've got the materials to start with. And that's one reason I've smoked them ever since I started smoking.

ANNOUNCER: Thank you, Mr. Green. Now, Mr. Green is an independent expert. And he chooses his personal cigarette for only one reason - his own personal preference. He owes no allegiance to any manufacturer. His opinion is honest and fair. Well, like so many of his fellow experts, Mr. Green smokes Luckies. Here are the figures: Among independent experts like Mr. Green, not connected with any manufacturer, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. And sworn records open to the public prove that fact! So, when you hear the chant of the tobacco auctioneer (CHANT STARTS UNDER WORD CHANT AND FADES UP AND FINISHES WITH "SOLD AMERICAN." AUCTIONEER STARTS SECOND SALE AND FADES AS ANNOUNCER COMES IN.) When you hear that chant, remember - with men who know tobacco best - it's Luckies 2 to 1!

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE ..... "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC ..... NEW YORK

hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JANUARY 7, 1938  
12:15 to 12:30 PM

CUE: (COLUMBIA BROADCASTING SYSTEM)

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.  
...

BARUCH: Naturally the independent tobacco experts...like the  
auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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: There is an amusing story told on himself by a Metropolitan Opera tenor, Mario Chamlee. Mr. Chamlee's story proves that occasionally an opera singer can rise to unexpected heights at a time he least expects. In Europe on the operatic stage the curtain has an odd way of rising up from the floor instead of down from the ceiling as in America. In Prague, one night, Mr. Chamlee had just finished a most successful recital... and had stepped forward to acknowledge the enthusiastic applause of the audience. Bowing and smiling, Mr. Chamlee suddenly felt himself rising with the metal curtain. He had stood directly over the groove that held the sunken curtain. Still smiling, Mr. Chamlee leaped forward when a swift backward glance showed him that the rising curtain was cutting off his exit backstage. The curtain had risen five feet and Mr. Chamlee had taken some five bows before he decided that the situation needed adjustment. Turning a broad back to the audience Mario Chamlee vaulted gracefully over the barrier with the ease of a rabbit leaping over a lettuce. The delighted audience howled with amusement and admiration... and that particular night, Mario Chamlee - took as many curtain calls as he has ever taken in his life.

(PAUSE) Those of us who have thrilled to Mario Chamlee's golden song know there is a good reason for his many curtain calls - his fine voice. (MORE)

MR. HILL:  
CONT'D

But I suspect that fewer of us know that Mr. Chamlee is an American - a graduate of the University of Southern California - a star ex-football player and a trained athlete, as well. Well, listen to what a famous singer who has both a trained voice and a trained body has to say about Luckies. "Fourteen weeks of opera at the Metropolitan and a thirty six week schedule of concert and opera throughout the country means that I must give my throat and voice every consideration. Ten years ago I smoked my first Lucky and I have smoked them ever since. Luckies never irritate my throat."

ANNOUNCER: If you invested \$50,000 of your own money in a business - you'd make pretty sure you knew that business from the inside out, wouldn't you? Well, \$50,000 of his own money is the amount Frank Grogan - an independent buyer - invested in 240,000 lbs. of tobacco this year alone! Well, Frank Grogan does know his tobacco; he started farming tobacco as a boy on his uncle's plantation. He has been a warehouseman; has held other jobs in tobacco. If experience counts, ~~F~~ Frank Grogan is certainly qualified to give his opinion of tobacco. Listen then:

VOICE: I've been in the tobacco business 20 years - for the past 10 as a dealer in leaf tobacco - an independent buyer. I've bought in Georgia, North Carolina, South Carolina and Kentucky. In every market, I've seen Lucky Strike buying the finest tobacco - what we tobacco men call "No. 1 quality." Now, in my opinion this No. 1 tobacco makes Luckies the No. 1 cigarette. That's why I've been smoking Luckies ever since they came on the market in 1917.

ANNCR: There you have another expert's opinion ... an independent, unbiased and honest preference for Lucky Strike by a tobacco man who knows his business from the inside out. Well, Frank Grogan is an expert ... but he is only one of the many tobacco men who prefer Lucky Strike over any other cigarette. For, remember this fact: Sworn records on file for your inspection prove that among independent experts like Mr. Grogan, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. Remember that fact when next you ask for cigarettes - the men who know tobacco best - smoke Luckies 2 to 1!

(CLOSING)

BARUCH: Here's some interesting news for radio listeners.  
Countess Olga Albani will be a guest on YOUR HIT  
PARADE tomorrow night.

Listen in to YOUR NEWS PARADE over this same station  
Monday at 12:15 Eastern Standard Time. Edwin C.  
Hill will again bring you the "Human Side of the  
News".

CLOSING SIGNATURE....."HAPPY DAYS"

This is the COLUMBIA...BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.....NEW YORK

ln  
hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JANUARY 10, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

COMMERCIAL #2 - COUNTESS OLGA ALBANI

MR. HILL: You may not have read of her performances in the musical journals of the profession, nevertheless, Jenny Lind sings almost every day. It happens out in Oakpark, Illinois - a small Mid-western town. There, Jenny loves to cock a russet head and match her song with that of her mistress, the Countess Olga Albani, whom you heard on Your Hit Parade last Saturday night. Yes - you've guessed it - Jenny is a bird - a nightingale presented to the singer by a radio admirer. The admirer sent Jenny with the discriminating sentiment that not even the nightingale could sing more sweetly than the Countess. Now, the Countess thinks highly of her Jenny and its musical judgment. For, matching her highly trained voice against the natural song of the bird, Olga Albani can tell in a note the quality ... range ... timbre ... and general condition of her voice. Certainly, the two form an unusual duet but then the Countess, herself, is an unusual sort of person. Gifted with a magnificent voice which, naturally, she prizes highly, she still finds much time to devote to her home, her friends and the stray animals she is continually befriending.

MORE

MR. HILL: It is this genuine sincerity and simplicity that  
(CONTD) makes Olga Albani as loved for her personality as  
for her voice. (PAUSE) It will interest those who  
have heard the Countess to know what she said about  
smoking recently. Luckies are definitely gentler  
to my throat. Perhaps this is because they are made of  
better tobacco. I know Luckies treat my throat well,  
says Countess Albani, for I've smoked them under the  
most trying circumstances - after hours and hours  
of rehearsal for radio shows - between the acts of  
stage performances - at times when my throat was  
really tired out and sensitive. And it certainly  
seems to me that if Luckies are easy on my throat  
at times like these, they should be easy on  
everyone's throat - I've been smoking Luckies for  
six years now.

News ending with:

Now, Mr. Baruch.

ANNOUNCER: Down in Reidsville County, North Carolina, the Burton family has been growing tobacco for generations. In fact, you will not find a name that is more respected in that whole district than the name of T. H. Burton - old Tom Burton. Mr. Burton is 65 years old and he has been growing tobacco all his life. In a recent year, he raised and sold 23,000 pounds of tobacco at an average price of 37 cents a pound. Now that is a top notch average price for good tobacco. And here's Tom Burton's own comment on that banner year.

VOICE: Well- what made my tobacco so extra profitable that year was that a great part of it was of the high quality Lucky Strike buys. That tobacco was sold at open auction of course, and Lucky Strike bidding against buyers for all cigarette companies, topped them all on bids for the best of my crop. In fact, where some years I count myself fortunate to sell one-third of my crop to Luckies I sold two-thirds of it that year. Well - as a tobacco grower, I know what I'm talking about when I say that Luckies' tobacco is the finest there is. So - naturally, after seeing the kind of tobacco that is bought for Lucky Strikes, I pick Luckies for my own cigarette.

ANNOUNCER: Thank you, Mr. Burton. Your reputation as an outstanding tobacco grower makes your comment doubly gratifying to Lucky Strike. And we hope that every smoker listening in took notice of what Mr. Burton said about his tobacco being sold at open auction. Mr. Burton, as a grower, is interested only in getting the best possible prices for his tobacco. He is not, of course, connected with Lucky Strike or any other cigarette manufacturer. His choice of Luckies is purely a matter of personal preference. And in this Mr. Burton is typical. Sworn records show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Next time you buy cigarettes, remember, with men who know tobacco best - it's luckies 2 to 1.

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE. . . . . "HAPPY DAYS"

This is the COLUMBIA..BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

BW

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, JANUARY 11, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer you just heard ... know who buys what tobacco.  
With these experts ... with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"

Tuesday - Jan. 11, 1938 - GUEST APPEARANCE - L. A. RIGGS

ANNC'R: The chant of the tobacco auctioneer that you heard at the beginning of this program isn't as easy to master as it seems. In that respect, it is like the business of the auctioneer, himself. Because it's no easy job learning to be - or being - a good tobacco auctioneer. Today, we have in the studio a man whom tobacco men pretty generally think of as a good auctioneer, - "Speed" Riggs of Durham, North Carolina. But let Mr. Riggs speak for himself.

RIGGS: (GIVES ONE SALE ... ENDING "Sold American.")

ANNC'R: That chant is certainly a trademark, Mr. Riggs. Your friends would know you anywhere. How did you get your start as an auctioneer anyway?

RIGGS: The chant started me. You see, my Dad - who was a tobacco man by the way - took me as a kid to my first tobacco auction. I'm afraid that chant got in my blood.

ANNC'R: It certainly seems to have a way of getting into the blood. I hear a lot of people chanting these days ... or trying to. (CHUCKLING) I've even tried it myself. But somehow I don't seem to sound like you.

RIGGS: (CHUCKLING) Well, I reckon it takes some practice. You see I've been chanting pretty much all my life. I started as a boy .. behind the barn.

ANNC'R: Well, no wonder, you have it down pat.

GUEST APPEARANCE - L.A. RIGGS (CIT)

-5-

RIGGS: And the barn was only the start. After that, I think I sold more tobacco to tree stumps and telephone poles than any other auctioneer in the South.

ANNC'R: Tree stumps and telephone poles?

RIGGS: (CHUCKLING) Sure. I had to practice somewhere.

ANNC'R: I imagine you would sound rather weird practicing in public. But why all that practice?

RIGGS: Because you've got to have a good chant to be a good auctioneer. A farmer wants to get top prices for his tobacco, so he takes it to an auctioneer who can attract attention... and be heard over the noise of the warehouse.

ANNC'R: Well, is the chant the only recipe for a good tobacco auctioneer?

RIGGS: No, Sir. It's important but not the only requirement. An auctioneer has to be able to talk fast to keep up with the bidding. Then, he's got to have a quick eye so he won't miss any signals that mean bids.

ANNC'R: Well, that is simple, isn't it?

RIGGS: (CHUCKLES) Oh! It's not so tough, but it takes time, training and years of experience.

ANNC'R: Mr. Riggs, you're a Lucky Strike smoker, aren't you?

ATX01 0138997

GUEST APPEARANCE - L. A. RIGGS (C'T)

-4-

RIGGS: Yes, I've smoked Luckies ever since I started auctioneering.

ANNC'R: Could you say why?

RIGGS: Well, - yes. You see - as an auctioneer I see the tobacco all the manufacturers buy. And for my own personal smoking, I like to smoke the kind Lucky Strike buys. Then, there's another reason. Luckies taste good to me. I think they're two pretty good reasons, don't you?

ANNC'R: I certainly do, Mr. Riggs .. and thank you. Now I think every smoker will be interested in knowing that among independent experts like "Speed" Riggs - Luckies are the overwhelming favorite. Here are the facts: Among independent tobacco experts not connected with any manufacturer, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined! Over twice as many - and sworn records open to the public prove that fact. Remember that, next time you buy cigarettes. "With men who know tobacco best, it's Luckies, 2 to 1!"

ATX01 0138998

LUCKY STRIKE "YOUR NEWS PARADE"

Closing - Tuesday - January 11, 1938.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. When you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with these men who know tobacco best, it's Luckies, 2 to 1.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC .... NEW YORK

ME/  
Agency

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JANUARY 12, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with  
independent experts like the auctioneer you just  
heard - with men 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.

COMMERCIAL #2 (RICHARD CROOKS)

MR. HILL: Have you ever listened over the air to Richard Crooks, star of the Metropolitan Opera and thrilled to the marvelous quality of his voice? Well, Richard Crooks' voice has won him friends the whole world over. But I have a story today that brings out another of his qualities - his simple, lovable, humanity. Mr. Crooks is an ardent amateur sportsman .. and a dead shot .. with a camera. But he does not hunt animals with a gun ... and he can't stand seeing others do it. One summer, on his Canadian estate, Mr. Crooks entertained a friend ... a hunter ... who showed a good deal of interest in a big moose that, for years, had been seen in the woods. "I'm told he comes out at dawn," said the hunter, "so tomorrow I'll get up early and bag him." Richard Crooks said nothing. But that night he set his alarm clock. And, one hour before dawn, he stole from his bed. In the woods, he went crashing madly up and down the underbrush. Every living thing for miles around was warned to seek a safer neighborhood. His mission of mercy completed, Richard Crooks broke from the underbrush to face his hunter friend. Crooks grinned sheepishly. But his friend understood. "Confound you, Dick," he complained. "I guess no one will kill that moose of yours while you're around". (PAUSE)

(MORE)

MR. HILL  
CONT'D:

Richard Crooks is one of the highest paid singers in opera or on the air. He is also a Lucky smoker. And in connection with smoking he says: "The higher your salary, the more is expected of you. I put every ounce of ability I have into my radio performances. Of course, with many performances this is taxing on my voice and throat. So when I choose a cigarette I've got to have a light smoke. And Luckies never irritate my throat even after the most strenuous broadcasts."

COMMERCIAL #3

BARUCH: Down in Farmville, North Carolina - right in the heart of the Bright Tobacco Belt - stands the big *Tobacco* warehouse where Jim Edwards is auctioneer. Mr. Edwards has been selling tobacco for 31 years. Listen to what he has to say about smoking!

VOICE: (SOUTHERN ACCENT) I've been "crying tobacco" as an auctioneer for the past 31 years; for the past 29 years with the same warehouse I'm with now. I've seen Luckies "cream the market" at auction after auction. If you don't know what I mean by "creaming the market" - well, it's just skimming off the best. Now, Lucky Strike does go after the prettiest lots of tobacco you ever saw! And as a perfectly impartial judge, I'll add - "Lucky Strike gets the tobacco it goes after! So it's no wonder to me Luckies taste good. I've smoked Luckies ever since 1917.

BARUCH: Thank you ... That was Mr. J. M. Edwards' own statement of why he, a veteran tobacco expert - a man who certainly knows tobacco values - prefers Luckies. Now Mr. Edwards is not connected with any cigarette manufacturer. He is independent. His views are impartial and unbiased. He simply prefers Luckies for his own enjoyment. And in this, he is like many other experts.

(MORE)

BARUCH  
CONT'D:

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 doesn't it stand to reason that these tobacco experts like Jim Edwards are good judges of cigarettes? With these experts - with men who know tobacco best, it's Luckies 2 to 1.

BARUCH:

Now, here's a pleasant treat to look forward to.  
Tonight at 10 o'clock, Eastern Standard Time, listen  
to YOUR HOLLYWOOD PARADE, starring Dick Powell ...  
and Dick's special guests of the evening, Madeleine  
Carroll, Ricardo Cortez, and <sup>Rip's Sonney</sup> Bob Hope. There'll be  
Rosemary Lane, too - and Dudley Chambers and his  
chorus - and Leo Forbstein and his orchestra. One  
full hour of entertainment from, by and in  
Hollywood. Don't miss it! Tonight at ten - YOUR  
HOLLYWOOD PARADE. (PAUSE) Listen in to YOUR  
NEWS PARADE over this same station tomorrow at 12:15  
Eastern Standard Time. Edwin C. Hill will again  
bring you "The Human Side of the News" from  
every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC .... NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, JANUARY 13, 1938  
12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

~~SCENE~~: *Rizzo*: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts....  
like the auctioneer you just heard .. know who  
buys what tobacco. With these experts... with  
men 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.

COMMERCIAL #2

MR. HILL:

Last night on YOUR HOLLYWOOD PARADE you heard Madeleine Carroll. Well, as usual, the English star came through with a grand performance. I don't know of any foreign star - if you can really think of any English girl as foreign - who, in a short time, has added more to her reputation than she has. Today, she ranks with the best - not only in consistently good performances but - equally important from Hollywood's viewpoint - in box office appeal. Well, Miss Carroll has worked hard for her success... and she will keep on working hard to maintain it. Now, working hard in Hollywood also means working a voice hard. The constant takes, retakes, rehearsals of picture making - take their toll of an actress's throat. Now, in England, pictures are made more slowly and it took Miss Carroll a little time to grow used to the swifter pace of Hollywood. Here is what she says of that swifter pace..and one of its effects: "The longer hours and harder work of Hollywood," she says, "not only meant added strain to my throat but also caused me to smoke more cigarettes. At this time my throat found 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."

COMMERCIAL #3

-3-

BARUCH:

(LIKE A TRAIN ANNOUNCER) Pelham, Metter, Statesboro, Georgia.. Asheville, Washington, Farmville, North Carolina...Knoxville, Carthage, Tennessee... Lebanon, Kentucky - sounds like the chant of a train announcer, doesn't it? Actually, it's a list of some of the tobacco markets in which Mr. Ray Oglesby, tobacco auctioneer, has "cried" tobacco in the last eight years.. Now, Ray Oglesby has judged and sold millions of pounds of tobacco in his career...And, certainly, he knows what he's talking about when it comes to tobacco. Listen, then, to what he says about smoking:

VOICE:

At every auction in every tobacco center I've been to, Lucky Strike has bought the same high grade of leaf. Why, Lucky buyers will follow my auction down a whole line of tobacco baskets and never put in a bid. But when I do come to a basket of the top grade leaf Lucky always buys - well, I just naturally look toward the Lucky Strike buyer... Because I know he'll be bidding on that one...and furthermore, he'll keep on bidding till he gets it. So you can see why I've smoked Luckies myself ever since 1927."

(CONTINUED)

ATK01 0139008

BARUCH:

Ray Oglesby is an independent auctioneer. He works for an independent warehouse. . . tries to get the best bids on all his tobacco from all comers. Naturally, his judgment is honest and impartial. Well, Mr. Oglesby's statement makes it easy to understand why so many tobacco experts smoke Luckies. Sworn records open to the public show that among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined! Next time you ask for cigarettes - remember **that** with men who know tobacco best - it's Luckies 2 to 1!

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE....."HAPPY DAYS"

This is the COLUMBIA...BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC....NEW YORK

ln

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JANUARY 14th, 1938

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

*Riggs*  
~~Booth~~: (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 at tobacco auctions everywhere - with independent experts like the auctioneer you just heard - with men 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: Have you ever set your heart on something, then, just as you seemed about to get it, had something go wrong?

Bernice Claire, of radio, stage and screen tells of an experience like that. Miss Claire always wanted to sing over the air. So, early in her career, a studio official suggested she make some recordings of her voice. One day she was told that a sponsor, who needed a singer, was listening to her records in a certain studio. Miss Claire stationed herself outside that studio. She couldn't be seen, but she could watch the reactions of the sponsor. To her delight, her prospective sponsor smiled as her record started. But only a moment later, Bernice Claire's heart sank like a Radio City elevator. The sponsor's smile had changed to a frown...the frown deepened to an expression of extreme pain. Finally, the gentleman leaped from his chair, and shut her record off. Bernice Claire didn't linger long after that. Scarlet with shame, she fled. A few days later, and while she still contemplated life on a deserted South Sea isle, far removed from radio and recordings, she received a telephone call. It was the studio official. The sponsor wanted Bernice Claire! Taken by surprise Miss Claire told the official the story. "Oh, that" he laughed easily. "Didn't you know? The needle on the record stuck! And even a sponsor who likes your voice can't stand a steady diet of high C's." (PAUSE)

(MORE)

COMMERCIAL #2 - Bernice Claire - Continued:

- 3 -

MR. HILL:  
(CONT'D)

Now, Bernice Claire is a very busy singer. In connection with her singing, she makes a very interesting statement about smoking. "Once when I was on a personal appearance tour between pictures," she says, "I did five shows a day - four songs to each show. At the same time I was rehearsing for an appearance on the Vallee hour. So I sang at least thirty songs in one day - and you can imagine what that did to my throat. Yet - and here's something for a cigarette to be proud of - my last Lucky that day tasted just as delicious as my first."

ATX01 0139013

ANNOUNCER: Ask who R. N. Cooper is down in Washington, North Carolina, and they'll tell you he's one of the best tobacco auctioneers in the business. He's been auctioneering tobacco for the past 20 years and for several seasons now he's sold around 18,000,000 to 20,000,000 pounds of tobacco. This year it looks as if he might even top 20,000,000. Well, here's what Mr. Cooper has to say about cigarettes.

VOICE: As a tobacco man, I know that the kind of a smoke you get out of a cigarette depends a lot on the kind of tobacco you put in. I've seen the grades of tobacco Lucky Strike buys at auction after auction and I know that that tobacco's good - the best in smoking quality. So when I pick a cigarette for my own personal enjoyment that cigarette's a Lucky. You see I've shopped around - and Luckies suit me the best. They suit my throat and they suit my taste.

ANNOUNCER: Your enjoyment of a cigarette depends on the tobacco in it, too. So why not follow the example of the many independent experts who know tobacco from A to Z and ask for Lucky Strike? Sworn records show that among these tobacco experts, independent tobacco experts like R. N. Cooper, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined... With men who know tobacco best - it's Luckies 2 to 1.

CLOSING

- 5 -

BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear Robert Weede, singing star of Radio City's Music Hall and the Metropolitan Opera. And you'll hear the most popular tunes of the land, played by Richard Himber and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

(CLOSING SIGNATURE: . . . . . HAPPY DAYS)

This is the COLUMBIA . . . BROADCASTING SYSTEM

Fade theme 20 seconds

WABC.....NEW YORK

EJ

ATX01 0139015

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JANUARY 17, 1938

12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

LUCKY STRIKE "YOUR NEWS PARADE". - 2 -  
Commercial #2 - Monday, Jan. 17, 1938

MR. HILL: There is one quality you find in all thoroughbreds regardless of whether those thoroughbreds are boxers, oarsmen or opera singers. That quality is persistence. Look into the histories of top-notchers. No matter in what field they may have excelled, I'll wager that, nine times out of ten, persistence proved the very backbone of their careers. Robert Weede, whom you heard on Your Hit Parade last Saturday night was born with no silver spoon in his mouth. On the contrary he was born and worked on a Maryland farm. Worked hard, too, as farm boys do... Presumably, he sang at his work for at 19 he was advised to study voice. . But the study of voice is expensive...and the tilling of the soil not too profitable. Nevertheless, Robert Weede determined to earn his own tuition. He started his own truck garden, cajoled a friend into lending him an ancient wagon and began his career as farmer. Forthwith, carrots, turnips, parsnips and "fresh green vegetables" began to serve the cause of Art. Weede worked hard...saved hard...and finally amassed enough money to go to Baltimore and study. There, a wealthy man interested himself in the young singer and arranged an appointment for him with Roxy, the Movie Mogul in New York. Weede came and sang. He got the job. Later, in "Pagliacci" at the Metropolitan - he scored a triumph. (MORE)

ATX01 0139017

MR. HILL:  
(CONT'D)

"Lucky guy" other less persistent singers have called him. But ask Robert Weede. He knows how long and hard a road it is from parsnips and a potato patch to "Pagliacci" and the Music Hall. (PAUSE) In the daily care of his voice, Robert Weede is just as persistent as he ever was working up from his Maryland farm. Naturally, he does nothing that might affect his throat in any way. But Mr. Weede smokes. And here's something he says about tobacco that will interest every smoker. "I first smoked Luckies", he says, "as part of my act, when I introduced the song 'Two Cigarettes in the Dark' to the Music Hall. Up until that time I hadn't smoked much. You see I was afraid of my throat. But Luckies never affected my voice on the stage, so I took to smoking them on the outside. And I've smoked Luckies ever since."

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - Monday - Jan. 17, 1938 - C. J. Gunter

ANNOUNCER: Have you ever served on a jury where an expert of some kind was called upon to testify? That expert always had to qualify himself, didn't he? Well, if C. J. Gunter were ever called upon he would qualify anywhere ... in any group....in any court as a tobacco expert. Listen to his background; 45 years in the tobacco business - 5 of those years spent in operating his own tobacco warehouses. And C. J. Gunter was born and raised on a tobacco farm. In his career he has handled millions and millions of pounds of tobacco for all cigarette manufacturers. Listen to his expert testimony on tobacco.

VOICE:

Ever since I started smoking Luckies 20 years ago, I've naturally been interested in seeing the kind of tobacco Lucky Strike was buying on the market. And never once in those 20 years have I seen Lucky Strike lower the standards they started with. As a perfectly impartial judge - a tobacco man not connected with any cigarette manufacturer, I believe Lucky Strike buys the finest cigarette tobacco the farmers grow. It's the kind of tobacco that gives you a light, clean, mellow smoke.

(MORE)

ANNOUNCER: Thank you. Now, Mr. Gunter is an independent tobacco man. He is not connected with any manufacturer. His opinion is honest and unbiased. And his preference for Lucky Strike is typical of many of the other experts of Tobaccoland. Here are the figures: Sworn records show that among independent tobacco experts like C. J. Gunter, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Remember that when next you buy cigarettes - "with men who know tobacco best, it's Luckies, 2 to 1!"

LUCKY STRIKE "YOUR NEWS PARADE"  
CLOSING - Monday, Jan. 17, 1938

BARUCH: Listen in to Your News Parade over this same  
station tomorrow at 12:15 Eastern Standard Time.  
Edwin C. Hill will again bring you "The Human  
Side of the News" from every corner of the  
globe.

CLOSING SIGNATURE....."HAPPY DAYS"

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

Agency/cr

COLUMBIA BROADCASTING SYSTEM:

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, JANUARY 18, 1938

12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (Ending with -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts...like the  
auctioneer you just heard...know who buys what tobacco.  
With these experts...with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - LEO CARRILLO - Tuesday, Jan. 18, 1938

MR. HILL: When you visit Los Angeles, get off the beaten tracks of the tourists and wander down on old Olvera Street in the Spanish section of the town. There... . surprisingly enough...you may find one of the most colorful of the colorful characters of Hollywood. Very likely, he will be followed by a muchacha - a little Mexican girl - and she will be wearing his huge sombrero. Other adults and tiny tots will make up the procession - the children, sporting wide Latin smiles and dishes of ice cream - their elders singing, dancing and shouting "Viva Carrillo" with true Spanish gusto. Yes - that will be Leo Carrillo, descendant of dons, ranch owner, Hollywood star and politician, campaigning for Governor of the State of California. No, - strange as it seems - this isn't a publicity stunt...For, Leo Carrillo has training, talent and background. One hundred years ago his great grandfather reigned as first provisional Governor of California. Mr. Carrillo's family own thousands upon thousands of acres in the state. All of his forbears distinguished themselves for public service. So, if one day you hear of the street singer of Walter Wanger's "52nd Street" hanging up his hat in the Governor's office of California - don't attribute it all to Hollywood. (MORE).

MR. HILL: It will be simply another Carrillo following the pattern of public service his illustrious forefathers cut out for him. (PAUSE) Speaking of smoking in a recent picture, Leo Carrillo says: "I had five very hard scenes in that picture. In one, I argue with a woman on the second floor who doesn't like my music. I spent hours working on this under a broiling sun. But although my throat was tired, the many Luckies I smoked between takes were always smooth and refreshing. Now, I've smoked about everything there is to smoke and I feel I know tobacco. I don't think there's a finer cigarette than Luckies. I've been smoking them for 8 years."

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 - Tuesday, Jan. 18, 1938 - (OLLIE MANGUM)

MR. BARUCH: Have any of you ever tried to raise a family of five boys? If you have, you know it isn't easy. But Ollie Mangum, of Rougemont, North Carolina, says that raising five boys is a lot easier than raising one crop of tobacco. Well, Ollie Mangum should know. He's raised both...and he's raised tobacco all his life. Listen to what he has to say:

VOICE: Tobacco is a mighty difficult crop to raise. To raise it you've got to know all the ways it can act up while it's growing and all the different forms it takes. Now, I've been taking my own tobacco crop to auctions for 39 years. So, I also know how tobacco is bought and sold. I see tobacco sold to all the cigarette companies and I sell tobacco myself to all the companies. But for my own personal enjoyment, I choose Luckies. I've smoked them ever since they came on the market in 1917. They're a real good smoke because they're made of real good tobacco."

MR. BARUCH: There is not much Lucky Strike can add to this honest and unbiased opinion of an independent tobacco man. And Ollie Mangum's preference is typical of many other tobacco experts - auctioneers, warehousemen, and buyers. Here are the figures that prove it. 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 other cigarettes combined. So when you hear the chant of the tobacco auctioneer like this: (CHANT) ... when you hear that chant remember that with men who know tobacco best, it's Luckies 2 to 1.

LUCKY STRIKE - "YOUR NEWS PARADE"  
CLOSING - Tuesday, Jan. 18, 1938

BARUCH: Listen in to Your News Parade over this same  
station at 12:15 Eastern Standard Time tomorrow.  
Edwin C. Hill will again bring you "The Human Side  
of the News".

CLOSING SIGNATURE....."HAPPY DAYS"

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

Agency/cr

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JANUARY 19, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

COMMERCIAL #2 - (DEWEY HUFFINE)

MR. HILL: Today, January 19th is the birthday of General Robert E. Lee...and a legal holiday throughout most of Tobaccoland. 131 years ago on this day, Robert Edward Lee was born in Stratford, Virginia. Well, Americans everywhere are proud to do him honor. The world best remembers Lee as a brilliant military commander. One secret of his success, was his insistence on knowing every little detail that might affect either a skirmish or a campaign. It was this superior knowledge - this trick of always knowing a bit more than the other fellow - that made him a master of strategy. If history, in its search for the distinguishing characteristics of its great, ever reduces the secret of Lee's leadership to a phrase, that phrase well might be "superior knowledge." Now, down in Tobaccoland - and, oddly enough in many of the sections where the great commander won his reputation - is a group of men whose superior knowledge makes them masters of their trade. These men are the tobacco experts - buyers, warehousemen, auctioneers - who deal in the Southland's annual billion pound crop of tobacco. Certainly, these experts know tobacco. They know tobacco from A to Z. So, let's hear what one of them has to say on this subject of smoking.

(continued)

(COMMERCIAL #2 - continued)

He's Dewey Huffine, of Reidsville, North Carolina, an auctioneer for 13 years - and a man who once sold 3,000,000 pounds of tobacco in a single month! "All the time I've been selling tobacco," says Dewey Huffine, "I've been smoking Lucky Strikes. Now, the fact that I smoke Luckies is purely and simply a matter of my own personal preference. I'm not connected with any cigarette manufacturer. And I pride myself on being absolutely impartial to all. But I've smoked Luckies ever since 1917 because I do know the kind of tobacco Luckies buy." So speaks Dewey Huffine, independent tobacco auctioneer.

COMMERCIAL #3

BARUCH: Mr. Dewey Huffine, whose statement about tobacco Mr. Hill read you a few moments ago, is typical of many of the experts of Tobaccoland. These men know tobacco from A to Z. And so, their choice of a cigarette is of interest to every smoker. Here are the facts as shown by sworn records: Among independent tobacco experts like Dewey Huffine, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many. Think of that! Now, these experts deal with all cigarette manufacturers. But they are independent. They are not connected with any manufacturer. And, the fact that these experts, do choose Luckies by so overwhelming a majority is a tribute to the high quality of Lucky Strike cigarettes. So, when you hear the chant of the tobacco auctioneer like this (FADE IN CHANT) - when you hear that chant, remember, with men who know tobacco best, it's Luckies, 2 to 1.

CLOSING -

BARUCH: Now, here's a treat in store for you. Tonight at ten o'clock, Eastern Standard Time, Dick Powell will present Edward Arnold on Your Hollywood Parade. And also, Bob Hope, Rosemary Lane, Dudley Chambers and his chorus and Al Goodman and The Lucky Strike orchestra. Sixty minutes of sparkling entertainment from the nation's entertainment capital. Music... laughter...song...story...you get them all in Your Hollywood Parade. It's a grand show. Don't miss it. Remember, tonight at ten!

Listen in to Your News Parade over this same station at 12:15 Eastern Standard Time tomorrow. Edwin C. Hill and his "Human Side of the News" will again be with you.

CLOSING SIGNATURE.....("HAPPY DAYS")

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

ATX01 0139032

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, JANUARY 20, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY. -

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts, buyers, auctioneers,  
warehousemen, independent tobacco men ... with men  
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.

ANNOUNCER: Diamond Jim Brady was a big man. Everything he did ... everything about him was conceived in the grand manner. His legend still is the biggest on Broadway. He spent his money - thousands on the street he loved so well: he made bigger money ... millions ... in the railroad business that supplied him with the seemingly inexhaustible wealth he loved to lavish on his friends. He had a big appetite..thought nothing..at the time, anyhow...of tossing off two large steaks and incredible quantities of champagne at a single sitting. Perhaps it was this legend of Diamond Jim's bigness that made film critics agree that Edward Arnold's impersonation of the famous Broadwayite was one of the most convincing ever seen upon the screen.. For Edward Arnold, also, is a big man.. His voice is big...his personality, even to certain small mannerisms, matched that of his model very closely. Mr. Arnold himself says that he never felt a part so intensely and genuinely as he felt the part of "Diamond Jim." Whatever the reason, his portrayal of the famous spender was one that caused audiences everywhere to exclaim admiringly: "Say, that looks like the real thing."  
(PAUSE) True, Edward Arnold is a big man. But, in one respect, his physique is no different from any man's - On the contrary probably, Mr. Arnold's throat is even more sensitive than yours or mine for the simple reason that he uses and abuses it more. That's why, when it comes to smoking, Mr. Arnold makes a very interesting statement. "I've worked every day for practically the last 9 months," he says. (MORE)

ANNCR: "And when you bear in mind that most of the characters I  
(C'T) play are forceful and vigorous you can see that such a  
schedule puts a great strain on me - and my voice and throat.  
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."

MR. BARUCH:

You heard the chant of the tobacco auctioneer at the opening of today's program. Well, as they say of a popular song hit -- that chant seems to have "caught on". A lot of people have been trying it on their own. A lot of other people too, have been telling their friends about it. Well, naturally, Lucky Strike is pleased at that. Lucky Strike is pleased because that chant calls to mind all the other experts of Tobaccoland -- not only the auctioneers you hear on every Lucky Strike program, but the buyers and warehousemen as well. Now, these experts form a unique group in business. Over 60 percent of them learned their trades from their fathers. All of them know tobacco. And all of them know what tobacco goes into what cigarette. So, when so many of these experts choose Luckies as their own personal cigarette -- well, that says plenty for the kind of tobacco Luckies are made of, doesn't it? Here are the figures: Sworn records show that among independent tobacco experts, not connected with any cigarette manufacturer, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. Over twice as many! So when you hear the chant of the auctioneer (CHANT).... when you hear that chant....remember that the men who know tobacco best smoke Luckies 2 to 1.

(CLOSING)

-5-

BARUCH: Listen in to YOUR NEWS PARADE over this same station at 12:15 Eastern Standard Time tomorrow. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe. And remember when next you buy your cigarettes... with independent tobacco experts like the auctioneer you heard..with men who know tobacco best - it's Luckies, 2 to 1.

(CLOSING SIGNATURE. . . . . "HAPPY DAYS")

This is the COLUMBIA....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

ATX01 0139037

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JANUARY 21, 1938  
12:15 - 12:30 P.M. E.S.T

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

COMMERCIAL #2 - (R.P.RICHARDSON)

MR. HILL: 326 years ago an English settler of Jamestown, Virginia frowned over a strange new seed he held in the palm of his hand. His wife - an Indian girl and daughter of a chieftain - smiled at his puzzlement. "Plant it," Pocahontas said - for it was she - "my people have always planted it." So, John Rolfe planted the seed ... and under the warm Virginia sun and with the help of Pocahontas he brought the plant to blossom. And so, the first commercial tobacco in America was grown ... the first of a flourishing harvest that today is one of the South's most profitable crops. Well, it's a far cry from John Rolfe's first pound of tobacco to the billion pound crop of the Southland today. And John Rolfe's bitter tobacco was as different from the mellow modern leaf as his blunderbuss to a modern Army rifle. Now, expert care and increasing knowledge of tobacco account for our superior crop today. And, speaking of expertness, let's hear from another expert on this subject of tobacco. He's R. P. Richardson, of Reidsville, North Carolina ... and he's been in tobacco all his life as were his father and grandfather before him. "The fine tobacco of the type Lucky Strike buys," he says, "is very different from the tobacco which was the best of the last century. It's a much lighter leaf. and it definitely gives a mellow and light smoke. I've smoked Luckies for 12 years now."

(MORE)

ATX01 0139039

BARUCH: Mr. R. P. Richardson of Reidsville, North Carolina is typical of many other experts of Tobaccoland, auctioneers, buyers and warehousemen. Now these experts are independent. They deal with all but are not connected with any manufacturer. Their judgement is impartial and fair. And they choose a cigarette just as we do - from personal preference ... but with the added advantage of expert knowledge. Well, what cigarette do these experts prefer? Here is the answer: 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 other cigarettes combined. Over twice as many! Think of that when you hear the chant of the tobacco auctioneer like this (FADE IN CHANT) - when you hear that chant remember, with men who know tobacco best, it's Luckies, 2 to 1.

CLOSING

BARUCH: Here's some news for those who like good things in radio. Tomorrow night at ten o'clock, Eastern Standard Time, tune in YOUR HIT PARADE. You'll hear Norman Gordon.

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 his "Human Side of the News" from every corner of the globe.

And remember next time you buy cigarettes ... with independent experts like the auctioneer whose chant opened this program ... with men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE ..... "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC ... NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JANUARY 24, 1938  
12:15 to 12:30 P.M.

- Opening -

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - NORMAN CORDON

1/24/58

MR. HILL: You probably think of grand opera as a very serious affair. Actually, there's plenty of fun in it. And very often, that fun goes on during a performance. Norman Cordon, whom you heard on Your Hit Parade last Saturday evening, tells of a duet he had with another well-known artist. Cordon sang the role of King, the other the role of a lackey. The business of the opera required that the lackey, after completing his aria, turn his back to the audience and face "King" Cordon. He did. Mr. Cordon began his aria. Presently, however, those nearest the stage began to notice that Norman Cordon seemed to be choking. His face flushed until it flamed scarlet as the lamps about the fire exits. Somehow or other, Norman Cordon finished his aria. Then, applause deadened the noise of his coughing. Only, Norman Cordon wasn't coughing. He was laughing. All through that solemn aria, Mr. Cordon's partner had amused himself by making the most outrageous faces. Yet, the audience never even suspected the real reason for Cordon's flushed embarrassment. (PAUSE) Norman Cordon may not always be serious on the stage of the Metropolitan but when it comes to taking care of his voice he's plenty serious. Here, then is an interesting thing he has to say about smoking. "I recently figured, says Mr. Cordon, "that I've sung in something over 1200 radio broadcasts. (MORE)

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - NORMAN GORDON (CONT'D)

1/24/38

MR. HILL: "And since I made my debut at the Metropolitan two  
(CONT'D) seasons back, I've been even busier. So, I can  
speak up about this matter of smoking. I know from  
my own experience that Luckies are genuinely easy on  
my throat. And if Luckies are easy on my throat - well,  
that's pretty good proof that Luckies will be easy  
on everyone's throat."

(MORE)

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 - NORMAN CORDON

1/24/38

BANUCH: Norman Cordon is making a name for himself as one of the leading bassos of the Metropolitan Opera. To date he has sung 28 times on that famous stage; the very first week of the season he sang five consecutive operas. Between times, Mr. Cordon devotes himself to radio and concert work. That's a heavy schedule for a sensitive throat. But as Mr. Cordon himself says, he smokes all the Luckies he wants - and never feels the least effect upon his throat. Doesn't it seem logical then, that if Luckies are kind to the hard working throat of Norman Cordon, they'll be kind to your throat, too? Here's the reason: Luckies' own exclusive process, "It's Toasted" expels certain harsh irritants found in even the finest tobaccos. As they are out, these irritants cannot affect your throat. So, next time you buy cigarettes, take a tip from Norman Cordon ... Ask for a light smoke ... Lucky Strike.

LUCKY STRIKE  
"YOUR NEWS PARADE"  
Closing 1/24/38

- 5 -

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hall will again bring you "The Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts . . . buyers, warehousemen, auctioneers . . . with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the Columbia . . . . . Broadcasting System

Fade Theme 20 Seconds

WABC

NEW YORK

RF

ATX01 0139046

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, JANUARY 25, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT...1st SALE...SOLD AMERICAN!  
2nd SALE...SOLD AMERICAN!  
3rd SALE...ENDING WIFE -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: And at tobacco auctions everywhere - with  
independent experts like the auctioneer you just  
heard - with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - CONNIE BENNETT

Jan. 25, 1938.

MR. HILL: How many times have you heard it said of Hollywood - "It's everyone for himself and the devil takes the hindmost." Well, to a degree, that's true of Hollywood - just as it is true of Pumpkins Corners and Beaver Flats. But, more often than you hear, Hollywood drops its mask of superficiality and shows how genuinely human it really is underneath. Connie Bennett rode the crest of stardom when her younger sister, Joan, first came to Hollywood to make a picture. Connie had the urge but not the time to help her younger sister. Hollywood lifted knowing eyebrows. One Bennett star, they intimated, was more than enough for Connie Bennett. Then fate stepped in - and Connie Bennett showed the world that, so far as a Bennett was concerned, blood was thicker than greasepaint. Joan fractured a hip in a fall from a horse. When Connie learned of the accident, she dropped everything...pictures, friends, social life...and rushed to her sister's side. And she stayed there all hours of the day and night until Joan was completely well again. Connie Bennett, by the way, is a Lucky Strike smoker. In connection with smoking Miss Bennett makes a very interesting statement. (MORE)

ATX01 0139048

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - CONNIE BENNETT

Jan. 25, 1938.

MR. HILL:  
(cont'd)

"In Hollywood", she says, "I often put in 14 hours a day before the sound camera. Naturally, that does a lot to your throat. But even under this great strain, I find Luckies gentle to my throat - far gentler than any other cigarette. I've smoked Luckies for five years."

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - TOBACCO TESTIMONIAL Jan. 25, 1938.

BARUCH: If you've ever watched a small band play you know what the expression "doubling in brass" means. Well, when it comes to tobacco a lot of the experts of Tobaccoland have "tripled in brass" - they've been buyers, warehousemen...and auctioneers. Tom Smothers of Reidsville, North Carolina, is one example. In tobacco, Tom Smothers has held about every job there is. He was raised on a tobacco farm; he's been in tobacco ever since he can remember. So, Tom Smothers knows his tobacco. Here is what he has to say about smoking.

VOICE: "When a tobacco man chooses a cigarette, he naturally picks one that has good tobacco in it. Now, I know Luckies are made of the best grade cigarette tobacco, because I've seen Lucky Strike buy that best grade at auction after auction. I'd know it anyway, from the taste of Luckies. I've smoked Luckies for 15 years...and in 15 years I've never tired of that taste - even though I average two full packs a day."

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - TOBACCO TESTIMONIAL (continued)

BARUCH: Thank you, Tom Smothers. Now, Mr. Smothers is independent. He deals with all but is not connected with any cigarette manufacturer. Consequently, his judgment must be impartial and fair. And Tom Smothers' preference for Luckies is typical of many other experts of Tobaccoland. Here are the figures: Sworn records show that among independent tobacco experts, like Tom Smothers, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. So, when you hear the chant of the tobacco auctioneer (FADE IN CHANT) - when you hear that chant, remember, with men who know tobacco best, it's Luckies 2 to 1.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING

Jan 25, 1958.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts, buyers, warehousemen, auctioneers - with <sup>these</sup> men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE....."HAPPY DAYS"

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, JANUARY 26, 1938  
12:15 - 12:30 P.M.

- OPENING -

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!

2nd SALE ... SOLD AMERICAN!

3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys  
what tobacco. With these experts ... with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Interview Lee Riggs - Wed. Jan. 26, 1938

ANNOUNCER: Today I have at my elbow a man who is rapidly becoming an old friend, a man whose strange chant is being imitated all through the land, a man who -

RIGGS: (BREAKS IN WITH CHANT ... 10 SECONDS)

ANNOUNCER: Say, you were a little too hasty on that one, "Speed", I hadn't finished introducing you.

RIGGS: Well now, I'm downright sorry, Mr. Paruch. I'm afraid I'm still not quite used to this microphone.

ANNOUNCER: (CHUCKLING) All right, Speed ... Ladies and Gentlemen, let me introduce "Speed" Riggs. L.A. Riggs, Tobacco Auctioneer of Goldsboro, North Carolina!

RIGGS: Shall I do some more chanting now?

ANNOUNCER: (CHUCKLING) Sure, go ahead.

RIGGS: (CHANT - ONE SALE AND BEGINS SECOND)

ANNOUNCER: Whoa! Wait a minute! (CHUCKLING) You certainly do rattle that off when you get started.

RIGGS: (CHUCKLING) I guess that's habit. You see, down South at the auctions when we get started we don't stop. We keep on chanting six ~~hours~~, seven hours at a stretch. (CHUCKLING) These radio chants don't even get me warmed up.

LUCKY STRIKE "OUR NEWS PARADE"  
Interview Lee Riggs - Wed. Jan. 26, 1959 (Cont'd)

ANNOUNCER: You mean you keep that chant up for six and seven hours! Why after a session like that your voice must sound like a leak in a steam pipe!

RIGGS: (CHUCKLING) Well, sure enough it's tough on the throat. But you can't stop selling tobacco just because your throat gets tired.

ANNOUNCER: The show must go on, eh? But say, it occurs to me that you're another county heard from on this subject of throat strain. Of course, lots of singers smoke Luckies because of their throats, but would you say that's the reason you tobacco auctioneers smoke them?

RIGGS: Well, yes and no.

ANNOUNCER: Yes and no?

RIGGS: Sure enough, auctioneers strain their throats same as singers do. And sure enough that's one reason I smoke Luckies. (LAUGHS) But that's only the half of it.

ANNOUNCER: What's the other half?

RIGGS: Well, speaking for myself, and I've smoked Luckies for six years now - I like their taste better than any other cigarette I've tried. (MORE)

LUCKY STRIKE "YOUR NEWS PARADE"  
Interview Lee Riggs - Wed. Jan. 26, 1938 (Cont'd)

RIGGS: And I suppose the other fellows do too. You see,  
(CONT'D) tobacco counts. And we fellows see the tobacco that's  
bought for Luckies. So we know Luckies are good.

ANNOUNCER: Well thanks for telling us that "Speed". Now, just  
for good luck, how about a few more bars of that  
tobacco auctioneer's national anthem?

RIGGS: (CHUCKLING) Sure enough. It's no hardship for me  
to chant. (CHANT FADES OFF INTO:)

ANNOUNCER: Every smoker will be interested in knowing that sworn  
records back up Mr. Riggs' statement. These sworn  
records show that among independent tobacco experts  
like the buyers, warehousemen, auctioneers, Lucky  
Strike has over twice as many exclusive smokers as  
have all other brands combined. Over twice as many!  
Remember that when next you ask for cigarettes -  
the men who know tobacco best smoke Luckies, 2 to 1.

LUCKY STRIKE "YOUR NEWS PARADE"  
Wednesday, January 26, 1938

- CLOSING -

BARUCH: Now, here's a pleasant treat to look forward to. Tonight at 10 o'clock, Eastern Standard Time, listen to YOUR HOLLYWOOD PARADE, starring Dick Powell ... and Dick's special guests of the evening, Mary Astor, Richard Arlen and Bob Hope. There'll be Rosemary Lane, too - and Dudley Chambers and his chorus - and Al Goodman and his orchestra. One full hour of entertainment from, by and in Hollywood. Don't miss it! Tonight at ten - YOUR HOLLYWOOD PARADE. When you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with these men who know tobacco best, it's Luckies, 2 to 1. (PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE .. ..... "HAPPY DAYS"

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY JANUARY 27, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

ATX01 0139058

Commercial #2

MR. HILL: Very largely a moving picture producer's investment is, in human nature. And human nature is a hard commodity to standardize. Richard Arlen, for example, star of Columbia's new picture "No Time to Marry" - and the guest whom you heard on Your Hollywood Parade last night - loves to fly. During the World War, when he flew with the Royal Canadian Flying Corps, Dick was encouraged to indulge his flair for aerial acrobatics. But in Hollywood - well, producers prefer that "stunt men" - not high-priced stars - provide the heavenly entertainment. So, today Hollywood boulevardiers and strolling movie queens can gaze upward almost any clear afternoon and not see Dick Arlen swooping and sweeping about like a frightened bird. For, Dick, by studio decree has been grounded. His producer's heart, it seems couldn't stand Dick's flying any longer. Yes - Dick still flies, occasionally...but it's always in the cabin of a huge transport plane...and there's always another pilot at the controls. (PAUSE) Dick Arlen, at one time, may have risked his neck in the air. But there's one part of his anatomy that he's extremely careful of - and that's his throat. Dick Arlen's voice, like many another Hollywood star's, is his fortune. Hence what he has to say about smoking is interesting. "In my work my throat is all important", he says, "so I don't want a cigarette that is too strong. My throat knows that Luckies are a light smoke. Their taste convinces me they're made of mighty good tobacco. That's why I've smoked them since 1932.

ATK01 0139059

Commercial #3 - SWORN RECORDS

BARUCH: Have you ever watched a bank teller riffle through a sheaf of banknotes? Every so often, his hand will flick a bill from the pile. Something in the texture, the appearance or the feel of that bill is questionable. Now, the teller's trained eye and touch tells him instantly that something about that bill is wrong. In this respect a bank teller is a good deal like a tobacco expert - the buyers, warehousemen, auctioneers - who deal in tobacco, year in, year out. Tobacco experts, too, have to tell quickly about tobacco. They have to know what its value is... how it will taste. They judge fast, too, for sales often go at the rate of 360 an hour. Obviously, these experts must know tobacco. And certainly, it's interesting to know what cigarette these experts themselves prefer. Here are the facts as shown by sworn records. Among independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other cigarettes combined! These experts are absolutely unbiased - they deal with all cigarette manufacturers but are not connected with any. So when you hear the chant of the auctioneer like this - (FADE IN CHANT) - when you hear that chant - remember that the men who know tobacco best smoke Luckies 2 to 1.

EARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE... .."HAPPY DAYS"

This is the COLUMBIA ... Broadcasting System

-fade theme 20 seconds-

WABC NEW YORK

ees

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, JANUARY 28, 1938

12:15- 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts... like  
the auctioneer you just heard... know who buys  
what tobacco. With these experts... with men 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.

COMMERCIAL #2 - BETTE DAVIS

MR. HILL: What's your recipe for a Hollywood star? Good looks, glamour, talent, brains? They help, of course. But more important still, in the opinion of a famous artist who has painted most and studied all of Hollywood's stars - is personality. Give a girl personality, he says, and you needn't worry much about her appearance. And if she hasn't personality - well, why worry about her at all? Our painter friend then goes on to define "screen personality". "Poise, good diction, a pleasing voice", he says. "These are the three main ingredients." He points out that Bette Davis, star of the new Warner Brothers' picture "Jezebel" has something no greasepaint box can ever give her - personality. Bette Davis radiates. Even in the cold remoteness of the screen the warmth of her voice and personality reaches out and captures the hearts of her audience. (PAUSE)

Undoubtedly, Bette Davis' voice does account for a great deal of her charm. And naturally, Miss Davis takes the best care of her throat. She has to - because she works her throat hard - and her throat is no different than the throats of the rest of us. Here then is an interesting point Miss Davis makes about smoking: "When the script reads 'Miss Davis smokes a cigarette'", she says, "it means I smoke about 3 times as much as usual. It's about 3 days of smoking crowded into one. But I'm glad to say that in the 7 years I've smoked them, even the last Lucky of the day has always been gentle on my throat."

-3-

LUCKY STRIKE "YOUR NEWS PARADE"  
COMMERCIAL #3 - TOBACCO TESTIMONIAL

BARUCH: When you went to school how did you spend your summer vacations? Idling, traveling - attending summer school? Here's a chap who did none of these things - Alec Irvin of Reidsville, North Carolina. Alec Irvin, like so many of his fellow tobacco experts - spent his vacations working in a tobacco factory. As soon as Alec left high school he started in the tobacco business. He's been in it ever since ... 20 years ... 5 years as a warehouseman, 10 years as an independent tobacco buyer. So, there's not much doubt that Alec Irvin knows tobacco. Here's what he has to say about smoking.

VOICE: I'm an independent ... perfectly impartial and fair and square to all. My choice of Luckies is simply a matter of personal choice. I like the tobacco in them. That's why I've smoked them myself for the past 7 years now. Now, here's another thing: As an independent warehouseman it's my job to greet the farmers as they drive in with their tobacco to sell. And I've found that the offer of a Lucky is always a friendly way to start doing business.

BARUCH: Thank you, Mr. Irvin. Now, Alec Irvin's choice of Luckies - based on his own intimate knowledge of tobacco - is a tribute to the high quality of Lucky Strike tobacco. And his choice of Lucky Strike is typical of many other experts like the buyers, auctioneers and warehousemen. Here are the figures as shown by sworn records: Among independent tobacco experts like Alec Irvin, Lucky Strike has over twice as many exclusive smokers as have all the other brands combined. Over twice as many! Remember that when you hear the chant of the tobacco auctioneer (FADE IN CHANT) - when you hear that chant, remember, with men who know tobacco best, it's Luckies 2 to 1.

CLOSING:

BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear that charming musical comedy star, Evelyn Herbert. And you'll hear the most popular tunes of the land, played by Richard Himber and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA.....BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, JANUARY 31, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard -- with  
men 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: She was only a child. As she sat at the piano, golden curls cascaded over her shoulders and her short legs dangled helplessly above the pedals she could not reach to use. A man stood by her side, listening, nodding his head in time as she sang. The child finished her song, looked up, appealingly. The man smiled. The child smiled happily back. She knew that she had pleased and pleasing this kind wonderful man she had learned to love so much, meant that some lovely gift would soon be hers. A doll, a book, a game - often a new song that she must learn to sing. Thus, Evelyn Herbert, whom you heard on Your Hit Parade last Saturday evening, took her first singing lesson from the finest singer of them all - Enrico Caruso. She was seven at the time: Caruso was at the height of his fame. Evelyn Herbert today, says that she dearly loved to earn Caruso's gifts but perhaps even more she loved to earn his praise: "Bravo, bravo, my little Evelyn. Study hard. One day when you grow up you will be a fine singer." (PAUSE) Well, Evelyn Herbert has grown up ... and she has fulfilled Caruso's prediction. She has become a fine singer. Logically, her first consideration is her voice: So, here's an interesting statement she makes about smoking: "Naturally", she says, "a singer has to select a cigarette that will not irritate nor affect the throat. That's how I first began to smoke Luckies. Another singer offered me my first one. I smoked a lot after that because no matter how many I smoked, Luckies never once affected my throat, and I've been smoking Luckies for 12 years".

MR. HILL: She was only a child. As she sat at the piano, golden curls cascaded over her shoulders and her short legs dangled helplessly above the pedals she could not reach to use. A man stood by her side, listening, nodding his head in time as she sang. The child finished her song, looked up, appealingly. The man smiled. The child smiled happily back. She knew that she had pleased and pleasing this kind wonderful man she had learned to love so much, meant that some lovely gift would soon be hers. A doll, a book, a game - often a new song that she must learn to sing. Thus, Evelyn Herbert, whom you heard on Your Hit Parade last Saturday evening, took her first singing lesson from the finest singer of them all - Enrico Caruso. She was seven at the time: Caruso was at the height of his fame. Evelyn Herbert today, says that she dearly loved to earn Caruso's gifts but perhaps even more she loved to earn his praise: "Bravo, bravo, my little Evelyn. Study hard. One day when you grow up you will be a fine singer." (PAUSE) Well, Evelyn Herbert has grown up ... and she has fulfilled Caruso's prediction. She has become a fine singer. Logically, her first consideration is her voice: So, here's an interesting statement she makes about smoking: "Naturally", she says, "a singer has to select a cigarette that will not irritate nor affect the throat. That's how I first began to smoke Luckies. Another singer offered me my first one. I smoked a lot after that because no matter how many I smoked, Luckies never once affected my throat, and I've been smoking Luckies for 12 years".

MR. BARUCH: One reason why Evelyn Herbert has always taken such good care of her throat is because she learned very early in her career...from Enrico Caruso himself... that a singer's throat is her most valuable possession. Now, Miss Herbert told you that she has smoked Luckies for 12 years. And you can be sure that she wouldn't have smoked Luckies for 12 minutes if she hadn't discovered for herself that Luckies are easy on her throat. Doesn't it stand to reason then that if Evelyn Herbert's sensitive throat takes kindly to Lucky Strikes, yours will, too? Here's why: Higher heat in the Lucky Strike process "It's Toasted" expels certain harsh irritants found in even the finest tobaccos. With these irritants out, controlled moisture is then added to bring out the natural, mellowness of the leaf. And so, Luckies are a light smoke...are easy on the throat, Next time you buy cigarettes follow Evelyn Herbert's example. Think of your throat. Ask for Lucky Strike.

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts -- buyers, warehousemen, auctioneers -- with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE. . . . . "HAPPY DAYS"

This is the COLUMBIA..BROADCASTING SYSTEM  
FADE THEME 20 SECONDS  
WABC..NEW YORK

ab bw

FEBRUARY

ATX01 0139072

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, FEBRUARY 1, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!

2nd SALE ... SOLD AMERICAN!

3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard--- know who buy what  
tobacco. With these experts - buyers, auctioneers,  
independent tobacco men ... with men 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.

Commercial #2

HILL: So far as trumpet playing is concerned Fred MacMurray is willing...yea, even eager...to leave it to the trumpet players. In one of his Paramount pictures Mr. MacMurray was called upon to blow a few notes on a horn. No able cornetist to begin with. Mr. MacMurray further complicated his cornet career by running afoul of a property man's plot to play a joke on him. Among themselves, the property men had decided that Fred should play two horns...one a true horn, the other a false one that concealed a tiny whistle. When blown through, the false horn emitted a screech like an ocean liner scraping against its pier. In rehearsal, Fred was to be allowed to play the true horn; in the final "take" the false horn was to be cleverly substituted. And Fred MacMurray blew the true horn to the director's -- and the queen's taste -- in rehearsal. But, just before the final take, the false horn was substituted. Lights, cameras went on. Fred MacMurray blew. The shriek of rage that issued from the horn probably drove the wild life of the San Bernardino Mountains for miles around to cover. Fred MacMurray blew again. The director stormed and Fred's face slowly flushed to the roseate hues of a California sunrise. Finally the property men relented. They liked Fred. So, the true horn was slipped in again. This time Fred blew...and the ill wind that blew nobody any good disappeared as mysteriously and suddenly as it had appeared.

(MORE)

HILL:  
(CONT)

But to this day, Fred MacMurray, probably doesn't know the solution to the Great Hollywood Horn Mystery. (PAUSE) Fred MacMurray, who smokes a lot, makes an interesting statement as to how he first smoked Lucky Strikes. "I learned to smoke Luckies at my first big party in Hollywood " he says. "As at most big parties out here the hostess had plenty of Luckies on the tables. I smoked a great deal -- much more than I was accustomed to. And I began to worry about my throat because I had a hard scene the following day. But next morning my throat felt fine. That was proof enough for me of Luckies throat-comfort. I've stuck to Luckies ever since."

Commercial #3

BARUCH: Who, possibly, can know tobacco better than the independent experts of Tobaccoland? These experts - buyers, warehouseman, auctioneers- deal in millions upon millions of pounds of tobacco, day in, day out in different tobacco markets. They actually see the kind of tobacco that is bought for every cigarette. They deal with all tobacco companies; and naturally, they cannot favor any. Consequently, in their choice of the cigarette they smoke themselves, they are influenced by only one factor - their own personal preference. And here is their choice as shown by sworn records: Among these independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that overwhelming preference when next you hear the chant of the tobacco auctioneer (FADE IN CHANT) - when you hear that chant, remember, with men who know tobacco best. it's Luckies 2 to 1.

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin G. Hill will again bring you "The Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts - buyers, warehousemen, auctioneers -- with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA BROADCASTING SYSTEM

-Fade Theme 20 Seconds-

ees

WABC ... NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY - FEBRUARY 2, 1938  
12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with  
independent experts like the auctioneer you just  
heard - with men 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.

COMMERCIAL #2

MR. HILL: Millions of people know Madame Lotte Lehmann, world-famous soprano of the Metropolitan Opera, as a fine singer. Yet, comparatively few people realize that she is a successful author, too. Yes - her book - she calls it "Eternal Flight" - is now in its second edition. "Eternal Flight" is all about twin sisters who follow separate theatrical careers. There's a familiar portrait in it, too - an opera singer who might be Madame Lehmann herself. But, Madame Lehmann smiles and denies that she wrote about her own career. However that may be, critics have called "Eternal Flight" a fine book ... genuine, well written, sincere. A fine book not by the standards of a singer alien to the writing craft but a book that any author might well be proud of. Praise Madame Lehmann too enthusiastically on "Eternal Flight" and she will tell you that she's always written. She started, years ago, as a child in Vienna. Romantic sonnets, then, painstakingly penned in long hand and swiftly despatched to the editors. "I sent my little poems by the hundreds," Madame Lehmann confesses laughingly. "And the editors - bless their hearts - sent them back to me. By the hundreds!" (PAUSE)

(MORE)

COMMERCIAL #2 - cont'd

MR. HILL: (CONT'D) Madame Lehmann's friends cannot say just how seriously she takes her writing. But there is one thing she does take very seriously ... and that is her precious voice. In a long and brilliant singing career, Madame Lehmann has learned a lot of things about her voice. One of them is how to care for it. So, when Madame Lehmann talks about cigarettes it will interest every smoker. "I enjoy smoking," she says. "But I must be careful what I smoke. With the constant strain of singing, I can't risk adding any further burden to my throat. That's why I smoke Luckies. I've been smoking Luckies for the past 4 years now - and I definitely rate them one of the good things of life. They suit my throat. They suit my taste. And that seems to me the most anyone can ask of a cigarette."

COMMERCIAL #3

ANNOUNCER: 14,050,000 pounds of tobacco! Count a pound a second, count eight hours a day, begin counting now and you could keep on counting that much tobacco right on through to June 9th, 1939! Yes - 14,050,000 pounds of tobacco is a lot of tobacco but that's the amount Bill Currin, of Durham, North Carolina sold during one season. One season! And Bill Currin has been auctioneering 16 seasons! So, when Bill Currin speaks up about tobacco, he certainly knows what he's talking about. Listen to what he has to say:

VOICE: As an auctioneer the only thing I'm interested in is selling tobacco for the best price it will bring. I'm absolutely independent of any company. When it comes to business dealings they're all the same to me. But when it comes to picking a cigarette for my own personal enjoyment - well, I pick Luckies. Because I see and know the kind of tobacco that Luckies are made of. That's why I've been smoking them for the past 15 years.

COMMERCIAL #3 - cont'd -5-

ANNOUNCER: Now, Bill Currin, in his preference, is one of the many experts of Tobacco-land who prefer Lucky Strike over any other cigarette. Here is their preference as shown by sworn records open for your inspection. Among independent tobacco experts - buyers, auctioneers, warehousemen - Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant, remember -- the men who know tobacco best, smoke Luckies 2 to 1.

ATX01 0139082

CLOSING:

BARUCH: Now, here's a pleasant treat to look forward to. Tonight at 10 o'clock, Eastern Standard Time, listen to YOUR HOLLYWOOD PARADE, starring Dick Powell ... and Dick's special guests of the evening, vivacious Bette Davis and Bob Hope. There'll be Rosemary Lane, too - and Dudley Chambers and his chorus - and Al Goodman and his orchestra. One full hour of entertainment from, by and in Hollywood. Don't miss it! Tonight at ten - YOUR HOLLYWOOD PARADE. (PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC NEW YORK

vp/agency

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, FEBRUARY 3, 1938  
12:15 - 12:30 P.M.

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

OPENING:

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE .... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard .. know who buys what  
tobacco. With these experts - buyers, auctioneers,  
warehousemen, independent tobacco men - with men  
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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - Thursday - Feb. 3, 1958

MR. HILL: Ask any Hollywood star the best way to train for stardom in the movies and chances are, many of them will tell you: "Get your acting fundamentals in the theatre". Bette Davis, whom you heard on Your Hollywood Parade last night, did just that. Only, it wasn't quite the sort of training she had bargained for. Very early in her career, Miss Davis received an offer - her first - to play summer stock at the Cape Playhouse in Dennis, Massachusetts.. Now, the Cape Playhouse is a famous training ground for actors and actresses and Miss Davis was delighted. Her fingers trembled with excitement as she packed. Once on the train, she could hardly wait until it pulled out of the station. But when she arrived at the theatre she got a shock. The Playhouse had changed hands. The manager was a stranger. He was sympathetic but regretful. There was no place for Miss Davis. Another less determined and resourceful actress, would have turned away, heart-broken. But not Bette Davis. "But you must have something" she pleaded with the manager. "I'll take anything". "Well .." the manager hesitated - "we do need an usher." So, it was as an usher and on the wrong side of the footlights that Bette Davis received her fundamentals in the theatre. But, later on that season, her pluck was rewarded. Laura Hope Crews needed an ingenue ... and Bette Davis got the part. (MORE)

LUCKY STRIKE "YOUR NEWS PARADE"  
COMMERCIAL #2 (CONT'D) - Thursday - Feb. 5, 1938

MR. HILL: (PAUSE) Besides her pluck, Bette Davis is known  
(CONT'D) in Hollywood for her good common sense. So, when  
Miss Davis talks of smoking you can be sure she has  
considered it from all angles. Here is what she  
says: "In 'Jezebel', my new Warner Brothers picture  
I gave Luckies a severe test," she says, "You see,  
I sang. For me that was a rare experience. It  
meant taking singing lessons and practising my  
song for hours and hours, day after day - aside  
from my usual work. Naturally my throat felt  
about five times as bad as it does after an exciting  
football game. But here again not once did Luckies  
bother my throat in the least. It's easy to see  
why Luckies are Hollywood's favorite cigarette."

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #5 - Thursday - Feb. 3, 1938

BARUCH: Today, we have in the studio a man you all know very well. I'm going to ask him to step up to the microphone .. Your name, sir?

MAN: Smoker.

BARUCH: How do you spell that?

MAN: Smoker - S-M-O-K-E-R - you know, one who smokes?

BARUCH: (LAUGHS) Ah, yes, and what can we do for you, Mr. Smoker?

MAN: That's just what I want to know. Just what does your product - Lucky Strike - offer me as a cigarette smoker?

BARUCH: It makes Luckies a light smoke. You see, the "Toasting" process removes certain throat-irritants that are naturally present in all tobacco. These irritants are out of Luckies.

MAN: Well - that sounds good. But can you prove it?

BARUCH: Mr. Smoker, I can offer you three kinds of proof. First, laboratory tests. These reveal what quantities of throat irritants, found in all tobacco, are actually removed by "Toasting". Second, there is the experience of others. Many of the greatest singers in the world - people whose voices are their fortunes - (MORE)

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #5 - Thursday - Feb. 3, 1938

BARUCH: - like Lauritz Melchior, Richard Crooks, Lotte  
(CONT'D) Lehmann, and others - have preferred Luckies for  
years. That's because, as, they themselves explain,  
Luckies are gentle even to their sensitive throats.

MAN: Then I should think Luckies would be gentle to  
any smoker's throat.

BARUCH: Yes - and that's the third proof. Let your throat  
actually demonstrate to you the throat-protection  
of the exclusive process, "It's Toasted". Next  
time you buy cigarettes, ask for Lucky Strike.

LUCKY STRIKE "YOUR NEWS PARADE"  
CLOSING - Thursday - Feb. 3, 1938

BARUCH: Listen in to YOUR NEWS PARADE over this  
same station tomorrow at 12:15 Eastern Standard Time.  
Edwin C. Hill will again bring you "The Human  
Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA . . . . . BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

/RF

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, FEBRUARY 4, 1938

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

RIGGS INTERVIEW - Friday, Feb. 4, 1938

ANNOUNCER: Day in, day out all through Tobaccoland, it is the unique chant of the tobacco auctioneer that starts millions upon millions of pounds of tobacco on its way to you. Today, we have in the studio a man whom you are all beginning to know very well - Mr. Speed Riggs, of Goldsboro, North Carolina. Mr. Riggs --

RIGGS: (CHANTS 10 SECONDS) Right here, Mr. Hill.

HILL: (CHUCKLING) No mistaking that introduction, Speed... Now, last time you told us about your chant, Suppose today, you tell us something about your job itself.

RIGGS: Anything I can.

HILL: Well, as I understand it, a tobacco farmer drives into town with his tobacco and goes to a warehouse - Does he go to just any warehouse?

RIGGS: No. Most farmers go to the warehouse that gets them the best possible prices for their particular grade of tobacco. That means they like the auctioneer at that warehouse.

HILL: Well, that's simple enough.

RIGGS: It's not quite so simple as that, Mr. Hill. You see an auctioneer not only has to get the best possible price for a farmer. He has to make a personal friend of him, too.

HILL: Why is that?

RIGGS: Because most auctioneers are good. So the fellow with the most friends usually gets the most business. .

HILL: I imagine you've made some pretty good friends in the business, haven't you?

RIGGS: Well, I don't want to seem to brag, Mr. Hill, but I know one farmer who drives in 124 miles to see me. And he could go to a warehouse only about 20 miles away. .

HILL: (CHUCKLING) Say, doctors and dentists would give a lot to know your secret, Speed. What did your farmer friend do - fall in love with your chant. .

RIGGS: Well, I don't know but I guess our chant does help to attract business. It's sort of our trade mark. .

HILL: It certainly is that. You could recognize that chant anywhere.

RIGGS: Well, that's the idea, Mr. Hill. We all try to be different in the way we chant. In fact we have to be. .

HILL: Why do you "have to be"?

RIGGS: (CHUCKLING) If you'd ever been in a busy warehouse while an auction was going on, you'd know why. We have to be heard above the noise. So, we're like radio. We can't shout above the noise so - well we try to sort of broadcast on a different wave-length than the other fellow.

HILL: I never thought of your chant in quite that way. Yes, I suppose a warehouse is a pretty noisy place with you fellows and the buyers all yelling -

RIGGS: But the buyers don't yell, Mr. Hill. They bid by cocking an eyebrow ... or puffing a cigarette ... or wiggling a finger ... things like that.

HILL: Why all that pantomime?

RIGGS: Secrecy. One buyer doesn't want another to know what tobacco he's buying.

HILL: But the buyers can't keep their purchases a secret from you, can they?

RIGGS: No sir. They can't, Mr. Hill. We auctioneers see the kind of tobacco they all buy.

HILL: Mr. Riggs, does the fact that you see the kind of tobacco every buyer buys have anything to do with the reason you smoke Lucky Strikes?

RIGGS: (CHUCKLING) I'll answer that question another way. I've been an auctioneer for 6 years now ... and I've smoked Luckies for 6 years. And most of the other tobacco men I know smoke Luckies, too. Does that answer your question?

HILL: I think it does, Mr. Riggs... and now, thank you ... and goodbye.

RIGGS INTERVIEW (CONTINUED)

RIGGS: I say goodbye the same way I say hello (CHANTS ...  
CHANT FADES OFF INTO:)

BARUCH: Here are the figures that bear out Mr. Rigg's statement.  
Sworn records show that among independent tobacco  
experts - buyers, warehousemen, auctioneers, like  
Speed Riggs - Lucky Strike has over twice as many  
exclusive smokers as have all other cigarettes  
combined. Over twice as many! Next time you ask  
for cigarettes let that expert preference be your  
guide to better smoking. Say: "Luckies, please".  
With men who know tobacco best, it's Luckies 2 to 1.

CLOSING

BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear Charles Hackett, of the Metropolitan Opera. And you'll hear the most popular tunes of the land, played by Richard Himber and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

(CLOSING SIGNATURE ..... "HAPPY DAYS")

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC ... NEW YORK

ms/rdi

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, FEBRUARY 7, 1938  
12:15-12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOB. CO. COMPANY.

BARUCH: Naturally the independent tobacco experts... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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: It's an amusing story - the one Charles Hackett of the Metropolitan Opera tells on himself. Mr. Hackett, whose voice you heard on Your Hit Parade last Saturday evening, has taken up painting for a pastime. During his last visit to France, he did some landscapes. They were his very first efforts and frankly, Mr. Hackett didn't think they were very good. Nevertheless, when he returned to America, he brought the paintings with him. Somewhat hesitantly, he showed them to his mother. "Charlie, they're wonderful," Mrs. Hackett enthused. And she kept on enthusing until Mr. Hackett began to wonder whether the pictures could be better than he thought. He decided to get an expert's opinion so he took the paintings to a friend of his - an art dealer. To insure a frank appraisal, Mr. Hackett pretended that some one else had painted them. And to further emphasize his neutrality, Mr. Hackett told the dealer that he - Charles Hackett - didn't think they were very good. The dealer cocked a critical eye, and examined the landscapes for a moment or two. Finally: "You're right, Charlie," he said. "They're terrible!" (PAUSE) Well - opinions may differ as to Mr. Hackett's painting ability but the whole musical world agrees that his is one of the Metropolitan Opera's outstanding voices. And here's what Mr. Hackett himself says about his voice. (MORE)

MR. HILL:  
CONT'D

"During my many years in concert and opera work," he tells us, "my voice has never once gone back on me. One obvious reason for this is that I am careful of my throat. I take no risks that I can possibly avoid. This is particularly true of smoking. As I smoke a great deal I must have a cigarette that hits it off with my throat. I've been smoking Luckies for the past 10 years because I like their taste - and because they have never bothered my throat."

ANNOUNCER: You know the old saying: "He who hesitates, is lost".. Well that's certainly true in the tobacco business. Tobacco experts make their living by their ability to judge tobacco on sight. Reuben Fleming, of Middlebury, North Carolina, for example, has bought over one million pounds of tobacco for his own account in the past 10 years. He can tell the value and quality of tobacco at a glance. He has to be able to for, as Mr. Fleming says, himself..

VOICE: Even a penny a pound mistake in making a bid at auction would cost me dollars. Well, I've been eating regularly for the past 10 years, so I think I can say I'm a pretty fair judge of tobacco. Now, at 9 different warehouses in Henderson, North Carolina this year, I've seen Luckies buy the finest tobacco the farmers brought in. So, it's natural for me to step up to the cigarette counter and say: "Luckies, please." And I've been doing just that for the past 14 years.

ANNOUNCER: Thank you - thank you very much Mr. Fleming. May I point out that as an independent tobacco buyer, Reuben Fleming actually competes with our Lucky Strike buyers. Therefore, there's no reason in the world why he should say what he does except that Mr. Fleming is big enough and fair enough to give credit where credit is due.

(MORE)

ANNOUNCER:  
CONT'D

And in this Mr. Fleming is typical of the vast majority of independent tobacco experts. Here are the facts as shown by sworn records: Among independent tobacco experts - buyers, warehousemen, auctioneers - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that when you hear the chant of the tobacco auctioneer - (FADE IN CHANT) when you hear that chant, remember, - with men who know tobacco best, it's Luckies 2 to 1.

CLOSING

-6-

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers... with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE..... "HAPPY DAYS"

This is the COLUMBIA...BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC...NEW YORK

ln

ATX01 0139101

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, FEBRUARY 8, 1938  
12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with  
men 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: Down in the little town of Rocky Mount, North Carolina, several months ago, two visitors from the North dropped in to see one of those tobacco auctions they'd heard so much about. Well, they watched the auction - and incidentally a tobacco auction is one of the most interesting phenomena in American business - and later they met a number of the tobacco men from the auction. Still later, talking it over together, each man found that the other had noticed the same thing - that the big majority of these experts they had met seemed to prefer one particular cigarette. Upon their return to the North they mentioned their observation to an official of the company that made these cigarettes. And they asked him if he knew what was the cigarette preference of the whole group of tobacco experts in the country. The cigarette man looked embarrassed. "To tell you the truth, gentlemen," he confessed, "we've never really checked up. But we will. And thanks for the suggestion." Well, he did check up ... and the results of that survey confirmed the observation of the two Northerners. That survey showed that among independent tobacco experts, Lucky Strike was out in front by a big majority. And now here's Andre Baruch with the actual facts and figures.

(MORE)

BARUCH: Yes - here are the results of that survey as shown by sworn records. Among independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! How can this overwhelming preference be explained? Well - let's hear what one of these experts - Arthur Noell, of Durham, North Carolina - has to say about it. Mr. Noell has bought tobacco for his own account in almost every market in Tobaccoland. Certainly, he qualifies anywhere as a tobacco expert. Listen to what he has to say:

VOICE: As an independent tobacco buyer I earn my bread and butter by trying to know just a little more than the other fellow about tobacco grades and the prices they'll bring. I tell you this just to prove I know what I'm talking about when I say Luckies buy the best. At market after market I've seen Lucky Strike pay four and five times as much for their grades as the prices inferior grades were selling at. That's why I've smoked Luckies for 14 years.

BARUCH: Yes - and Mr. Noell's choice is typical of other experts of Tobacco-land - experts who choose a cigarette on only one basis - they see who buys what tobacco. And their preference is over 2 to 1 for Luckies! Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) - when you hear that chant, remember with independent tobacco men - buyer's warehousemen and auctioneers - with these men who know tobacco best, it's Luckies 2 to 1!

CLOSING

-4-

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen and auctioneers.... with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA....BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC.....NEW YORK

ln

ATK01 0139105

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, FEBRUARY 9, 1938

12:15 - 12:30 P.M.

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

BARUCH Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!

2nd SALE ... SOLD AMERICAN!

3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.,

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer you just heard ... know who buys what tobacco.  
With these experts ... with men 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.

COMMERCIAL #2

- 2 -

MR. HILL: At the tender age of nine - yes, nine - he helped to win the great war! ... Who? ... Conrad Thibault, popular radio baritone whose voice you undoubtedly have heard many times over the air. It was like this. Conrad, much impressed by the martial fervor of the times, attended a recruiting rally one day with his mother. Exactly what transpired, Conrad himself cannot say - it may have been the drums or the bugles or the fiery oratory of the recruiting orators - but suddenly little Conrad found himself upon a stage with a sea of fluttering humanity before him. Somewhere a piano played, Conrad opened his mouth and the first, heart-rending strains of "Just Before the Battle, Mother", came sweetly forth. Just how many stalwart heroes marched off to battle as a result of his song Conrad Thibault doesn't know but so far as his feminine audience was concerned his ballad was an emotional triumph. Mothers, wives, sisters, sweethearts wept as they swarmed upon the stage and smothered him with hugs and kisses. Mr. Thibault, who had the usual small boy's aversion to feminine emotionalism, still shudders when he remembers that assault upon his boyish dignity. Thereafter, he confined his patriotic activities to other boys - playmates who knew how to conduct a war - with drills, marches, bright uniforms and with an absolute ban on hugs and kisses. (Pause)

(More)

ATX01 0139107

MR. HILL:  
(Contd)

Well - naturally - Conrad Thibault takes pretty good care of the voice that first started to charm audiences at the age of nine. And with the years, Mr. Thibault has learned more and more about the proper way to care for his voice and throat. So, when he talks about smoking - well - I think you'll be interested in his singer's viewpoint. "If you had to sing to 10,000,000 or so listeners every week," Mr. Thibault says, "you'd know why I'm so insistent on a light smoke. But I should think that even a smoker who never sang a note in his life would want a cigarette that is easy on his throat. That's why Luckies are the cigarette for any smoker who wants to go easy on his throat. I've smoked Luckies for 8 years now."

COMMERCIAL #3

- 4 -

BARUCH:

For eight long years now, Conrad Thibault, popular radio baritone, has spoken the same two words at cigarette counters ... The words? ... "Luckies, please!" Now we think that fact is one of the finest tributes any cigarette could receive. For this reason ... Conrad Thibault as a singer must be extra careful of his throat. Well, and according to Mr. Thibault himself, in those eight years Luckies never once affected even his sensitive throat. Isn't that a pretty good indication that Luckies will be kind to your throat, too? You see, Lucky Strike's exclusive process "It's Toasted" takes out certain harsh throat irritants found in even the finest tobaccos. These irritants are out. And, furthermore, due to the use of special precision instruments which control the moisture content of Luckies through every stage of manufacture, Luckies are never dry nor hot. Next time you buy cigarettes, follow Conrad Thibault's example. Consider your taste and your throat. Ask for Lucky Strike.

ATX01 0139109

CLOSING

- 5 -

BARUCH:

Now, here's a pleasant treat to look forward to. Tonight at 10 o'clock, Eastern Standard Time, listen to YOUR HOLLYWOOD PARADE, starring Dick Powell, ... and Dick's special guests of the evening Walter Huston and Bob Hope. There'll be Rosemary Lane, too - and Dudley Chambers and his chorus - and Al Goodman and his orchestra. One full hour of entertainment from, by and in Hollywood. Don't miss it! Tonight at ten - YOUR HOLLYWOOD PARADE. When you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with these men who know tobacco best, it's Luckies, 2 to 1. (PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC . . . . . NEW YORK

hp

ATX01 0139110

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, FEBRUARY 10, 1938  
12:15 - 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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: In the realm of the theatre there is no more complimentary term that an actor can earn than to be known as a "good trouper". A good trouper means a man who can take it...a man who can give his best with a smile under all conditions, and at all times. Walter Huston, whom you heard on Your Hollywood Parade last night, is, perhaps as proud of being known as a good trouper as he is of any of the great roles that built his reputation. Well, like many another Hollywood topflighter today - Mr. Huston learned to act in a hard school - vaudeville. He has known one night stands, dingey, draughty dressing rooms and occasionally, even hunger. Vaudeville's life of uncertainty is behind Walter Huston now, just as it is behind those other famous graduates of the three to five day - Al Sherwin, May Robson, George M. Cohan, and James Barton, the parents of Walter Bester, of the parental Tobacco Road. But, vaudeville can point with pride to these graduates of hers. Walter Huston not the least among them. (PAUSE) Many of Mr. Huston's friends will be interested in knowing that this great actor is another in the list of distinguished people who smoke Luckies. Talking of smoking, Mr. Huston says: "I started to smoke Luckies in 1927 when I was in the title role of 'The Barker' on Broadway. As the title of the play suggests, I had to do a lot of tricks with my voice. In addition there were quite a few dramatic scenes that put still more of a strain on my voice and throat. While all kinds of acting require that the throat be in good condition, this part made me realize the necessity of being careful what I smoked. So I tried a number of different brands and found out that Luckies got along much better with my throat than any other cigarette."

BARUCH: You're only as old as you feel ... True. And in the tobacco business, you're only as old as your knowledge of tobacco. Take the case of Connor Aycock, who operates a warehouse down in Durham, North Carolina. Mr. Aycock has been in tobacco only 5 years so he's really just a youngster, as far as the tobacco business goes. But Connor Aycock has made up by study what he lacked in experience. And he has come along so fast in tobacco knowledge that this year the farmers of his district brought him over 4,000,000 pounds of tobacco to sell. Listen to Connor Aycock on tobacco:

VOICE: Believe me, I had to step mighty lively to learn enough about tobacco to make a success of my business. It took me two solid years of hard work and concentration before I felt even partly qualified as a tobacco man. And I still don't know a lot of things that are second nature to the veterans in the business. But I do know this: Lucky Strike buys the best line of tobacco that comes into my warehouse. And, as I pride myself on the high grade of tobacco I get, that's saying a great deal. I've smoked over a pack of Luckies a day for more than ten years now.

BARUCH: Thank you. May I point out that, at auctions in Connor Aycock's big warehouse, all the cigarette companies are represented. All are in there bidding on an equal basis. That is why Connor Aycock qualifies as a truly independent tobacco expert and for this very reason his choice of Luckies should mean a lot to you as a smoker. And it should mean even more, when it is backed by the verdict of so many others like him. Here are the facts as shown by sworn records: Among independent tobacco experts like Connor Aycock, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant remember - with independent tobacco experts - buyers, warehousemen, and auctioneers - with men who know tobacco best, it's Luckies 2 to 1!

(CLOSING)

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts...buyers, warehousemen, and auctioneers... with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE. . . . . "HAPPY DAYS"

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

ln/rdf:

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, FEBRUARY 11, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.)

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard...know who buys what  
tobacco. With these experts ... with men 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: It's a few months now since 20,000,000 fans elected Myrna Loy Queen of the Movies. To her everlasting credit, let it be said that that honor hasn't affected the size of her hat one little bit. She's still the same, unaffected Myrna Loy she's always been ... and that simplicity has plenty to do with the fact that she is the darling of the great American movie-going public. No, Miss Loy isn't high hat and, chances are, she never will be. Because, she has been at the bottom as well as at the top of the Hollywood ladder. Early in her career, Myrna Loy, like thousands of others before and since, spent days waiting in the casting director's office of MGM. But she had one quality the others hadn't - persistence. And one day her persistence was rewarded. The casting director popped his head out of his office and pointing at her yelled: "Upstairs! We want to make a screen test of you." Miss Loy's heart turned somersaults but a moment later sank again as the director snapped: "never mind the make-up. This is only a color test." But Myrna Loy figured she had sat in that office long enough. She pretended she hadn't heard the director and once upstairs she applied make-up...and plenty of it. "I'll make them notice me," she vowed; And she did. For, when the test was run, the director picked her for a part in a new picture...a small bit, it is true - but the forerunner of a long and brilliant career. (PAUSE)

(more)

MR. HILL  
(Contd)

It will interest Myrna Loy's fans the country over to know that she is a Lucky Strike smoker. And here's a little story she tells to show why she prefers Luckies. Speaking of her new M-G-M picture "Man-Proof" Miss Loy says: "There's a thrilling fight scene with 500 people in it. The noise of the yelling was terrific and I had to make myself heard above the din. If you have been to fights and football games you'll know how my throat felt. But even after scenes like that I can always smoke as many Luckies as I like...and they're always easy on my throat".

COMMERCIAL #3

- 4 -

BARUCH: One second - the sixtieth of a minute - may not seem like a very important measure of time. But at a track meet, for example, seconds and split-seconds count for everything. And much the same thing is true at tobacco auctions. A tobacco expert must be able to make up his mind on the instant how much each lot of tobacco is worth. Take Harry King for example - Harry R. King of Durham, North Carolina. For 12 years Mr. King has been an independent buyer on the tobacco market. In those 12 years, he has backed his instant judgment of tobacco with \$648,000 of his own money. Well, you can be sure Harry King knows tobacco. .and makes few mistakes in judging it. Listen to him on the subject of smoking.

VOICE: Now I only pay a small price for a package of Luckies but even when I make that small investment, I certainly don't forget the knowledge of tobacco I've gained in my years buying tobacco. I pick Luckies because I'm convinced that the clean, mellow type of tobacco Lucky Strike buys gives me the best smoke for my money. That's why I've smoked Luckies for 8 years now.

(more)

ATX01 0139119

BARUCH: Now, Harry King, as an independent tobacco buyer, is not connected with any cigarette company. And his choice of a cigarette is based on his own personal preference alone. What makes his opinion so significant to you as a smoker is simply that he is typical of so many other experts in Tobaccoland. Here are the figures as shown by sworn records: Among independent tobacco experts like Harry King, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Remember the verdict of these independent experts next time you hear the chant of the tobacco auctioneer - (FADE IN CHANT) when you hear that chant, remember, with independent tobacco experts - buyers, warehousemen and auctioneers - with men who know tobacco best it's Luckies 2 to 1!

CLOSING

BARUCH:

Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear the Metropolitan Contralto, Bruna Castagna. And you'll hear the most popular tunes of the land, played by Carl Hoff and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM.

FADE THEME 20 SECONDS

WABC .....NEW YORK

HP

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, FEBRUARY 14, 1938  
12:15 - 12:30 P.M.

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

- OPENING -

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - 3 Monday - Feb. 14, 1938

MR. HILL: Today we have as our guest in the studio a woman who holds just about the most important job in America. Her name: Mrs. Average American. Her job - well - she spends billions for food, clothing, cosmetics, automobiles; she oversees a budget that dwarfs the largest loan Wall Street ever floated. Manufacturers of every known product and service spend millions to win her favor for - directly or indirectly - she controls the buying of over 90 per cent of everything that is used in the American home. Let me introduce the most influential purchasing agent in the country - Mrs. Average American.

WOMAN: Thank you, Mr. Hill. I had no idea I was so important.

HILL: Indeed you are important, Mrs. Average American. And no one realizes it better than Lucky Strike. That is why we have requested you to be present today. We want to ask you a question. We want you to tell us, with your keen sense of values ... what influences you in buying cigarettes?

WOMAN: Well, if I may, I'll just answer that question with another question, Mr. Hill. The first thing I want to know about any product is: what does it offer me that no other similar product does. What does Lucky Strike offer me that no other cigarette does?

HILL: I believe I could answer that out of my own experience, but I prefer to let Andre Baruch give you the technical details.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - 3 Monday - Feb. 14, 1938

WOMAN: (LAUGHS) Not too technical, please!

BARUCH: Don't worry! I don't have to get technical to tell you about Luckies' advantages. For example, "Toasting".

WOMAN: I've heard of that, of course. But exactly what does "Toasting" do?

BARUCH: The process "It's Toasted" makes Luckies a light smoke. You see, it takes out certain harsh throat irritants found in all tobacco. Those irritants are out of Luckies. So Luckies are easy on your throat. That's simple enough, isn't it?

WOMAN: Yes - and it sounds like a real point in favor of Luckies. But -- have you any proof?

BARUCH: I can take you into any Lucky Strike factory and actually show you the process in operation. Laboratory tests show what quantities of irritants the "Toasting" process removes.

WOMAN: I'd like to, but it happens I can't just now.

BARUCH: Then, let me refer you to the experience of others. Did you listen to Your Hit Parade last Saturday night?

WOMAN: Yes .. I often do.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 - 3 - Monday - Feb. 14, 1938

BARUCH: Then you undoubtedly recall what Bruna Castagna said. Like so many other famous singers, Lotte Lehmann, Lauritz Melchior, Richard Crooks, and others, Bruna Castagna has smoked Luckies for many years. And she told you in her own words how Luckies have proved themselves easy on her throat, in spite of the strain of her many singing engagements.

WOMAN: That certainly sounds as though Luckies should be easy on any smoker's throat.

BARUCH: Well, Mrs. Average American, as the country's foremost Purchasing Agent you don't need to be told what's the best test of all for any product. Buy a carton of Luckies and let your throat demonstrate to you the throat-protection of the exclusive process "It's Toasted". Next time you buy cigarettes, ask for Lucky Strike.

LUCKY STRIKE "YOUR NEWS PARADE  
CLOSING - Monday - Feb. 14, 1938

BARUCH: Listen in to YOUR NEWS PARADE over this  
same station tomorrow at 12:15 Eastern  
Standard Time. Edwin C. Hill will again  
bring you "The Human Side of the News"  
from every corner of the globe. (PAUSE)  
Remember the choice of the independent  
tobacco experts ... buyers, warehousemen,  
auctioneers .. with these men who know  
tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE ..... "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

RF

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, FEBRUARY 15, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH --  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

COMMERCIAL #2

MR. HILL: Back in the days when I was getting my start as a newspaper reporter, I was always amazed by the fact that two people sent out to cover the same event would nearly always come back with two very different stories. This meant no dishonesty on their part. It was simply that they saw with different eyes, felt with different emotions, cogitated with entirely different cogitators. And if you analyzed their stories, you always found certain definite points on which both were in agreement. And those points - well - you knew they were the facts - the absolute facts. Now on a good many occasions on this program I've read to you statements made by various distinguished people about Lucky Strike cigarettes. Every one of these statements has been different. Every one has found some different reason for liking Luckies. But on one point all have agreed ... Luckies are easy on the throat. Now Joan Crawford, for example - and I - follow completely different careers. We undoubtedly have a different outlook on nearly everything. Put a package of Luckies on the table between us and we'd describe those Luckies in completely different terms. Yet on one point Joan and I would be agreed. And I know because I have her statement here to prove it. She's been smoking Luckies for years for exactly the same reason I smoke them.

(MORE)

ATX01 0139128

COMMERCIAL #2

MR. HILL  
CONT'D:

"Choosing a cigarette is a very important matter to me," Joan Crawford says. "Hollywood is hard work for my voice and throat. That's why I like Luckies - because even under the most unusual strain Luckies have always remained on the best terms with my voice and throat."

COMMERCIAL #3

BARUCH: A question that seems to occur to most people who have heard the chant of the tobacco auctioneer is "How did he get that way". (LAUGHS) Well, as a matter of fact, most tobacco auctioneers put in many painful hours as boys trying to learn their sing-song chant. Born on tobacco farms - most of them - they'd get out behind the barn and practice - for hours - auctioneering tobacco to the cows and chickens .. more or less like this .. Listen.

RIGGS: (CHANT - AS INEXPERT AS POSSIBLE - BREAKS OFF) Darn it, I'll get that chant if it takes forever (FEW MORE BARS OF CHANT, BETTER THAN FIRST). Well, a little better. But I gotta get that - swing. (CHANT AGAIN - FADES OUT)

ANNCR: Yes, it takes a good long time to learn the chant of the tobacco auctioneer. And it takes even longer to acquire all the tobacco skill and special knowledge a tobacco auctioneer needs. That's why famous auctioneers - like, for example, Roscoe D. Graham of Greensboro, North Carolina - are so generally respected in Tobaccoland. Now, recently Mr. Graham made a statement about cigarettes which we think deserves your respect as a smoker. QUOTE.. "I've been auctioneering on the tobacco market for 15 years in South Carolina, North Carolina, Virginia, Tennessee and Kentucky. And at auction after auction I've seen Lucky Strike buy the choice tobacco. Now that's a fact - I'll stake my reputation as an independent tobacco man upon it." END QUOTE.

(MORE)

COMMERCIAL #3 (CONT'D)

ANNOC'R: Yes, Mr. Graham is independent - not connected with any cigarette manufacturer. That is why the fact that he has smoked Luckies for 8 years means so much. And sworn records show that among other independent experts - auctioneers, buyers, and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant remember, with men who know tobacco best, it's Luckies 2 to 1!

CLOSING:

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. .

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA . . . BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC .. NEW YORK

MS

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

WEDNESDAY, FEBRUARY 16, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco  
auctioneer!

RIGGS: (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 at tobacco auctions everywhere -- with  
independent experts like the auctioneer you  
just heard - with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 - Wednesday, Feb. 16, 1938 (TITO SCHIPA)

MR. HILL: Talk about monkey business - Tito Schipa, famous tenor of the Metropolitan Opera can give you an earful on that subject. For Mr. Schipa has a pet monkey called Toto. And, Toto, in more ways than one, is a very difficult pet. Toto likes to sing with his master when Schipa rehearses. Toto likes to swing from chandeliers and to chew lace bedspreads, Bell cords, drapes, and similar hanging articles, to Toto's way of thinking, make excellent flying rings. And Toto becomes even more of a problem when Mr. Schipa has to leave him. A famous prima donna once offered to mind the monkey when Mr. Schipa was singing at the opera. Schipa, who knows Toto well, hesitated to take advantage of the offer. But the prima donna insisted. Why, she'd love Toto. She'd adore to have him. "Very well," said Mr. Schipa, "but be sure to keep him on his leash." But Toto looked so solemn and so pained about the leash that the prima donna felt sure he didn't really need one. So, she slipped it off. Two hours later Toto was recaptured.

Commercial #2 - Continued -8-

MR. HILL: But in those two hours, Toto had wrecked the place and had shown that prima donna some brand new angles on temperament.

(PAUSE) Tito Schipa has other cares beside Toto. One, perhaps the most arduous, is care of his precious voice. For, as Mr. Schipa himself says; "I've earned as much as \$10,000 for a single evening of singing. Do you wonder that I take the best care of my voice and throat." Now Mr. Schipa has smoked Luckies ever since 1927. In 1927 he made the following statement about them: "Any cigarette that can give extreme pleasure without in the least injuring the human voice is certainly a great boon to singers. That is why I prefer Lucky Strike cigarettes."

Mr. Schipa recently commented on this <sup>eleven</sup> ~~ten~~ year old statement of his by saying: "And those are my exact sentiments today."

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - Wednesday, Feb. 16, 1938

BARUCH: If you like sportsmanship you'd like Charlie Belvin, of Durham, North Carolina. Charlie Belvin is a good sport. He's a good tobacco man, too. He was raised on a tobacco farm; he's worked at tobacco ever since he can remember. So, when Charlie Belvin talks tobacco he knows what he's talking about. Here is what he has to say:

VOICE: "As an independent tobacco buyer, I want to compliment those Lucky Strike tobacco buyers. I think they're among the best in the world. They're my competitors, too. Because, as an independent, any time I can see a profit bidding against them, I will. But I can't see a profit very often. Those Lucky Strike fellows know the kind of tobacco they want....and they bid till they get it. I know for a fact they buy only the best tobacco. That's why I've smoked Luckies myself for the past 10 years."

Commercial #3 Continued

BARUCH: Thank you, Mr. Belvin. That was sporting for the simple reason Mr. Belvin needn't have said what he did. He is independent. He says what he thinks. And he is influenced in his choice of a cigarette by one thing - his own personal preference. Well, Charlie Belvin's preference is typical of so many other experts of Tobaccoland. Here are the figures as shown by sworn records. Among independent tobacco experts like Mr. Belvin, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer - (FADE IN CHANT) - when you hear that chant, remember - "with men who know tobacco best, it's Luckies 2 to 1."

LUCKY STRIKE "YOUR NEWS PARADE"

Closing - Wednesday - February 16, 1938

BARUCH: Now, here's a pleasant treat to look forward to. Tonight at 10 o'clock, Eastern Standard Time, listen to YOUR HOLLYWOOD PARADE, starring Dick Powell...and Dick's special guests of the evening, Olivia de Havilland and George Brent. There'll be Rosemary Lane, too - and Dudley Chambers and his chorus - and Al Goodran and his orchestra. One full hour of entertainment from, by and in Hollywood. Don't miss it! Tonight at ten - YOUR HOLLYWOOD PARADE. When you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with these men who know tobacco best, it's Luckies, 2 to 1. (PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

-Fade theme 20 seconds-

WABC NEW YORK

ha/ees:

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, FEBRUARY 17, 1938  
12:15 - 12:30 A.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

★ COMMERCIAL #2.

MR. HILL: In Hollywood where every star - whether he likes it or not - is automatically lifted to a pedestal of public worship, it isn't always easy for an actor to maintain his sense of proportion...or of humor. But George Brent, - whom you heard last night on Your Hollywood Parade hasn't let his success affect the size of his hat. George Brent has one of Hollywood's best senses of humor and can laugh at almost any kind of a joke...even if its on himself. Returning to his parked car one afternoon after shopping, Mr. Brent found four high school girls sitting in it. Prepared to ransom the car with his signed autograph, Mr. Brent soon discovered that the girls weren't interested. Nor would they vacate the car. Nor, it developed, did the girls recognize him. Inwardly amused, Mr. Brent asked them what they were waiting for. "We're waiting for Robert Taylor," said one of the girls and explained that a man, whom George Brent recognized as a friend - had told them that the car was Robert Taylor's. At length, Mr. Brent persuaded the girls to leave. They left, disgustedly, still without recognizing Mr. Brent or asking for his autograph. "Such is fame in Hollywood" explains George Brent laughingly when he tells the story - which is many times. (PAUSE)

(more)

MR. HILL:  
(contd)

His sense of humor may give George Brent many a laugh over the little things in life but when it comes to his throat, Mr. Brent is as serious as any star. For in Hollywood, a throat is a mighty important thing in any star's life. Well, if you listened to Your Hollywood Parade last night you heard Mr. Brent tell you that he has been smoking Luckies for the past 8 years. And he smokes Luckies for the same reason that so many of his fellow stars make them - because in those 8 years - he found Luckies always easy on his throat.

COMMERCIAL #3

(CHANT - 3 SECONDS - THEN FADE - BUT CONTINUE UNDER ANNOUNCER)

BARUCH: Georgia in July! The thermometer is soaring in the 100's. Tobacco buyers in their shirt sleeves follow the busy auctioneer as he moves down the long rows of tobacco piled in baskets. Listen as he records their bids... (CHANT UP FOR 5 SECONDS - "SOLD AMERICAN" - THEN FADE BUT CONTINUE)

BARUCH: September! And the Georgia crop is sold! ... But the tobacco experts have moved on to the Carolinas and the chant of the auctioneer still resounds through the great warehouses - millions of pounds of tobacco being sold to its weird rhythm every day...

(CHANT UP FOR 5 SECONDS - "SOLD AMERICAN" - THEN FADE OUT COMPLETELY)

BARUCH: And right now it's tobacco-auction time in Tennessee and Kentucky. In warehouses where the thermometer sometimes hovers near zero, those same tobacco experts who started on the great Tobacco Trek last July in Georgia are still at work. (SLIGHT PAUSE)

(more)

BARUCH:  
(contd)

Now, could anyone be in a better position to judge cigarettes than these men. At one big center after another, all through the Tobacco Belt, they see what tobacco is bought for what cigarettes. They see-- and they choose Luckies... 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. These men are not connected with any manufacturer and they choose a cigarette for their own pleasure on merit alone. So when you hear the chant of the tobacco auctioneer like this (CHANT) ... When you hear that chant remember ... with independent experts - with men who know tobacco best - it's Luckies 2 to 1!

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers...with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

ANNCR: The auctioneer on today's program was Mr. L. E. (Speed) Riggs of Goldsboro, North Carolina. There are three famous auctioneers appearing on Lucky Strike programs, each supreme in his own way. They are - Mr. F. E. Boone of Wilson, North Carolina, Mr. L. E. (Speed) Riggs of Goldsboro, North Carolina and Mr. J. Franklin Barfield of Durham, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC ..... NEW YORK

hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, FEBRUARY 18, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with  
men 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.

HILL: The other fellow's field always looks the greener. Every so often someone will say to me, "I wish I had your job, Mr. Hill. Nothing to do but talk into a microphone." Now, as a matter of fact, the actual talking into this microphone is only a small part of my job. It is, of course, the editing and preparation of material that takes most of my time and effort. Nevertheless - and forgetting that fact - I'd like to point out that the talking itself isn't quite as easy as some people seem to think. In the last year I figure I've spoken over half a million words over the air. Over half a million...that's work! And if you don't believe it, ask any Hollywood star. They would know exactly what I mean when I say that that amount of talking is hard work. Robert Taylor, for example, recently made a statement about throat strain that agrees with my own experience 100%. Speaking of the fight scene in his latest MGM picture "A Yank at Oxford", Mr. Taylor says: "That scene took 2 solid days to film. My voice and throat got a terrific workout. It was certainly true that my voice and throat had to take it more than my chin." Yes, Robert Taylor knows what throat strain is and so do I. And you may be sure we both do everything to avoid adding a ny unnecessary burden to our throats. So it's interesting that when it comes to smoking, we both choose Luckies. Why? Well - Robert Taylor tells the reason in one short sentence. Even after that scene which he described, Robert Taylor says: "I found Luckies easy as ever on my throat."

Commercial #3

BARUCH:

-3-

Jamestown, Virginia! The year 1613! Rude log cabins huddle together protectively close to the sea. Behind them, presses an untamed wilderness. In the harbor a British ship rides at anchor...Yes, this is Jamestown, the first English settlement in America...But now look closer: Before one cabin a settler is standing. He is stretching a leaf between his hands as he talks to another colonist. Let's listen:

MAN:

Aye, friend. Well may you ask the nature of this plant. Two months hence good King James will wonder at it, too, for I am sending him a hogshead of it by the ship that rides with the tide tomorrow. Nay, you do not eat it, friend: your smoke it. It is called tobacco. (FADE)

BARUCH:

Tobacco! The first commercially grown tobacco in America raised by John Rolfe, an English settler. But now to another scene, three and a quarter centuries later. (CHANT - 3 SECONDS THEN FADE UNDER) Lexington, Kentucky! 1938! The largest tobacco market in America...To the chant of the tobacco auctioneer, hundreds of millions of pounds of fine tobacco are sold in this market each year. What would John Rolfe think if he could come to life today and visit the auctions? How would he get along with the modern tobacco experts he would meet?...John Rolfe who said...

ROLFE:

Aye, friend, this is tobacco --

BARUCH:

(LAUGHS) Well, I suspect old John Rolfe would be a little bit flabbergasted. In 326 years men have learned a lot about tobacco. Modern growing methods have resulted in an infinitely improved

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 2/16/38

-4-

tobacco plant. And modern methods of grading have divided tobacco into so many different qualities that, to say simply "This is tobacco" of any particular lot would sound really funny. Tobacco experts recognize dozens of different types of tobacco. They know the values and the grades and - what is more - they actually see at the auctions who buys what tobacco. So auctioneers, buyers, and warehousemen - independent tobacco men - are in a truly unique position to judge in a matter which interests nearly all of us...the matter of which cigarette to smoke. Now here is their verdict, as shown by sworn records: Among these independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember that fact when you next hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant remember, the men who know tobacco best smoke Luckies, 2 to 1!

ATX01 0139148

LUCKY STRIKE

CLOSING - Feb. 18, 1938

-5-

BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear that French singing star, Jean Sablon. And you'll hear the most popular tunes of the land, played by Richard Himber and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE ..... "HAPPY DAYS"

The auctioneer on today's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina. There are three famous auctioneers appearing on Lucky Strike programs, each supreme in his own way. They are - Mr. F. E. Boone of Wilson, North Carolina, Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina and Mr. J. Franklin Barfield of Durham, North Carolina.

This is the COLUMBIA...BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEWYORK

ATK01 0139149

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, FEBRUARY 21, 1938  
12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!

2nd SALE ... SOLD AMERICAN!

3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like the  
(can you spare a cigarette, dear?)

auctioneer you just heard ... know who buys what

tobacco. With these experts ... with men 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.

Commercial #2 & 3:-

HILL: A great philosopher once said: "Every home is a little government." Well, that may be true, but not even a philosopher would dare to say who does the governing. Still we can perhaps risk the statement that the wife is generally head of the legislative branch: she makes most of the laws. And the husband well, lots of husbands are heads of the judiciary, so to speak. Let's listen then to a man and his wife discussing a subject on which he happens to be unusually qualified to hand down an opinion.

WOMAN: Can you spare a cigarette, dear?

MAN: Certainly. Here, take a couple.

WOMAN: Thanks, I will... My <sup>kind</sup> ~~brand~~, too...Luckies.

MAN: That's news to me, my dear. How long have you been smoking Luckies?

WOMAN: (LAUGHING) Ever since you began leaving yours on the living room table.

MAN: So! That's the answer. I wondered where my Luckies were disappearing so fast. (CHUCKLING) Well, you show good taste anyway. There's no cigarette like a Lucky.

WOMAN: Is that really true, dear? I like Luckies a lot but ... isn't one cigarette pretty much like another?

MAN: No, my dear. All cigarettes are not alike. And Luckies are definitely different from all the others.

Commercial #2 & 3 cont'd: -3-

WOMAN: You mean that "Toasting" they talk about?

MAN: I certainly do. I know what that "Toasting" process does because I've seen it work.

WOMAN: Yes. I've heard you mention that before...but you never went into detail.

MAN: Well, as you know, I happened to be passing through Richmond, Virginia so I took the opportunity to go through the Lucky Strike plant there.

WOMAN: And was it interesting?

MAN: Very. I learned things about Lucky Strike cigarettes I never knew before. And since a Lucky Strike factory is the only place in the world where you can see the "Toasting" process in action that was naturally one of the first things I asked ~~myself~~ about.

WOMAN: And what did you learn?

MAN: Why, I was taken up on the roof of the plant and opened a window into a flue that led up from where the tobacco was going through the "Toasting" process. Then I was told: "Just take a whiff of that and remember, these irritants are naturally present in all tobacco, but they're out of Luckies."

WOMAN: What did it smell like?

Commercial #2 & 3 cont'd:-

MAN: Terrible! It was suffocating. I remember thinking at the time what those irritants might do to my throat if they weren't removed from the raw tobacco. And I decided right then and there that since Luckies are the cigarette that gets rid of those irritants, they're the smoke for me. Well, I've bought a lot of Luckies since. And now that you've adopted them, my Lady, I suppose I'll buy even more. But I'm glad to see you smoking Luckies, anyway. They're "tops."

BARUCH: Yes - Luckies' own exclusive "Toasting" process removes certain harsh throat irritants that are naturally present in all tobacco - even the finest! Then with these irritants out, controlled moisture is added to bring forth the natural mellow flavor of the leaf. Next time you buy cigarettes make sure of a light smoke, easy on your throat. Ask for Lucky Strike.

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers ... with these men who know tobacco best, it's Luckies 2 to 1! The famous tobacco auctioneer you heard on today's program is Mr. L. E. (Speed) Riggs of Goldsboro, North Carolina:

CLOSING SIGNATURE. . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade Theme 20 Seconds

WABC - NEW YORK

vp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, FEBRUARY 22, 1938  
12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

Commercial #2 and 3:-

HILL: For several weeks now I've had on this same program with me a member of one of the most interesting and colorful professions in America - that of tobacco auctioneer. Now today I've invited this famous auctioneer - Mr. "Speed" Riggs of Goldsboro, North Carolina, to tell us a little about the human side of tobacco auctioneering. Mr. Riggs -

RIGGS: (CHANT - 5 SECONDS)

HILL: (BREAKS IN) "Speed" Riggs - if you'll pardon my saying so, that chant doesn't impress me as the human side of tobacco auctioneering.

RIGGS: (CHUCKLING) Well - but it's a mighty important side.

HILL: But, Speed, tell me - there's a whole lot more to this business of tobacco auctioneering than just learning to chant, isn't there?

RIGGS: Yes sir, Mr. Hill. Much more. An auctioneer wouldn't even have any call to use his chant if he didn't have a following.

HILL: A following? You mean an auctioneer must have a following of farmers who are willing to trust him with the sale of their tobacco?

RIGGS: That's right. (CHUCKLING) And in that respect we tobacco auctioneers are a lot like those movie stars you sometimes tell about, Mr. Hill.

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

HILL: How's that?

RIGGS: The bigger our following the bigger our success.

HILL: I see. Well, how does a tobacco auctioneer go about developing a following?

RIGGS: Well, mostly he goes about it by getting himself a reputation for being a square shooter. And then by selling just as much tobacco as he can, for just as good prices as he can get. Auctioneering's like any other business in that respect - nothing succeeds like success.

HILL: How about the education of a tobacco auctioneer?

RIGGS: Well, as for formal education, that isn't so important. I mean, tobacco auctioneers usually have as much schooling as the average person - but it's what you know about tobacco that really counts. You might say that tobacco is one of the most democratic businesses in America.

HILL: What do you mean by democratic?

RIGGS: Well, take the matter of a college diploma. If you're going to be a doctor, or lawyer, or architect, a newspaperman or just a plain businessman that diploma gives you a head start. But in tobacco there's only one diploma that counts - and that's what you know about tobacco.

(MORE)

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

RIGGS: Take my case for example - I was born and raised on a  
(CONT'D) tobacco farm. Then after I got through school I spent  
4 years as an independent tobacco buyer learning about  
tobacco from the purchasing end.

HILL: 4 years! You could have gone through college in that  
time.

RIGGS: Mr. Hill, I was going through college - the practical  
college of tobacco. If I expected to sell tobacco to  
other fellows I had to know how buyers think, didn't I?

HILL: You've certainly been thorough, Speed. But now that  
you've finished with your tobacco education -

RIGGS: Pardon me, Mr. Hill. No tobacco man is ever finished  
with his tobacco education. There's so much to learn  
about tobacco, we learn something new almost every day.

HILL: Well, "Speed" Riggs, I believe I've learned something  
from this conversation with you today - an ever  
greater respect for the profession of tobacco expert.  
Thank you, "Speed" Riggs.

(MORE)

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

BARUCH: If I may add a comment, Mr. Hill -- I'd like to point out that these independent tobacco experts like Mr. Riggs - auctioneers, buyers, and warehousemen - are especially deserving of respect in what they have to say about smoking. For they not only know tobacco. They know who buys what tobacco. So they're in a truly unique position to judge impartially the various brands of cigarettes. Now here is their judgment, as shown by sworn records: Among independent tobacco experts - not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that, next time you hear the chant of the tobacco auctioneer.

(FADE IN CHANT) When you hear that chant remember, with men who know tobacco best, it's Luckies 2 to 1.

CLOSING:-

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers...with these men who know tobacco best, it's Luckies 2 to 1.

The famous tobacco auctioneer you heard on today's program is Mr. L. E. (Speed) Riggs of Goldsboro, North Carolina.

CLOSING SIGNATURE. . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM

Fade Theme 20 Seconds

WABC - NEW YORK

vp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, FEBRUARY 23, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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 Friday, inclusive.

Now here's Mr. Hill.

COMMERCIAL # 2

HILL: The time here in New York is approximately \_\_\_\_\_ minutes after twelve. But out in Hollywood it's exactly \_\_\_\_\_ minutes after nine o'clock in the morning and right at this very moment some 85 or 90 people are beginning their final day of rehearsal for tonight's performance of the big radio show... Your Hollywood Parade. Dick Powell, Master of Ceremonies recently made a comment about the endless rehearsals connected with the production of this new program ... "To prepare for one hour's program on Your Hollywood Parade," Mr. Powell said: "I work for 3 solid days. That's 33 hours of work for 1 hour with you. And during all that hard work, "Mr. Powell added, "I smoke pack after pack of Luckies. Yet they never bother my throat in the slightest. I've smoked Luckies for 5 years now."

COMMERCIAL #3

HILL: The chant of the Tobacco Auctioneer has become so familiar in the land that perhaps some of you who listen in have formed a picture of the Tobacco Belt as a region almost exclusively populated by auctioneers. (CHUCKLES) Now this is the reverse of the truth and Andre Baruch is here to tell you why.

BARUCH: Tobacco auctioneers belong to one of the most select professions in the world. In the whole United States only a few hundred practice this expert and fascinating craft. Why? ...Well - merely listening to the chant over the air will give you some idea of how hard it is to learn the profession...

(CHANT up 10 SECONDS - SOLD AMERICAN - THEN FADE COMPLETELY)

BARUCH: But a tobacco auctioneer must not only know how to chant. He must have many other special abilities as well - in particular, he must know tobacco from A to Z. That is why you will find that most tobacco auctioneers were born on tobacco farms. They spent their early years learning about tobacco from the grower's viewpoint; then they served a further hard apprenticeship, doing various jobs around tobacco warehouses, to gain the expert knowledge an auctioneer needs. This is why the judgment of tobacco auctioneers and other tobacco experts such as buyers and warehousemen-is so universally respected.

(more)

COMMERCIAL #3  
(contd)

BARUCH: Now here is their judgment as regards cigarettes...  
(contd) Sworn records show that among these independent experts,  
not connected with any cigarette manufacturer, Luckies  
have over twice as many exclusive smokers as have all the  
other cigarettes combined! Over twice as many! Remember  
this next time you hear the chant of the tobacco  
auctioneer...(CHANT) When you hear that chant, remember-  
the independent experts - the men who know tobacco best -  
smoke Luckies 2 to 1.

CLOSING

BARUCH: Now, don't forget the pleasant treat in store for you tonight. At 10 o'clock, Eastern Standard Time, listen to YOUR HOLLYWOOD PARADE, starring Dick Powell...and Dick's special guests of the evening Sally Cifers ~~Constance Bennett~~ and Bob Hope. There'll be Rosemary Lane, too - and Dudley Chambers and his chorus - and Al Goodman and his orchestra. Don't miss it! Tonight at ten - YOUR HOLLYWOOD PARADE.

(PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

The famous tobacco auctioneer you heard on today's program is Mr. L. E. (Speed) Riggs of Goldsboro, North Carolina.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA ... BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC ..... NEW YORK

hp

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

THURSDAY, FEBRUARY 24, 1938

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
who know tobacco best - it's Luckies 2 to 1.

(THEME . . . . . "HAPPY DAYS")

BARUCH: Lucky Strike present YOUR NEWS PARADE ... the "Human  
Side of the News" ... with Edwin C. Hill, one of  
American'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.

HILL: Few actresses of Hollywood are more popular ... or more active .. or more in evidence than Sally Eilers, whom you heard on Your Hollywood Parade last evening. At the Brown Derby or Trocadero for dinner, at the races in Santa Anita, at wrestling matches and other sporting events, or at one of these informal Hollywood Sunday nights at six, Miss Eilers usually can be found on the scene. Indeed, if one single actress could be said to typify the friendliness, the informality and the underlying good nature of Hollywood, I think Sally Eilers would come close to capturing that honor. In another respect, too, Miss Eilers typifies many other stars of the picture capital ... and that is in her preference for Luckies. Miss Eilers smokes a great deal. and speaking of the almost constant use she makes of her voice she has this to say of Luckies: "Picture making, of course, is a tax on my throat but even in my off hours I keep my throat busy, too. Naturally, my throat is grateful for a light smoke -- and by that I mean Luckies. No matter how many I smoke I find Luckies a boon to my throat."

Commercial #3 - Thursday, Feb. 24, 1938

BARUCH: 14,050,000 pounds of tobacco is a lot of tobacco but that's the amount Bill Currin, of Durham, North Carolina sold during one season. One season! And Bill Currin has been auctioneering 16 seasons! So, when Bill Currin speaks up about tobacco, he certainly knows what he's talking about. Listen to what he has to say:

VOICE: as an auctioneer the only thing I'm interested in is selling tobacco for the best price it will bring. I'm absolutely independent of any company. When it comes to business dealings they're all the same to me. But when it comes to picking a cigarette for my own personal enjoyment - well, I pick Luckies. Because I see and know the kind of tobacco that Luckies are made of. That's why I've been smoking them for the past 15 years.

ANNOUNCER: Now, Bill Currin, in his preference, is one of the many experts of Tobaccoland who prefer Lucky Strike over any other cigarette. Here is their preference as shown by sworn records open for your inspection. Among independent tobacco experts - buyers, auctioneers, warehousemen - Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant, remember - the men who know tobacco best, smoke Luckies 2 to 1.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING - THURSDAY - February 24, 1938

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers... with these men who know tobacco best, it's Luckies 2 to 1.

CLOSING SIGNATURE....."HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. **L**. A. (Speed) Riggs of Goldsboro, N. C.

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

EB;CR

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, FEBRUARY 25, 1938  
12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

Commercial #2 and 3:-

HILL: The word - "romance" - may have but one definition in some minds - particularly, I believe, in the minds of young people. ~~But there are others of us who definitely recognize the "Romance of American Business" that ~~is the romance of the opening days of the Far-Flung industry.~~~~ <sup>But</sup> to my mind the chant of the tobacco auctioneer is one of the most truly romantic traditions <sup>American has</sup> we have. I am going to ask Mr. Speed Riggs <sup>the</sup> famous tobacco auctioneer ~~of Galah...~~, who is in the studio - to weave a bit of that romance for us now. Will you, Mr. Riggs?

RIGGS: Why, sure. (10 SECONDS OF CHANT)

HILL: Thank you, Mr. Riggs.

BARUCH: Mr. Hill - from what Speed Riggs has told me, there are other kinds of romance mixed up with the chant of the tobacco auctioneer than just the romance of American business?

HILL: (LAUGHS) Is that true, Mr. Riggs?

RIGGS: (LAUGHS)

BARUCH: Perhaps I should explain just what Speed Riggs said. It seems that the opening days of the tobacco auction season always bring a big turn-out of onlookers - including a lot of pretty girls. They come down to listen to the chant of the auctioneers.

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

RIGGS: They kind of get in the way a bit, too. They're always asking questions.

BARUCH: Questions? About what, Speed?

RIGGS: Well usually they want to know what it is we're chanting.

BARUCH: You mean, even down there in tobaccoland there are people who don't understand your chant?

RIGGS: You see, Mr. Baruch, only tobacco experts really understand every word an auctioneer is chanting. There are lots of tobacco farmers even, that can't follow it much better than you can.

BARUCH: (CHUCKLING) Well, that's a strong comparison, Speed Riggs. But we're talking about the romance in your job. Don't those pretty girls ever ask you for your autograph? Or to come around Saturday night and chant for them?

RIGGS: Not that I can remember.

~~BARUCH: Speed, what do pretty girls look for in their ideal tobacco auctioneer - a good chant or a Robert Taylor profile?~~

~~RIGGS: I wouldn't know what they'd like, Mr. Baruch.~~ *Really* ~~Honest,~~ I never had the time to find out. I'm always too busy selling tobacco.

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

BARUCH: Speed, I'm afraid that, as a great romantic figure, you're still an excellent tobacco auctioneer.

RIGGS: Well, thanks, Mr. Baruch. And, if you ask me, I'd rather be a good tobacco auctioneer.

BARUCH: Well, folks, there you are! And I guess the best proof of the real romance of the tobacco industry is just the devotion of tobacco experts like Speed Riggs to their work. For it is as true of buyers and warehousemen as it is of auctioneers...Their hearts are in tobacco. They talk and think and live tobacco. So when they make a formal pronouncement about cigarettes - well - isn't it worth your while to listen? ... Now here is their verdict, as shown by sworn records: Among these independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Remember this fact when next you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant, remember, with men who know tobacco best, it's Luckies 2 to 1!

CLOSING:

BARUCE: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear ~~the~~ Gertrude Nielsen And you'll hear the most popular tunes of the land, played by Richard Himber and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

This is the COLUMBIA...BROADCASTING SYSTEM

-Fade Theme 20 Seconds-

WABC - NEW YORK

VP

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, FEBRUARY 28, 1938

12:15 to 12:30 P. M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with  
men 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.

LUCKY STRIKE "YOUR NEWS PARADE"  
COMMERCIAL #2 - MONDAY, Feb. 28, 1938

MR. HILL: Anything may happen and usually does...in the life of an ambulance driver. But there's one ambulance driver in New York who will never forget Gertrude Nieson, the torch singer. Miss Nieson, whom you heard on Your Hit Parade last Saturday evening, was appearing at the time in a Brooklyn theatre. So, when the ambulance received a hurried call from Miss Nieson's manager, the driver lost no time in getting over to the theatre. Bearing stretchers, the driver and the interne burst into Miss Nieson's dressing room and asked, "Where's the patient?" Gertrude Nieson smiled and said, "Here I am." The ambulance driver gaped. Miss Nieson, fully and expensively clad in evening clothes and radiating buoyant health certainly didn't seem in need of an ambulance. "But you're not sick," he protested. "Of course, she's not," Miss Nieson's manager put in. "But she's in an awful hurry. You see, Gertrude has to make a broadcast tonight and she only has 25 minutes to get to the studio. The subway or a cab is too slow. And the Mayor won't give us a motorcycle escort. So, I thought of you." Well, if that ambulance driver never forgets Gertrude Nieson, Gertrude Nieson will never forget the ambulance driver. (MORE)

LUCKY STRIKE "YOUR NEWS PARADE"  
COMMERCIAL #2 (cont'd) - Feb. 28, 1938

MR. HILL:  
(cont'd)

Sirens screaming, traffic parting miraculously just before it seemed he couldn't possibly avoid a collision, the driver tore through the crowded streets of New York and screamed to a noisy stop before the studio. Then, as a curious crowd gaped, he jumped out and with all the courtliness of a Raleigh with his Queen Elizabeth, threw open the ambulance doors and bowed Miss Nieson to the sidewalk. Yes, Miss Nieson was in time for the broadcast. (PAUSE) Miss Nieson was on time for her Hit Parade broadcast, too, though she had to do some rushing to get across town to our studio. Speaking of rushing, Miss Nieson leads a very active and full life even for a singer. "I always seem to be rushing from one place to another," she says, "and the more I rush the more I smoke. That's why I have smoked Luckies for 3 years. Because even with the constant strain my voice and throat are under - and even though I smoke a great deal - Luckies never bother my throat one bit."

LUCKY STRIKE "YOUR NEWS PARADE"  
COMMERCIAL #3 - Monday, February 28, 1938'

ANNOUNCER: In Maine - in Wisconsin - in California - the one question you hear asked most often about the chant of the tobacco auctioneer is "But what's it mean?" How about you? Can you make it out, yourself? Listen (CHANT 10 SECONDS) Well - down in Georgia, Kentucky, Tennessee, Florida, Virginia, the Carolinas, there are men who understand every word of that chant. For it's a part of their every day life. They earn their living to its weird rhythm at the auctions. And these tobacco men have been among the people most interested in our putting the chant on the air. Down in Durham, North Carolina, Fletcher Valentine is one of the tobacco men who often listens in to the chant and here is what he says about it.

MAN: It sure makes me feel at home to tune in on Lucky Strike programs and hear the auctioneer crying out tobacco bids. And I heard something else on a Lucky Strike program the other night to make me feel right at home. That was when the announcer told how independent tobacco men pick Luckies for their cigarette. You see, I've been an independent buyer for years and I've smoked Luckies for years, too."

LUCKY STRIKE "YOUR NEWS PARADE"  
COMMERCIAL #3 (cont'd) - Feb. 28, 1938

ANNOUNCER: Thank you, Mr. Valentine. It's interesting to get such reactions to the statements we make over the air from the tobacco experts themselves. For these statements are not claims but facts, backed by sworn records. And the records show that among independent tobacco experts like Fletcher Valentine, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many. Remember that when next you ask for cigarettes. Remember - the men who know tobacco best smoke Luckies 2 to 1!

LUCKY STRIKE "YOUR NEWS PARADE"  
- CLOSING - MONDAY, FEBRUARY 28, 1938

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers...with these men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK

/cr

MARCH

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, MARCH 1, 1938

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH-

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

COMMERCIAL #2 & #5 - TUESDAY, MARCH 1, 1938

ANNOUNCER: Not long ago, Mr. L. A. "Speed" Riggs, the famous tobacco auctioneer you heard at the beginning of this program, made a visit to the Lucky Strike factory in Durham, North Carolina. Now Mr. Riggs has been "in tobacco" all his life so we think that his comments on a cigarette factory will be particularly interesting. Mr. Riggs, can you tell us some of your impressions?

RIGGS: Well, I think I was impressed most of all by how doggoned much has to be done to tobacco after we fellows get through doing this (CHANT 3 SECONDS - BREAKS OFF AND LAUGHS). Why, what happens at the auctions is just the beginning. Believe me, Lucky Strike begins to build a quality product right at the auctions.

ANNOUNCER: You tobacco experts seem agreed on that, Speed Riggs. But how about the factory?

RIGGS: That whole factory was just as clean as a whistle and all completely air-conditioned. That's important for the tobacco, you know.

ANNOUNCER: How do you mean?

RIGGS: Well, tobacco is mighty sensitive to the atmosphere and to get the best results, there's got to be absolute control of moisture content all through manufacture. I know that sounds kind of technical. But, believe me, seeing is believing.

ANNOUNCER: Of course you saw the "Toasting" process, too?

RIGGS: I made a point of that because a Lucky Strike plant is naturally the only place where the "Toasting" process is in use. You ought to see what a load of irritants it takes out of the tobacco. And the ultra-violet ray treatment - that's something! Every bit of tobacco used in Luckies gets that extra sunshine. It's easy to see why Luckies are so easy on the throat.

ANNOUNCER: Anything else impress you particularly?

RIGGS: Yes, sir. That cigarette detector. It's a mechanism with 20 fingers .... and are those fingers sensitive! They feel every package of Luckies as it goes through the machine and if there's one slight defect in any cigarette - too long, too short, not filled properly ... a red light glows and out the package goes!

ANNOUNCER: Well, Speed, I guess after seeing that factory, you're more sold on Luckies than ever.

RIGGS: I sure am. I know Luckies buy only the finest tobacco because I see that when I auctioneer. And now that I've seen what they do with that fine tobacco - well, that completes the picture.

ANNOUNCER: Thank you, Speed Riggs ... Yes, fine tobacco plus the best manufacturing methods and the exclusive Lucky Strike process "It's Toasted" - that is a combination only Lucky Strike offers you. And it results in a light smoke - a smoke that is at once better-tasting and easy on your throat. Why not buy a carton of Luckies today and test these advantages for yourself. Remember: Ask for Lucky Strike.

CLOSING:

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE. . . . . "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC ... NEW YORK

EB

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MARCH 2, 1938

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

COMMERCIAL #2

MR. HILL: Well, tonight brings us another edition of Your Hollywood Parade - with Dick Powell presenting as guest artists Fred MacMurray, <sup>Sail Pines</sup> ~~Margaret Lindsay~~ and Bob Hope. For many weeks past, the list of guest artists, appearing on this program has read like a veritable "Hollywood Who's Who" ... Sally Eilers, Bette Davis, Edward Arnold, Edward G. Robinson, to mention just a few. And perhaps you have noticed an interesting thing about this parade of stars. When it comes to smoking, they choose Luckies. What's more, they all give the same reason for preferring Luckies over other cigarettes. Let me read you what Sally Eilers recently said about this, for it is typical. "I smoke for pleasure," says Miss Eilers, "but at the same time I smoke Luckies because I like them better. They never bother my throat, and, of course, that means a lot to me in my picture work." Then Miss Eilers remarked: "I've been a Lucky fan for six years."

ANNOUNCER: We bring you the verdict of the highest court in Tobaccoland! (SOUND EFFECT: WOODEN HAMMER) The three presiding judges this evening will deliver their own opinions....First, Mr. Connor W. Aycock!

1st MAN: I operate the Banner Tobacco Warehouse in Durham, North Carolina. My warehouse has a capacity of 300,000 pounds of tobacco - about 2,700 baskets. But even on the very best days, not more than 30% of that tobacco is good enough for Lucky Strike. That's less than one basket in three...proof that Lucky Strike buys the best tobacco only. I've smoked Luckies for ten years now.

ANNOUNCER: (SOUND EFFECT: WOODEN HAMMER) Second judge is Mr. Harry R. King...

2nd MAN: I've been 17 years buying tobacco. I've invested around \$648,000.00 for my own account as an independent tobacco buyer. So a knowledge of tobacco is part of my business equipment. I've smoked Luckies for 8 years now because I'm convinced that the tobacco Lucky Strike buys gives me the best smoke for my money.

ANNOUNCER: And the third judge (WOODEN HAMMER) Mr. L. A. Riggs of Goldsboro, North Carolina.

RIGGS: (CHANT - 3 SECONDS) As a tobacco auctioneer I've chanted that same chant at tobacco markets in Georgia, South Carolina, North Carolina, and Tennessee. I've sold more than 7½ million pounds this year and I've seen Lucky Strike get the prettiest tobacco at the auctions. That's why I've smoked Luckies ever since 1931.

ANNOUNCER: Warehousemen, buyers, auctioneers, - yes, they represent the highest court in Tobaccoland. That's why Lucky Strike believes you, as a smoker will be interested in this fact...Sworn records show that among these independent tobacco experts Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Remember this fact next time you buy cigarettes. (WOODEN HAMMER) Sworn records show that with men who know tobacco best it's Luckies 2 to 1.

( MORE )

BARUCH: Now don't forget! Tonight at ten o'clock Eastern Standard Time - Your Hollywood Parade. Don't miss it. And when you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with these men who know tobacco best, it's Luckies, 2 to 1. (PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA...BROADCASTING SYSTEM

- Fade Theme 20 Seconds -

WABC ... NEW YORK

ees

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

THURSDAY, MARCH 3, 1938

12:15 to 12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys  
what tobacco. With these experts .. with men 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.

LUCKY STRIKE "YOUR NEWS PARADE"  
COMMERCIAL #2 - THURSDAY - MARCH 3, 1938

MR. HILL: You have heard of decibels, I suppose? Today, sound engineers are reducing noises to units of decibels much as your grocer uses pounds and quarts to measure out your groceries. Well, it would be interesting to know how many decibels of sound Clark Gable's vocal cords produced in one scene in his new MGM picture "Test Pilot." When you see the picture, you'll notice that in that particular scene Clark Gable had to outshout an airplane motor. And since the scene was retaken many times, he really had to spend eight solid hours producing quantities upon quantities of decibels. Now I can imagine how his throat felt. For - in a considerably milder fashion - I'm in the decibel-producing business myself. Talking over the air, as I do, day after day and week after week is a real strain on the throat. Yet, I have discovered over a good period of years that I can light up a Lucky immediately after my broadcasts and it does not bother my throat at all. And so I am interested that Clark Gable - even after out-roaring the airplane - made exactly the same observation. "I was honestly amazed," Mr. Gable says, "that even after that ordeal, Luckies seemed just as gentle as ever to my throat."

LUCKY STRIKE "YOUR NEWS PARADE"

COMMERCIAL #3-THURSDAY, MARCH 3, 1938

BARUCH: When you listen to the chant of the tobacco auctioneer, have you ever noticed how the bids rise. Listen: (FADE IN CHANT ONE SALE) Did you follow? The bids went from 33 to 34 to 35 to 36. Now each one of those figures represented a bid by some tobacco buyer. And it went pretty fast, didn't it. That's the reason buyers must be able to judge tobacco on sight. Now down in Middlebury, North Carolina, lives an independent tobacco buyer, Reuben Fleming who purchases a good 100,000 pounds of tobacco a year for his own account. And Mr. Fleming has a regular "camera-eye" for tobacco. He can tell the quality of any lot of tobacco at a glance. So listen to what Mr. Fleming says about the subject he knows best.

MIN: At 9 different warehouses in Henderson, North Carolina this season I've seen Luckies buy the finest tobacco the farmers brought in. So, it's natural for me after seeing the most desirable types of tobacco go to Luckies to step up to a cigarette counter and say "Luckies, please." I've been smoking Luckies now for 14 years.

COMMERCIAL # 3 - CONT'D

ANNOUNCER: Thank you, Mr. Fleming ... May I point out that Mr. Fleming is an independent tobacco man - not connected with any cigarette manufacturer. And his choice of Luckies is typical of the majority of other independent experts of Tobaccoland. Here is their preference as shown by sworn records: Among these independent tobacco experts - auctioneers, buyers, and warehousemen - like Reuben Fleming, Lucky Strike has over ~~twice~~ as many exclusive smokers as have all other cigarettes combined. Next time you buy cigarettes - why not ask for the same cigarette the experts smoke ... Ask for Lucky Strike. For remember with men who know tobacco best, it's Luckies 2 to 1!

LUCKY STRIKE" YOUR NEWS PARADE"  
CLOSING - THURSDAY, MARCH 3, 1938

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers ... with these men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

BARUCH: The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA.....BROADCASTING SYSTEM  
(PAUSE THREE 20 SECONDS)  
WABC NEW YORK

Agency  
EB;CR

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, MARCH 4, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with  
independent experts like the auctioneer you just  
heard - with men 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: Today we have as our guest in the studio a woman you all know very well. Her name is Smoker... S-M-O-K-E-R...Mrs. Average Smoker. Now Mrs. Smoker every year spends billions for food, clothing, cosmetics, automobiles as well as cigarettes; she oversees a budget that dwarfs the largest loan Wall Street ever floated. Manufacturers of every known product and service spend millions to win her favor for - directly or indirectly - she controls the buying of over 90 per cent of everything that is used in her home. Let me introduce one of the most influential purchasing agents in the country - Mrs. Average Smoker.

WOMAN: Thank you, Mr. Hill. I had no idea I was so important.

HILL: Indeed you are important, Mrs. Average Smoker. And no one realizes it better than Lucky Strike. That is why we have requested you to be present today. We want to ask you a question. We want you to tell us, with your keen sense of values...what influences you in buying cigarettes?

WOMAN: Well, if I may, I'll just answer that question with another question, Mr. Hill. The first thing I want to know about any product is: what does it offer me that no other similar product does. What does Lucky Strike offer me that no other cigarette does?

(more)

HILL: I believe I could answer that out of my own experience, but I prefer to let Andre Baruch give you the technical details.

WOMAN: (LAUGHS) Not too technical, please!

BARUCH: Don't worry! I don't have to get technical to tell you about Luckies' advantages. For example, "Toasting",

WOMAN: I've heard of that, of course. But exactly what does "Toasting" do?

BARUCH: The process "It's Toasted" makes Luckies a light smoke. You see, it takes out certain harsh throat irritants found in all tobacco. Those irritants are out of Luckies. So Luckies are easy on your throat. That's simple enough, isn't it?

WOMAN: Yes - and it sounds like a real point in favor of Luckies. But -- have you any proof?

BARUCH: I can take you into any Lucky Strike factory and actually show you the process in operation. Laboratory tests show what quantities of irritants the "Toasting" process removes.

WOMAN: I'd like to, but it happens I can't just now.

BARUCH: Then, let me refer you to the experience of others. Do you often listen to Your Hit Parade on Saturday nights?

(more)

WOMAN: Yes...I usually do.

BARUCH: Then perhaps you have noticed that the famous singers who appear on this program from week to week - great artists like Lotte Lehmann, Richard Crooks, Bruna Castagna and many others - have all smoked Luckies for years. And the reason, according to their own explanation, is because Luckies have proved themselves easy on their throats, in spite of the strain of their many singing engagements.

WOMAN: That certainly sounds as though Luckies should be easy on any smoker's throat.

BARUCH: Well, Mrs. Average Smoker, as one of the country's foremost Purchasing Agents you don't need to be told what's the best test of all for any product. Buy a carton of Luckies and let your throat demonstrate to you the throat protection of the exclusive process "It's Toasted". Next time you buy cigarettes, ask for Lucky Strike.

BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear Tullio Carminati, popular singing star of Hollywood and two continents. And you'll hear the most popular tunes of the land, played by Carl Hoff and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE. . . . . "HAPPY DAYS"

BARUCH: The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA . . . Broadcasting System  
fade theme - 20 seconds

WABC NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, MARCH 7, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer you just heard ... know who buys what tobacco.  
With these experts ... with men 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.

COMMERCIAL #2

MR. HILL: The lyric soprano voice of Lois Bennett was heard last Saturday 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 when ... radio listeners had an opportunity to hear Miss Bennett sing ... they heard 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."

COMMERCIAL #5

BARUCH: Jamestown, Virginia! The year 1613! Rude log cabins huddle together protectively close to the sea. Behind them, presses an untamed wilderness. In the harbor a British ship rides at anchor...Yes, this is Jamestown, the first English settlement in America...But now look closer: Before one cabin a settler is standing. He is stretching a leaf between his hands as he talks to another colonist. Let's listen:

HAN: Aye, friend. Well may you ask the nature of this plant. Two months hence good King James will wonder at it, too, for I am sending him a hogshead of it by the ship that rides with the tide tomorrow. Nay, you do not eat it, friends: you smoke it. It is called tobacco. (FADE)

BARUCH: Tobacco! The first commercially grown tobacco in America raised by John Rolfe, an English settler. But now to another scene, three and a quarter centuries later. (CHANT - 3 SECONDS THEN FADE UNDER) Lexington, Kentucky! 1938! The largest tobacco market in America... To the chant of the tobacco auctioneer, hundreds of millions of pounds of fine tobacco are sold in this market each year. What would John Rolfe think if he could come to life today and visit the auctions? How would he get along with the modern tobacco experts he would meet?.....

John Rolfe who said.....

ROLFE: Aye, friend, this is tobacco --

BARUCH: (LAUGHS) Well, I suspect old John Rolfe would be a little bit flabbergasted. In 326 years men have learned a lot about tobacco. Modern growing methods have resulted in an infinitely improved tobacco plant. And modern methods of grading have divided tobacco into so many different qualities that, to say simply "This is tobacco" of any particular lot would sound really funny. Tobacco experts recognize dozens of different types of tobacco. They know the values and the grades and - what is more - they actually see at the auctions who buys what tobacco. So auctioneers, buyers, and warehousemen - independent tobacco men - are in a truly unique position to judge in a matter which interests nearly all of us ... the matter of which cigarette to smoke. Now here is their verdict, as shown by sworn records: Among these independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember that fact next time you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant remember, the men who know tobacco best smoke Luckies, 2 to 1!

LARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE....."HAPPY DAYS"

The tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR NEWS PARADE"

TUESDAY, MARCH 8, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial # 2 & 3 - Tues. Mar. 6, 1938

MR. HILL: When you have talked over the air as long as I have, you learn never to be surprised at the comments of your listeners. But, the other day a friend said to me: "Mr. Hill, where did you get the actor who does that chant on your program . . . and how did he learn to do it?" Well, that did surprise me because of course Speed Riggs is a real tobacco auctioneer. He comes from Goldsboro, North Carolina and he learned his chant by selling tobacco at the big markets in Georgia, North Carolina, South Carolina and Tennessee. This season alone he sold over 7½ million pounds of tobacco. Now I'm going to ask Speed Riggs to step up to the microphone and give us a few inside facts about his very interesting profession. But first if you will identify yourself for the listeners in, Speed Riggs -

RIGGS: (CHANT 5 SECONDS)

MR. HILL: Speed, tell me - there's a whole lot more to this business of tobacco auctioneering than just learning to chant, isn't there?

RIGGS: Yes sir, Mr. Hill. Much more. An auctioneer wouldn't even have any call to use his chant if he didn't have a following.

MR. HILL: A following? You mean an auctioneer must have a following of farmers who are willing to trust him with the sale of their tobacco?

LUCKY STRIKE "YOUR NEWS PARADE" - 3 & 4 -  
Commercial #2 & 3 - Tues., Mar. 8, 1938 (Cont'd)

RIGGS: That's right.

MR. HILL: I see. Well, how does a tobacco auctioneer go about developing a following?

RIGGS: Well, mostly he goes about it by getting himself a reputation for being a square shooter. And then by selling just as much tobacco as he can, for just as good prices as he can get.

MR. HILL: How about the education of a tobacco auctioneer?

RIGGS: Well, as for formal education, that isn't so important. Take my case for example. I was born and raised on a tobacco farm. Then after I got through school, I spent 4 years as an independent tobacco buyer learning about tobacco from the purchasing end.

HILL: 4 years! You could have gone through college in that time.

RIGGS: Mr. Hill, I was going through college - the practical college of tobacco. If I expected to sell tobacco to other fellows I had to know how buyers think, didn't I?

HILL: You've certainly been thorough, Speed. But now that you've finished with your tobacco education -

RIGGS: Pardon me, Mr. Hill. No tobacco man is ever finished with his tobacco education. There's so much to learn about tobacco, we learn something new almost every day.

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #2 & 3 - Tues. Mar. 8, 1938 (CONT'D)

HILL: Well, "Speed" Riggs, I believe I've learned something from this conversation with you today - an ever greater respect for the profession of tobacco expert. Thank you, "Speed" Riggs.

BARUCH: If I may add a comment, Mr. Hill - I'd like to point out that these independent tobacco experts like Mr. Riggs - auctioneers, buyers, and warehousemen - are especially deserving of respect in what they have to say about smoking. For they not only know tobacco. They know who buys what tobacco. So they're in a truly unique position to judge impartially the various brands of cigarettes. Now here is their judgment, as shown by sworn records: Among independent tobacco experts - not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that, next time you hear the chant of the tobacco auctioneer. (FADE IN CHANT) When you hear that chant remember, with men who know tobacco best, it's Luckies 2 to 1.

LUCKY STRIKE "YOUR NEWS PARADE"  
CLOSING - Tuesday - March 8, 1938

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE ..... "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA ..... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

RF

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MARCH 9, 1958

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ....1st SALE....SOLD AMERICAN!  
2nd SALE ...SOLD AMERICAN!  
3rd SALE ...(ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ...like  
the auctioneer you just heard ... know who buys  
what tobacco. With these experts ... with men 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: Well - out there in Hollywood - Dick Powell and some 100 other people are hard at work on the last day of rehearsals for this evening's performance of Your Hollywood Parade. Putting a big radio show on the air is mighty hard work - and it's work under pressure! That's why everybody appreciates the occasional rest periods so much. Usually when that welcome "Time out" is called, there's a concerted rush for a small apple vending machine in one corner of the studio. Then, between bites on big juicy Baldwins, Dick Powell and his guest stars Constance Bennett, Bob Hope and the others whom you will hear tonight, discuss the show. There's time for a cigarette, too....yes Luckies. For in Hollywood where voices mean careers, the stars have a very good reason for preferring Luckies over any other cigarette. I think Bette Davis, whom you may have heard on Your Hollywood Parade a couple of weeks back pretty well summarizes Hollywood's reason for that preference. Speaking of singing in her new Warner Brothers picture "Jezebel" - a new experience for her - Miss Davis says: "And even after hours and hours of practicing singing ... aside from my usual work ... not once did Luckies bother my throat in the least. It's surprising to see how many people on our lot say they're easier on the throat."

BARUCH: Here are three people with three quite different viewpoints on smoking. Yet all three have reached the same conclusion .....Listen...

WOMAN: I'm a singer. My voice is my living. Naturally, I take the best possible care of my throat. Now, I like to smoke, too, but I cannot risk throat irritation. So I smoke - Luckies - because practical experience has taught me that Luckies are the cigarette best-suited to the throat.

RIGGS: I'm a tobacco auctioneer. At the big tobacco markets, I chant the bids and the sales like this (10 SECONDS OF CHANT) So, I certainly know the kind of tobacco every company buys. Well, in my experience Lucky Strike gets the finest tobacco that's offered at the auctions. That's why I smoke Luckies.

MAN: Well - I'm just an average smoker. But I don't like throat irritation any more than a singer does. And I certainly like to know I'm smoking good tobacco. So I took a hint from the singers and the tobacco-men and tried Luckies. And say, they suit my taste and my throat to a "T".

BARUCH: How about you? Surely it's worth your while to try Luckies, too? Remember, only Lucky Strike offers you the finest tobacco plus the throat protection of the "Toasting" process.

(MORE)

BARUCH:  
(CONT'D)

So buy a carton of Luckies today and discover for yourself the advantages of a light smoke - a cigarette that is at the same time good-tasting and easy on your throat. Ask for 'Lucky Strike.

BARUCH: Now don't forget the treat Mr. Hill mentioned earlier in the program. Tonight at 10 o'clock Eastern Standard Time - Your Hollywood Parade. Don't miss it! And when you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with ~~these~~ men who know tobacco best, it's Luckies, 2 to 1. (PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE....."HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA....BROADCASTING SYSTEM.  
(fade theme 20 seconds)  
-WABC.....NEW YORK

ha  
ln

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, MARCH 10, 1938  
12:15-12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

*Perkins*  
~~RIGGS~~

(FADE IN CHANT) ... 1st SALE... SOLD AMERICAN!

2nd'S LE... SOLD AMERICAN!

3rd SALE... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: And at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with  
men 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.

ANNOUNCER: Well, today, "<sup>M. L. Perkins</sup>Speed" Riggs - famous tobacco  
auctioneer - steps before us in the role of school  
teacher. And I see it's to be an illustrated lecture,  
<sup>M. Perkins</sup>~~Speed Riggs?~~

Perkins  
RIGGS:

Yes, I brought along these two different types of  
tobacco so as to demonstrate something, Mr. Baruch.  
I wonder if you'll just look at these <sup>see</sup> tobacco leaves  
I'm holding in my right hand and compare them with the  
ones in my left hand.

ANNOUNCER: Sure ... (SLIGHT PAUSE) but frankly, <sup>M. Perkins</sup>~~Speed~~, I can't  
see any difference.

Perkins  
RIGGS:

Well - feel them then. Surely you can tell the  
difference in texture?

ANNOUNCER: (SLIGHT PAUSE) ~~Speed~~, I'm sorry but I can't. All the  
leaves feel about the same to me. (SNIFFS LOUDLY)  
And smell the same, too.

Perkins  
RIGGS:

(CHUCKLING) Mr. Baruch, I'm afraid Lucky Strike would  
never hire you for a tobacco buyer. Why - this  
tobacco in my right hand - it costs just about 20  
cents a pound more than the tobacco in my left hand.

ANNOUNCER: 20 cents a pound more!

Perkins  
RIGGS:

Sure - this is a Lucky Strike grade, Mr. Baruch.

ANNOUNCER: And can you tell a Lucky Strike grade of tobacco  
whenever you see it?

*Perkins*  
~~PERKINS:~~

I sell to all the cigarette companies, Mr. Baruch, and I can spot the kind of tobacco each company's interested in.

ANNOUNCER:

And you smoke Luckies, ~~Speed?~~ *Mr. Perkins*

*Perkins*  
~~PERKINS:~~

Yes, sir, I've smoked Luckies ever since I started auctioneering. The reason is because tobacco like this I'm holding in my right hand - this Lucky Strike grade - it seems to me the ~~prettiest~~ *finest* quality of tobacco on the whole market.

ANNOUNCER:

*Mr. Perkins*  
Thank you, ~~Speed~~. I think every smoker will be interested in knowing that the independent tobacco experts like ~~Speed Riggs~~ *Mr. Perkins* - the auctioneers, buyers, and warehousemen who know tobacco best - choose Luckies for their own cigarette by a vast majority. In fact, sworn records show that among these experts, Lucky Strike has over twice as many exclusive smokers as have all the other brands combined. Remember this fact when next you hear the chant of the tobacco auctioneer (FADE IN CHANT) - when you hear that chant, remember - with men who know tobacco best it's Luckies 2 to 1.

(CLOSING)

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts...buyers, warehousemen and auctioneers... with ~~these~~ men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE..... "HAPPY DAYS")

The famous tobacco auctioneer you heard on today's program is Mr. *M. L. Perkins* *Smithfield* ~~L. A. (Speed) Riggs~~ of ~~Goldboro~~ North Carolina.

This is the COLUMBIA....BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.....NEW YORK

ln

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, MARCH 11, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ....1st SALE....SOLD AMERICAN!  
2nd SALE ...SOLD AMERICAN!  
3rd SALE ...(ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts.....  
like the auctioneer you just heard....know who  
buys what tobacco. With these experts....with  
men 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: Today we have in the studio a very interesting couple. Last year alone, they smoked 163 billion cigarettes, so I think they certainly should feel at home on a Lucky Strike program. They're at my side now and I'm going to ask them to introduce themselves. Would you mind telling your name, Sir?

SMOKER: Smoker, Mr. Hill. S-M-O-K-E-R. And this is my wife, Mrs. Smoker.

MR. HILL: And the two of you are about as experienced cigarette buyers as there are in this world. Am I right?

MR. SMOKER: I believe that's the truth, Mr. Hill.

MR. HILL: Well - now - may we ask what points you take into consideration in buying cigarettes?

MR. SMOKER: I think we judge cigarettes the same as we judge any other product.

MRS. SMOKER: That's right. I always want to know first if it's made of the best materials.

MR. HILL: I believe Mr. Baruch can answer that question as far as it concerns Luckies.

BARUCH: Yes, I can tell you the judgment of experts - and this is shown by sworn records - the independent tobacco experts - the men who know tobacco best - smoke Luckies 2 to 1.

MR. SMOKER: You say that this is shown by sworn records.

BARUCH: Yes, Mr. Smoker - sworn records open to the public.

MRS. SMOKER: Still there's more to a cigarette than just tobacco. Suppose we grant you that Luckies are made of the very best tobacco - what else has Lucky Strike to offer?

BARUCH: Something that no other cigarette does offer, Madam.

MR. SMOKER: What's that?

BARUCH: Lucky Strike's exclusive process "It's Toasted."

MR. SMOKER: And what does that do?

BARUCH: It makes Luckies a light smoke. You see, the "Toasting" process removes certain harsh throat irritants naturally present in all tobacco - even the finest. Then with these irritants out - controlled moisture is added to bring forth the natural mellow flavor of the tobacco. This is the reason Luckies not only taste good but are easy on your throat.

~~MRS. SMOKER: Can you prove that?~~

~~BARUCH: I can offer you three kinds of proof of what this~~

~~toasting process does for you. First, laboratory~~

~~tests can show what quantities of~~

~~irritants are present in all tobacco, even the finest~~

~~and that the toasting process removes them.~~

MR. SMOKER: That is conuincing. (LOWERS VOICE SLIGHTLY) Don't you think so dear?

MRS SMOKER: (LOW VOICE) Yes, it is..but I wonder if he has actually proof?

MR SMOKER: (NORMAL VOICE) Mr. Baruch, have you anything to prove the advantages of the "Toasting" process?

MR BARUCH: Yes, many kinds of proof including actual laboratory tests but I think, Mr. and Mrs Smoker that your own throats will give you the best proof of all. And that's why you will want to try Luckies - to prove for yourselves the throat protection of the exclusive process "It's Toasted." So buy a carton of Luckies today and make this simple conclusiue and easy test - the personal test that is the best of all for any product. Remember - for a light smoke easy on your throat, a light smoke of the finest tobacco money can buy - ask for Lucky Strike.

(CLOSING) BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear Conrad Tibault. And you'll hear the most popular tunes of the land, played by Carl Hoff and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE....."HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

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

-fade theme 10 seconds -

WABC.....NEW YORK

ha:ln:k

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, MARCH 14, 1938  
12:15 - 12:30 P.M.

-OPENING-

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

LUCKY STRIKE "YOUR NEWS PARADE"  
Monday - Commercial #2 - March 14, 1938

(TO BE GIVEN AS IS)

MR. HILL: Well, last Saturday - as every Saturday - Your Hit Parade brought you the most popular music in the land ... and as guest star one of the most popular singers, Conrad Thibault .. now I wonder how many of you have noticed how the singers who have appeared in this long succession of guest stars on Your Hit Parade have differed in race, in training and in temperament; in practically everything that makes music the broad medium of expression it is. But, I wonder if you have noticed too, that in one respect all these artists are alike; all of them smoke Lucky Strike cigarettes. Now, there must be a reason for this single-mindedness of choice among people so different in everything else. I think Conrad Thibault whom you heard on Your Hit Parade last Saturday night pretty well sums up that reason for most of his fellow singers. Mr. Thibault says: "Certainly Lucky Strike is a cigarette that is made to order for a singer's throat. For it gives you all that rich full tobacco flavor any smoker wants - yet there is not the slightest irritation to the vocal chords. I began to smoke Luckies 3 years ago and I still smoke them today."

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 - Monday, March 14, 1938

MARUCH: A question that seems to occur to most people who have heard the chant of the tobacco auctioneer is "How did he get that way". (LAUGHS) Well, as a matter of fact, most tobacco auctioneers put in many painful hours as boys trying to learn their sing-song chant. Born on tobacco farms - most of them - they'd get out behind the barn and practise - for hours - auctioneering tobacco to the cows and chickens ... more or less like this ... Listen ...

RIGGS: (CHANT - AS INEXPERT AS POSSIBLE - BREAKS OFF) Darn it, I'll get that chant if it takes forever. (FEW MORE BARS OF CHANT, BETTER THAN FIRST). Well, a little better. But I gotta get that - swing. (CHANT AGAIN - FADES OUT)

ANNCR: Yes, it takes a good long time to learn the chant of the tobacco auctioneer. And it takes even longer to acquire all the tobacco skill and special knowledge a tobacco auctioneer needs. That's why famous auctioneers - like, for example, Roscoe D. Graham of Greensboro, North Carolina - are so generally respected in Tobaccoland. Now recently Mr. Graham made a statement about cigarettes which we think deserves your respect as a smoker. QUOTE ... "I've been auctioneering on the tobacco market for 15 years in South Carolina, North Carolina, Virginia, Tennessee and Kentucky. And at auction after auction I've seen Lucky Strike buy the choice tobacco. (MORE)

LUCKY STRIKE "YOUR NEWS PARADE"  
Commercial #3 - Monday March 14, 1938 (Cont'd)

ANNOUNCER: Now that's a fact - I'll stake my reputation as an independent tobacco man upon it!" END QUOTE. Yes, Mr. Graham is independent - not connected with any cigarette manufacturer. That is why the fact that he has smoked Luckies for 8 years means so much. And sworn records show that among other independent experts - auctioneers, buyers, and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant remember, with men who know tobacco best, it's Luckies 2 to 1!

LUCKY STRIKE "YOUR NEWS PARADE"  
CLOSING - Monday - March 14, 1938

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers ... with men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE ..... "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA ..... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC NEW YORK

RF

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, MARCH 15, 1938  
12:15-12:30 PM

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE .. SOLD AMERICAN!  
2nd SALE .. SOLD AMERICAN!  
3rd SALE .. (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts... like  
the auctioneer you just heard... know who buys  
what tobacco. With these experts ... with men 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: In less than a week - March 21st - Spring begins officially. And no doubt your fancy is lightly turning to thoughts of your Spring gardening. Well - right now down in Tobaccoland - in Georgia, Maryland, South and North Carolina, Kentucky, Tennessee, the new crop of tobacco is already sprouting. So today we're going to steal a march on our Northern climate. We're going to ask Speed Riggs, famous tobacco auctioneer, to give us a few inside facts about one of America's most unusual crops. Speed, will you identify yourself?

RIGGS: (CHANTS 5 SECONDS) ... Is that enough, Mr. Hill, to prove I'm a tobacco auctioneer?

HILL: (CHUCKLES) I think so, Speed. But now you're going to have to prove that you've grown tobacco, too. Just how do you go about raising a tobacco crop, Speed?

RIGGS: Well - first of all - you prepare your seed bed, Mr. Hill.

HILL: What's that?

RIGGS: Well, you pick out a piece of ground say, about 300 yards long by 50 wide. And make sure it's rich and fertile. Then you clear the ground and collect all the wood you can and you spread it over the ground and set it on fire -

HILL: Burn it? What's that for?

RIGGS: To thaw the ground and burn out the weeds. You let the fire burn for around two days. Then you're ready to plough and harrow -

HILL: And sow your seed?

RIGGS: That's right. You sow it... by hand.

HILL: By hand? That's a lot of work isn't it?

RIGGS: Yes sir. But growing tobacco is a lot of work. Then, after your seeds are planted you build a framework of logs around your seed bed and cover the frame with cheese cloth.

HILL: Cheese cloth? What's that for?

RIGGS: To protect the early sprouts from frost. You see, tobacco is one of the most delicate plants there are. Well, in 5 weeks or so your sprouts are about 6 inches high and you're ready to transplant them.

HILL: You mean, after all that work on the seed bed, you have to transplant the tobacco?

RIGGS: (CHUCKLES) That's right, Mr. Hill. The seed bed's just the beginning.

HILL: Well, pardon me, Speed, but it strikes me that you'd need a full hour's program to tell us all about growing tobacco.

RIGGS: And then some, Mr. Hill. I can't say just how many man-hours of work are represented in every carton of Luckies. But it's plenty. I know because I see the kind of tobacco Lucky Strike buys at the auctions. And fine tobacco like that means a lot of extra care on the grower's part.

HILL: Well - thank you, Speed Riggs.

BARUCH: May I add a word, Mr. Hill. Isn't it obvious to every smoker that independent tobacco experts like Speed Riggs make good judges of cigarettes. They not only know tobacco. They know who buys what tobacco. And being independent - not connected with any cigarette manufacturer - they can choose whatever cigarette they prefer. Now here is their choice as shown by sworn records... Among these independent tobacco experts - auctioneers, buyers, and warehousemen, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) When you hear that chant remember with men who know tobacco best, it's Luckies 2 to 1!

(CLOSING)

-5-

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE..... "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA....BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC....NEW YORK

ln

ATK01 0139233

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MARCH 16, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with  
independent experts like the auctioneer you just  
heard - with men 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.

(TO BE GIVEN AS IS)

MR. HILL: Well, tonight's the night when you and Hollywood and Lucky Strike get together again via the kilocycles. In Your Hollywood Parade tonight, starring Dick Powell, you'll hear as guest artists, Walter Connolly and Bob Hope. It seems odd for me to talk of Hollywood and Lucky Strike getting together again. So far as smoking is concerned, Hollywood and Luckies, have been friends for years. Stars like Joan Crawford, Clark Gable, Myrna Loy and Robert Taylor - to mention only a few - all agree that Lucky Strike is the cigarette best-suited to their throats. And out in Hollywood, under the critical ear of the sound cameras, where a good voice is worth many, many times a star's weight in gold, they obviously can't risk throat-irritation in smoking. So their choice of Luckies, should say a lot to every smoker. For, as Charles Boyer - yet another Lucky "Fan" - says: "Regardless of how difficult my work is, Luckies are the cigarettes that always agree perfectly with my throat. I have smoked them since my first visit to America 7 years ago."

BARUCH: Have you ever watched a bank teller riffle through a sheaf of banknotes? Every so often, his hand will flick a bill from the pile. Something in the texture, the appearance or the feel of that bill is questionable. The teller's trained hand and eye tells him immediately that something about that bill is wrong. Well, a tobacco expert, too, is trained to tell the quality of tobacco at a glance. For example, Mr. Arthur C. Noell, of Durham, North Carolina. Mr. Noell, an independent buyer, has bought tobacco for his own account all through the Bright and Burley belts - Georgia, the Carolinas, Virginia, Kentucky and Tennessee. So listen to what he has to say about smoking.

VOICE: One thing is true of all tobacco buyers. We've got to be able to spot tobacco values at a glance. So, I know what I'm talking about when I say that at market after market I've seen Lucky Strike buy the best tobacco. I've smoked Luckies for 14 years now.

BARUCH: Now, Mr. Noell - as an independent - is actually a competitor of Lucky Strike buyers. So, the fact that he smokes Luckies himself is high tribute to the quality of Lucky Strike tobacco. And in his choice of Luckies, Mr. Noell is typical of many other experts of tobaccoland. MORE

BARUCH:  
COMET.

Here is their choice as shown by sworn records:  
Among these independent experts - auctioneers,  
buyers and warehousemen - Lucky Strike has over  
twice as many exclusive smokers as have all other  
cigarettes combined. Remember that fact, when next  
you hear the chant of the tobacco auctioneer.  
(FADE IN CHANT) When you hear that chant remember -  
with men who know tobacco best it's Luckies 2 to 1.

MORE

(CLOSING)

BARUCH: Now don't forget! Tonight at ten o'clock Eastern Standard Time - Your Hollywood Parade - starring Dick Powell with Walter Connolly and Bob Hope. (PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA...BROADCASTING SYSTEM

-fade theme 20 seconds-

WABC...NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, MARCH 17th, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ...1st SALE ...SOLD AMERICAN!

2nd SALE ...SOLD AMERICAN!

3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

(RIGGS INTERVIEW)

BARUCH: Today we have arranged a meeting before our microphone of two gentlemen who have a lot to do with the production of this program. You will all recognize one of them, I know (FADE IN CHANT) Yes, that's "Speed" Riggs, the famous tobacco auctioneer. But now, I'd like to introduce, Mr. George Sears, our control engineer. He's the very important gentleman who regulates the sound of this program as it goes out over the air, sees to it that voices have the proper volume and so on. In fact, Mr. Sears controls this program just as it comes over your loud-speaker.

SEARS: (TELEPHONE EFFECT) Thanks for the build-up, Mr. Baruch ... But say, I can't leave this control room.

BARUCH: Well, can you just answer a few questions from in there, Mr. Sears?

SEARS: Sure. Glad to answer any I can.

BARUCH: Well, Mr. Sears, as a control engineer, it seems to me you ought to be specially interested in the sounds produced by our friend here, Speed Riggs.

SEARS: (CHUCKLES) I am - but I think most everybody else is, too.

BARUCH: How about it, Speed? Will you turn on just a little more of that chant of the tobacco auctioneer?

RIGGS: Why, sure. (CHANT FIVE SECONDS)

BARUCH: Now, Mr. Sears, tell us. Isn't it quite a trick to keep that chant going out over the air at just the right volume?

SEARS: No, as a matter of fact, it isn't. You see, Speed produces those sounds very steadily. An even 40 decibels, I'd say.

BARUCH: A decibel is the unit you engineers use to measure sound, isn't it?

SEARS: That's right. Just as pounds and quarts measure quantities - we measure sound in decibels.

BARUCH: Could you give us an idea of how much a decibel is, Mr. Sears?

SEARS: Well, I don't want to be too technical, but I can give you a rough idea by saying that the sound of the average automobile horn a couple of feet away measures around 80 decibels - A steamboat whistle a hundred feet away produces about 93 decibels - And a subway train, inside the cars, is just about the same, 93 decibels.

BARUCH: And loud enough, I'd say! ... But now what would the volume range of an opera singer be in decibels?

SEARS: That depends, of course, on the singer, the song and the type of voice. Caruso could reach as high as 75 decibels or more but I'd say the average opera singer produces around 50 decibels.

BARUCH: You hear that, Speed? With your 40 decibels you make almost as much sound as an opera singer.

RIGGS: (CHUCKLING) Maybe I make more, Mr. Baruch - when you add it all up.

BARUCH: How do you mean - "when you add it all up?"

RIGGS: Well, when the auctions are on down in the Carolinas, I often do my chant 7 hours at a stretch, day after day.

BARUCH: 40 decibels times 7 hours times 6 days a week!

(WHISTLES) Speed, I think you have the opera singers beaten, at that.

RIGGS: Well, I don't know. But I certainly give my voice and throat a mighty good workout. That's one reason so many of us auctioneers smoke Luckies, same as the singers do.

BARUCH: You find Luckies easier on your throat, do you?

RIGGS: I sure do. And I think I know the why of it, too. Of course that choice tobacco Lucky Strike buys naturally makes for an easy-smoking cigarette. But that's only half the story. "Toasting" is the other half. I actually saw that process at work one time when I visited a Lucky Strike factory - and believe me it makes all the difference in a smoke.

BARUCH: Well, thank you, Speed Riggs. And thank you, Mr. Sears . . . I think every smoker will be interested in this fact . . . Actual laboratory tests reveal that certain harsh throat-irritants, naturally present in all tobacco are removed by Lucky Strike's exclusive process "It's Toasted". Then with these irritants out, controlled moisture is added to bring forth the natural mellowness of the tobacco. The net result is a light smoke, easy on your throat. Why not let your own throat prove to you the throat protection of the exclusive "Toasting" process. Make the personal test by buying a carton of Lucky Strike cigarettes today.

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, auctioneers ... with men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE... .. "HAPPY DAYS"

BARUCH: The famous tobacco auctioneer you heard on today's program is Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, MARCH 18, 1938  
12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard -- with men  
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.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 -

Friday, March 18, 1938.

MR. HILL: Before the sound cameras of Hollywood, actors play the parts assigned to them. But in real life - well, an actor has a chance to be himself. Wallace Beery, whom you know as the big bad man of such pictures as "The Last Slaver", "Villa" and more recently - M-G-M's "The Bad Man of Brimstone" acted in a little drama of ~~real life recently~~ that completely reversed his usual role on the screen. Driving home one afternoon, after a tiring day on location, Mr. Beery was chatting with other members of the cast, when suddenly they came upon a huge huckster flailing a frightened horse with a cattle whip. "One moment", Mr. Beery said shortly and leaped from the car. The huckster turned from his horse and drew back his whip threateningly as Mr. Beery came up. But that whip never cracked. Instead, there was another crack - the crack of Wallace Beery's fist on a rough jaw, and the horse beater dropped like a felled steer. Then, without a word Mr. Beery turned, gave the frightened horse a reassuring pat, rejoined his party, and calmly took up the conversation where he had left off. (PAUSE) Wallace Beery is a big man and a powerful one. But even Mr. Beery - and he admits it freely - has a soft spot.

(MORE)

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #2 -

Friday, March 18, 1938.

MR. HILL: "Can you imagine a 240 lb. fellow like me having a  
(cont'd) tender throat?" he asks. "Well, that's the truth.  
My throat takes a beating before the microphones."  
Yes, Mr. Beery's throat like the throats of many other  
Hollywood stars is under constant strain due to his  
career. So naturally, he has to take the best possible  
care of it. Here is something he says about smoking  
that will interest every smoker. "I've been smoking  
Luckies for over ten years now," Mr. Beery says, "and  
I rate them one of my real pleasures. Their flavor  
suits my taste to a 'T'. But at the same time my chief  
reason for preferring them is - well, right up there  
around the region of my collar button - my throat.  
I smoke Luckies because they're a light smoke and easy  
on my throat."

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 -

Friday, March 18, 1938.

BARUCH: Our friend, "Speed" Riggs, the famous tobacco auctioneer, is, of course, well acquainted down in Tobaccoland. So, Speed, will you please step up here to the microphone, and tell us if you know who "Alf" Webster is.

RIGGS: (FADING IN) Alf Webster? You mean, the one that has a tobacco warehouse down in Durham, North Carolina?

BARUCH: That's the one.

RIGGS: Why sure. I know Alf Webster well. In fact, I auctioneered in his warehouse there one whole season.

BARUCH: He's pretty well-known among tobacco-men, isn't he?

RIGGS: He sure is. He operates two warehouses - the one in Durham and then another down in South Carolina at a town called Loris. I understand they sell around 6,000,000 pounds of tobacco a year in those two warehouses.

BARUCH: He sells to all the cigarette companies, I suppose?

RIGGS: Oh, sure, there's a full set of buyers at both his warehouses.

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 -

Friday, March 18, 1938.

BARUCH: Well, thanks, Speed. I wanted to get those facts about him because I've got a statement here, that he made about Luckies and I think it's going to be of interest to every smoker listening in. Here it is - QUOTE - Luckies really buy the finest line of tobacco that's offered in my two warehouses. And for many years, at markets in Georgia, the Carolinas, Kentucky and Tennessee, I've seen Lucky Strike buy this same fine grade of tobacco. That's why I've smoked Luckies myself ever since 1917. And I think that's why so many other independent tobacco men choose Luckies, too - END QUOTE. Yes, independent tobacco men like Mr. Webster - warehousemen, buyers, auctioneers - do choose Luckies by an overwhelming majority. Sworn records show that among these experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) When you hear that chant and when you ask for cigarettes, remember ... with men who know tobacco best, it's Luckies 2 to 1.

LUCKY STRIKE "YOUR NEWS PARADE"

CLOSING -

Friday, March 18, 1938.

BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear Jan Pearce, popular singing star of the Radio City Music Hall. And you'll hear the most popular tunes of the land, played by Carl Hoff and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of The News" from every corner of the globe.

CLOSING SIGNATURE....."HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA.....BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC...NEW YORK

SF-

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, MARCH 21, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

*Cutnell*  
RIGGS:

(FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!

2nd SALE ... SOLD AMERICAN!

3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally, the independent tobacco experts ... like,  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

Commercial #2

(TO BE GIVEN AS IS)

MR. HILL: Radio is a strange business. Every one of us who talks into a Microphone - actor, singer or commentator - depends chiefly upon his voice for his only contact with the public...we are known and identified by our voices...and by them we stand or fall. That's why all of us who smoke...and most of us do... must be particularly careful to pick out a cigarette that's easy on the throat. Now, in my own case, I have smoked Luckies for years for the very good reason that they never do bother my throat. And it seems that a regular "Who's Who" of stars of opera, stage, radio and screen, have discovered the same thing. Jan Peerce - the Radio City Tenor whom you heard last Saturday evening on Your Hit Parade, gives a particularly interesting explanation. Before he became a singer it appears, Mr. Peerce studied medicine. "And when I was studying to be a doctor," Mr. Peerce says, "I found out for one thing that throat membranes are extremely delicate and a harsh cigarette can cause trouble. About 10 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."

ATX01 0139252

BARUCH: One second - the sixtieth of a minute - may not seem like a very important measure of time. But at a track meet, for example, seconds and split-seconds count for everything. And much the same thing is true at tobacco auctions. A tobacco expert must be able to make up his mind on the instant how much each lot of tobacco is worth. Take Harry King for example - Harry R. King of Durham, North Carolina. For 12 years Mr. King has been an independent buyer on the tobacco market. In those 12 years, he has backed his instant judgment of tobacco with \$648,000 of his own money. Well, you can be sure Harry King knows tobacco...and makes few mistakes in judging it. Listen to him on the subject of smoking.

VOICE: Now I only pay a small price for a package of Luckies but even when I make that small investment, I certainly don't forget the knowledge of tobacco I've gained in my years buying tobacco. I pick Luckies because I'm convinced that the clean, mellow type of tobacco Lucky Strike buys gives me the best smoke for my money. That's why I've smoked Luckies for 8 years now.

COMMERCIAL #3 (CONT'D)

BARUCH: Now, Harry King, as an independent tobacco buyer, is not connected with any cigarette company. And his choice of a cigarette is based on his own personal preference alone. What makes his opinion so significant to you as a smoker is simply that he is typical of so many other experts in Tobaccoland. Here are the figures as shown by sworn records: Among independent tobacco experts like Harry King, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Remember the verdict of these independent experts next time you **b**ear the chant of the tobacco auctioneer - (FADE IN CHANT) when you hear that chant, remember, with independent tobacco experts--buyers, warehousemen and auctioneers--with men who know tobacco best. it's Luckies 2 to 1!

LUCKY STRIKE "YOUR NEWS PARADE"

Number 2

Date:

CLOSING - Monday - March 21, 1958

3/10/58

(REVISED)

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe. And when you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with men who know tobacco best, it's Luckies, 2 to-1.

(CLOSING SIGNATURE....."HAPPY DAYS")

The famous tobacco auctioneer you heard on today's program is Mr. J. E. Cuthrell of <sup>Kinston</sup>~~Goldboro~~, North Carolina.

THIS IS THE COLUMBIA.....BROADCASTING SYSTEM

- fade theme 20 Seconds -

WABC NEW YORK

RTX01 0139255

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, MARCH 22, 1938  
12:15 to 12:50 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

*Cuthrell*  
RINGS:

(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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

ANNOUNCER: We've received a lot of comments from all over the country about this - the most unique sound in American business (FADE IN CHANT) Yes, the chant of the Tobacco Auctioneer has brought us comments from everywhere - but most of all from Tobaccoland itself. And we're especially pleased by that because - well - letters from Tobaccoland are really "letters from home". Now just the other day Mr. N. L. Perkins, of Smithfield, North Carolina - himself a tobacco auctioneer for the past 28 years - wrote to tell us this story. He had been invited to a dinner party, given by a socially prominent hostess in Danville, Kentucky. After dinner, his hostess prevailed upon Mr. Perkins to chant. Well, Mr. Perkins obliged and - just for good measure - staged a mock sale with himself in his real role of auctioneer and a bevy of pretty Kentucky women acting the parts of tobacco buyers and warehousemen. Again, Mr. Perkins tells us that when he visited his son at Centre College, the students insisted that he chant. Everywhere he went, Mr. Perkins "auctioned" tobacco for interested people. "99 per cent of this tremendous interest in tobacco," Mr. Perkins wrote us, "is the result of your interesting broadcasts." Let me read further from his letter -QUOTE - "Just today the Register of Deeds of my county, a fine young chap, happened to notice that I was smoking Luckies and he said: 'By the way, Perk, is it a fact that tobacco people smoke Luckies 2 to 1. My answer was that that was an understatement - that I thought it would come nearer to being 3 to 1.'" END QUOTE - -

(MORE)

ANNOUNCER:  
(CONT'D)

Well, Lucky Strike was so interested in Mr. Perkins' letter that we asked him to New York to broadcast his own chant on the radio for us. And some of you may have heard him. But what we think you, as a smoker, will be most interested in, about this little incident is the fact that Luckies' popularity among independent tobacco men is so unquestioned by the tobacco-men themselves. Independent tobacco experts - auctioneers, buyers, and warehousemen - know tobacco. And they know who buys what tobacco. They're in a unique position to judge cigarettes. That's why every smoker should be interested in this fact, which is shown by sworn records...Among these independent experts - not connected with any cigarette manufacturer - Luckies have twice as many exclusive smokers as all other cigarettes combined. Remember that fact, next time you hear the chant of the tobacco auctioneer (FADE IN CHANT) and when you buy cigarettes, remember, with men who know tobacco best, it's Luckies 2 to 1!

BARUCE: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. And next time you buy cigarettes remember, "with men who know tobacco best - it's Luckies 2 to 1!"

(CLOSING SIGNATURE. . . . . "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. J. E. Cuthrell of <sup>Kinston</sup>~~Goldboro~~, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM.

-Fade theme 20 Seconds-

WABC ... NEW YORK

ees

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MARCH 23, 1938  
12:15 to 12:30 PM

REVISED

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

BARUCH: Listen to the chant of the tobacco auctioneer!

CUTHRELL: (FADE IN CHANT) .. 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARRUCH: Naturally the independent tobacco experts ...  
like the auctioneer you just heard ... know who  
buys what tobacco. With these experts ... with  
men 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, exclusive.

Now, here's Mr. Hill.

HILL: Roughly from July to March is the season of the tobacco auctions. They begin in Georgia and Florida, move slowly up through the Carolinas and Virginia, then westward to Kentucky and Tennessee. But then - just about this time of year - the season ends; the crop is marketed; this chant (FADE IN CHANT) the chant of the tobacco auctioneer no longer resounds through busy warehouses. What happens to the auctioneers now - and to all the other experts who make their living, buying, selling and handling tobacco? Frankly, I don't know but there's a man at my elbow who does know, J. E. Guthrell - the famous tobacco auctioneer you just heard. Mr. Guthrell, do you mind telling us what you auctioneers and the rest do with your time in this "off" season.

CUTHRELL: Well, we can hunt or fish or play golf or take a trip or watch ballgames - In fact, we can do anything we like.

HILL: Say, you sound like a bunch of millionaires!

CUTHRELL: (CHUCKLING) I said we could, Mr. Hill. But most of us don't.

HILL: What do you do then?

CUTHRELL: Work, mostly.

HILL: Work? When there's no tobacco to sell?

CUTHRELL: Well - lots of us grow our own tobacco crops, Mr. Hill. And then, same as in any business - you've got to keep in touch with your customers. They're the farmers. So, if you're an auctioneer or warehouseman you visit around among them ... see how their crops are coming along ... make friends with them, if you can, so they'll trust you to sell their tobacco when the next season rolls around.

HILL: I see. It's the old, old story of not being able to run a business unless you're on the ground, eh?

CUTHRELL: That's it, exactly. In tobacco, the fellow who's always on the job gets the business just as he does in any other line.

HILL: Mr. Cuthrell, it strikes me a good tobacco man just never can get away from tobacco.

CUTHRELL: That's true, too, Mr. Hill. And (CHUCKLING) maybe, most of us don't want to, for the same reason you wouldn't want to give up being a newspaperman.

HILL: What's that?

CUTHRELL: Because I reckon it's taken both of us a mighty long time to learn our businesses, Mr. Hill - and yet we know if we stop working - even for a little while - we'll lose out on all we've learned.

HILL:

(CHUCKLING) That's true, Mr. Cuthrell. There's no standing still in this world. You're either going ahead or back. Mr. Cuthrell, you've more than answered my question about what tobacco men do with their spare time. You've shown me they haven't any!

BARUCH:

May I add a word, Mr. Hill. I want to say that Mr. Cuthrell's attitude toward his work is typical of most tobacco men. Tobacco is their one great interest in life. And it's their ambition to be "up" on everything that goes on in the tobacco world. Of course, this includes a full knowledge of what types of tobacco the various cigarette companies are buying. So we think you'll be interested in this fact which is shown by sworn records ... Among independent tobacco experts like J. E. Cuthrell, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) When you hear that chant and when you buy cigarettes, remember ... with men who know tobacco best, it's Luckies 2 to 1.

(CLOSING)

-5-

BARUCH:

Now don't forget to listen in tonight at  
ten o'clock Eastern Standard Time to - YOUR  
HOLLYWOOD PARADE starring Dick Powell. (PAUSE)  
Listen in to YOUR NEWS PARADE over this same  
station tomorrow at 12:15 Eastern Standard Time.  
Edwin C. Hill will again bring you "The Human  
Side of the News" from every corner of the  
globe.

CLOSING SIGNATURE .....: "HAPPY DAYS"

The famous tobacco auctioneer you heard  
on today's program is Mr. J. E. Guthrell  
of Kinston, North Carolina.

This is the COLUMBIA .... BROADCASTING SYSTEM.

-fade theme 20 seconds-

WABC.....NEW YORK

ln

ATX01 0139264

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, MARCH 24, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

CUTERELL: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
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.

COMMERCIAL #2

MR. HILL: He was an accountant -- at least, that was what he was supposed to be in the London firm that employed him shortly after his graduation from St. Mary's College in Harlow, England. But Herbert Marshall -- whom you heard on Your Hollywood Parade last evening -- was atrocious at figures. And finally, he lost his job. "You'll never make an accountant," his boss told him sadly. But Herbert Marshall felt no sadness. On the contrary, he was overjoyed at his dismissal -- overjoyed as a man suddenly released from prison. For now, he could follow his dreams of the stage. Now, he could become an actor. Well, Herbert Marshall did become an actor ... one of the best. And, he is still atrocious at figures. "I still have difficulty putting two and two together," he admits. But shortly after his arrival in Hollywood from England, Mr. Marshall did put two and two together very successfully. "I knew nothing of your American-made cigarettes," says Mr. Marshall, "so I used always to have a half dozen or so different kinds on hand in my sitting room. But I soon noticed that almost all my friends and associates out here took Luckies. That was when I put two and two together and decided there must be a difference. So I gave Luckies a trial and ... well, I've been smoking them ever since. They never tax my throat ... and they're the best tasting cigarette I've ever smoked, no matter where."

COMMERCIAL #3

BARUCH: In talking with our friend, J. E. Cuthrell, the famous tobacco auctioneer, I'm always surprised at the number of tobacco men he knows - all through Tobaccoland. So, today I'm going to ask him to step up to this microphone and tell us whether he's acquainted with a Mr. William D. Whitley, of Henderson, North Carolina? How about it, Mr. Cuthrell?

CUTHRELL: (FADING IN) Bill Whitley, of Henderson? Yes sir. I know him well. An A-1 auctioneer and an A-1 judge of tobacco.

BARUCH: Then Mr. Whitley is pretty well thought of among you tobacco men?

CUTHRELL: He sure enough is. He's auctioned in a lot of markets. And today he's head auctioneer for 7 big warehouses at Henderson. He sells plenty of tobacco in those warehouses, too. He's averaged around 15,000,000 pounds for the past few seasons.

BARUCH: Thank you, Mr. Cuthrell. I just wanted to get a little of Mr. Whitley's background before I read something he has to say about Lucky Strike. Now here it is.

(MORE)

THIRD COMMERCIAL(CONTINUED)

BARUCH:  
(CONT'D)

QUOTE: "I've sold tobacco at 14 different markets in Georgia, South and North Carolina, Tennessee and Kentucky. And in every one of these markets in the past 10 years I've seen Lucky Strike buy up the best tobacco offered. Now I'm not connected with any cigarette manufacturer. I deal impartially with them all. So, when I smoke, I pick the cigarette that pleases me best - and that's Luckies" - END QUOTE - Mr. Whitley is typical of most other auctioneers, independent buyers and warehousemen down in Tobaccoland. Sworn records show that among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) - when you hear that chant, remember - with men who know tobacco best, it's Luckies 2 to 1.

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts ... buyers, warehousemen, and auctioneers ... with these experts -- with men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE....."HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. J. E. Cuthrell of Kinston, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM

-Fade Theme 20 Seconds-

WABC ... NEW YORK

ees

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, MARCH 25, 1938  
12:15 t- 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

CUTRELL: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like the  
auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

HILL: This afternoon we have a visitor in the studio who spends more money on her household budget in one week than I could count in a lifetime. But, don't get the idea she's extravagant. She's not! On the contrary, she's just about as shrewd and careful a buyer as you can find. Moreover, she's an excellent judge of quality and she can't be fooled on value. Her name: Mrs. Smoker - Mrs. Average American Smoker. Will you step up to the microphone, please, Mrs. Smoker?

WOMAN: Thank you, Mr. Hill.

HILL: Mrs. Smoker, since every manufacturer in this country is out to win your favor, I'm going to ask you frankly if you won't give us a few of your buying secrets?

WOMAN: I'd be glad to, Mr. Hill if there were any secrets. All I try to do in buying any product is to get the most value for my money.

HILL: And that's the way you buy cigarettes, too?

WOMAN: (SLOWLY) Ye-e-es....But to tell you the truth, Mr. Hill, I've been a little at a loss in buying cigarettes. I...don't know just what values to look for.

HILL: Really? Perhaps Andre Baruch can help you out on that question.

BARUCH: I think I can, Mrs. Smoker. And I think lots of people are like you in not knowing just what values to look for in cigarettes.

WOMAN: Well, what should I look for?

BARUCH: In the first place, there's tobacco. In buying any product, you want to know if it's made of the best material. In buying cigarettes, make sure that the one you pick is made of the best tobacco.

WOMAN: How about Luckies on that score?

BARUCH: Well, the men who know tobacco best - the independent tobacco experts - vote 2 to 1 for Luckies. That's shown by sworn records.

WOMAN: Then, better tobacco is the reason you recommend Luckies?

BARUCH: That's one reason. But tobacco is only half the story.

WOMAN: What's the other half?

BARUCH: Even the finest tobacco is not good to smoke in its natural state, Mrs. Smoker. That's why Luckies' exclusive process "It's Toasted" is so important.

WOMAN: What does "Toasting" do?

BARUCH: It makes Luckies a light smoke. You see the "Toasting" process removes certain harsh throat irritants naturally present in all tobacco. With these irritants out, Luckies are easy even on the most sensitive throat.

WOMAN: I suppose you have proof of these statements?

BARUCH: Yes, all kinds of proof, including actual laboratory data.

WOMAN: Then, on the basis of both tobacco and "Toasting" you think I should smoke Luckies?

BARUCH: I think you should try Luckies, Mrs. Smoker. You know that that is the best way to test the value of any product. Do this...Buy a carton of Lucky Strike cigarettes today. During the next two weeks, smoke nothing but Luckies. By that time your taste and your throat will have told you the truth. Remember, get the only cigarette that offers you the finest tobacco plus the throat protection of the "Toasting" process. Ask for Lucky Strike.

BARUCH: Don't forget to listen to YOUR HIT PARADE over this same station tomorrow night at ten. You'll hear RAMONA. And you'll hear the most popular tunes of the land, played by Carl Hoff and his orchestra.

Listen to YOUR NEWS PARADE over this station Monday at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The famous tobacco auction you heard on today's program is Mr. J. E. Cuthrell, of Kinston, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM

- Fade Theme 20 Seconds -

WABC ... NEW YORK

ees

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

MONDAY, MARCH 28, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with  
men 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.

HILL: It seems to me that every time I turn on the radio these days, I hear somebody imitating the chant of the tobacco auctioneer. These imitators range all the way from Fred Allen to little Betty Lou Riggs on the Rudy Vallee Hour...and incidentally Betty Lou has the same last name as the famous tobacco auctioneer on this program, Speed Riggs. Is she any relation, Speed?

RIGGS: (LAUGHING) Not as far as I know, Mr. Hill.

HILL: Well, what do you think of all these imitators, Speed? Are any of them going to get good enough to take your job away from you?

RIGGS: Well, now little Betty Lou Riggs might have a chance! At least, she's young enough.

HILL: How do you mean "young enough"?

RIGGS: You see, Mr. Hill, learning to chant is only a small part of learning to be a tobacco auctioneer. You've got to know tobacco, too. And, in order to know tobacco, it's best to start your education pretty young.

HILL: How young?

RIGGS: Well, most of us were born on tobacco farms. We learned about tobacco from the cradle up.

(MORE)

RIGGS: First, the growing of tobacco. Then we got our  
CONT. apprentice jobs in tobacco warehouses. We went  
on from one job to another until we finally knew  
enough to - well - to do this. (CHANTS 10 SECONDS)

HILL: Did you learn about tobacco the way you've just  
described, Speed?

RIGGS: Yes sir, I did. I was born on a tobacco farm. As  
a kid I used to practise the chant out behind the  
barn. Later, when I grew up and finished school I  
spent 4 years as an independent buyer - to learn more  
about tobacco.

HILL: How long did it take you to finish your tobacco  
education?

RIGGS: I haven't finished my tobacco education, Mr. Hill.  
No tobacco man ever does. There's always something  
more to learn - and there's only one way to learn it.

HILL: What way is that?

RIGGS: The hard way. By actually dealing in tobacco -  
handling it every day - as all of us tobacco men do.  
Tobacco's one subject, Mr. Hill, you can't learn  
from a book.

HILL: Well thank you Speed Riggs.

BARUCH: May I add just this, Mr. Hill. (MORE)

BARUCH:  
CONT.

I think every smoker who knows the amount of study and training it takes to become a tobacco expert like Speed Riggs is bound to respect the judgment of these men - auctioneers, warehousemen, independent buyers. They spend their lives, buying and selling tobacco. They know tobacco ... and they know who buys what tobacco. So, when it comes to choosing a cigarette to smoke themselves, their choice means a lot. And here is their choice as shown by sworn records: Among independent tobacco experts - not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer (CHANT) When you hear that chant remember, with men who know tobacco best, it's Luckies 2 to 1.

BARUCH: Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA....BROADCASTING SYSTEM.  
-fade theme 20 seconds-  
WABC....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

TUESDAY, MARCH 29, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -

All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts ... like  
the auctioneer you just heard ... know who buys what  
tobacco. With these experts ... with men 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.

(TO BE GIVEN AS IS)

ANNOUNCER: If you had the opportunity to talk to Joan Crawford, chances are you'd say something to her besides, "Get out!". But that's what Spencer Tracy told told Joan not so long ago. Of course it was all in fun...and part of the M-G-M picture "Mannequin" they co-starred in. But, Mr. Tracy says that that particular scene wasn't too much fun at that - for his throat. The script required that he actually shout at Joan Crawford, and, with all the various "takes", Spencer Tracy estimates that he yelled "Get Out!" at Joan at least 40 times. Here is Mr. Tracy's own version of that scene. "My throat was completely tired out," he says, "yet Luckies got along with it as well as ever. It's interesting that Joan agrees with me on this point. We swapped Luckies all during the filming of "Mannequin!" Mr. Tracy, by the way, has been smoking Luckies for 6 years.

BARUCH: When you listen to the chant of the tobacco auctioneer, have you ever noticed how the bids rise. Listen: (FADE IN CHANT ONE SALE) Did you follow? The bids went from 33 to 34 to 35 to 36. Now each one of those figures represented a bid by some tobacco buyer. And it went pretty fast, didn't it.

(MORE)

BARUCH: That's the reason buyers must be able to judge  
CONT. tobacco on sight. Now down in Middlebury, North  
Carolina, lives an independent tobacco buyer, Reuben  
Fleming, who purchases a good 100,000 pounds of  
tobacco a year for his own account. And Mr. Fleming  
has a regular "camera-eye" for tobacco. He can tell  
the quality of any lot of tobacco at a glance. So  
listen to what Mr. Fleming says about the subject he  
knows best.

MAN: At 9 different warehouses in Henderson, North Carolina  
this season I've seen Luckies buy the finest  
tobacco on sale. So, it's natural for me after seeing  
the most desirable types of tobacco go to Luckies to  
step up to a cigarette counter and say "Luckies",  
please." I've been smoking Luckies now for 14 years.

ANNOUNCER: Thank you, Mr. Fleming...May I point out that Mr.  
Fleming is an independent tobacco man - not connected  
with any cigarette manufacturer. And his choice of  
Luckies is typical of the majority of other independent  
experts of Tobaccoland. Here is their preference as  
shown by sworn records: Among these independent  
tobacco experts - auctioneers, buyers, and warehousemen-  
like Reuben Fleming, Lucky Strike has over twice as  
many exclusive smokers as have all other cigarettes  
combined.....(MORE)

ANNOUNCER: Next time you buy cigarettes - why not ask for the same cigarette the experts smoke...Ask for Lucky Strike. For remember, with men who know tobacco best, it's Luckies 2 to 1!

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina.

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

-fade theme 20 seconds-

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

WEDNESDAY, MARCH 30, 1938  
12:15 to 12:30 P.M.

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

BARUCK: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCK: And at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men  
who know tobacco best - it's Luckies 2 to 1.

(THEME . . . . . "HAPPY DAYS"

BARUCK: Lucky Strike presents YOUR NEWS PARADE ... the "Human  
Side of the News" .. with Edwan 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.

COMMERCIAL #2

HILL: Here's some radio news that will interest my listeners. Tonight at ten Lucky Strike's new program with Kay Kyser goes on the air. I speak of Kay Kyser's show as being "new" because this is the first time Kay will be heard over a nationwide hook-up. Actually, his show has already won its spurs, locally, around Chicago and New York. The tremendous response of these audiences, as a matter of fact, is the reason why Lucky Strike is rewarding Kay with a national audience. There's a new and very amusing idea behind the show. The music is tuneful and lively. Kay Kyser himself, as the Old Professor has a style and humor all his own. And there's fun for everybody when Kay steps up to the microphone, picks his victims at random from the audience and proceeds to give them his famous Kay Kyser Musical Quizzing. But see for yourself if you haven't heard it. Listen in tonight at 10 o'clock Eastern Standard Time. You'll like Kay Kyser - or I miss my guess by a wide mark.

COMMERCIAL #3

PARSON: Down in the little town of Rocky Mount, North Carolina, some months ago, two visitors from the North dropped in to see one of those tobacco auctions they'd heard so much about. They watched the auction - and incidentally a tobacco auction is as interesting as anything in American business - and later they met a number of the tobacco experts from the auction. Still later, talking it over together, each man found that the other had noticed the same thing - that the big majority of these experts they had met seemed to prefer one particular cigarette ... Lucky Strike. So, upon their return to the North, they mentioned their observation to an official of the Lucky Strike company. And they asked him if he knew what was the cigarette preference of the whole group of tobacco experts in the country. "To tell you the truth, gentlemen," the Lucky Strike official replied, "we've never really checked up. But we will. And thanks for the suggestion." Well, they did check up ... and here are the results of that survey as shown by sworn records ... Among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined.

(MORE)

BARUCH:  
CONT.

Over twice as many! These experts are warehousemen, auctioneers, buyers - men who spend their lives handling tobacco. They know tobacco. And, they know who buys it. And being independent, they are in a unique position to judge impartially. So remember their verdict next time you buy cigarettes ... Lucky Strike. Yes, the chant of the tobacco auctioneer is your reminder. (FADE IN CHANT) That chant means this ... with independent experts - with men who know tobacco best, it's Luckies 2 to 1.

CLOSING COMMERCIAL

BARUCH: Now don't forget the treat Mr. Hill mentioned earlier in the program. Tonight at 10 o'clock Eastern Standard Time - Kay Kyser. Don't miss it! And when you buy cigarettes this afternoon remember the choice of the independent tobacco experts like the auctioneer you heard on this program. With these experts, with men who know tobacco best, it's Luckies, 2 to 1.

(PAUSE) Listen in to YOUR NEWS PARADE over this same station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you "The Human Side of the News" from every corner of the globe.

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

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

-fade theme 20 seconds-

WABC.....NEW YORK

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

THURSDAY, MARCH 31, 1938

12:15 - 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (FADE IN CHANT) ... 1st SALE ... SOLD AMERICAN!  
2nd SALE ... SOLD AMERICAN!  
3rd SALE ... (ENDING WITH -  
All done - SOLD TO THE AMERICAN TOBACCO COMPANY.

BARUCH: Naturally the independent tobacco experts .. like the  
auctioneer you just heard .. know who buys what  
tobacco. With these experts .. with men 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.

COMMERCIAL #2 and 3

MR. HILL: Today we have in the studio a very interesting couple. They are typical of the American's who, last year alone, smoked 163 billion cigarettes, so I think they certainly should feel at home on a Lucky Strike program. They're at my side now and I'm going to ask them to introduce themselves. Would you mind telling your name, Sir?

SMOKER: Smoker, Mr. Hill. S-M-O-K-E-R. And this is my wife Mrs. Smoker.

MR. HILL: And the two of you are about as experienced cigarette buyers as there are in this world. Am I right?

SMOKER: I believe that's the truth, Mr. Hill.

MR. HILL: Well - now - may we ask what points you take into consideration in buying cigarettes?

SMOKER: I think we judge cigarettes the same as we judge any other product.

MRS. SMOKER: That's right. I always want to know first if it's made of the best materials.

MR. HILL: I believe Mr. Baruch can answer that question as far as it concerns Luckies.

(MORE)

COMMERCIAL #2 and 3 Continued

BARUCH: Yes, I can tell you the judgment of experts - and this is shown by sworn records - the independent tobacco experts - the men who know tobacco best - smoke Luckies 2 to 1.

MR. SMOKER: You say that this is shown by sworn records.

BARUCH: Yes, Mr. Smoker - sworn records open to the public.

MRS.  
SMOKER: Still there's more to a cigarette than just tobacco. Suppose we grant you that Luckies are made of the very best tobacco - what else has Lucky Strike to offer?

BARUCH: Something that no other cigarette does offer, Madam.

MR. SMOKER: What's that?

BARUCH: Lucky Strike's exclusive process "It's Toasted".

MR. SMOKER: And what does that do?

BARUCH: It makes Luckies a light smoke. You see, the "Toasting" process removes certain harsh throat irritants naturally present in all tobacco - even the finest. Then with these irritants out - controlled moisture is added to bring forth the natural mellow flavor of the tobacco. This is the reason Luckies not only taste good but are easy on your throat.

(MORE)

COMMERCIAL #2 and 3 Continued

MRS.

SMOKER: That is convincing. (LOWERS VOICE SLIGHTLY) Don't you think so dear?

MR. SMOKER: (LOW VOICE) Yes, it is .. but I wonder if he has actual proof? (NORMAL VOICE) Mr. Baruch, have you anything to prove what the "Toasting" process does?

MR. BARUCH: Yes, many kinds of proof including actual laboratory tests but I think, Mr. and Mrs. Smoker that your own throats will give you the best proof of all. And that's why you will want to try Luckies - to prove for yourselves the throat protection of the exclusive process "It's Toasted". So buy a carton of Luckies today and make this simple conclusive and easy test for two weeks - the personal test that is the best of all for any product. Remember - for a light smoke easy on your throat, a light smoke of the finest tobacco money can buy - ask for Lucky Strike.

CLOSING

BARUCH: Listen in to YOUR NEWS PARADE over this station tomorrow at 12:15 Eastern Standard Time. Edwin C. Hill will again bring you the "Human Side of the News" from every corner of the globe. (PAUSE) Remember the choice of the independent tobacco experts.. buyers, warehousemen and auctioneers ... with these men who know tobacco best, it's Luckies 2 to 1!

CLOSING SIGNATURE . . . . . "HAPPY DAYS"

The famous tobacco auctioneer you heard on today's program is Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

This is the COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC .. NEW YORK

ms

APRIL

ATX01 0139293

FINAL

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE "YOUR NEWS PARADE"

FRIDAY, APRIL 1, 1938  
12:15 to 12:30 P.M.

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

BARUCH: Listen to the chant of the tobacco auctioneer!

RIGGS: (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 at tobacco auctions everywhere - with independent  
experts like the auctioneer you just heard - with men 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.

Now, here's Mr. Hill.

(Commercial #2)

HILL: Well - today is my final broadcast on this program. And I am going to miss my daily 15 minutes with you. But I hope you will understand the pleasure with which I look forward to a vacation I have long planned to take - a vacation from this exacting microphone. Few know how stern a taskmaster this little "mike" can be. There is no point in dwelling on the exacting nature of my work other than to say that the daily selection, editing and delivery of a picked part of the mass of the world's news has not been a trivial task. (PAUSE) But I want to say that I have enjoyed being the radio representative of a product that I can sincerely and heartily approve - Lucky Strike. I say that because I know from my own experience... and I have been a Lucky smoker for a long time ... that Luckies are a cigarette genuinely easy on the throat ... yes, even under the strain of daily broadcasts! Of course, you do not need my evidence about Luckies. Over this microphone you have heard the same verdict from the great stars of opera, radio, stage and screen. And you have heard from the experts of Tobaccoland, too, about the fine tobaccos that go into Lucky Strike. Yes, I sincerely and heartily approve Luckies.

(COMMERCIAL #3)

ANNC'R: The longer we know our old friend Speed Riggs, the famous tobacco auctioneer, the more we discover that Speed is a living encyclopedia of Tobacco Facts and a very easily consulted guide book as to Who's Who in Tobaccoland. So, I'm going to ask Speed Riggs if he happens to know a Mr. Charles Belvin, of Durham, North Carolina. How about it, Speed?

RIGGS: Charlie Belvin, of Durham. Yes sir, I know him well.

ANNC'R: What's Mr. Belvin do in tobacco, Speed?

RIGGS: He's a buyer - an independent buyer. He buys tobacco for his own account.

ANNC'R: I suppose he has to be a pretty shrewd judge of tobacco?

RIGGS: That's right, Mr. Baruch. You see, when you're buying for your own account you're risking your own money and your living depends on your tobacco judgment. Well, Charlie lives pretty well and he certainly knows his tobacco.

ANNC'R: Thank you, Speed. I guess that qualifies Mr. Belvin as a good judge of tobacco. So, now I'd like to quote something, Mr. Belvin has to say about Lucky Strike...a very sporting thing, I might add. Here it is: QUOTE: I'd like to pay a compliment to Lucky Strike buyers. I think they're among the best in the world....and understand, please they're my competitors.

(continued)

A. NC'R: (continued) As an independent I'll bid against them any time if it's to my profit to do so. But it isn't often to my profit! Those buyers get the best tobacco for Luckies so how could Luckies help being the grand smoke they are! That's why I've smoked Luckies myself for the past 10 years. END QUOTE. That statement of Charles Belvin, an independent buyer and a competitor of Lucky Strike, surely says a lot to you as a smoker. And Mr. Belvin is typical. Sworn records show that among other independent tobacco experts - auctioneers, buyers and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant, remember with men who know tobacco best, it's Luckies 2 to 1.

(BACKGROUND...ORGAN PLAYING "HAPPY DAYS")

BARUCH: Mr. Hill, on behalf of the makers of Lucky Strike cigarettes, I want to thank you for your cooperation in making possible the success that these daily broadcasts have attained throughout the country. I want to thank you for your support of Lucky Strike, whose underlying theme; Quality of product is essential for continuing success; might well apply to you and your commentating; honest, straightforward and sincere... we like that in people and want people to like that in us. So, until we meet again, Mr. Hill, Lucky Strike, our radio audience and myself wish you continuing success and a very pleasant vacation.

CLOSING SIGNATURE....."HAPPY DAYS

The famous tobacco auctioneer you heard on today's  
program is Mr. L. A. (Speed) Riggs of Goldsboro,  
North Carolina.

This is the COLUMBIA...BROADCASTING SYSTEM

(Fade theme 20 seconds)

WABC NEW YORK

rdf/