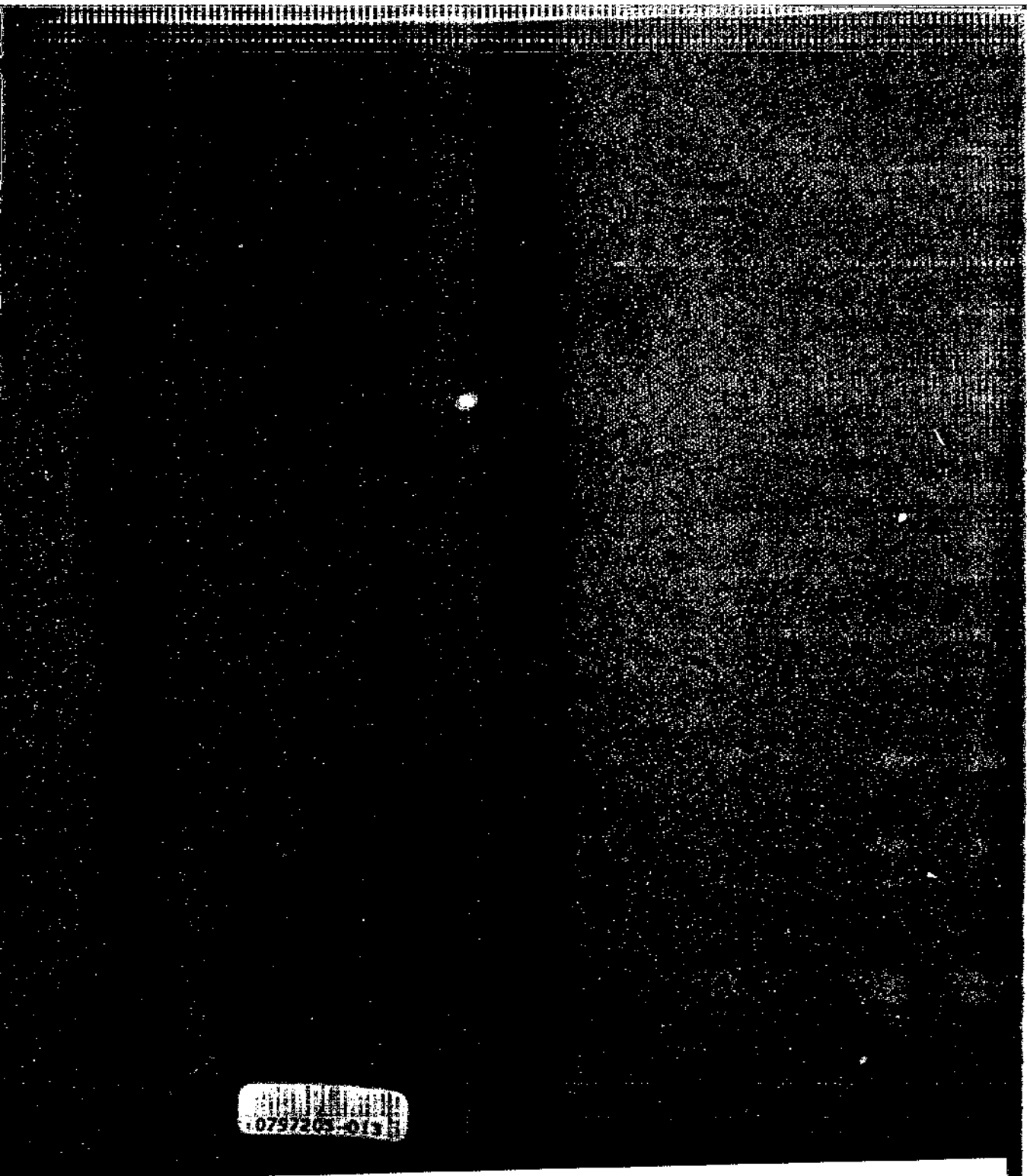

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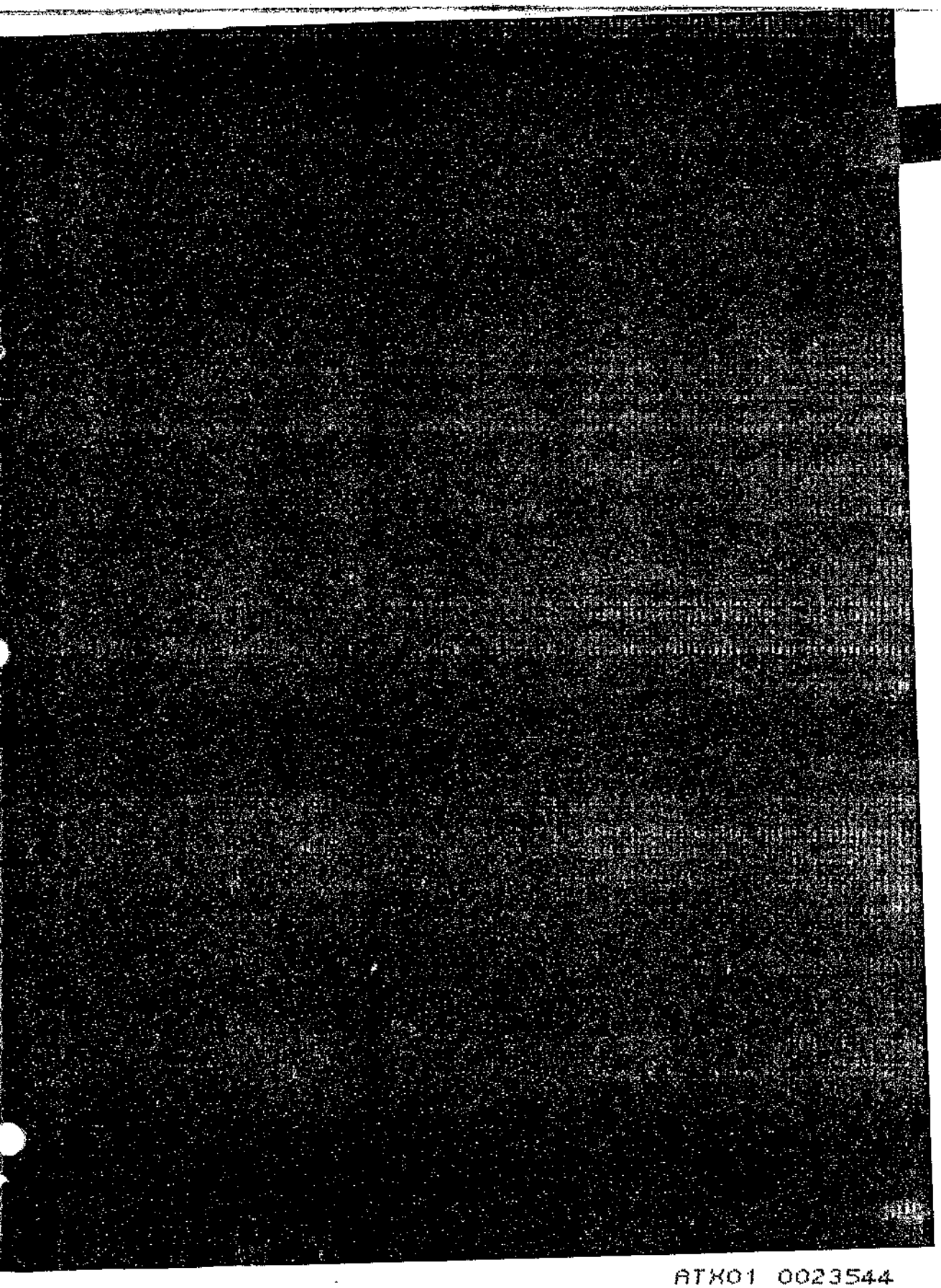


THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

AS BROADCAST

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

Broadcast #27 **Network:** CBS **Broadcast:** 10:00-10:30 PM EDST

DATE: ~~July 2, 1953~~ ~~taped June~~ 20,1953 **Repeat:** (AS BROADCAST)

Hollywood, California

OPENING COMMERCIAL

SPOT NO. 1	"SUNNYSIDE OF THE STREET"	BUDDY MEL
SPOT NO. 2	"HOW ABOUT YOU"	SHARON ANDREWS
SPOT NO. 3	"ANGELINO"	LO-DO & EYE-DOUGH

COMMERCIAL NO. 1

SPOT NO. 4	"TELL ME THAT YOU LOVE ME"	JOHN BENNETT
SPOT NO. 5	"TACCOTI"	HALYARD PATTERSON
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	"COME WHAT MAY"	MARK DURBIN
SPOT NO. 8	EDUCATIONAL LEADER (DIRECTOR OF SAN FARNANDO) JUNIOR COLLEGE	MR. KIERLING KERSEY

CLOSING COMMERCIAL

RA-926A

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

JULY 2, 1953

HOLLYWOOD, CALIFORNIA

10:00-10:30 PM EST THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

MC ILVAINE: The American Tobacco Company presents "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

MC ILVAINE: Nothing - no, nothing - beats better taste, and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So to get the better taste you want- and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike! Now from Hollywood, California, here's your host tonight, Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Thank you very kindly, Ladies and gentlemen. We're broadcasting from Hollywood, California. It's the first broadcast of our third quarter, for remember last week was our second quarter finals and Mark Durbin, from Billings, Montana was the winner and goes into the National Grand Finals for $5,000 next December. So to-night a new champ will be born -- someone whom perhaps you can perhaps follow right along up the ladder to stardom. So, stand by for thrills and excitement and the warning whistle for round one ... (WHISTLE) ... introduces from Hartford, Connecticut Buddy Mel. Buddy is a outstanding singer who most certainly deserves national recognition. So, Buddy, with the ringing of the bell ...(BELL) ... Lucky Strike wishes you good luck as you make your bid for the championship crown.

MUSIC: ("SUNNYSIDE OF THE STREET")
(APPLAUSE)

HEIDT: Buddy Mel, ladies and gentlemen. From Hartford. Buddy, that was very, very fine.

MEL: Thank you, sir.

HEIDT: And tell me, where do you get all the -- you're the healthiest looking singer I've seen for along time, Buddy.

MEL: I'm really a landscape gardener.

HEIDT: Well, can you imagine ... that's where you got the tan, Huh? How does that work in with singing?

MEL: It doesn't, very well. That is why I'm here tonight.

HEIDT: Why is that Buddy?

MEL: Well, who can hear me behind a tractor.

HEIDT: Well, maybe that's it ... well, you know Buddy, you have a splendid voice.

MEL: Thank you.

HEIDT: And you certainly have a great beat there, and you have a fine chance to win tonight and we're very happy to have you on the show.

(APPLAUSE)

HEIDT: It' THE AMERICAN WAY sponsored by Lucky Strike. Make every day your Lucky Day -- reach for a Lucky. It's the first broadcast of our third quarter from Hollywood, California, and the warning whistle for round two ... (WHISTLE) ... introduces Sharon Andrews who hails from Brooklyn, New York. Sharon also has splendid possibilities for the future, for along with her beauty and charm gives excellent interpretive renditions of musical comedy songs. So, Sharon, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you make your championship bid.

MUSIC: ("HOW ABOUT YOU")
(APPLAUSE)

HEIDT: Very attractive, beautiful girl, Miss Sharon Andrews. It's THE AMERICAN WAY, Ladies and gentlemen. Sharon, beautiful work, very very nice. And you're from Brooklyn, but you're living in California now. What type of work are you doing?

ANDREWS: I'm a secretary for a fabric house.

HEIDT: You're a secretary for a fabric house. What fabric house?

ANDREWS: The Lumco Fabric

HEIDT: That'll get you a raise.

ANDREWS: I hope so.

HEIDT: No question, no doubt about it ... and how did you happen to get into singing? Has it always been part of your life?

ANDREWS: No, I've always loved to sing, but this is rather new to me, this phase of it.

HEIDT: What are you anxious to get into the years to come, what phase of singing?

ANDREWS: I think Musical Comedy.

HEIDT: Musical Comedy. Well, you have what it takes - you have beauty, you have charm ... and she has a beautiful voice, don't you think so?

(APPLAUSE)

HEIDT: Friends, make every day your Lucky day -- reach for a Lucky, a Lucky Strike, the cigarette of superior quality.
It's the first broadcast of our third quarter, from Hollywood, California, as the warning whistle for round three ... (WHISTLE) ... introduces two energetic young gentlemen known as LO-DO and EYE-DOUGH, who sing everything from opera to comical to classical music. These boys have a very unusual style and am sure you'll agree they have fine possibilities of really going places. So, fellows with the ringing of the bell ... (BELL) ... LUCKY STRIKE wishes you good luck. Here we go!

MUSIC: ("ANGELINO")

(APPLAUSE)

HEIDT: LO-DO and EYE-DOUGH .... Very very fine work, LO-DO and EYE-DOUGH. How did you two fellows get together with those names?

TALENT: How could we help it?

HEIDT: Tell me, what's your full name?

TALENT: My last name is Bonaguidi: My first name is Ido.

HEIDT: Why?

TALENT: Galanti is my last name.

HEIDT: I'm glad you fellows had to say it; we'd never get it ... the show would never ... boys, I understand something very unusual in your lives. You're, you're instructors.

TALENT: That's right.

HEIDT: In College?

TALENT: No, I teach mathematics at Glendale High School.

TALENT: I'm the Graduate Manager of Oxidental College.

HEIDT: Well, you are ... so, your head is always on the block.

TALENT; That's right.

HEIDT: How are your teams doing so far?

TALENT: Just average; we play for the sport of it.

HEIDT: You play for the sport of it.

TALENT: That's right.

HEIDT: Just like your singing; you do it for the sport.

TALENT: You're right.

HEIDT: I know you two. You're doing a swell job. When you were on our shows in California last year, remember we said, if you boys really wanted to do it, you have everything that it takes to become another Matin and Lewis. We still feel the same way. Let's give them a nice hand, folks.

(APPLAUSE)

COMMERCIAL NO. 1

COMMERCIAL NO. 1

HEIDT: Folks, you might wonder why we say, make every day your Lucky day. Reach for a Lucky -- a Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Thanks, Horace. Friends, when you buy cigarettes, just keep this in mind: Nothing -- no, nothing -- beats better taste! And Luckies taste better -- cleaner, fresher, smoother. That freshness is especially important. If a cigarette isn't truly fresh, it can't possibly give you the enjoyment it should. And every pack of Luckies is extra tightly sealed, to bring you Luckies' better taste in all its natural freshness. Just smoke 'em and see. Yes, Luckies do taste better, because -- first, LS/MFT -- Lucky Strike means fine tobacco. Then, too, Luckies taste better because they're made better ... made round and firm and fully packed, to draw freely and smoke evenly. So, friends, get all the real, deep-down smoking enjoyment that's coming to you. Smoke the cigarette that has better taste when it's made, and then brings you all that better taste in a fresh cigarette. Be Happy -- Go Lucky! Tomorrow, get your carton of better-tasting, fresher-tasting Lucky Strike!

COMMERCIAL NO. 1 (CONT'D)

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike. But, now on with The American Way and the competition. It's the first broadcast of the third quarter, from Hollywood, California. You've already heard three very fine contestants. There are two more to come... as the warning whistle for round four ... (WHISTLE) ... introduces John Bennett, from Los Angeles, California. John has one of the most beautiful tenor voices we've heard for quite sometime, it's definitely star material, and we're very proud to present him to our friends throughout the nation. So, John, with the ringing of the bell...(BELL) ....Lucky Strike also wishes you good luck. So, Musical Knights - let's hit it.

MUSIC: ("TELL ME THAT YOU LOVE ME")

(APPLAUSE)

(PICK UP INTERVIEW)

HEIDT: John, that was just lovely.

BENNETT: Thank you, Horace.

HEIDT: Gorgeous, no question; you've one of the finest voices in the country.

BENNETT: Thanks.

HEIDT: But, you know, I'm going to surprise everybody. I want you to tell us what you're doing now.

BENNETT: Well, I'm working on Hughes Aircraft.

HEIDT: Hughes Aircraft... and what are your hours down there?

BENNETT: Well, I work 3:30 until 12:00 at night, so I'll have time to study during the day.

HEIDT: And you're doing that just so you'll get your break, eh?

BENNETT: That's right.

HEIDT: Until you do, which is coming very rapidly for you, your ambition is to be in musical comedy or light opera?

BENNETT: Musical Comedy or light opera, yeh.

HEIDT: Well, I'm hoping that some of our good friends back on Broadway will hear you tonight.

BENNETT: I hope so, too.

HEIDT: Because they certainly should check. You have everything that it takes: appearance and ability and you'll be a great success. Folks, give him a nice hand.

BENNETT: Thanks, Horace.

(APPLAUSE)

HEIDT: Beautiful voice, John Bennett.
And now, folks, the excitement reaches a new high as the warning whistle for round five... (WHISTLE) ... introduces Halyard Patterson, whom we found in Fresno, California. Halyard, whose idol is Duke Ellington, not only plays classical piano but also goes right along with the best on Boogie.
So, Halyard, with the ringing of the bell...(BELL) Lucky Strike wishes you Good Luck.
"Musical Knights" -- let's go!

MUSIC: ("TACCOTI")

(APPLAUSE)

(PICK UP INTERVIEW)

HEIDT: Well sir, never have I seen anything like that. Your feet on top of the piano. Folks, he was playing every conceivable way you can think. His hands were between his legs, his feet were on top of the piano, and his head was underneath half of the time. Halyard, that was wonderful. And you're from Fresno, California.

PATTERSON: That's right, Mr. Heidt.

HEIDT: And what type of work did you do in Fresno? Before you came here to Los Angeles...

PATTERSON: I worked in drug stores, grocery stores ... and a little of everything. It came in handy.

HEIDT: You mean work that you could lay your hands on, or money that you could lay your hands on.

PATTERSON: Yah.

HEIDT: And what is your ambition as a piano player?

PATTERSON: Well, my ambition is to be a concert pianist and be able to eat, too.

HEIDT: To be able to play the concert and to eat at the same time; he's a realist, isn't he? O.K. Give him a nice hand. He's a swell fellow.

(APPLAUSE)

HEIDT: And now, folks, we are ready to pass in review to see who shall win the $150 first prize. And carry over till next week with the possibility of entering the Quarter Finals for $500 and the Grand Finals for $5,000 next December.

REPRISE:

CONTESTANT NO. 1 .... FROM HARTFORD, CONN.
BUDDY MEL.

HEIDT: Very,very nice work, Buddy Mel.

CONTESTANT NO. 2 .... FROM BROOKLYN, N. Y.
SHARON ANDREWS

HEIDT: And a very nice hand for Sharon Andrews.

CONTESTANT NO. 3.... FROM LOS ANGELES, CALIFORNIA
LODI & AIDO

HEIDT: Very, very nice work, boys.

and CONTESTANT NO. 4 .... FROM LOS ANGELES, CALIFORNIA
JOHN BENNETT

HEIDT: It's going to be very close, John Bennett, from L.A.

CONTESTANT NO. 5 .... FROM FRESNO, CALIFORNIA
HALYARD PATTERSON

HEIDT: Well folks you can hear for yourselves, it's going to be a very, very close decision.

COMMERCIAL NO. 2

COMMERCIAL NO. 2

HEIDT: We'll have the Judges verdict in just a very few moments. While we wait I'd like to say a few words on behalf of Lucky Strike, the cigarette of superior quality. We call Lucky Strike the cigarette of superior quality because Luckies really are made better to taste better. First of all, they have fine, clean, fresh tasting tobacco. Also Luckies are very particular that every pack of Lucky Strike is extra tightly sealed, so as to keep and preserve that fresh taste. And to prove that Luckies are kept fresher to taste better, you'll find printed on each and every package of Luckies a statement which is not on any other leading brand. And I quote: "Luckies are guaranteed unconditionally by The American Tobacco Company, Incorporated." Friends, look for yourselves, you won't find that guarantee on any other leading brand. So, remember, tomorrow associate Lucky Strike with your Lucky day and that will remind you to join the millions of Americans who have proved to themselves that Luckies really do taste better... that Lucky Strike is truly the cigarette of superior quality.

(MORE)

COMMERCIAL NO. 2 (Cont'd)

HEIDT: And that fanfare means a Lucky Strike extra. From Billings, Montana, comes the winner of our Second Quarter Finals last week, Mark Durbin. Mark is only 17 years old, but is now a regular member of our Lucky Strike family, which all goes to prove how success can come to any of you young people that audition for us. Mark sings his latest recording release, "Come What May."

MUSIC: ("COME WHAT MAY")

(APPLAUSE)

HEIDT: There you have it, ladies and gentlemen...a boy that many people say will be the next singing sensation of our nation. Mark Durbin...17 years old from the grand city of Billings, Montana.

HEIDT: And now we're ready for our judges decision and introducing one of the outstanding educational leaders of California, Director of the San Fernando Junior College, Mr. Vierling Kersey. Vierling, how are you?

KERSEY: Mr. Heidt, we know that our world today is a complex one and we must never forget that in the years to come our youth, these young people must take over that world. Now being in youth work myself I realize that the training we give our youth affects the world of tomorrow. Congratulations to you and to your sponsor and thanks for inviting me to be here with you today. Here on this card is my reading of the electric applause.

HEIDT: And the winner is Halyard Patterson

(APPLAUSE)

HEIDT: Thank you very much. It's a privilege and pleasure to have you, with all your pep and vitality. He certainly has it, hasn't he? That is the reason he is one of our finest citizens. Ladies and gentlemen, the winner by three points -- a very very close decision -- the piano player: Halyard Patterson. Well, Halyard, there's the card. It was a close scrape here this evening. Three points for you, and here's a check for you, so you'll have enough to eat now to carry you over to next week. We'll see you on the program. Say thanks to everybody.

PATTERSON: Thanks, everyone. Thank you very much.

HEIDT: Good. Very very fine...congratulations from Lucky Strike.

HEIDT: Folks, we're enjoying a little rest in California before starting out on our next tour. Be sure and make every day your Lucky day with Lucky Strike. For remember, whether you smoke or not, it's a mark of distinction, the sign of a thoughtful hostess to have Lucky Strike in your home, for Lucky Strike in sponsoring The American Way is furthering the American way of living. So, nice people, till we meet again, this is Horace Heidt reminding you, "Tis Better to Build Boys than to mend men", saying good night to Mother. Wishing you Good Luck, Good Health, and may God bless you all. Good night, everybody.

DON: Friends, here's a lucky tip. Remember that on Sunday, Lucky Strike presents Guy Lombardo Time. Guy's Lucky Star of the week this Sunday will be Sarah Vaughan.

BAND: "BE HAPPY - GO LUCKY"
(LONE VERSION OF THEME FADE FOR)

DON: This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company... America's leading manufacturer of cigarettes.

BAND: "BE HAPPY - GO LUCKY"
(LONG VERSION OF THEME FADE FOR)

ANNCR: THIS IS THE C.B.S. RADIO NETWORK.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 9, 1953 Broadcast #28 Network: CBS Broadcast: 10:00-10:30 PM EDST
Hollywood, California

Repeat:
(AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"DIZZY FINGERS"	DALE INGVARDSEN
SPOT NO. 2	"DEEP RIVER"	NAOMI WADE
SPOT NO. 3	"CARNIVAL OF VENICE"	WILBUR JENSEN

COMMERCIAL NO. 1

SPOT NO. 4	"THEY SAY THAT FALLING IN LOVE IS WONDERFUL"	{PATTI SHERMER {DAVID GRAEME
SPOT NO. 5	"TICATO"	HALYARD PATTERSON
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	"HOT LIPS"	{PETE CANDOLI {RID NICHOLS
SPOT NO. 8	PRES. OF PEPPERDINE COLLEGE	DR. HUGH TINER

CLOSING COMMERCIAL

RA-926A

ATK01 0023565

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

JULY 9, 1953

10:00-10:30 PM EDST HOLLYWOOD, CALIFORNIA THURSDAY

OPENING

BAND: "BE HAPPY" - "GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Nothing -- no, nothing - beats better taste, and Luckies taste better ... cleaner, fresher, smoother.. Yes, Luckies are fresher, just smoke 'em and see! So to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike Now from Hollywood, California, here's your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Yes sir, ladies and gentlemen. Thank you very very much. We're broadcasting from Hollywood, California, and there's excitement in the air for it's the second broadcast of our third quarter, and a great new champ Hallyard Patterson, from Fresno, California might be thrashing across the horizon. Listen ...
(HALYARD PLAYS 8 BARS) ...
Yes, ladies and gentlemen that's the champ, Halyard Patterson and he might have what it takes to go right to the top. At any rate Halyard Patterson will be mighty hard to beat this evening, but four contestants found in our travels, say it can be done, so stand by for thrills and excitement as the warning whistle for round one ... (WHISTLE)... introduces from Eureka, California, Dale Ingvardsen. Dale was winner of our concert show in Eureka and is one of the outstanding accordian prospects we've run across in some time. So, Dale, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you make your bid for the championship. - Boys, let's go!

MUSIC: ("DIZZY FINGERS")
(APPLAUSE)

HEIDT: Step out here, Dale. That was mighty fine work. Now, you were one of the winners up in Eureka, California about how many weeks ago?

DALE: Two or three.

HEIDT: That was certainly fine work. You've a great chance for the future. You play wonderful accordian, you've got a marvelous smile, you've got a beautiful suit. Where did you get that suit?

DALE: Up in Eureka.

HEIDT: That's just where I'm going to buy my clothes next time. How about you fellows? Dale, you did a swell job tonight. Folks, give him a nice hand. He's a swell fellow.

(APPLAUSE)

HEIDT: Yes, ladies and gentlemen it's the youth of America receiving that opportunity to national recognition and you've just heard Dale Ingvardsen.

Folks it's "THE AMERICAN WAY" sponsored by Lucky Strike, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. It's the second broadcast of our third quarter from Hollywood, California. You've just heard a fine prospect, Dale Ingvardsen, and here's the warning whistle for round two ...(WHISTLE)... which introduces from Monrovia, California, 17 year old Naomi Wade, who has one of the most unusual voices in fact, she has a range of over 3 octaves. And I am sure your ability will speak for itself, Naomi. So, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you make your championship try.

MUSIC: ("DEEP RIVER")
(APPLAUSE)

HEIDT: Naomi, that was beautiful.

NAOMI: Thank you, Mr. Heidt.

HEIDT: Very very nice. And you're only 17 years old.

NAOMI: Only 17 years old.

HEIDT: And I believe we met each other last year, didn't we?

NAOMI: Yes, we did.

HEIDT: You have a range of three and a half octaves.

NAOMI: That's right.

HEIDT: Your low note is about a low ...

NAOMI: G.

HEIDT: G ... and your high note ....

NAOMI: I really couldn't say.

HEIDT: ... A high "wee" above high "wobbaloo"; I'm sure. Really is up there. And who's your favorite singer?

NAOMI: Marion Anderson, I'd say.

HEIDT: Marion Anderson. Some day you would like to be like Marion Anderson.

NAOMI: Yes, I would.

HEIDT: Well, that's wonderful and we wish you a great deal of success. And folks, let's give her a nice hand. Isn't she swell?
(APPLAUSE)

HEIDT: Friends you're hearing the youth of America make their bid for national recognition and that was Naomi Wade.

Friends, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. It's the second broadcast of our third quarter, you've just heard two fine contestants, and the warning whistle for round three ... (WHISTLE) ... introduces 14 year old Wilbur Jensen, from Denmark, Oregon. Wilbur was winner of our concert show in Coos Bay, Oregon about three weeks ago. There's no doubt that Wilbur, for his 14 years of age, shows promise of becoming one of our outstanding trumperters in the years to come. So, Wilbur, with the ringing of the bell ... (BELL) .... Lucky Strike wishes you good luck. Musical Knights take it away.

MUSIC: ("CARNIVAL OF VENICE")
(APPLAUSE)

HEIDT: And you're from where?

WILBUR: Denmark.

HEIDT: Denmark?

WILBUR: Oregon.

HEIDT: Oregon. You had us all fooled there for a moment. We didn't know what to say. How far is that from Coos Bay?

WILBUR: About fifteen miles.

HEIDT: About fifteen miles. Tell me, what nationality are you?

WILBUR: Danish.

HEIDT: Danish, eh? And you live in Denmark. Are there ... how many other Danish people are there in Denmark? The whole city"

WILBUR: No, they're mostly Irish.

HEIDT: Mostly Irish. The Irish and the Danish people, eh? Wilbur, you did a beautiful job here this evening. I know everybody is very proud of you, both in Denmark and Coos Bay. So, let's give him a nice hand, folks, shall we?

(APPLAUSE)

(COMMERCIAL NO. 1)

COMMERCIAL NO. 1

HEIDT: Yes, folks you're hearing the youth of America make their bid for national recognition and this very fine young boy's name is Wilbur Jensen.

Friends, you might wonder why we say, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don McIlvaine to tell you why.

DON: Thanks, Horace. Surely, friends, the one thing you should get from smoking is enjoyment. And that enjoyment comes from the taste of a cigarette. For nothing -- no, nothing -- beats better taste! And Luckies taste better ... cleaner, fresher and smoother! Now freshness is especially important ... because to get complete smoking enjoyment, you need a fresh cigarette! And every pack of Lucky Strike is extra tightly sealed, to bring you Luckies' better taste in all its natural freshness. Just light up a Lucky, and see for yourself how much fresher, how much better it does taste. That's because LS/MFT -- Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco. Luckies also taste better because they're made better -- made round and firm and fully packed, to draw freely and smoke evenly. Yes, Luckies just naturally have a better taste when they're made -- and still have that better taste when you smoke them, because they

(MORE)

COMMERCIAL NO. 1 (CONT'D)

DON: (CONT'D) come to you fresh. So, for real, deep-down smoking enjoyment -- Be Happy -- Go Lucky! Get a carton of better-tasting, fresher-tasting Lucky Strike!

HEIDT: Friends, that certainly is good advice. Be right with Lucky Strike, the cigarette of superior quality. But, now on with the competition and THE AMERICAN WAY. It's the second broadcast of the third quarter, from Hollywood, California. You've already heard three very fine contestants. There's two more to come. As the warning whistle for round four ... (WHISTLE) ... introduces Patti Shermer and David Graeme, who call themselves the sweetheart couple and rightfully so, as Patti and David have a beautiful blend of voices. So, Patti and David, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck in your national radio debut. Musical Knights take it away.

MUSIC: "THEY SAY THAT FALLING IN LOVE IS WONDERFUL"

(APPLAUSE)

HEIDT: Patti, that was beautiful.

PATTI. Thank you.

HEIDT: How old are you, Patti?

PATTI: Seventeen.

HEIDT: Seventeen.

HEIDT: And David, how old are you?

DAVID: Eighteen, sir.

HEIDT: Eighteen, just right. One year older. And how did you happen to meet? How long have you been singing together, let's ask that question first.

DAVID: Well, I think we've been singing together for a year on and off. It started, it all started when Patti started taking lessons from my mom and I . . .

HEIDT: Ohhh ... from your mom, eh? Well, isn't that wonderful? And then the first time you heard her sing you thought "Gee".

DAVID: That's it.

HEIDT: You went down and you listened and then you said: "Mom, will you introduce me to this very attractive girl?" Uh huh! Well, you certainly have a wonderful combination. And we want to thank you very very much. And folks, let's give them a nice hand.

DAVID: Thank you.

(APPLAUSE)

HEIDT: Beautiful work - the youth of America receiving their opportunity for national recognition and you've just heard Patti Shermer and David Graeme.

Folks, it's THE AMERICAN WAY and the warning whistle for round five ... (WHISTLE) ... brings to the center of the ring our new champ, Halyard Patterson, from Fresno, California. Halyard, who's idol is Duke Ellington, not only plays classical music but also goes right along with the very best on boggie, in fact, last week he had the crowd beating right along with him to a victory. So, he's the champ defending his crown and with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck, Halyard as you go to town. Musical Knights take it away.

MUSIC: ("TICATO")
(APPLAUSE)

HEIDT: And Halyard, you were hot tonight, brother. You're from Fresno?

HALYARD: Yes, Mr. Heidt.

HEIDT: What type of work did you do down there?

HALYARD: Well, I did a little of everything. I worked in department stores, picked cotton, shoe shining, and a little of everything. Anything that would come along.

HEIDT: What's that?

HALYARD: Anything that would come along.

HEIDT: Anything that would come along. When did you get time to practice the piano?

HALYARD: Well, between time.

HEIDT: Very very good. Between time, I see. Your ambition is to be, as you said last week, a concert piano player and ...

HALYARD: To be able to eat at the same time.

HEIDT: Very high ambition. Give him a nice hand, folks.

(APPLAUSE)

HEIDT: Halyard Patterson ladies and gentlemen, defending his crown.

Folks now we are ready to pass in review to see who shall win the $150 first prize. And carry over till next week with the possibility of entering the quarter finals for $500 and the grand finals for $5,000 next December.

REPRISE: CONTESTANT NO. 1. . . . .FROM EUREKA, CALIFORNIA
DALE INGVARDSEN

HEIDT: Dale, thank you very very much.

CONTESTANT NO. 2. . . . .FROM MONROVIA, CALIFORNIA
NAOMI WADE

HEIDT: Very nice, Naomi Wade from Monrovia, California.

CONTESTANT NO. 3. . . . .FROM DENMARK, OREGON
WILBUR JENSEN

HEIDT: Wilbur Jensen from Denmark, Oregon, whom we discovered at the grand city of Coosbay.

CONTESTANT NO. 4. . . . .FROM LOS ANGELES, CALIFORNIA
PATTI SHERMER & DAVID GRAEME

HEIDT: Thank you very much. Nice work, Patti and David.

CONTESTANT NO. 5. . . . .FROM FRESNO, CALIFORNIA
HALYARD PATTERSON

COMMERCIAL NO. 2

COMMERCIAL NO. 2

HEIDT: Ladies and gentlemen we'll have the judges decision in just a very few moments. While we wait, I'd like to say a few words on behalf of Lucky Strike, the cigarette of superior quality because Lucky Strike really are made better to taste better. First of all, they have fine, clean, fresh tasting tobacco. And one of the reasons why they have fresh-tasting tobacco is because Luckies are very particular that every pack of Lucky Strike is extra tightly sealed, so as to keep and preserve that fresh taste. And to prove that Luckies are kept fresher to taste better, printed on each and every package of Luckies is a statement which is not on any other leading brand, and I quote, "Luckies are guaranteed unconditionally by the American Tobacco Company, incorporated." Friends, look for yourselves, you won't find that guarantee on any other leading brand. So, remember, tomorrow associate Lucky Strike with your Lucky day and that will remind you to join the millions of Americans who have proved to themselves that Luckies really do taste better. Because Lucky Strike is truly the cigarette of superior quality.

HEIDT: Now, ladies and gentlemen, here's a treat. A Lucky Strike extra and many requests have suggested that we once again revive. Those famous triple tonguing trumpeteers. So, here they go with "HOT LIPS" featuring the great Pete Candoli and the one and only Red Nichols. Boys, take it away.

MUSIC: "HOT LIPS"

HEIDT: There you are ladies and gentlemen -- "HOT LIPS". Oh, boy -- how those fellows can go.

HEIDT: And now ladies and gentlemen we're ready to introduce our judge and his decision and introducing one of the outstanding educational leaders of our nation. The President of Pepperdine College here in Los Angeles, a college which specializes in and is considered one of the most advanced in the teaching of liberal arts. Introducing the personable, president, Dr. Hugh Tiner.

TINER: Thank you very much, Horace. Horace, as President of Pepperdine College, it is brought to my attention every day that the world of tomorrow will be governed by the youth of today. So, always prevelent in my mind is the matter of developing and graduating leaders at Pepperdine who will help carry forth the principles of our great nation. I would like to congratulate you, Horace, and your sponsor, Lucky Strike, for your work in this direction on your AMERICAN WAY. And also to wish your program continued success. Here on this card Horace, is my reading of the electric applause meter.

HEIDT: Thank you very much, Hugh Tiner.

HEIDT: And the winner this evening, the young chap -- the champ from Fresno retains his crown -- Halyard Patterson. Here's your money and buy yourself a necktie this week. We'll see you next week. We want to thank all the contestants. You did beautiful work here this evening. It was really swell. Here we go -- Say, Don Mc Ilvaine...

CLOSING

DON: Ladies and gentlemen, Horace and his AMERICAN WAY program, including Johnny ("It's in the Book") Standley, Ralph Sigwald, Mark Durbin, and Sylvia Marie, start another national tour September 1. Any service clubs representing worthwhile charities whose city auditoriums have a seating capacity of 1800 or over and whose city we have not played before, write Horace Heidt, care of CBS, Hollywoood, for particulars. Be right with Heidt and Lucky Strike.

HEIDT: Right, be right with Lucky Strike. Make every day your Lucky Day with Lucky Strike. For remember, whether you smoke or not it's the sign of a thoughtful hostess to have Lucky Strike in your home. For Lucky Strike in sponsoring THE AMERICAN WAY is furthering the American Way of Living. So, nice people, till we meet again, this is Horace Heidt reminding you, "Tis better to build boys than to mend men", saying good-night to Mother, and wishing you good luck, good health, and may God bless you all. Good night everybody.

CLOSING (CONT'D)

DON: Say, friends, here's a Lucky tip -- remember that on Sunday Lucky Strike presents GUY LOMBARDO TIME. Guy's Lucky Star of the Week this Sunday will be June Valli.

BAND: "BE HAPPY - GO LUCKY" (LONG VERSION OF THEME FADE FOR)

DON: This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company...America's leading manufacturer of cigarettes.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 16, 1953 Broadcast #29 **Network:** CBS **Broadcast:** 10:00-10:30 PM EDST **Repeat:** (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"IT'S WONDERFUL"	JACK ORDEAN
SPOT NO. 2	"STARS IN MY EYES"	JEANNE STUART
SPOT NO. 3	"TIGER RAG"	GENE ST. JOHN

COMMERCIAL NO. 1

SPOT NO. 4	"FIVE GUYS NAMED MOE"	DENNIS ROSS
SPOT NO. 5	"WARSAW CONCERTO"	HAYLARD PATTERSON
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	"I'M WALKING BEHIND YOU"	MARK DURBIN
SPOT NO. 8	JUDGE	GORDON HAHN

CLOSING COMMERCIAL

RA-926A

ATX01 0023586

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

JULY 16, 1953

HOLLYWOOD, CALIFORNIA

10:00-10:30 PM EST THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

MC ILVAINE: The American Tobacco Company presents transcribed "THE AMERICAN WAY"... Starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

MC ILVAINE: Nothing, No, Nothing - beats better taste, and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So, to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!

Now from Hollywood, California, Here's your host tonight, Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Yes sir, thank you very much ladies and gentlemen. There's excitement in the air this evening for it's the third broadcast of our third quarter, and a new name, Halyard Patterson, from Fresno, California, might be flashing across the horizon to stardom. Listen ... (HALYARD PLAYS 8 BARS) Yes, that's the champ, Halyard Patterson he might have what it takes to go right to the top. At any rate he'll be hard to beat. However, four contestants found in our travels, say it can be done, so stand by for thrills and excitement as the warning whistle ... (WHISTLE) ... introduces JACK ORDEAN, from Sidney, Ohio. Jack is one of the outstanding saxophone prospects we've run across and will give Halyard Patterson a real run for his money. So, Jack with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you make your bid for the championship crown. Musical Knights, take it away.

MUSIC: "ITS WONDERFUL"
(APPLAUSE)

HEIDT: Wonderful. Talented youth of our country receiving their opportunity for national recognition and you've just heard Jack Ordean.

HEIDT: Jack, you had everybody here tapping their feet. That was marvelous.

JACK: Thank you.

HEIDT: And you're from Sidney, Ohio, and how did you happen to take up the saxophone.

JACK: Well, I thought that it was the best instrument for me to express myself.

HEIDT: In other words you feel that all artists express themselves by the feelings in their heart.

JACK: Yes, that's right.

HEIDT: And I know you have a big heart -- I can tell that because you're a big man. How tall are you?

JACK: 6 FT. 3.

HEIDT: And how much do you weigh?

JACK: 215.

HEIDT: 215. I want you on my side brother. Jack, you're a wonderful person, we're proud to have had you on the show. Folks give him a nice hand will you please.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY sponsored by Lucky Strike. Make every day your Lucky day -- insist upon Lucky strike, the cigarette of superior quality. It's the third program of our third quarter from Hollywood, California. You've just heard a fine contender, Jack Ordean on the saxophone, and here's the warning whistle for round two ... (WHISTLE)... which introduces from San Francisco, beautiful, Jeanne Stuart, who also possesses possibilities of becoming a real star. Jeanne, I'm sure your ability will speak for itself. So, with the ringing of the bell ... (BELL) ...Lucky Strike wishes you good luck as you make your championship try. Musical Knights make it pretty.

MUSIC: "STARS IN MY EYES"

(APPLAUSE)

HEIDT: You're hearing the youth of America make their bid for national recognition.

HEIDT: And that was Jeanne Stuart. Jeanne that was beautiful.

JEANNE: Thank you very much.

HEIDT: You're not only a lovely girl but you have a beautiful voice. And you're from San Francisco.

JEANNE: Yes, I am.

HEIDT: You've done most of your studying up there.

JEANNE: Yes.

HEIDT: One of the very famous music centers, isn't it?

JEANNE: Yes, it is.

HEIDT: And now you're down here in Hollywood hoping to get a break in what would you like to do?

JEANNE: Oh, television, radio, light opera, just most anything as long as I sing.

HEIDT: That's the main thing. It's in your heart too, isn't it?

JEANNE: I love it!

HEIDT: Well, I know that you're going far, you have a very, very beautiful voice and we're very proud to have had you on the show. Folks, give her a nice hand, will you please.

JEANNE: Thank you very much.

(APPLAUSE)

HEIDT: Friends, make every day your Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. It's the third program of our third quarter. You've just heard two very fine contestants, and the warning whistle for round three ... (WHISTLE) ... introduces 17 year old Gene St. John, who was winner of our concert show in Klamath Falls, Oregon, about three weeks ago. Gene plays the electric spanish guitar, is visiting Hollywood for the first time, and is making his national radio debut. So, Gene, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck. Boys, take it away, here we go!

MUSIC: "TIGER RAG"
(APPLAUSE)

HEIDT: Folks, it's THE AMERICAN WAY with the youth of your nation receiving their opportunity for national recognition.

HEIDT: Listen to that ovation for Gene St. John, from Klamath Falls. Come over here Gene. Wow! You really were wound up on that one. Gene how long a drive did you have down from Klamath Falls, Los Angeles.

GENE: Well the map said 704 miles but we got kind of lost.

HEIDT: Well how many miles.

GENE: 843.

HEIDT: And you had 800 and something in that number that you just did. You were thinking about that for 800 miles.

GENE: Yes I was

HEIDT: You're a swell fellow and how did you happen to pick up the electric guitar.

GENE: I took it in favor of the violin. It just didn't quite agree with me so I dropped the violin.

HEIDT: You mean the violin didn't agree with you.

GENE: No, I like the music that came out of the guitar a little better.

HEIDT: Well, that's the way they do it in Klamath Falls, folks. Give this boy a nice hand, he's swell.

(APPLAUSE)

HEIDT: Friends, you might wonder why we say, make every day your Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: You know, as far as your smoking enjoyment is concerned, there's just one real difference between cigarettes. That difference is - Better Taste! Nothing - No, nothing - beats better taste! And Luckies taste better ... cleaner, fresher, smoother. Luckies taste better because first: LS/MFT, Lucky Strike means fine tobacco. Fine, light, mild tobacco that naturally tastes better. Then, Luckies are made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. And here's another fact that's important to you as a smoker: Every Lucky Strike you smoke is really fresh because every pack is extra tightly sealed to keep in that fresher taste. Yes, Luckies are fresher ... just smoke 'em and see! See what enjoyment you get from a cigarette that's made in every way to taste better, and still has all its better taste when you smoke it....because it comes to you fresh! So, friends, for the kind of smoking you really want ... get the better taste of Lucky Strike ... and get it fresh!

HEIDT: And, that certainly is good advice. Be right with Lucky Strike, the cigarette of superior quality. But, now on with the competition. It's the third broadcast of our third quarter, from Hollywood, California. You've already heard three fine contestants. There are two more to come as the warning whistle for round four ... (WHISTLE) ... introduces a young chap who just arrived from England. His name is Dennis Ross And Dennis is here in Hollywood to make his bid for stardom. So, Dennis, with the ringing of of the bell....(BELL) ... Lucky Strike wishes you good luck and is happy to present you with your national radio debut, stateside.
Boys, take it away.

MUSIC: "FIVE GUYS NAMED MOE".

(APPLAUSE)

HEIDT: Dennis that was marvelous work.

DENNIS: Thank you.

HEIDT: And we're so proud and so happy to have you on our program.

DENNIS: That's very nice of you.

HEIDT: You've only been in Hollywood for two months?

DENNIS: That is correct. Yes.

HEIDT: What are your ambitions here in Hollywood?

DENNIS: Well, I hope to entertain a little and possibly if that doesn't come off then possibly I'll go into the technical side of films.

HEIDT: Love to hear him talk. Isn't that wonderful though? Tell me about the fog in London, is it thicker here in Los Angeles?

DENNIS: Well, of course there is a difference. Over there you have traditional fog and here you have the up-to-date smog. Of course over there you can't see a hand behind your back.

HEIDT: But over here you can't get your eyes open to see your hand.

DENNIS: You're right.

HEIDT: Folks, here's a fine young chap, Dennis Ross. Let's give him a nice hand, shall we. Very nice fellow.

(APPLAUSE)

HEIDT: Yes, folks, it's The American Way, to give opportunities to people like Dennis Ross from London, England.

And the excitement reaches a new high because our champ has his work cut out. Here's the warning whistle for round five .... (WHISTLE) ... which brings to the center of the ring Halyard Patterson, from Fresno, California. Halyard not only plays classical music but also goes right along with the best on boogie. In fact, for the last two weeks he has had the crowd beating right along with him to victory. So, Halyard, with the ringing of the bell...(BELL)...Lucky Strike wishes you good luck as you defend your championship crown. Boys, hit it.

MUSIC: "WARSAW CONCERTO"

(APPLAUSE)

HEIDT: Halyard Patterson, ladies and gentlemen, defending his crown. Halyard, mighty fine work. Very very few people have got the showmanship you have Halyard and the ability, too. You're from Fresno?

HALYARD: That's right.

HEIDT: What type of work did you do down in Fresno?

HALYARD. Well, before I came up here I was working in a drug store. Stock boy.

HEIDT: Stock boy.

HALYARD. Yes.

HEIDT: You're still puffing. What else did you do.

HALYARD. Picked cotton, picked grapes, shined shoes, anything that came along.

HEIDT: And now you've won for the last two weeks. You've made quite a bit of money there.

HALYARD: Yes.

HEIDT: What have you been doing?

HALYARD: Well, I've been paying up bills and I've decided to rent a piano so I could practice on it.

HEIDT: That's a concert. You want to be a concert piano player and eat at the same time. Is that what you said last week. Now you've got the concert piano.

HALYARD: Now I have to eat.

HEIDT: What are you eating?

HALYARD: Well, hot dogs and hot dogs.

HEIDT: Hot dogs and hot dogs. OK, give him a nice hand, folks, he's alright.

(APPLAUSE)

HEIDT: And now we are ready to pass in review to see who shall win the $150 first prize. And carry over till next week with the possibility of entering the Quarter Finals for $500 and the Grand Finals for $5,000 next December.

REPRISE:

HEIDT: CONTESTANT NO. 1 ...from Sidney, Ohio, JACK ORDEAN
Hurrah for Jack Ordean. Very nice, Jack.

...from San Francisco, Calif., comes JEANNE STUART
Very nice work, Jeanne Stuart.

CONTESTANT NO. 3 ...from Klamath Falls, Oregon...
... GENE ST. JOHN
An ovation for Gene St. John, from Klamath Falls, Oregon.

and CONTESTANT NO. 4...from London, England...
...DENNIS ROSS
....Good work for Dennis Ross.

CONTESTANT NO. 5.....from Fresno, California,
..... HALYARD PATTERSON

HEIDT: Oh, that's going to be a very close one.
Better stick around for that decision which we'll have in just a very few moments.

COMMERCIAL NO. 2

HEIDT: Folks, while we wait, I'd like to say a few words on behalf of Lucky Strike, the cigarette of superior quality. We call Lucky Strike the cigarette of superior quality because Luckies really are made better to taste better. First of all, they have fine, clean, fresh tasting tobacco, and we emphasize fresh tasting tobacco, because Luckies are very particular that every pack of Lucky Strike is extra tightly sealed, so as to keep and preserve that fresh taste. And to prove that Luckies are kept fresher to taste better, you'll find printed on each and every package of Luckies a statement which is not on any other leading brand, and I quote, "Luckies are guaranteed unconditionally by The American Tobacco Company, Incorporated.

Friends, look for yourselves, you won't find that guarantee on any other leading brand, so remember, tomorrow associate Lucky Strike with your Lucky day and that will remind you to join the millions of Americans who have proved to themselves that Luckies really do taste better. So, be right with Lucky Strike, for Lucky Strike is truly the cigarette of superior quality.

(APPLAUSE)

HEIDT: Thank you, very kindly, and folks, that fanfare means a Lucky Strike Extra, and from Billings, Montana, comes Mark Durbin, our Second Quarter winner and now a regular member of our Lucky Strike family. Mark is only 17 years old and already people are saying that Mark has possibilities of perhaps becoming another Crosby or Frankie Laine, or Billy Eckstein. So listen closely as Mark sings his latest recording release, "I'M WALKING BEHIND YOU". Mark Durbin ....

MUSIC: ("I'M WALKING BEHIND YOU")

(APPLAUSE)

HEIDT: Folks, Mark Drubin from Billings, Montana, winner of our second quarter and his latest recording release.

HEIDT: And now we're ready for our Judges' decision and introducing one of Los Angeles's foremost citizens. He is the only college student and the youngest member ever to be elected to our legislative in California. Therefore a very strong advocate of furthering the interests of youth, - we introduce the Councilman of the 8th District of Los Angeles, Mr. Gordon Hahn.

HAHN: Horace, it's a pleasure to be back in Los Angeles again and to appear here on your program. Having served in Sacramento in the State Legislature for the past seven years, I have now come home to take up my duties as a City Councilman in Los Angeles. I know first hand therefore naturally the problems of the youth of the nation, and you and your sponsor, Lucky Strike, are to be commended and congratulated for the work you are doing. Here on this card is my reading on the electric applause meter.

HEIDT: And thank you very much, Gordon Hahn. And, ladies and gentlemen - the winner this evening by eight points,..the boy from Klamath Falls - Gene St. John. Come over here, Gene. Gene, congratulations, you're a winner and I'll bet you never thought it was going to happen.

GENE: I sure didn't, Horace.

HEIDT: Well, now you've got another 800 miles back this week and then next week another 800 miles back.

GENE: They'll be happy miles.

HEIDT: They'll be happy miles. Say thanks to everybody.

GENE: Thanks everybody, and I really mean it.

HEIDT: Thanks to everybody in Klamath Falls.

GENE: Yes, that's the main ones, they put me down here.

HEIDT: They put you down here.

GENE: Yes, they did.

HEIDT: You're down, O.K., I thought you were up on top now. Well, here's your check. Thank you very much and a check to all the other people. Thank you all very, very much. And now Don Mc Ilvaine.

DON: Ladies and gentlemen, on his recent tour of America and on his broadcasts, Horace told you that his American Way program was to make an international friendship tour this summer, to entertain free of cost the American Military personnel overseas and also the civilians throughout many countries, showing them, through personalities and music, The American Way of living. Due to present economic cutbacks within our government, it has become necessary to postpone the tour until a later date. Instead, Horace and his Lucky Strike family will present his two and one half hour concert show and broadcast from Military Installations, Stateside. So be right with Heidt and Lucky Strike.

HEIDT: That's right, Be right with Lucky Strike. Make every day your Lucky day with Lucky Strike. For remember, whether you smoke or not it's the sign of a thoughtful hostess to have Lucky Strike in your home. For Lucky Strike, in sponsoring The American Way is furthering the American way of living. So, nice people, till we meet again, this is Horace Heidt reminding you, "Tis Better to Build Boys than to Mend Men", saying good-night to Mother, wishing you all good luck, good health, and may God bless you all. Good night, everybody.

DON. Here's a Lucky tip -
Remember that on Sunday, Lucky Strike presents Guy Lombardo time. Guy's Lucky star of the week this Sunday will be June Vallie.
This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company... America's leading manufacturer of cigarettes.

ANNCR: THIS IS THE CBS RADIO NETWORK

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 23, 1953
San Diego, California

Broadcast ~~#Network~~: CBS

Broadcast: 10:00-10:30 PM EDST (AS BROADCAST)

Repeat:

OPENING COMMERCIAL

SPOT NO. 1	"HOT CANARY"	CARL NASHAN
SPOT NO. 2	"FOUR WINDS & THE SEVEN SEAS"	CLARENCE SMITH
SPOT NO. 3	"POLONAISE BOOGIE"	DUDLEY KENDALL

COMMERCIAL NO. 1

SPOT NO. 4	"SWEET BETSY FROM PIKE"	BARNEY GENTRY
SPOT NO. 5	"TIGER RAG"	GENE ST. JOHN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEW DOWN FRONT	
SPOT NO. 8	JUDGE	COMMANDER PAGE KNIGHT

CLOSING COMMERCIAL

RA-926A

ATX01 0023606

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

JULY 23, 1 9 5 3

NAVAL AIR STATION

:00-10:30 PM EDST SAN DIEGO, CALIFORNIA THURSDAY

ENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

ON: The American Tobacco Company presents "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

ON: Nothing - no, nothing - beats better taste, and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So, to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!

Now from Naval Air Station, San Diego, California, here' your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

ATX01 0023607

HEIDT: Yes sir, ladies and gentlemen, you're hearing the boys from the Naval Air Station San Diego, California. Listen to them go. That's right, and there's excitemen in the air tonight for a new name, a potential new star Gene St. John, from Klamath Falls, Oregon, is flashing across the horizon. Listen ...(GENE PLAYS 8 BARS) ... Yes, ladies and genltemen, that's the champ, Gene St. John, and he might have what it takes to go right to the top. At any rate he'll be mighty hard to beat. However, four contestants found right here at the Naval Air Station in San Diego, say it can be done, so stand by for thrills and excitement as the warning whistle for round one.. (WHISTLE) ... introduces Carl Nashan, from Chicago, Illinois. At one time Carl worked as a chimney sweeper in Chicago to help pay for his violin lessons. Now he's seaman apprentice in the Unites States Navy, so is most certainly deserving of national recognition. So, Carl, with the ringing of the bell ...(BELL) ... Lucky Strike wishes you good luck as you make your bid for the crown. Musical Knights take it away.

MUSIC: "HOT CANARY"

(APPLAUSE)

HEIDT: There you are ladies and gentlemen from the Naval Air Station, San Diego, Carl Nashan. Carl step over here for a moment. Really proud of you Carl, that was wonderful work. Tell me where are you from.

CARL: Chicago, Illinois.

HEIDT: And how long have you been stationed here?

CARL: I've been stationed here about two months..

EIDT: About two months. Have you gained or lost weight?

ARL: Well, I've gained a few pounds.

EIDT: Carl's looking all around on that last one. But I do here that you have gained weight. That's a sign that you have wonderful food here, is that correct?

ARL: Well, the food is wonderful -- before the cooks get at it.

EIDT: Right here at the Naval Air Station you don't need any script writer, the boys out here in the audience just do it all for you. Tell me what are you doing here on the base now. What type of work?

ARL: Well right now I'm working at the Personnel Office. That means of course that I swab down on the theatre.

EIDT: You mean special services and you do production on the show.

ARL: That's right.

EIDT: Well you certainly did a swell job tonight Carl, you've got a great chance to win. Fellows, give him a nice hand, will you please?
(APPLAUSE)

HEIDT: Folks, it's The American Way broadcasting from the Naval Air Station in San Diego, California, sponsored by Lucky Strike. So make every day your Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. It's the fourth broadcast of our third quarter and you've just heard a fine contender, Carl Nashan. Here's the warning whistle for round two ... (WHISTLE) ... which introduces from Cleveland, Ohio, Clarence Smith. Clarence has a beautiful baritone voice, in fact, Clarence has directed a 76 voice choir called the Golden Tones back in Cleveland so he certainly knows his stuff. So, Clarence, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you receive your golden opportunity. Boys, take it away.

MUSIC: "FOUR WINDS AND THE SEVEN SEAS"

(APPLAUSE)

HEIDT: Clarence Smith from Cleveland, Ohio from the Naval Air Station, Clarence, swell work.

CLARENCE: Thank you, Sir.

HEIDT: Marvelous work, Clarence, you really sany that right from the heart. Tell me what are you doing now in the Navy?

CLARENCE: I work in the physical therapy department of the Balboa Naval Hospital.

HEIDT: What type of work do you do?

CLARENCE: I massage muscles and get muscles back into shape.

HEIDT: Sounds real good. How do you get them back into shape? Do you mean a muscle that is

CLARENCE: Well, any polio patient who is recuperating we take hi into the Physical Therapy Department and teach him exercises.

HEIDT: I see.

CLARENCE: We rub the muscles and twist the muscles and pull the muscles and what have you.

HEIDT: Are you married or single?

CLARENCE: I'm single, sir.

HEIDT: Gee, what a great bit for some girl. Wow. Very good. Clarance tell me would you like to say hello to your folks?

CLARENCE: Yes, I would. My Mom and Dad are on the way home from California and I would like to say hello to them and to my brothers and sisters who are also with them.

HEIDT: And anybody else?

CLARENCE: Well, I have a girlfriend. Her name is Butch. Hello Butch.

HEIDT: What a beautiful name.

CLARENCE: A beautiful girl.

HEIDT: A beautiful girl. How did you meet Butch?

CLARENCE: Well, she was coming out of the Cleveland clinic and I was going into the Cleveland clinic and I bumped into her.

HEIDT: That's a typical Navy meeting. I can just imagine it. Clarence, you did a swell job, You're a great person. Give him a nice hand, fellows. We're proud of him. (APPLAUSE)

HEIDT: We're broadcasting from the Naval Air Station San Diego, California, courtesy of Lucky Strike cigarettes. So make every day your Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Folks, you'v just heard two fine contestants, Carl Nashan from Chicag and Clarence Smith from Cleveland, as the warning whistl for round three ...(WHISTLE) ... introduces from Pensacola, Florida, our third contestant, Dudley Kendall. Dudley is a mighty fine piano player, plays for many of the dances right around the base besides directing their base shows. So, Dudley, you're very deserving and Lucky Strike wishes you good luck. Fellows, take it away.

MUSIC: "POLONAISE BOOGIE"

(APPLAUSE)

HEIDT: Dudley Kendall from Pensacola, Florida. Mighty fine work, Dudley. Dudley tell me what is your rank here -- what is your rank in the Navy now?

DUDLEY: I work in the Photo Lab, Sir.

HEIDT: In the what?

DUDLEY: In the Photo Lab in the Special Services Theatre.

HEIDT: Good -- but what do you do in that photo lab. Do you take pictures of the base here or everybody on the base?

DUDLEY: I work for the paper.

HEIDT: Oh, I see. And when do you get time to practice the piano?

DUDLEY: Oh, in my spare time.

HEIDT: In your spare time. And evidently somebody wants to challenge you on that last statement there Dudley. And how long have you been in Californis?

DUDLEY: I've been here five years.

HEIDT: And you were born in Florida.

DUDLEY: Yes sir.

HEIDT: And do you like the climate here?

DUDLEY: This time of year, yes.

HEIDT: Politician -- He stays in the right with both sections of the country. Dudley that was marvelous work. Thank you very much. Fellows give him a nice hand, he's got a good chance to win.

(APPLAUSE)

COMMERCIAL NO. 1

HEIDT: Friends, you might wonder why we say, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Friends, if you want complete smoking enjoyment, smoke the cigarette that tastes better ... Lucky Strike! Beacause nothing -- no, nothing --beats better taste. And Luckies do taste better ... cleaner, fresher, smoother. Now, there are two good reasons why. First of all, Luckies taste better because -- LS/MFT, Lucky Strike means fine tobacco ... long strands of fine, light, naturally mild tobacco with a wonderful aroma and an even better taste. And then too, Luckies are made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. So be sure you get the better taste of truly fine tobacco, in a better-made cigarette. Yes, when you buy cigarettes-Be Happy - Go Lucky! Pick up a carton of Lucky Strike.

HEIDT: And that certainly is good advice, friends. Be right with Lucky Strike. The cigarette of superior quality.

HEIDT: But,now on with the competition. It's the fourth broadcast of the third quarter, from Naval Air Station, San Diego, California. You've already heard three fine contestants, all shooting at the crown worn by Gene St. John of Klamath Falls, Oregon. There are two more to come,as the warning whistle for round four ...(WHISTLE) ... introduces airman Barney Gentry, from Redland, California. Barney's hobby is American folk songs and he has made quite an extensive study of this field. So, Barney, with the ringing of the bell ... (BELL)... Lucky Strike wishes you good luck as you sing "SWEET BETSEY FROM PIKE". Boys, here we go.

MUSIC: ("SWEET BETSY FROM PIKE")
(APPLAUSE)

HEIDT: Very nice work. From the Naval Air Station, ladies and gentlemen, San Diego, California, Barney Gentry from Redland. Barney, I didn't know you were an actor. You really can do it.

BARNEY: Oh, thank you.

HEIDT: You looked just like John Barrymore standing there taking a big bow. That was swell. How long have you been singing that type of song?

BARNEY: Well, about two years I'd say on the American folk music.

HEIDT: I see. Well the thing that surprises me you're specializing in American folks music.

BARNEY: Thats right, the authentic American folk music.

HEIDT: And yet you're from Redland, California.

BARNEY That's right.

HEIDT: Not the section of the country, you'd expect to be from Tennessee or some place around like that.

BARNEY: Well, I guess I had to be different or something, I don't know.

HEIDT: Where are your folks from?

BARNEY: Tennessee.

HEIDT: That answers all questions. That's really swell, Barney. You did a beautiful job on that. Everybody enjoyed it I'm sure from Tennessee to California. Give him a nice hand fellows. He's swell.

(APPLAUSE)

HEIDT: Now the warning whistle for round five ... (WHISTLE ... brings to the center of the ring our new champ, Gene S. John, from Klamath Falls, Oregon. Gene is 17 years old and as yet is not in any branch of the service. But is one of the most outstanding electric guitar players we've ever discovered. He's in a little tough spot here tonight. However, he has a man-size job cut out for him, and Gene we wish you good luck with the ringing of the bell ... (BELL) ... Lucky Strike says go right to it and knock them over. Here we are.

MUSIC: ("TIGER RAG")

(APPLAUSE)

HEIDT: Gene St. John defending his crown. Gene --, Gene, I certainly do admire your nerve. The way you went through with that number here tonight before all these swell fellows and you heard the a appreciation they gave you. It was really wonderful. This is the first time you've ever been out of Klamath Falls, isn't it?

GENE: Yes it is Mr. Heidt.

HEIDT: Well how does the rest of the world look.

GENE: Oh, perfectly wonderful.

HEIDT: Klamath Falls are famous for the Great Falls up there are they?

GENE: No, they're not, there are no Falls.

HEIDT: No Falls in Klamath Falls, how come?

GENE: I don't know, just no Falls. It all got there before I did so I couldn't say much about it.

HEIDT: O. K. Gene, you're a swell fellow. Give him a nice hand.

(APPLAUSE)

HEIDT: And now we are ready to pass in review to see who shall win the $150 first prize. And carry over till next week with the possibility of entering the quarter finals for $500 and the Grand Finals for $5,000.

REPRISE:

FROM CHICAGO, ILLINOIS, CONTESTANT No. 1

CARL NASHAN . . . .

(APPLAUSE)

HEIDT: Nice work, Carl boy.

CONTESTANT NO.2 . . . . . FROM CLEVELAND, OHIO
CLARENCE SMITH

(APPLAUSE)

HEIDT: Nice work in there Clarence Smith from Cleveland.

CONTESTANT NO.3 . . . . . FROM PENSACOLA, FLORID.
DUDLEY KENDALL

(APPLAUSE)

HEIDT: A wonderful applause for Dudley Kendall. Very nice.

FROM REDLANDS, CALIFORNIA . . .
BARNEY GENTRY

(APPLAUSE)

HEIDT: Barney Gentry.

CONTESTANT NO.5 . . . . . FROM KLAMATH FALLS, OREGON
GENE ST. JOHN

(APPLAUSE)

HEIDT: It's going to be mighty close. Mighty, mighty close, ladies and gentlemen.

COMMERCIAL NO. 2

HEIDT: And we'll have the judges decision in just a very few moments. Folks, while we wait, I'd like to say a few words on behalf of Lucky Strike. Over the past months, when I've talked about Luckies, I've always referred to them as the cigarette of superior quality. If you've been tuned in regularly, you've heard this statement many times. In fact I've probably said it so much that sometimes I've wondered if maybe the statement seemed to be losing its significance. Well, friends, rest assured, when I talk about superior quality in a Lucky Strike, I'm speaking the truth, plain and simple ... because the people who make Lucky Strike make sure that when you buy a pack of Luckies, you actually receive the benefits of superior quality. This means that you get the better taste of truly fine tobacco in a really better made cigarette and you get those fine qualities as <u>fresh</u> as the day when the cigarette was made. Now those are some of the reasons why we stress "Superior Quality". But the real test, after all, is up to you. So, buy and try a carton of Luckies tomorrow ... and prove to yourself what so many millions of Americans already know ... that Luckies really are made better to taste better ... because Luckies really are the cigarette of Superior Quality.

(APPLAUSE)

HEIDT: Now friends, we have a brand new feature for our show. For the next few months are are going to be in more or less installations through-out the country and we're going to step down here to meet the boys. I think we have about 2 1/2 minutes John, someplace around in there. Would you mind stepping up please and telling me your name.

KEN: Ken Backy.

HEIDT: Ken Backy. Where are you from, Ken.

KEN: San Antonio, Texas.

HEIDT: TEXAS. (APPLAUSE) A little under current there Ken, you heard that. What is Texas famous for? (AUDIENCE REPLY) You haven't even got a chance, have you Ken. Well you know everybody really loves you but they're just kidding a little bit. Tell me how long have you been here in San Diego?

KEN: About 2 1/2 years.

HEIDT: And you just got back from a furlough did you?

KEN: Yes, just last Monday Icame back from a 20 day leave.

HEIDT: Nice and cool out there in Texas.

KEN: Well, not quite.

HEIDT: Would you like to say Hello to your folks out there.

KEN: Yes, I'd like to tell my Mother and Dad that I got back alright.

HEIDT: Anybody else that ...

KEN: Yes, a little girl.

HEIDT: What's her name?

KEN: Barbara ... Babs for short.

HEIDT: Babs, a beautiful name.

KEN: Beautiful girl.

HEIDT: Very, very nice. That was swell. Tell me what is your name?

VICTOR: Victor Krumble.

HEIDT: Yes Victor, where are you from.

VICTOR: Oklahoma.

HEIDT: Oklahoma.

(APPLAUSE)

VICTOR: Well, glad you like it.

HEIDT: What is Oklahoma famous for.

VICTOR: Everything, mostly oil.

HEIDT: And of course yourself.

VICTOR: That's right.

HEIDT: How long have you been here?

VICTOR: I've just been here two months.

HEIDT: And you're enjoying yourself a lot.

VICTOR; Yes sir, I like it very much.

HEIDT: You look happy.

VICTOR: Thank you.

HEIDT: Well we got a big show set up for you now right after the broadcast. A lot of beautiful girls, I know you'll be interested.

VICTOR: Yes sir, sure will.

HEIDT: Say hello to your folks.

VICTOR: Hello Mom, Hi Dad ... anybody else listening in... Hi!

HEIDT: Good for you. Now let's see ... where are you from?

ANSWER: Detroit, Michigan.

HEIDT: Yes, step right up here. Detroit, Michigan. What is Detroit famous for?

ANSWER: Automobiles, I guess.

HEIDT: I thought the tigers.

ANSWER: Not this year.

HEIDT: Not this year. I forgot to ask your name.

ANSWER: Meyers, Tom Meyers.

HEIDT: Tom Meyers. And how long have you been here Tom?

TOM: About 14 months.

HEIDT: And you like it here OK?

TOM: Yeah, I like it very much.

HEIDT: Well, that's good. Say hello to your Mom and Dad.

TOM: Hi Mom and Dad --

HEIDT: And say Hello to ..

TOM: Barbara.

HEIDT: How old is Barbara

TOM: About 22.

HEIDT: Where did you meet her?

TOM: San Diego.

HEIDT: That's enough. She lives in Detroit?

TOM: Right.

HEIDT: O.K. Give her a nice hand -- Give him a nice hand.

HEIDT: Now folks we're ready for our judges decision and our judge tonight we introduce the executive officer of the Naval Air Station, Commander Page Knight.

KNIGHT: Horace, on behalf of the Commanding Officer, Captain Walter F. Rodee and the entire personnel of the Naval Air Station, here in San Diego, it's a pleasure to welcome you aboard for your5th visit. We know that your AMERICAN WAY 2 hour variety show which follows the broadcast will bring lots of fun and happiness to the boys here tonight. We wish to thank you and your sponsor, Lucky Strike, and come back again soon. Here on this card is my reading of the electric applause meter.

HEIDT: And thank you very, very much and ladies and gentlemen the winner this evening ... well here it just shows the fairness of the Navy -- the winner this evening is the only Navy -- the only boy that was not a Navy boy of the show, Gene St. John from Klamath Falls. How about that Gene. Isn't that wonderful,say thanks to everybody. And Gene I just want to ask you one question, when you go into the Navy what branch are you going to go in?

GENE: Navy Air.

HEIDT: Absolutely. Give him a nice hand. Well, there's a great new champ and again I'd like to stress that he was the only boy not in the Navy on this show which shows the fairness of these fellows here in San Diego.

HEIDT: Our broadcast tonight was from the Naval Air Station, San Diego, California. We wish to thank Commanding Officer, Captain W. F. Rodee, and Lieutenant Bill Emerson, the entertainment officer, along with all of the others who have made our visit so pleasant. It's always a thrill to appear at the Naval Air Station, for this is a jumping-off spot for our Navy Airmen who have always been in the front in the fight to protect America. The sea is called our first line of defense, but can we not say that our new line is the sky above - the sky above over and protected by Navy Air, so we're proud to salute them ... the pilots and the crews ... the men who sail the carriers ... all who are part of Navy Air ... doing so much to protect and further THE AMERICAN WAY of Life. Our appearance was of course made possible this evening by Lucky Strike. So make everyday your Lucky day with Lucky Strike, the cigarette of superior quality.

HEIDT: Till we meet again, this is Horace Heidt reminding you, "Tis better to build boys than to mend men", saying good-night to Mother, wishing you good luck, good health, and may God bless you all. So long. Good night.

DON: Say friends, here's a lucky tip. Remember that on Sunday Lucky Strike presents Guy Lombardo Time. Guy's Lucky star of the week this Sunday will be June Hutton.
This program was brought to you by Lucky Strike, product of The American Tobacco Company ... America's leading manufacturer of cigarettes.
Here is an important announcement. To a wounded soldier on the front ... or someone at home hurt by fire, tornado, or flood ... there is no substitute for blood! Help make sure your type of blood is on hand when it's needed. Call your local Red Cross Chapter for an appointment. Give blood ... give again and again that others might live.

BAND: "BE HAPPY - GO LUCKY" (LONG VERSION OF THEME FADE FOR)

DON: THIS IS THE CBS RADIO NETWORK.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 30, 1953
San Diego, California

Network: CBS **Broadcast:** 10:00-10:30 PM EDST
31 **Repeat:** (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"OLD MAN RIVER"	JASPER SMITH and ELDEEN MC INTOSH
SPOT NO. 2	"RIFLEMAN'S CREED"	TOMMY COOK
SPOT NO. 3	"I CAN'T GET OFF MY HORSE"	JAMES BABB and LEE BABCOCK

COMMERCIAL NO. 1

SPOT NO. 4	"TOUCH OF TEXAS"	CAROLE GRIFFITH
SPOT NO. 5	"TIGER RAG"	GENE ST. JOHN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	LUCKY STRIKE EXTRA	INTERVIEWS IN AUDIENCE
SPOT NO. 8	JUDGE	MAYOR GENERAL JOHN T. WALKER

CLOSING COMMERCIAL

RA-926A

ATX01 0023627

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

JULY 30, 1953

10:00-10:30 PM EST SAN DIEGO, CALIFORNIA THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

MC ILVAINE: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

MC ILVAINE: Nothing -- no, nothing beats better taste, and Luckies taste better ... cleaner, fresher, smoother Yes, Luckies are fresher, just smoke 'em and see! So to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!

Now from Marine Recruit Depot, San Diego, California, here's your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY " THEME (SHORT CLOSE)

HEIDT: Yes sir, hey! Broadcasting from the Marine Corps Recruit Depot in San Diego, California. Listen! Commonly known as boot camp. That means these boys have been confined to quarters for the basic training period of ten weeks. Listen to them go - Yes sir, there'll be plenty of excitement here tonight. For once again our champ, Gene St. John, from Klamath Falls, Oregon, who last week was awarded a decision over four Navy boys by the Navy Air Station fellows themselves, will defend his crown... listen ...
(GENE PLAYS 8 BARS)...
Gene's going to be mighty hard to beat but four Marines say it shall be done and are out to stop him cold in his tracks as the warning whistle for round one...(WHISTLE)...introduces Jasper Smith, from Chicago, and Eldeen McIntosh, from Houston, Texas. These two boys have a style all their own, which they call the "Hush Hush Voices". So, boys, with the ringing of the bell...(BELL)...Lucky Strike wishes you good luck with your "Hush Hush" singing. Musical Knights take it away.

MUSIC: ("OLD MAN RIVER")
(APPLAUSE)

HEIDT: Jasper Smith and Eldeen Mc Intosh, nice work. Very nice, very nice fellows. Tell me, Jasper, what state are you from?

JASPER: Chicago, Illinois.

HEIDT: You're from Chicago, Illinois. And tell me where are you from?

ELDEEN: Houston, Texas.

HEIDT: Well the great marvel -- the great marvel here is how did Illinois and Texas ever get together?

JASPER: Well Mr. Heidt, Mc Intosh and myself used to be in the same band and we happen to meet up by being in the band together and I thought it would be a fine idea for Illinois to join up with Texas.

HEIDT: Good deal ... good deal, Illinois and Texas. You're from Houston. Do you know Mr. Bob Smith down in Houston?

JASPER: Very fine fellow. Very fine.

HEIDT: A wonderful man, isn't he? Now tell me what is this "Hush Hush -- Hush Hush" voice.

JASPER: We're supposed to be singing so that no one can actually hear us. Something, shall we say, romantic style.

HEIDT: Oh, romantic style. They had it didn't they fellows. Terrific. Give them a nice hand. The Romancers, here they are.

(APPLAUSE)

THE AMERICAN WAY
JULY 30, 1953

HEIDT: The American Way coming to you from the Marine Corps Recruit Depot in San Diego, sponsored by Lucky Strike, the cigarette of better taste -- the cigarette of superior quality. You've just heard Jasper Smith and Eldeen McIntosh. Here's the warning whistle for round two ...(WHISTLE) ... which introduces from Beverly Hills, California, one of the most talented young boys ever on our show. His name is Tommy Cook. And Tommy will do a thrilling dramatic version of "THE RIFLEMAN'S CREED." So, Tommy, here's the bell (BELL)... Lucky Strike wishes you good luck and here we go.

MUSIC: ("RIFLEMAN'S CREED")

(APPLAUSE)

HEIDT: Tommy Cook from Beverly Hills, from the Marine Corps Depot, ladies and gentlemen. Tommy step over here. Tommy that was thrilling.

TOMMY: Thank you very much, Mr. Heidt.

HEIDT: That was wonderful. Tell me Tom, how long have you been in the Marines?

TOMMY: Approximately 18 months, sir.

HEIDT: 18 months. And how do you enjoy the Marines. Tell us ... no cheers from out there in the audience ... how do you sincerely feel? You did that with so much feeling, that's the reason I asked.

TOMMY: Well, I have a great deal of pride in the Marines. I feel that the training I have received is an invaluable asset to me. I think it's a wonderful thing for every young man, it develops character, leadership, courage, confidence, pride and a great deal of loyalty towards his Corps and his buddies.

HEIDT: Wonderful work. Give him a fine hand fellows. Terrific Tommy boy.

(APPLAUSE)

ATKO1 0023632

HEIDT: Friends, we're broadcasting from Marine Corps Recruit Depot, courtesy of Lucky Strike, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Here's the warning whistle for round three ...(WHISTLE) ... which introduces James Babb, from Prairie Grove, Arkansas, and Lee Babcock, from Rapid City, South Dakota. These boys sing and play guitars and will make a great bid for the championship. So, boys, with the ringing of the bell...(BELL)... Lucky Strike wishes you good luck as you go to town with "I CAN'T GET OF MY HORSE". Here they are.

MUSIC: ("I CAN'T GET OFF MY HORSE")

(APPLAUSE)

HEIDT: James Babb and Lee Babcock, step over here boys. From the Marine Depot. Here they are. Tell me, James, you're from Arkansas.

JAMES: That's right.

HEIDT: I'd like to ask you something about boot camp. Which day do you think is the hardest?

JAMES: Well, I believe the first one.

HEIDT: The first is the hardest.

JAMES: Yes.

HEIDT: And what's the second hardest?

JAMES: Well... the last one I guess.

HEIDT: Why is the first day the hardest?

JAMES: Well, I guess it's just to wake up and find yourself in the Marine Corps.

HEIDT: Well, that was certainly a good answer there. You're from Rapid City.

LEE: Rapid City, South Dakota.

HEIDT: Yes sir. We're just up there and saw the beautiful statue .. Wonderful. That was wonderful. You fellows did swell work. You've got a great chance to win. We want to thank you very, very much. Give them a nice hand shall we?

(APPLAUSE)

COMMERCIAL NO. 1

COMMERCIAL NO: 1

HEIDT: Friends, you might wonder why we say, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: When it comes to smoking enjoyment, friends, there's one real difference between cigarettes. That difference is -- better taste. Nothing -- no, nothing beats better taste! And Luckies taste better ... cleaner, fresher, smoother. The heart of this matter of taste is ... LS/MFT ... Lucky Strike means fine tobacco ... fine, light, truly, mild tobacco that just naturally tastes better. Added to that, Luckies are made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. Now, here's another factor in this business of better taste... Freshness, and it's vital to getting the fullest pleasure of better taste. When your fingers unravel the red strip of cellophane around a pack, and take a Lucky, that Lucky is as fresh as it was the day it was made. That's because every pack of Luckies is extra tightly sealed to insure cigarette freshness. So, friends, for the kind of smoking you really want, get the better taste of Luckies... And get it fresh!

Be Happy - ... Go Lucky! You'll stick with Luckies... for life!

HEIDT: That certainly is fine advice. Be right with Lucky Strike. The cigarette of superior quality. But, now on With The American Way and the competition You've already heard three very fine contestants. There are two more to come as the warning whistle for round four ... (WHISTLE) ... introduces from Beaumont, Texas Carole Griffith, who sings a very fine Texas song. Lots of Texans in the audience tonight. So, with the ringing of the bell ... (BELL ... Lucky Strike wishes you good luck as you make you championship try. Boys, take it away.

MUSIC: "TOUCH OF TEXAS"
(APPLAUSE)

HEIDT: Carole Griffith from Beaumont, Texas. Very, very nice work Carole. Carole tell me, how long have you been a member of the Marines?

CAROLE: 6 months, just about.

HEIDT: 6 months. And you attend their dances quite often.

CAROLE: Yes, quite often.

HEIDT: Well, tell me are the boys --- are the Marines good dancers.

CAROLE: Oh very good dancers, very good dancers. Swabbies too.

HEIDT: And are they all perfect gentlemen?

CAROLE: 90% of the time.

HEIDT: The boys answered it themselves. They answered it themselves. They're a swell group here and we want to thank you very much Carole. That was nice work. Fellows, give her a swell hand, will you please.
(APPLAUSE)

HEIDT: And the warning whistle for round five ... (WHISTLE) brings to the center of the ring our current champ. It's 17 year old Gene St. John, from Klamathe Falls, Oregon. Gene is a fine musician plus having the will and determination to succeed in his chosen profession. Tonight Gene certainly has a man's job ahead as he is competing against four Marines before a Marine audience, but, just like last week at Naval Air Station, you'll find all American boys mighty fair when it comes to the showdown. So may the better man win. You've got a good fair chance tonight. Here's the bell ... (BELL) ... Lucky Strike wishes you good luck as you defend your crown. Here we go.

MUSIC: "TIGER RAG"
(APPLAUSE)

HEIDT: Gene St. John, ladies and gentlemen, from Klamath Falls. Well Gene, you had a little tough luck there at the end when your instrument went out but, I'm sure the boys heard enough to judge you.

GENE: My amplifier went out.

HEIDT: Your amplifier went out ... you didn't go out.

GENE: No, I was still going.

HEIDT: You were still going. I'm sure that anyone from Klamath Falls would still keep going. OK, sit down there for a moment.

(MORE)

HEIDT: Now we're going to pass in review. Now we'll find out who shall win the $150 first prize. And carry over till next week with the possibility of entering the quarter finals for $500 and the grand finals for $5,000 next December.

REPRISE:

CONTESTANT NO. 1.....FROM CHICAGO, AND HOUSTON,TEXAS
JASPER SMITH & EILEEN McINTOB

HEIDT: Fine work boys, mighty swell

CONTESTANT NO. 2 .....FROM BEVERLY HILLS, CALIF.
TOMMY COOK

HEIDT: Fine work there Tommy Cook from Beverly Hills.

CONTESTANT NO. 3 .....FROM ARKANSAS & SOUTH DAKOTA
JAMES BABB & LEE BABCOCK

HEIDT: Mighty fine work there boys

CONTESTANT NO. 4 .....FROM BEAUMONT, TEXAS
CAROLE GRIFFITH

HEIDT: Very nice work Carole, that was swell. And now ...

CONTESTANT NO. 5 .....FROM KLAMATH FALLS, OREGON
GENE ST. JOHN, here we go.

(APPLAUSE)

COMMERCIAL NO. 2

HEIDT: Well folks, it's going to be mighty close, it's going to be mighty close.

HEIDT: We're going to have the judges decision in just a very very few moments. And while we wait, here's a good friend of yours Don McIlvaine.

DON: Friends, if you want complete smoking enjoyment, smoke the cigarette that tastes better ... Lucky Strike! Because nothing -- no, nothing -- beats better taste. And Luckies do taste better ... cleaner, fresher, smoother. Now, there are two good reasons why. First of all, Luckies taste better because ... IS/MFT, Lucky Strike means fine tobacco ... long strands of fine, light, naturally mild tobacco with a wonderful aroma and an even better taste. And then too, Luckies are made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. So be sure you get the better taste of truly fine tobacco, in a better-made cigarette. Yes, when you buy cigarettes ... Be Happy ... Go Lucky! Pick up a carton of Lucky Strike.

HEIDT: Yes sir, that certainly is good advice and now ladies and gentlemen, Lucky Strike extra called "MEET THE BOYS". As we travel around the military installations throughout the country we are going to interview some of these boys. Now will you stand up please. How long have you been in boot training here?

ANSWER: 3 weeks, sir ... I started my third week Thursday.

HEIDT: 3 weeks. And tell me what is your name.

MARTIN: Martin sir, Private Martin.

HEIDT: Private Martin. And how about that hair cut. How long did it take to get it.

MARTIN: Well, it didn't take too long to get it, but ...

HEIDT: But it'll take a long time to get it back.

MARTIN: Yes sir.

HEIDT: Well say hello to your mother and father.

MARTIN: Hello Mom and Dad.

HEIDT: Good for you. Would you stand up. What is your name?

HATFIELD: Private Hatfield, sir.

HEIDT: Where are you from?

HATFIELD: Gearing, Indiana, sir.

HEIDT: And how long have you been here in boot camp.

HATFIELD: Just about 3 weeks, sir.

HEIDT: How's it going?

HATFIELD: Fine sir.

HEIDT: What's the toughest day?

HATFIELD: Oh, about the first three days, sir.

HEIDT: The first 3 days are toughest. Say hello to your Mom and Dad.

HATFIELD: Hello Mom and Dad.

HEIDT: Good. Here's a fine young chap. Where are you from

FURGESON: Detroit, Michigan, sir.

HEIDT: What's your name.

FURGESON: Furgeson, Private Furgeson.

HEIDT: How long have you been here in camp.

FURGESON: About 2 weeks and a half.

HEIDT: 2 weeks and a half. You enjoying yourself?

FURGESON: Very much, sir. I got that from Public Relations this morning.

HEIDT: He's a fine boy this chap. Say hello to your friends.

FURGESON: Hello to Mother and Dad and hello to all my friends.

HEIDT: And hello to ... What's your girl's name?

FRUGESON: Ruth

HEIDT: Hello to Ruth.

FURGESON: Hello to Ruth.

HEIDT: Where is Ruth?

FURGESON: Detroit, Michigan.

HEIDT: Do you hear from her everyday?

FURGESON: No, not quite. Every other day.

HEIDT: Every other day -- that's pretty good. Now what is your name?

PATTERSON: Private Patterson, sir.

HEIDT: Gee, the way you stood up there I knew you had Marine training. How long you been here?

PATTERSON: About 3 weeks, sir.

HEIDT: 3 weeks. How's it going?

PATTERSON: Pretty good, sir.

HEIDT: Never had so many sirs in all my life. And your hair is coming back in good shape.

PATTERSON: Yes sir.

HEIDT: Where are you from?

PATTERSON: Peoria, Arizona.

HEIDT: Peoria, Arizona. That's one city we missed but we'll be there next time. OK, swell. Now you gave me your name didn't you.

PATTERSON: Yes sir.

HEIDT: It's going so fast here. What is your name?

FREEMAN: Private Freeman sir.

HEIDT: How long have you been here?

FREEMAN: 3 weeks sir.

HEIDT: 3 weeks sir. Oh, this is wonderful ... This is wonderful. You ought to hear what the orchestra calls me up there. And where are you from?

FREEMAN: Indianolla, Iowa.

HEIDT: Where?

FREEMAN: Iowa, Indianolla.

HEIDT: Indianolla.

FREEMAN: Yeah, Iowa.

HEIDT: And would you say hello to your mother.

FREEMAN: Hello Mom and Dad.

HEIDT: Hello Mom and Dad... And anybody else you want to say hello to?

FREEMAN: No, I guess not.

HEIDT: You haven't met a girl yet back there?

FREEMAN: No.

HEIDT: Well, you'll meet a girl here in San Diego some time.

FREEMAN: Well maybe.

HEIDT: O.K. Swell. Folks give them a nice hand will you. They're all fine boys.
(APPLAUSE)

HEIDT: And now ladies and gentlemen we're ready for our judges decision and tonight we're greatly honored and privileged to have as our judge Major General John T. Walker, the gentleman in charge of the Marine Corps Recruit Depot here in San Diego.

WALKER: Horace, we here at the Marine Recruit Depot are also training youth and we are doing another thing that you are doing. We are looking for talent and that talent is leadership. As a matter of fact 40,000 fine young men took that training here just last year. Out of that group some 500 were selected to go back to the East Coast to Quantico to take training and become young officers in the Marine Corp. We are not, I know only training these young men for battle, but more important, for the future when these same youth must lead, God willing, our world of peace. The men will enjoy your two hour show which features after this broadcast so I thank you, your cast, and your sponsor, Lucky Strike, for being here, tonight. Now here Horace is my reading of the electric applause meter.

HEIDT: General thank you very, very much and ladies and gentlemen another most amazing thing that happened tonight. The winner again is the only civilian on the program, Gene St. John from Klamath Falls, Oregon. Well, Gene that just goes to show you the fairness of the American boys, here you had four Marines against you, you were the only civilian and even your machine broke down yet you won.

HEIDT:(CONT'D) Say thanks to everyone.

GENE: I can't begin to ... thanks everyone for

HEIDT: Just say Klamath Falls.

GENE: Thanks Klamath Falls.

HEIDT: That's good. Klamath Falls will fall tonight when they hear it.

'THE AMERICAN WAY" -D-
JULY 30, 1953

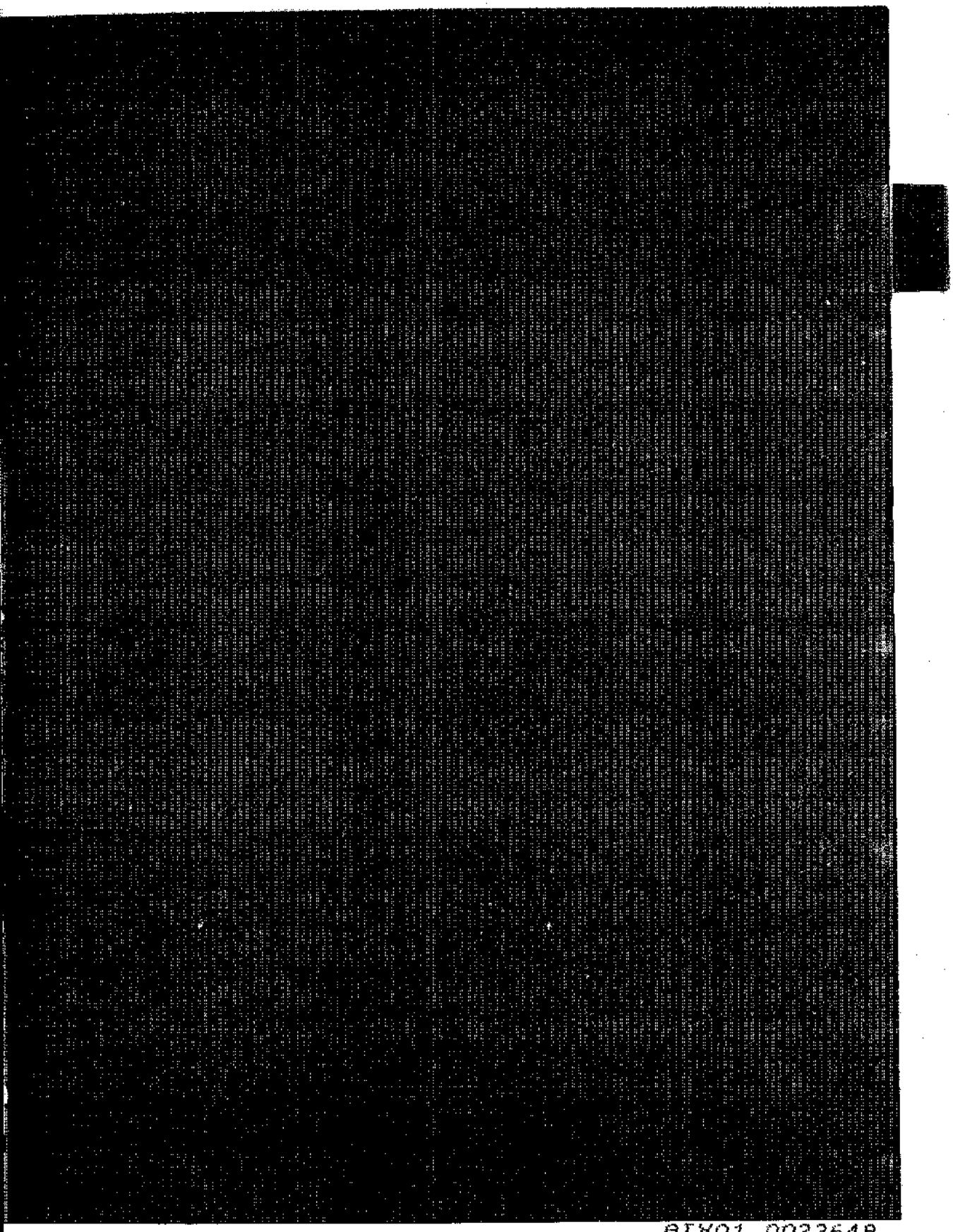
HEIDT: Yesterday ladies and gentlemen July twenty-ninth marked the one hundred seventh anniversary of the first Marine Corps landing in San Diego. In 1846 the Marines hoisted the American flag and since then have performed many brave deeds. These brillian achievements of Marine units just don't happen. They're the result of the indestructible spirit of team work, of pride in their corps and of the skilled efficiency of each individual. Developing this spirit, pride, and skill is one of the jobs of San Diego's Marine Corps Recruit Depot. With the youth of America building them into fine citizens of tomorrow. They've set a very impressive record that is re-emphasized every time American lives and properties have been threatened throughout the world. We're happy to have entertained you boys and everyone here this evening tuned in. Please remember it was by courtesy of Lucky Strike. So, make every day your Lucky day, for Lucky Strike is the cigarette of better taste, the cigarette of superior quality. So, nice people, till we meet again, this is Horace Heidt reminding you, "tis better to build boys than to mend men", saying good-night to mother and wishing you good luck, good health, and may God bless you all. Good night, everybody

AND: Be Happy - Go Lucky

ATKO1 0023646

DON: This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company ... America's leading manufacturer of cigarettes.

ANNCR: This is the CBS Radio Network.



THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE August 6, 1953 Broadcast #32 **Network:** CBS **Broadcast:** 10:00-10:30 PM EDST **Repeat:** ~~(AS BROADCAST)~~

OPENING COMMERCIAL

SPOT NO. 1	"SOMEBODY STOLE MY GAL"	PAUL PARKS
SPOT NO. 2	"BUMBLE BOOGIE"	MAURICE STEWART
SPOT NO. 3	"BECAUSE"	BILL COLE

COMMERCIAL NO. 1

SPOT NO. 4	"WASHINGTON LEE SWING"	RAY COX
SPOT NO. 5	"TIGER RAG"	GENE ST. JOHN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	LUCKY STRIKE EXTRA	INTERVIEW IN AUDIENCE
SPOT NO. 8	JUDGE	MAJOR GENERAL ROBERT H. PEPPER

CLOSING COMMERCIAL

RA-926A

ATKO1 0023649

THE AMERICAN TOBACCO COMPANY

" THE AMERICAN WAY"

AUGUST 6, 1953

10:00-10:30 PM EDST SAN DIEGO, CALIFORNIA THURSDAY
CAMP PENDLETON
TRANSCRIPTION

OPENING

BAND: "BE HAPPY - GO LUCKY" FANFARE - INTO

CHORUS: The American Way is a wonderful way. The chances it can give (INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring HORACE HEIDT for LUCKY STRIKE.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Nothing - no, nothing - beats better taste, and Luckies taste better ... cleaner fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So, to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!

Now before 5,000 fighting Marines at Camp Pendleton, California, here's your host tonight, Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Yes sir, ladies and gentlemen. Right out in the open tonight. Right here in the hills of Camp Pendleton, listen to that enthusiasm. Yes sir, the 5,000 United States fighting Marines have gathered to witness the championship battle of the week, to be followed by our two hour concert show featuring 50 of the most talented young people in America. But now, on with the contest. Gene St. John from Klamath Falls won a great victory last week at the Marine Corps Recruit Depot is still champ and hopes to repeat to-night. Listen ... (GENE PLAYS 8 BARS) ... Yes sir, ladies and gentlemen that's the champ, that's the way he sounds Gene St. John and he'll be mighty hard to beat. But four Marines stationed right here at Camp Pendleton go all out for victory as the warning whistle for Round One ... (WHISTLE) ... introduces Paul Parks from Cincinnati, Ohio. Paul is a great rhythm singer and will make a real strong bid to knock that crown off Gene St. John's head. So, Paul, with the ringing of the bell ... (BELL).... Lucky Strike wishes you good luck.
Boys take it away.

MUSIC: "SOMEBODY STOLE MY GAL"
(APPLAUSE)

HEIDT: Great work, 5,000 Marines from Camp Pendleton. Paul I've never heard such rhythm singing in all my life. That was really terrific.

PAUL: Thank you, sir.

HEIDT: You really sang that song as if somebody did steal your girl.

PAUL: It's a fact!

HEIDT: Somebody here at Camp Pendleton?

PAUL Well, they're in Oceanside right now.

HEIDT: That's about 20 miles away.

PAUL: About 20 miles away.

HEIDT: Paul you've got rhythm written all over your face, you body and everything else. You've really got it. Have you had it all your life?

PAUL: Oh, I'm just beginning to find out I guess.

HEIDT: Well, you're really one of the fine singers of our country and we're very proud and happy to have had you on the show. You've got a wonderful chance to win. Fellows, give him a wonderful hand, will you please. (APPLAUSE)

HEIDT: It's the AMERICAN WAY broadcasting from Camp Pendleton, made possible by Lucky Strike. So make every day your Lucky day -- insist upon Lucky Strike the cigarette of better taste, of superior quality. And here's the warning whistle for Round Two ... (WHISTLE) ... which introduces Maurice Stewart from Washington, D.C. Maurice has been playing the piano for about five years, and is another U.S. Marine who has rhythm in his soul. So, Maurice with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you play "BUMBLE BOOGIE". Boys, take it away.

MUSIC: "BUMBLE BOOGIE"
(APPLAUSE)

HEIDT: From Camp Pendleton, California Maurice Stewart. Maurice that was marvelous work. I want to congratulate you because after all is said and done you just had that upright piano there, that wasn't the great big Baby Grand to play on tonight. And they tell me that piano has been here since the Revolutionar War. I don't know.

MAURICE: I don't think so.

HEIDT: Well it's kind of warped there on one side, isn't it? But you did a great job and you really made it swell. Maurice you're a swell fellow. Thanks for being on our show you have a great chance to win. Give him a nice hand will you please boys. (APPLAUSE)

HEIDT: We're broadcasting from Camp Pendleton, California courtesy of Lucky Strike cigarettes. So insist upon Luckies, the cigarette of superior quality. Now on with the show and the warning whistle for Round Three ... (WHISTLE) ... which introduces from Lombard, Illinois, Bill Cole. Bill has one of our countries most beautiful tenor voices -- he's a cinch to some day be a great star. So, Bill, we're mighty proud to have you here on the show and with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck. Boys, take it away. Here we go..

MUSIC: "BECAUSE"
(APPLAUSE)

HEIDT: Broadcasting from Camp Pendleton, ladies and gentlemen before 5,000 boys. Bill come over here a minute. Bill Cole from Illinois. Bill one of the most beautiful voices in the country.

BILL: Well thank you very much, sir.

HEIDT: Without any question or doubt. You know folks we're broadcasting this evening right out in the open and it's a beautiful view here these wonderful, gorgeous hills. I kept thinking about those hills when you were singing, Bill.

BILL: Well I can say that I got some of my nicest strolls in those hills back there.

HEIDT: Lovely little walks.

BILL: Yes, lovely walks.

HEIDT: Bill, you're a swell fellow, you've got a beautiful voice, I know you impressed the entire nation and we want to thank you. Fellows give him a great hand will you.

(APPLAUSE)

COMMERCIAL NO. 1

COMMERCIAL No. 1

HEIDT: Folks, you might wonder why we say, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvanine to tell you why.

DON: Surely, friends, what you want most from smoking... is enjoyment. And that enjoyment comes from the taste of a cigarette. For Nothing, no, nothing... beats better taste! And Luckies taste better... cleaner, fresher, smoother! Now, freshness is especially important...because only a fresh cigarette can give you complete smoking enjoyment. The makers of Lucky Strike know that... and that's why they spare no effort to see that every pack of Luckies is extra tightly sealed to bring you Luckies' better taste in all its natural freshness. Prove this to yourself. Just light up a Lucky. You'll see how much fresher, how much better it does taste. That's because LS/MFT ... Lucky Strike means fine tobacco...fine, light, naturally mild tobacco made into a cigarette that's round, firm, fully-packed. So, Be Happy - Go Lucky! Get a carton of better-tasting fresher-tasting Lucky Strike!

HEIDT: Certainly is good advice. Be right with Lucky Strike, the cigarette of better taste, the cigarette of superior quality. But, now on with The American Way and the competition from Camp Pendleton, California. You've already heard three fine contestants. There are two more to come as the warning whistle for round four...(WHISTLE).... introduces Ray Cox, from Omaha, Nebraska. Ray is another great contestant, one of the finest trumpet players we've ever run across, as he plays all the various styles of work equally well. Ray's right here in the band at Camp Pendleton. We wish him a lot of luck. Here's the bell...Ray (BELL... Lucky Strike wishes you good luck as you stomp along with "WASHINGTON LEE SWING".

MUSIC: "WASHINGTON LEE SWING"

(APPLAUSE)

HEIDT: Wow, from Camp Pendleton 5,000 boys right out here in the open. It's the only way we could get them all in. Ray Cox from Omaha.

RAY: Yes sir.

HEIDT: Ray, that was really terrific.

RAY: Thank you sir.

HEIDT: And you're a member of the Camp Pendleton band?

RAY: That's right, Mr. Heidt. I now play lead trumpet in the band.

HEIDT: Good for you. That's as I understand it, the most famous of allservice bands, is that right?

RAY: I understand it that way, sir.

HEIDT: That's right. That's what everybody says. Isn't that right fellows? Nobody will dispute that I guarantee you after that yell. But Ray you did a fine bit of work there and we want to thank you very much. You've got a great chance to win tonight. Fellows, give him a wonderful hand, will you.

(APPLAUSE)

HEIDT: The warning whistle for round five...(WHISTLE) brings to the center of the ring our current champ. 17 year old Gene St. John, from Klamath Falls, Oregon. Gene is a fine musician plus having a great fighting spirit, and believe me, he needs it tonight because he's got 4 Marines to compete against. He's a civilian boy as you know, but as we said he has a great fighting spirit. Got a man size job ahead and we wish him a lot of luck. But Gene, just like the past few weeks over at the Marine Corps Depot and at the Naval Air Station you'll find all these boys very, very fair when it comes to the showdown. So may the better man win. Gene, with the ringing of the bell...(BELL)..Lucky Strikes wishes you good luck as you defend your championship crown.

MUSIC: "TIGER RAG".

(APPLAUSE)

HEIDT: Gene, I never heard you play like that in your life. You've got me so excited I can't talk. What were you...scared to death.

GENE: I was scared to death.

HEIDT: Fact you still are I guess. The first time you've been out of Klamath Falls and here you walk into Camp Pendleton.

GENE: Sure.

HEIDT: You did a fine job, Gene. Fine work and step over there just for a moment. We've going to pass in review now. Fellows, we want you to vote for the person you feel has the finest possibility in the future, the person who will win the $150 first prize.

REPRISE:

CONTESTANT NO. 1... FROM CINCINNATI, OHIO
PAUL PARKS

(APPLAUSE)

HEIDT: Yes sir, Paul Parks from Cincinnati.

CONTESTANT NO. 2... FROM WASHINGTON, D.C.
MAURICE STEWART

(APPLAUSE)

HEIDT: Nice work for Maurice Stewart, swell.

CONTESTANT NO. 3... FROM LOMBARD, ILLINOIS
BILL COLE

(APPLAUSE)

HEIDT: Bill Cole, wonderful work, Bill.

CONTESTANT NO. 4 ... FROM OMAHA, NEBRASKA
RAY COX

HEIDT: Very nice work, Ray. We have wonderful contestants tonight!

CONTESTANT NO. 5... FROM KLAMATH FALLS, OREGON
GENE ST. JOHN

(APPLAUSE)

HEIDT: Well, ladies and gentlemen, you heard them. Five of the finest contestants we've ever had on this broadcast. It's going to be a mighty close decision. I'll bet there's not 5 points separating all of them.

COMMERCIAL No. 2

COMMERCIAL NO. 2

HEIDT: So, stand by for the Judges' decision in just a few moments. While we wait here's handsome Don Mc Ilvaine.

DON: Friends, if you want complete smoking enjoyment, smoke the cigarette that tastes better ... Lucky Strike! Because nothing -- No, nothing -- beats better taste. And Luckies do taste better ... cleaner, fresher, smoother. Now, there are two good reasons why. First of all, Luckies taste better because ...LS/MFT, Lucky Strike means fine tobacco... long strands of fine, light, naturally mild tobacco with a wonderful aroma and an even better taste. And then too, Luckies are made better to taste better... made round and firm and fully packed to draw freely and smoke evenly. So be sure you get the better taste of truly fine tobacco, in a better-made cigarette. Yes, when you buy cigarettes,.. Be Happy - Go Lucky! Pick up a carton of Lucky Strike

HEIDT: That certainly is good advice, friends. Be right with Lucky Strike. The cigarette of superior quality. And now for our Lucky Strike extra. Meet the boys, at Camp Pendleton.

HEIDT: Would you stand up please for just a second. What is your name?

TONY: Tony, Tony Adam from Philadelphia.

HEIDT: From Philadelphia, the city of...Tony takes his hat off now for a nice little bow. Tony, how long have you been here in Camp Pendleton?

TONY: About a year now.

HEIDT: About a year. Will you say hello to your mother and father.

TONY: Hello Mom, Dad, Hello Flo.

HEIDT: Flo. Is Flo your...

TONY: Wife.

HEIDT: Oh, good for you.

HEIDT: Tell me, what is your name?

DENNIS: Dennis Cole.

HEIDT: Yes. Stand up Dennis. Where are you from?

DENNIS: Lakeview, Michigan.

HEIDT: Turn around so we can see your handsome face here. And how long have you been here?

DENNIS: 14 months.

HEIDT: Say hello to your folks.

DENNIS: Hello Mom and Dad.

HEIDT: And ...

DENNIS: Everybody.

HEIDT: You haven't got a girl.

DENNIS: No.

HEIDT: How about San Diego.

DENNIS: I gave her up when I came here.

HEIDT: You gave her up.

HEIDT: What is your name?

DEAN: Dean Hawk from Ohio.

HEIDT: From what part of Ohio.

DEAN: Dayton.

HEIDT: Dayton, Ohio. Good for you. Are you happy?

DEAN: Yes sir.

HEIDT: You enjoying the show?

DEAN: Yes sir.

HEIDT: Do you think we have pretty girls on the show?

DEAN. Yes sir.

HEIDT: Say hello to your folks.

DEAN: Hello Mom and Dad.

HEIDT: Good for you. Anybody else?

DEAN: Dogs.

HEIDT: Good, you really look swell, all these boys look wonderful. Stand up here for just a second, I have a big chap here.

HEIDT: What is your name?

JOSEPH: Joseph Lason.

HEIDT: Yes, Joseph. How much do you weigh?

JOSEPH: About 230 pounds.

HEIDT: How much did you weigh when you came to the Marines?

JOSEPH About 213.

HEIDT: You gained?

JOSEPH: Yes sir.

HEIDT: On government money.

JOSEPH: Yes sir.

HEIDT: You must have good food here at Camp Pendleton for that. Oh, what's that... are you a cook?

JOSEPH: Yes sir.

HEIDT: Well just put that down in your little book. No wonder you aren't getting all the food you should. Say hello to your folks.

JOSEPH: Hello Mom, Dad, Margaret.

HEIDT: And who?

JOSEPH: Margaret.

HEIDT: Beautiful name.

HEIDT: What is your name?

JOHNNY: Johnny Gordon.

HEIDT: Yes, stand up Johnny. Where are you from?

JOHNNY: Atlanta, Kansas.

HEIDT: Good, Atlanta, Kanas... we played there this year.

JOHNNY: Yes, I know.

HEIDT: Yes, sure. Say hello to your folks.

JOHNNY: Hello Mom and Dad and I want to say hello to my wife and little daughter Donanne.

HEIDT: Donanne, good for you, that's wonderful.

HEIDT: What is your name?

RUSSELL: Russell Aquita.

HEIDT: Turn around Russell, here's a handsome..Look at that. Tell me where are you from?

RUSSELL: Baton Rouge, Louisiana.

HEIDT: What is Baton Rouge, Louisiana famous for?

RUSSELL: It's the Capitol city.

HEIDT: Well, that's enough, that's enough. It's the Capitol City. Say hello to your folks.

RUSSELL: Hello Mom and dad and Helen.

HEIDT: What's your name? This is the last one.

TONY: Tony Sanferillo.

HEIDT: Good. Stand up Tony, don't be ashamed Tony, where are you from?

TONY: Milwaukee, Wisconsin.

HEIDT: Milwaukee. What is Milwaukee famous for?

TONY: Oh beer and the Braves.

HEIDT: Beer and the Braves. Mostly the Braves, they're doing swell now. Say hello to your folks.

TONY: I'd like to say hello to my wife and to my little son I haven't seen, and to my Mother and Dad.

HEIDT: OK and I want to tell you that your Pop is looking swell out here at Camp Pendleton. Fellows give all these boys a fine hand, that's wonderful.
(APPLAUSE)

HEIDT: Ladies and gentlemen, Lucky Strike is proud to salute the world's largest military corps installation, Camp Pendleton, California. Here in 126,000 acres of rugged terrain some of the world's finest fighting men have been trained and dispatched to prevent aggression. We are very proud and happy to introduce the man who commands - Major General Robert H. Pepper.

PEPPER: Horace, we're pleased and happy to have you and your fine American Way show here at Camp Pendleton. We understand that last week a very great honor was bestowed upon you and your entire organization in that you were selected by the government to be the first entertaining unit to play in Korea with the signing of the truce. All of which we understand you're doing free of cost. Judging by your concert show tonight I believe you'll do a fine job not only entertaining military personnel in Korea but also in your concerts for civilians. May we thank you and your sponsor Lucky Strike for making possible your appearance at Camp Pendleton. Good Luck in your journey. Here on this card is my reading of the electric applause meter.

HEIDT: Thank you very, very much, General. It was a great honor to have you on our program, as a winner -- a most remarkable thing, ladies and gentlemen.
(CONTINUED:)

HEIDT: (Cont'd) To show you the fairness of the United States Marines by 8 points... Gene St. John from Klamath Falls, Oregon, is the winner. Gene St. John. Well, Gene you've really done something this evening and it goes to show the great fairness, the wonderful fairness of the United States Marines because if you hadn't won this evening you would have been right back there in Oregon under the falls. So now everything is OK and you're going over to Korea. Just think about that.

GENE: Wonderful.

HEIDT: Isn't that wonderful. Fellows, don't you think he's lucky going to Korea? Swell, you bet. Gene St. John. Gene, here's your check and the check for all the other boys.

(APPLAUSE)

HEIDT: Emerson's Law of Compensation, stresses that everything in life eventually balances up, that in reality everything happens for the best. This was quite hard for us to believe a few weeks ago when our Round the World Tour was postponed. Believe me, we were all a mighty discouraged and dejected group. But last week Emerson's Law proved itself, for our American Way concert and Radio Show was selected by the Government to be the first entertainment unit to go to Korea upon the signing of the Armistice. So, in the next few weeks our broadcasts will eminate from Korea. Tune in, travel right along with us and please don't forget who's making it all possible, that's Lucky Strike. Be right with Lucky Strike, make every day your Lucky day. Smoke Luckies, the cigarette of better taste, of superior quality. So, till we meet again, this is Horace Heidt reminding you "Tis better to build boys than to mend men", saying good-night to Mother, and wishing you Good Luck, good health, and may God bless you all. Goodnight, everybody. So long.

DON: Say, friends, here's a Lucky tip - remember that on Sunday, Lucky Strike presents Guy Lombardo time. Guy's Lucky Star of the Week this Sunday will be Giselle McKenzie.

DON: This program was brought to you transcribed by Lucky Strike, product of the American Tobacco Company.....America's leading manufacturer of cigarettes.

BAND: "BE HAPPY - GO LUCKY" (LONG VERSION OF THEME FADE FOR)

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

August 13, 1953 — #33 — CBS **Network:** — **Broadcast:** 10:00-10:30 PM EDST

DATE Hollywood, California — **Repeat:** (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"SHE'S A LADY"	LIZ LYNCH
SPOT NO. 2	"SONG FROM MOULIN ROUGE" AND "TIGER RAG"	LOU PROCHUT
SPOT NO. 3	IMPERSONATIONS	DICK KERR

COMMERCIAL NO. 1

SPOT NO. 4	"TEXAS SONG"	BETTY COLE
SPOT NO. 5	"BYE BYE BLUES"	GENE ST.JOHN
SPOT NO. 6	"PRETEND"	MARK DURBIN

COMMERCIAL NO. 2

SPOT NO. 7	"DEM BONES"	JOHNNY STANDLEY
SPOT NO. 8	"THE LORD'S PRAYER"	RALPH SIGWALD

CLOSING COMMERCIAL

RA-926A

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

AUGUST 13, 1953

10:00-10:30 PM EST HOLLYWOOD, CALIFORNIA THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

MC ILVAINE: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

MC ILVAINE: Nothing -- no, nothing beats better taste, and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So, to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!

And now ladies and gentlemen, it's "The American Way" enroute to Korea and here's your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

ATKO1 0023671

HEIDT: Yes, that's right ladies and gentlemen, and this is that great news! Tonight, The American Way is on its way to Korea! The first big entertaining unit selected with the signing of the truce! We'll present our American Way Show, with a cast of 32 artists, for United Nations troops, for South Korean civilians in devastated areas, in centers where returned prisoners are welcomed back to The American Way of life. And always in our thoughts will be the creed of the United Nations, - We have conquered distance, we have conquered space, now we must conquer the frontiers of race! For when I understand you and you understand me, then we can reach hands of friendship across the sea;
For then we shall be brothers, all wars shall cease one world of many nations all united in peace.
(APPLAUSE)

BAND: INTRO "SHE'S A LADY".

HEIDT: Yes, nice people, we're Korean bound. So tonight we alter slightly the format of our program and pass in review with some of those artists who will entertain your boys in Korea. And first to pass the reviewing stand is a very charming girl. I'm sure she's going to make a tremendous hit.

(CONTINUED)

HEIDT: (Cont'd.) It's 17 year-old Liz Lynch, from Akron, Ohio -- one of America's most beautiful, one of America's most talented young girls. Not only is Lizabeth sweet, not only is she lovely, but also ...("SHE S A LADY")

MUSIC: ("SHE'S A LADY")

(APPLAUSE)

THE AMERICAN WAY
AUGUST 13, 1953

HEIDT: Nice work, Liz Lynch! Folks, it's our Korean bound American way program passing in review and next is Lou Prochut of the United States Marines! There have been Marines from the halls of Montezuma to the shores of Tripoli -- but we found Lou is Yankton, South Dakota ... and yanked him right up to stardom! Lou Prochut, his accordion, and two wonderful numbers ... "THE THEME FROM MOULIN ROUGE", and "TIGER RAG"!

MUSIC: ("MOULIN ROUGE" AND "TIGER RAG")

(APPLAUSE)

HEIDT: Yes, ladies and gentlemen! There you had it, one of America's greatest accordionists, Lou Prochut from Yankton, South Dakota. It's THE AMERICAN WAY - on the way to Korea, passing in review. All, of course, made possible by Lucky Strike, so make every day a Lucky day! Insist upon Lucky Strike -- the cigarette of better taste, the cigarette of superior quality. And now, for one of the countries outstanding entertainers, a boy we found in Pittsburgh, Pennsylvania.

(CONTINUED:)

HEIDT: (Cont'd) From the United States Air Corps comes Richard "Dick" Kerr ....

MUSIC: (IMPERSONATIONS)

(APPLAUSE)

HEIDT: Oh, one of the greatest ... Dick Kerr, ladies and gentlemen, Dick Kerr. Fine hand this evening. Folks, it's "The American Way" enroute to Korea and passing in review. All made possible by Lucky strike.

(APPLAUSE)

COMMERCIAL NO. 1

COMMERCIAL NO. 1

HEIDT: You might wonder why we say, make every day a Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Friends, when it comes to smoking enjoyment ... that is, really enjoying a cigarette ... Nothing, no, nothing beats better taste. And Luckies taste better -- cleaner, fresher, smoother. Luckies taste better because they're actually made better. Made round and firm and fully packed, to draw freely and smoke evenly. Then, too, Luckies taste better because they're made of fine tobacco. LS/MFT -- Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco with a wonderful aroma and even better taste. So, for real deep-down smoking enjoyment of a better-tasting cigarette, reach for Lucky Strike -- the cigarette that's made better to taste better -- to taste cleaner, fresher, smoother. Next time you buy cigarettes, ask for a carton of better-tasting Lucky Strike. Be Happy - Go Lucky!

(LUCKY STRIKE TAG)

HEIDT: That's right. Be right with Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Folks, tonight it's our Korean bound American Way concert performers passing in review. And, of course, in any American Way show we must be sure the eyes of Texas will be upon us. That's why we're taking along little Betty Cole. We found Betty in Houston, Texas. She's very attractive and although only sixteen has what it takes to be a great star. Tonight she's singing a song that was made to measure especially for her! "MY NAME IS BETTY COLE, I'VE GOT TEXAS IN MY SOUL"!

MUSIC: ("TEXAS SONG")

(APPLAUSE)

HEIDT: Very beautiful, very charming Betty Cole. It's THE AMERICAN WAY program passing in review en route to Korea. And made possible by Lucky Strike, the cigarette of superior quality!

(CONTINUED:)

HEIDT: (Cont'd) And here's another member of our Lucky Strike family who's going right along to Korea to help entertain your boys during the truce. He's our most recent champ and the automatic winner of our Third Quarter Finals, Gene St.John, from Klamath Falls, Oregon, and in keeping in the spirit of our program plays "BYE BYE BLUES".

MUSIC: ("BYE BYE BLUES")

(APPLAUSE)

HEIDT: Gene St. John from Klamath Falls, Oregon, who certainly made a name for himself in a hurry in show business.

HEIDT: Friends, it's The American Way enroute to Korea, and passing in review. And another young star who will please your boys and I'm sure, many, many girls in Korea. The winner of our second quarter, 17-year-old Mark Durbin, from Billings, Montana. Some day, we know, Mark is going to get top billing, for he's got what it takes to go right to the top.. Mark Durbin...

MUSIC: ("PRETEND")

(APPLAUSE)

HEIDT: Mark Durbin, from the great city of Billings, Montana. Oh, that boy's got it. And girls, how do you all like Mark? That's nice, the girls are all crazy about Mark and rightfully so.

COMMERCIAL NO. 2

"THE AMERICAN WAY"
AUGUST 13, 1953 -C-

SECOND COMMERCIAL

HEIDT: Folks, it's the "American Way" program passing in review bound for Korea. The first program selected since the truce to entertain your boys. And made possible by Lucky Strike. So on their behalf here's Don Mc Ilvaine.

DON: Thanks, Horace. And friends, there's no great secret about smoking enjoyment. It's as simple as this ... your enjoyment of a cigarette depends on its taste. There's no doubt about it ... when it comes to smoking enjoyment .. it's all a matter of taste. And the fact of the matter is .... Luckies taste better .. cleaner, fresher, smoother! There are two important reasons why. First, IS/MFT -- Lucky Strike means fine tobacco... fine, light, mild tobacco that just naturally tastes better. And second, Luckies are made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. That's it ... fine tobacco in a better made cigarette. And it adds up to real smoking enjoyment for you puff after puff ... pack after pack. So next time, ask for Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother.

Lucky Strike Tag

HEIDT: Correct you are, Don. Be right with Lucky Strike. Folks when we present our first "American Way" show in Korea, we know that your boys are going to welcome a chance for some good hearty laughs. So going right along is the comedy sensation of the country ... Johnny "It's In The Book" Standley.

MUSIC: "DEM BONES"

(APPLAUSE)

HEIDT: Johnny Standley passes in review, the one and only! A wonderful person & a wonderful fellow. Thank you very much Johnny boy, that's great. You're going to thrill the fellows overseas, I'm sure.

HEIDT: And now ladies and gentlemen as "The American Way" departs for Korea and as Ralph Sigwald sings "The Lord's Prayer". Let us pray for peace. Let us pray
to give ourselves today
to those who need us most
without desire for reward
and never any boast
teach us to live for others
and to try our best to be
as good and kind to them
as they would be to me
because we wish the outcome of each task
we undertake
to bring a bit of happiness
for someone else's sake.
Teach us to help our neighbors
and the strangers on the street
to do what we can to make their lives complete.
Help us, oh Lord, to give ourselves with all our hearts and souls
to those who strive to gain this ever lasting goal.

MUSIC: "LORD'S PRAYER"

(APPLAUSE)

EIDT: Folks as we journey towards Korea, we know of no better way to say good night than to repeat the words of Abraham Lincoln which our great President Eisenhower quoted when he announced the truce: "With malice toward none; with charity for all; with firmness in the right as God gives us to see the right, let us strive to finish the work we are in ... to do all which may achieve and cherish a just and lasting peace among ourselves and all nations." And now before saying good evening here's little Horace Jr., 6 years old. Horace would you like to say good-bye to Daddy.

ORACE JR. Goodby Daddy, be sure to bring me back a present.

EIDT: Be sure to bring me back a present. O.K. honey, we'll bring you back a present, and folks till we visit again when we'll be in Japan or Korea, this is Horace Heidt reminding you, "Tis better to build boys than to mend men", saying good-night to Mother, wishing you good luck, good health, and may God bless you all. Good night.

"THE AMERICAN WAY" -F-
AUGUST 13, 1953

DON: Say friends, remember that on Sunday Lucky Strike presents Guy Lombardo time. Guy's Lucky Star of the week this Sunday will be Eugenie Baird.

This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company ... America's leading manufacturer of cigarettes.

BAND: "BE HAPPY - GO LUCKY" - (LONG VERSION OF THEME FADE FOR)

ANNCR: This is the CBS Radio Network

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE August 20, 1953 ~~Tokyo, Japan~~ Network: CBS Broadcast: 10:00-10:30 PM EDST Repeat: (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"DEED I DO"	LORI LANDRY
SPOT NO. 2	"GOT BIG FEET"	RICHARD BURK
SPOT NO. 3	IMPERSONATIONS	RICHARD MARSHALL

COMMERCIAL NO. 1

SPOT NO. 4	"JAPANESE RUMBA"	MAURICE SPIVEY OTIS HINSON
SPOT NO. 5	"I MAY BE WRONG"	JEANNIE JONES
SPOT NO. 6	"REPRISE"	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	IN AUDIENCE
SPOT NO. 8	WINNER	LORI LANDRY

CLOSING COMMERCIAL

RA-926A

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

AUGUST 20, 1953

10:00-10:30 PM EST TOKYO, JAPAN THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MCILVAINE SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike!

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Nothing - no, nothing - beats better taste. and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!

And now from the famous Ernie Pyle Theatre in Tokyo, Japan, here's your host tonight, Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Yes sir, Ladies and Gentlemen, from the Ernie Pyle Theatre in Tokyo, enroute to Korea - listen. That's right. Tokyo. Last night we gave our concert show before 12,000 of your boys gathered in the famous outdoor Meji Amphitheater. Tonight 3,000 are gathered in the Ernie Pyle Theatre in Tokyo to witness the championship battle of the week, between some very talented performers found among our armed forces in Japan.
(CHEER)
And there's the warning whistle for round one... (WHISTLE) ... and from Lynn, Massachusetts, comes Lori Landry, a very attractive young lady who has been a member of the United States Army for two years and stationed in Tokyo since April. Girls like Lori Landry deserve most certainly national recognition. So, Lorie, with the ringing of the bell ... (BELL)... Lucky Strike wishes you good luck as you sing "Deed I Do". Here we go.

MUSIC: "DEED I DO".

(APPLAUSE)

HEIDT: Broadcasting from Tokyo, Japan, enroute to Korea and you've just heard Lorie Landry. Lorie that was beautiful work.

LORIE: Thank you.

HEIDT: And you're from Lynn, Mass.

LORIE: Yes sir.

HEIDT: How long have you been here in Tokyo?

LORIE: Since April.

HEIDT: And what are you doing here... what specifically are you doing?

LORIE: I'm with special services of the Tokyo Army Hospital.

HEIDT: And you arrange shows over there?

LORIE: Yes, I bring shows into the boys and put soldier shows together.

HEIDT: We want to thank you for inviting us over there this afternoon to welcome the first prisoners of war.

LORIE: Well, it was wonderful of you to come.

HEIDT: We're glad that we could do it. Tell me, do you have dances for the boys over there.

LORIE: Yes, sometimes.

HEIDT: Do you ever dance with the boys yourself, Lorie?

LORIE: Yes.

HEIDT: How are the soldiers as a rule ... what kind of dancers are they?

LORIE: Well ...

HEIDT: I thought so. Do you always find these boys perfect gentlemen?

LORIE: Well...

HEIDT: I thought so. O.K. Fellows, she's wonderful. Give her a nice hand will you please.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY coming your way from Tokyo, Japan. Made possible by Lucky Strike. Make every day a Lucky Day - insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've already heard one very fine contestant, Lorie Landry, and the warning whistle for Round Two ... (WHISTLE) ...introduces another. He's from Cleveland, Ohio. His name is Richard Burk. And Richard has a very intimate personalized manner of singing plus the fact that he plays the piano and accompanies himself wherever necessary, so he's a mighty popular man wherever he goes. Richard, here's the bell ... (BELL) ... Lucky Strike wishes you good luck as you sing "GOT BIG FEET".

MUSIC: "GOT BIG FEET"

(APPLAUSE)

HEIDT: That was swell. It's THE AMERICAN WAY enroute to Korea and broadcasting from Tokyo, Japan. And you've just heard Richard Burk, from Cleveland, Ohio. Richard, how long have you been in the service?

RICHARD: About ten months.

HEIDT: And how long have you been here in Tokyo?

RICHARD: Since the end of May.

HEIDT: I see. And where did you ever get the idea of singing that song "GOT BIG FEET"?

RICHARD: Well, I guess you might say it's from those long basic training marches. After one of those marches my feet were just too big.

HEIDT: I guess everybody feels the same way. You're from Cleveland. What do you think is the difference between Cleveland ... or if you've noticed that is ... the difference between Cleveland and Tokyo.

RICHARD: Well in Tokyo ... get out of this easily... they have a baseball club that's in first place.

HEIDT: I got it. Cleveland's in third, I think. But they're coming up fast.

RICHARD: They're fighting.

HEIDT: They're fighting. Don't give up. Fellows give him a wonderful hand, will you please.
He's a swell fellow.
(APPLAUSE)

HEIDT: It's THE AMERICAN WAY enroute to Korea entertaining your boys at the Ernie Pyle Theatre in Tokyo, made possible by Lucky Strike, the cigarette of superior quality. You've heard two very fine contestants, Lorie Landry and Richard Burk.
Now, the warning whistle for Round Three.... (WHISTLE)..introduces still another, Richard Marshall from San Angelo, Texas. Richard is a member of the United States Navy. He has show business in his heart and he's going to do some very fine impersonations.
So, Richard, here's the bell...(BELL)... and Lucky Strike wishes you good luck in your championship try.

MUSIC: IMPERSONATIONS.
(APPLAUSE)

HEIDT: Richard Marshall, United States Navy.
Broadcasting from Tokyo.
Richard...

RICHARD: Hi!

HEIDT: Hi! That was really swell. Where have you traveled recently Richard with the Navy?

RICHARD: With the Navy, Well, let's see...(LISTS PLACES QUICKLY) We've been around a little.

HEIDT: I see. And of all the islands that you've visited where do you think that you might stay some day. Which one of those....

RICHARD: I like the easy living in Hawaii.

HEIDT: In Hawaii.

RICHARD. Yes.

HEIDT: I notice you're kind of getting that way a little bit. You're developing down there, you must have good food in the Navy, that's what does it.

RICHARD: That we do.

HEIDT: Good food in the Army, too. Come over here, Richard, we want to thank you very much, and fellows give him a nice hand, will you, please.

(APPLAUSE)

COMMERCIAL NO. 1

COMMERCIAL NO. 1

HEIDT: Friends, you might wonder why we say, make every day your Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Friends, I think you'll gree that the taste of your cigarette is all-important. For in a cigarette nothing -- no, nothing - beats better taste! And Luckies taste better .., cleaner, fresher, and smoother. Know why? Well, it's because Better Taste really begins with fine tobacco. LS/MFT -- Lucky Strike means fine tobacco .., long strands of light, mild, good-tasting tobacco with a truly wonderful aroma. Then, Luckies taste better because they're made better. Made to give you a cleaner, fresher, smoother-tasting smoke. So folks, remember how important better taste is to your enjoyment of a cigarette. Remember that Lucky Strike gives you the better taste of fine tobacco ... in a better made cigarette. But most of all, remember to pick up a carton of Luckies tomorrow.
Be Happy -- Go Lucky!

LUCKY STRIKE TAG.

HEIDT: That, certainly, is good advice. Be right with Lucky Strike.
It's THE AMERICAN WAY enroute to Korea and broadcasting from the famous Ernie Pyle Theatre in Tokyo, Japan. You've just heard three fine contestants - thre's two more to come as the warning whistle for Round Four...(WHISTLE)... introduces two boys from the United States Air Force, Maurice Spivey and Otis Hinson. Two hillbillys who might create a brand new style of singing, with the Japanese Hillbilly version of "Japanese Rumba."
Boys, here's the bell....(BELL)....
Lucky Strike wishes you Good Luck. Here we go.

MUSIC: "JAPANESE RUMBA".

(APPLAUSE)

HEIDT: From Tokyo, ladies and gentlemen. Yes sir, I guess that last note was high wee above high wobblu, I don't know who hit it. But it was really up there. Was that your note?

HINSON: Could have been.

HEIDT: Could have been. Or was it yours.

SPIVEY: Man, I was down to D flat.

HEIDT: Let's see, your name is Spivey, isn't it?

SPIVEY: Yes.

HEIDT: And you're from what state?

SPIVEY: Mississippi.

HEIDT: Mississippi. And what are you doing now in the service?

SPIVEY: I'm in the fire department.

HEIDT: In the Air Force.

SPIVEY: Yes. They call it The "Shobashaw" in Japanese.

HEIDT: They do. And your name is Hinson.

HINSON: Right.

HEIDT: And where are you from?

HINSON: I'm from Indiana.

HEIDT: And what job have you got in the Air Force?

HINSON: Air Craft mechanic.

HEIDT: And how did a fireman and an aircraft mechanic ever get together?

HINSON: Well, the way I work on the aircraft and start the engines up we need someone. We need a fireman around.

HEIDT: Very good, very very fast. Thanks very much boys, give them a nice hand will you please. (APPLAUSE)

HEIDT: It's THE AMERICAN WAY enroute to Korea, and here's the warning whistle for Round Five...(WHISTLE)... and to the microphone steps a very attractive young lady, Corporal Jeannie Jones, a WAC from Santa Monica, California, and a girl who has all it takes to become a great star. Jeannie has been in Yokahama for the last year and a half and is another very deserving young person who most certainly should receive national recognition. So, Jeannie, with the ringing of the bell...(BELL)...LUCKY STRIKE wishes you good luck as you sing "I MAY BE WRONG."

MUSIC: ("I MAY BE WRONG")

(APPLAUSE)

HEIDT: From Tokyo, entertaining at the Ernie Pyle Theatre in Tokyo, Japan, enroute to Korea. That's right. And Jeannie Jones of Santa Monica. That's really getting close to home, Jeannie. How many years did you live there about.

JEANNIE: Oh, I've lived there almost all my life.

HEIDT: And how long have you been a WAC?

JEANNIE: Two and a half years.

HEIDT: Two and a half years and how long have you been over here in Tokyo.

JEANNIE. I've been over here a year and a half.

HEIDT: A year and a half. What do you specifically do?

JEANNIE: I'm with special services. I work in the largest service club in the far east.

HEIDT: I see. You have a marvelous voice.

JEANNIE. Thank you very much.

HEIDT: And we're very happy to have you on the show here, this evening. You have a swell chance to win and now if you'll just sit down for a very, very few moments, please.
We're going to pass in review to see who shall win the first prize of $150 with all other contestants receiving $75. There's no Carry Over while we're here in the Far East, as we're not allowed to transfer men in this particular area. So here goes.

REPRISE:

CONTESTANT NO. 1.....FROM LYNN, MASSACHUSETTS
LORI LANDRY

(APPLAUSE)

HEIDT: Very good for Lori Landry.

CONTESTANT NO. 2.....FROM CLEVELAND, OHIO
RICHARD BURK

(APPLAUSE)

HEIDT: Nice work, Richard.

CONTESTANT NO. 3.....FROM SAN ANGELO, TEXAS
RICHARD MARSHALL

(APPLAUSE)

HEIDT: Richard Marshall. Nice work, Richard. (CONT'D.)

CONTESTANT NO. 4....FROM MISSISSIPPI AND ILLINOIS
SPIVEY & HINSON

(APPLAUSE)

HEIDT: Very nice, fellows.

CONTESTANT NO. 5....FROM SANTA MONICA, CALIFORNIA, JEANNIE JONES

(APPLAUSE)

HEIDT: Very close, you can tell, very close.
Not many points separating those people.

COMMERCIAL NO. 2

COMMERCIAL NO. 2

HEIDT: Friends, we're broadcasting from Tokyo, Japan. While waiting for the Judges Decision, I'd like to mention that if only you nice people stateside could be over here with us now among these tens of thousands of fighting men...if you could see and hear their enthusiasm and happiness in greeting people from stateside who come over to entertain... then I'm sure everyone of our 160,000,000 citizens in America would be grateful to the people who have co-operated to make these shows possible - we'd like to especially thank this evening, the Department of Defense under Secretary Charles Wilson, the United States Air Force, the USO, the Armed Forces Special Services Far East and our sponsor, Lucky Strike. So remember, make every day a Lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality, for Lucky Strike in sending this program into the Far East is not only bringing entertainment to your boys but is doing their part to further the American Way of life.

(APPLAUSE)

HEIDT: Now, ladies and gentlemen, I am right down here in the audience, because we have a little something called MEET THE BOYS here in Tokyo.

Would you stand up please just for a second and tell us your name?

CARNEY: PFC Eugene Carney.

HEIDT: Just turn around so we can see how handsome you are. That's the spirit. Look at that smile. Now where are you from?

CARNEY: Pittston, Pennsylvania.

(APPLAUSE)

HEIDT: Would you say hello to the folks back there.

CARNEY: Hello sis, hope you get well soon.

HEIDT: And hello...

CARNEY: Oh yes, hello Marilyn.

HEIDT: What a beautiful name. Isn't that a gorgeous name? Swell.

HEIDT: Would you stand up please, tell me what is your name?

MCKAN: PFC Ernie McKan.

HEIDT: And where are you from?

MCKAN: Duluth, Minnesota.

HEIDT: Duluth. And how long have you been over in Tokyo?

MCKAN: Ten months.

HEIDT: Ten months. Are you warm in here this evening?

MCKAN: Very warm.

HEIDT: Very warm. I guess it's about 100 outside and 120 in here, isn't it?

MCKAN: At least.

HEIDT: The cooling system broke down today folks, so we are alright at it, but everybody seems to be having a good time. Aren't they? Would you say hello to your folks.

MCKAN: Hello, mom, dad, everybody.

HEIDT: Who is everybody?

MCKAN: Brothers and sisters.

HEIDT: And who else?

MCKAN: That's all.

HEIDT: Oh, come on. You are depriving the girls, what a handsome guy.

HEIDT: What is your name?

MURRAY: Chuck Murray.

HEIDT: Where are you from?

MURRAY: Michigan, Applegate, Michigan.
(LAUGHING)

HEIDT: Applegate,Michigan. What is everybody laughing at?

MURRAY: Well it is kind of small, all the guys always josh me about it.

HEIDT: There's a lot of apples up there.

MURRAY: No, no apples. Just sugar beets.

HEIDT: Ahun, just sugar beets, and Say hello to the folks.

MURRAY: Hi mom and pop and Don.

HEIDT: And ...

MURRAY: No one.

HEIDT: OK swell. Who else would like to say hello here? Step right up. What is your name?

WELSER: Cpl. Steve Welser.

HEIDT: Yes, Cpl.

WELSER: I am from Bal...(AUDIENCE LAUGHING) I didn't want to emphasize that.

HEIDT: Oh, that's alright, Cpl., and where are you from?

WELSER: I'm from Baltimore, Maryland.

HEIDT: Anything you want to say to the folks State Side?

WELSER: I'd liketo say hello to Mom, pop and Don and Betty.

HEIDT: Betty; the tenderness with which he said Betty. (AUDIENCE LAUGHING)

HEIDT: Alright, swell, do you want her to send you some cake, or what do you want her to send you?

WELSER: Ah, cake,

HEIDT: Cake. Now what is your name?

PIPERSON: Cipercer Piperson

HEIDT: Piperson.

PIPERSON: Ya, I'm from Los Angeles, Calif.

HEIDT: (LAUGHING) You are? We can't understand you, but hasn't he got a beautiful smile? Look at that, look at that, girls. Now say hello to your folks back there, will you.

PIPERSON: I'd like to say hello to mom and dad in LosAngeles Calif.

HEIDT: And who?

PIPERSON: And..

PIPERSON: (Cont'd.) And I'd also like to say hello to my wife Kay and my little boy Bobby in Grand Heights.

HEIDT: Well, good for you - give him a nice hand, folks.
(APPLAUSE)
From Grand Heights.
(APPLAUSE)
Now, who's next, who's next? Would you like to say hello? Are you boys part of the service here?

BOYS: Yes.

HEIDT: Well come on stand up here, say hello.
Tell me, what is your name?

BADUICH: Emma Basic Leonard Baduich.

HEIDT: And tell me where you are from?

BADUICH: Honolulu, Hawaii.

HEIDT: You're from Honolulu. Well they get this broadcast in there. And how long have you been here in Tokyo?

BADUICH: About a year now.

HEIDT: And would you like to say hello to the folks back there?

BADUICH: Yes, please, I'd like to say hello to mom and the family.

HEIDT: Good. Well, that's swell. Give him a nice hand. Give all these boys a nice hand, will you please.
(APPLAUSE)

HEIDT: That's swell. Meet the boys. And now we are going to have our judges' decision. Folks, we are very honored and very happy this evening to present as our judge the Commanding General Central Command of the Far East, General Alfred E. Castner. (APPLAUSE)

CASTNER: Horace, for entertaining troops of the United Nations and civilians in Japan and in the devastated areas of South Korea, I should like to present in behalf of the Far East Command a certificate of achievement to you with this quotation. "To Horace Heidt and members of the American Way at Tokyo, Japan on this 6th day of August, 1953. In appreciation of their patriotic pilgrimage to the men and women of the Armed Froces serving in the Far East. By providing the unique example of that equal opportunity on which the United States grew to greatness this outstanding troupe and able leader have made a real contribution to the morale of the thousands of American forces personnel serving to maintain the blessings of Democracy for all people."
And now, here on this card is my reading of the electric applause meter.

HEIDT: Thank you very, very much. It certainly is appreciated General, and a great honor. And the winner this evening by 15 points, the young lady that sang "DEED I DO" in first spot, Lorri Landry.

HEIDT: Ladies and Gentlemen, our broadcast originated from Tokyo, Japan, and until next week from Korea, this is Horace Heidt reminding you that "Tis Beter to Build boys than to mend men," saying good night to Mother, and wishing you all good luck, good health and may God bless you all. Good night, everybody.

DON: Say friends, here's a Lucky tip - remember that on Sunday Lucky Strike presents Guy Lombardo time. Guy's lucky star this Sunday will be Eugenie Baird.

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THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE August 27, 1953 Network: CBS #35 Broadcast: 10:00 - 10:30 PM EDST

Repeat: (AS BROADCAST)

Korea

OPENING COMMERCIAL

SPOT NO. 1	"SURRENDER"	FOUR FIFTHS
SPOT NO. 2	"ALL MY LOVE"	GUY CASANOVA
SPOT NO. 3	"LADY OF SPAIN"	RALPH ELARDI

COMMERCIAL NO. 1

SPOT NO. 4	"WITHOUT A SONG"	HUBERT STUBBS
SPOT NO. 5	"GOING HOME TOMORROW"	THE SEVEN JADES
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	IN AUDIENCE
SPOT NO. 8	WINNERS	THE SEVEN JADES

CLOSING COMMERCIAL

RA-926A

ATX01 0023707

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

AUGUST 27, 1953

10:00-10:30 PM EST KOREA THURSDAY

OPENING:

BAND: "BE HAPPY - GO LUCKY" --- FANFARE -- INTO

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(INTO HUMMING AS MC ILVAINE SAYS)

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BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Nothing - No, nothing - beats better taste, and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!
And now from right up on the front lines in Korea with the world famous Third Division, here's your host tonight, Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

ATX01 0023708

HEIDT: How about that folks. Tonight we're right up on the front lines in Korea with thousands upon thousands of men from the world famous Third Division. In fact, it's these very men whom you'll next hear that stopped the last communistic attack only two weeks ago cold in its tracks ... (APPLAUSE) ...

That's the spirit of the 3rd Division, and they're all here this evening to witness the championship battle of the week between talent from various units we have visited during the past few days. The warning whistle for round one ... (WHISTLE) ... introduces from the 45th Division of the 10th Corp., one of the outstanding quartets we've ever heard. Four boys who call themselves the Four Fifths as they're from the 45th Division. So, Four Fifths with the rining of the bell ... (BELL) ... Lucky Strike wishes you good luck in your championship try.

MUSIC: ("SURRENDER")
(APPLAUSE)

HEIDT: And here is the soloist Ray Ragiten. Step out here Ray. Ray you've got one of the most beautifulest voices we have ever heard.

RAGITEN: Thank you Sir.

HEIDT: Tell me where are you from?

RAGITEN: Younstown Ohio.

HEIDT: And how long have you been over here in Korea?

REGITEN: 5 months Sir.

HEIDT: 5 months and you know I think you are going to be one of the great singers of the country Ray.

RAGITEN: Thank you Sir.

HEIDT: And you're handsome too. Do all the girls tell you that?

RAGITEN: Girls in Korea?

HEIDT: He is a swell fellow give him a nice hand gang. Will ya.

HEIDT: Broadcasting right out of the Hills from the Third Division in the front lines in Korea and you've just heard the Four Fifths of the 45th Division of the 10TH CORP.

HEIDT: It's THE AMERICAN WAY coming your way from the front lines in Korea. All made possible by Lucky Strike. So make every day a lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Our talent tonight comes from bases we have entertained at this week and the warning whistle for round two ... (WHISTLE) ... introduces Guy Casanova, a representative of the French Battalion attached to the 23rd Infantry Regiment of the 2nd Division. Guy was born in Paris and is one of the many fine examples of how the United Nations functions in the front lines, for Guy Casanova, with his French Battalion, has been fighting side by side with our boys. So, Guy, with the ringing of the bell ... (BELL) Lucky Strike wishes you good luck as you sing your french version of "ALL MY LOVE".

MUSIC: ("ALL MY LOVE")
(APPLAUSE)

HEIDT: Broadcasting right out of the hills folks from the front lines in Korea with the world famous Third Division. You've just heard Guy Casanova.

HEIDT: (CONT'D) And his interperator is here because Guy doesn't understand English. Ask Guy which do you like the best Paris or Korea?

CASANOVA: (Answers in French)

HEIDT: Do you know from proper?

TRANSLATOR: (Translates English)

HEIDT: How did he get his name Casanova?

TRANSLATOR: (Translates English)

CASANOVA: (Answers in French)

HEIDT: Fellow here is a wonderful boy. Guy Casanova. He has a fine voice. He's a swell fighting man, give him a nice hand, will you please.

HEIDT: It's THE AMERICAN WAY coming your way from the front lines in Korea, made possible by Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've heard two very fine contestants, the Four Fifths of the 10th Corp., and Guy Casanova of the 2nd Division and the warning whistle for round three ... (WHISTLE) introduces still another fine performer, 21 year old Ralph Elardi, from Madison, New Jersey. Ralph was winner of our Concert show last Tuesday for the 36 Engineer Combat Group. He plays the accordion right along with the best and with the ringing of the bell ... (BELL) .... Lucky Strike wishes you good luck in your championship try with "LADY OF SPAIN".

MUSIC: ("LADY OF SPAIN".)
(APPLAUSE)

HEIDT: Right out of the hills ladies and gentlemen never miss a sight of this, is the 3rd division boys lying all over this hill here. There's thousands upon thousands and you've just heard Ralph Elardi. Is that right?

LARDI: Yes Sir.

HEIDT: Ralph where are you from?

LARDI: Madison New Jersey (emphasizes New)

HEIDT: Madison N. J. Something new about N.J.? How long have you been over here

ELARDI: One year..

HEIDT: One year and who are you stationed with?

ELARDI: 36th Engineer Combat Troop.

HEIDT: And what do you do with that troop?

ELARDI: Build the best roads and best bridges in Korea.

HEIDT: 3rd Division won't like that. That's the wonderful part about the U.S.Army, they are all very proud of their Division. But I guess that you walked over many of their bridges and they walked over many of yours. And you played a good accordion tonight. Give him a nice hand fellows, he is swell.
(APPLAUSE)

HEIDT: You might wonder why we say, make every day your lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Thanks, Horace. Friends ... are you getting all the smoking enjoyment your cigarette should give? Well if not, then switch to Lucky Strike. Because for real, deep-down smoking enjoyment -- nothing -- no, nothing -- beats better taste! And Luckies taste better ... cleaner, fresher, smoother. That's a fact! Luckies are made of fine, light, naturally mild tobacco. And they're made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. And here's another fact that's important to you as a smoker: Every Lucky Strike you smoke is really fresh because every pack is extra tightly sealed to keep in that fresher taste. Yes, Luckies are fresher ... Just smoke 'em and see! See what enjoyment you get from a cigarette that's made to taste better in every way. So, friends, for the kind of smoking you really want ... get the better taste of Lucky Strike ... and get it fresh!

BAND: FANFARE

HEIDT: That's good advice. Be right with Lucky Strike. It's THE AMERICAN WAY broadcasting from the front lines right in Korea ladies and gentlemen. You've heard three very fine contestants. There's two more to come as the warning whistle for round four ... (WHISTLE) ... introduces another member of the 2nd Division, Herbert Stubbs, 21 year old from Brooklyn, New York. Herbert, you have a beautiful voice, one of the finest we've heard and most certainly deserve national recognition. So, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck.

MUSIC: ("WITHOUT A SONG")

(APPLAUSE)

HEIDT: Herbert you have one of the most glorious voices we have ever heard.

STUBBS: Thank you.

HEIDT: How old are you?

STUBBS: 21 years old.

HEIDT: 21, and how long have you been in Korea?

STUBBS: 8 months.

HEIDT: 8 months, and have you ever studied singing or is your voice just natural.

STUBBS: Well they said it is natural.

HEIDT: They say it is natural, well I know that when you are out of the service and back home you are going to be one of the best singers of our country and we are mighty proud of you. Give him a nice hand fellows. That is really great.

ATX01 0023716

HEIDT: Broadcasting right out of the hills ladies and gentlemen in Korea and you've just heard Herbert Stubbs.

HEIDT: And the warning whistle for round five ... (WHISTLE) ... introduces from 10th Corp. Headquarters our first jump-off spot in Korea, the Seven Jades, all member of the army. These boys have a rock house group which will give any similar band a run for their money. The Seven Jades features Carlos Waters singing and playing at the piano. Norman Brown at the drums, and Vincent Beatty at the sax. Are they hot. Hang on everybody here goes the Seven Jades. There's the bell .... (BELL).... and Lucky Strike wishes you good luck as you rock-away.

MUSIC: ("GOING HOME TOMORROW")
(APPLAUSE)

HEIDT: Broadcasting from Korea. I only wished that we had television so you could see those fellows. Those boys are absolutely the greatest. They are all over the stage lying on their backs every which way.

HEIDT: And now it's time to pass the reviewing stand to see who shall win $150 first prize with all other contestants receiving $75. There's no carry over while in this zone, as we're not allowed to transfer men from the front line trenchs.

REPRISE:

CONTESTANT NO. 1 . . . . . FROM THE 10TH CORP. THE FOUR FIFTHS

(APPLAUSE)

HEIDT: The greatest moods in the country the "Four Fifths."

CONTESTANT NO. 2 . . . . . FROM THE FIRST BATTALION 2ND DIVISION GUY CASANOVA

(APPLAUSE)

HEIDT: Very nice Guy Casanova, Swell.

CONTESTANT NO. 3 . . . . . FROM THE 36TH ENGINEERS RALPH ELARDI

(APPLAUSE)

HEIDT: That was very fine, nice work.

CONTESTANT NO. 4 . . . . . FROM THE SECOND DIVISION HERBERT STUBES

(APPLAUSE)

HEIDT: Very nice.

CONTESTANT NO. 5 . . . . . FROM 10TH CORP. THE JADE MEN.

(APPLAUSE)

BAND: BE HAPPY -- GO LUCKY!

HEIDT: You may wonder why we say make every day your Lucky day. Insist upon Lucky Strike the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Thanks Horace. Friends I am sure that every one of you will agree that smoking enjoyment is all a matter of taste. Well, the fact of the matter is, Luckies taste better. Cleaner, fresher, smoother. There are two very important reasons for Luckies better taste. First, LS/MFT Lucky Strike means fine tobacco. Fine light naturally mild tobacco that just can't help tasting better. Second, Luckies are made better, made round and firm and fully packed to draw freely and smoke evenly. Put those two facts together -- fine tobacco in a better made cigarette and you're bound to end up with better taste. Yes, Luckies do taste better and you can prove it to yourself, simply by trying Luckies. Next time you buy cigarettes, buy a carton of Lucky Strike.

BAND: BE HAPPY -- GO LUCKY!

HEIDT: Now friends I am right down here in the audience, with our Lucky Strike extra because we want you to meet the boys. Would you stand up please just for a second. Here's a very handsome chap and what is your name?

BARGER: Sgt. Barger Sir.

HEIDT: Yes turn right around this way and where are you from?

BARGER: Youtan Louisiana

HEIDT: Louisiana. And how long have you been over here?

BARBER: 10 months today.

HEIDT: 10 months today would you say hello to your folks?

BARBER: Hell Mom, hello Pop. Well hello.

HEIDT: Ya, well hello to your wife. Well that's good. That's swell. Are you happy?

BARGER: Well we'll be going home.

HEIDT: Well that's fine.

HEIDT: Now here is a handsome young chap. Would you step up here for a minute will you please. Turn around. Here is a handsome boy, what is your name?

SCHRINER: Herb Schriner.

HEIDT: Herb, you've been sitting here all afternoon haven't you, waiting for this show to go on? This is a beautiful sight isn't it? Look at it. The hills is just surrounded over here. Where are you from Herb?

SCHRINER: Near Toledo Ohio.

HEIDT: He's from near Toledo Ohio. Say hello to your folks, will ya.

SCHRINER: Hello fellows and Debby. See you in 37 days.

HEIDT: See you in 37 days can you imagine that.

HEIDT: What is your name please?

GALAMO: San Galamo

HEIDT: Galamo. A handsome man, and where are you from?

GALAMO: Atlanta Georgia.

HEIDT: Atlanta Georgia. How long have you been over here?

GALAMO: 4 months.

HEIDT: 4 months and you want to say hello to your folks?

GALAMO: Yah. Hello mom -- you all.

HEIDT: Okay.

HEIDT: Where is the member of the engineering group who built this stage this afternoon? Come over here quick, I want to put you on the air. This stage folks was built this afternoon in the pouring rain. In fact we never know when it is going to rain over here or not. When it doesn't rain I imagine it's about 110 in the shade and when it does rain why it cools off about 5 degrees. Tell me what is your name?

HANCOCK: Herbert Hancock.

HEIDT: Herb we want to congratulate you on building this stage this afternoon. Did you build it?

HANCOCK: No, Sir my ---

HEIDT: Say hello to your folks, will ya.

HANCOCK: Hello Mom and Dad.

HEIDT: Hello Mom and Dad and --

HANCOCK: Well --

HEIDT: What about your girl?

HANCOCK: Girl heavens knows.

HEIDT: Okay.

HEIDT: Well now I'd like to have you meet a very wonderful chap. Sgt. Vincent O'Leary. Sgt. just a little something - how long have you been over here?

O'LEARY: 10 months Sir.

HEIDT: You're a member of the 3rd Division are you not?

O'LEARY: Yes.

HEIDT: And you were awarded the Silver Star?

O'LEARY: Yes Sir.

HEIDT: And what else were are awarded?

O'LEARY: The Purple Heart.

HEIDT: And the Purple Heart, because you took action on the Boberang Hill during early morning June the 24, 1953 and with the aid of a member of your squad you climbed atop of a knocked out bunker completely exposing himself to enemy artillery and advancing enemy infantry. Although wounded Sgt. O'Leary continued holding his section of the line until the enemy would repell. The next morning they found 22 enemy dead where Counter had been 20 yards of where this boy thought. Give him a real hand will you.

HEIDT: Okay, we have time for one more. One more. Come up here. I noticed your front tooth Don Gafner (laughing). What is your name?

TANNOTER: Herbert Tannoter.

HEIDT: And where are you from?

TANNOTER: Chicago.

HEIDT: Chicago, and where is their Ball Club now?

TANNOTER: Second place - the White Sox.

HEIDT: And now did you find that out?

TANNOTER: The Start and Stripes.

HEIDT: Stars & Stripes there you are. I just wanted to know how often you read the paper. Say hello to your folks back home.

TANNOTER: Hi Dad and Hi Kay.

HEIDT: And who else. Is Kay out there now?

TANNOTER: Yes. And my Aunt Mary.

HEIDT: Aunt Mary. Aunt Mary, well good for you. Give him a hand that was swell. Thank you very much. Meet your boys. Give them a nice hand fellows.

HEIDT: Now we're ready for our Judges decision.

BAND:

HEIDT: We're very honored and very happy this evening to introduce the Chief of Staff of the 3rd Division, a man loved and respected by all, Col. John Franklin.

FRANKLIN: Horace, your's is among the first entertaining unit to visit us since the truce. Naturally we're very proud of the record and achievements of the 3rd Division. I don't believe any other Division in the world has fought harder to protect the Four Freedoms of American Democracy than the 3rd Division. They are the greatest fighting men in the world, and anyone who has tried to stop them has found that to be true. We want to thank you, Horace, and your sponsor, Lucky Strike, for making this show possible. There's nothing finer for the morale of our men than good, clean, wholesome American entertainment. Here on this card is my reading of the electric applause meter.

HEIDT: Thank you very much Col. and ladies and gentlemen the winner this evening and there's no question about it by 12 points, the 7 Jade Men from the 10th Corp. Headquarters. Congratulations fellows that was really swell. Thank you very much. That was really swell, the Seven Jade boys.

HEIDT: (CONT'D) And I know that when you get back in the States, (we'll have them play later; later; they are going to play later) There's your money and there's the money for all the other contestants. Everyone did swell work, we want to thank you very much.

BAND: "BE HAPPY -- GO LUCKY"-- THEME.

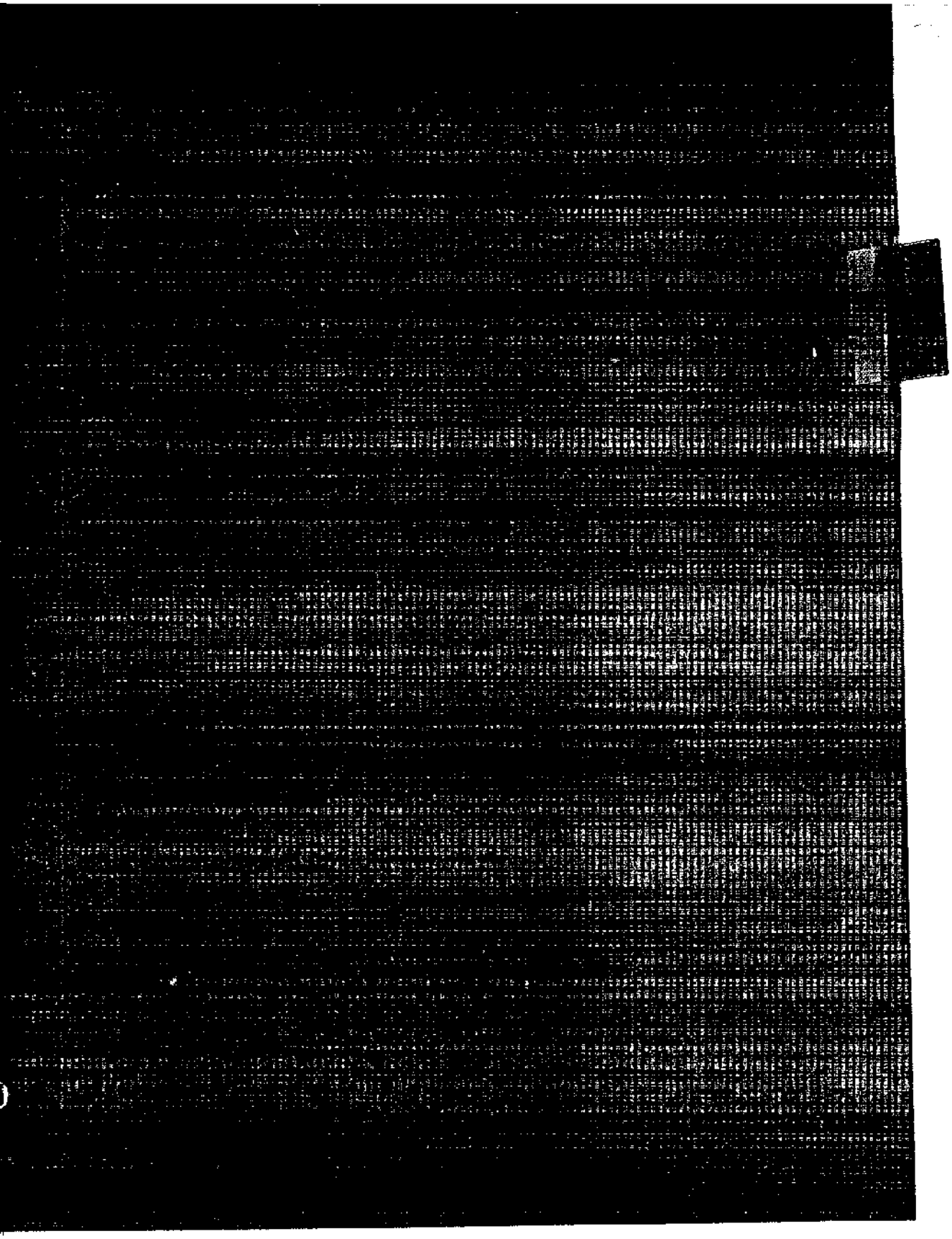
HEIDT: Folks, in touring the Korean Battle Fronts one is impressed immediately with the outstanding strategy of leadership under General Mark Clark and General Maxwell Taylor. Back Stateside you should have explicit confidence in our great President Eisenhower, and his executive staff. They're doing a terrific wonderful job. Always remember, never forget we have won this war in Korea. The United Nations Forces have stopped aggression and the truce line is above the 38th parrallel. And all this was made possible by the most important man in the world today, the United States GI.

So, folks, till we meet again next week when we'll be with the Seventh Division, this is Horace Heidt reminding you, "Tis better to build boys than to mend men", saying good-night to Mother. Wishing you all good luck, good health, and may God bless you all. Good night.

DON: Remember that on Sunday Lucky Strike presents Guy Lombardo Time. Guy's Lucky Star of the week this Sunday will be Eileen Barton.

BAND: "BE HAPPY -- GO LUCKY" (LONG VERSION OF THEME FADE FOR)

DON: This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company, America's leading manufacturer of cigarettes.



THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE September 3, 1953 Network: CBS #36 Broadcast: 10:00-10:30 PM EDST Repeat: (AS BROADCAST)

Korea

OPENING COMMERCIAL

SPOT NO. 1	"SAXOPHONE FANTASY"	WILLIAM PAPPAS
SPOT NO. 2	"ARMY BLUES"	HERBERT SMITH
SPOT NO. 3	"SIXTY MINUTE MAN"	THE GOLDEN KEYS

COMMERCIAL NO. 1

SPOT NO. 4	"BLUE SKIES"	TOM VACCARELLO JACK UNEESIS
SPOT NO. 5	"KOREAN JUMP"	EDWARD TOWNSEND
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	IN AUDIENCE
SPOT NO. 8	WINNER	

RA-926A

ATX01 0023728

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

SEPTEMBER 3, 1953

10:00-10:30 PM EDST KOREA THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: THE AMERICAN TOBACCO COMPANY PRESENTS TRANSCRIBED "THE AMERICAN WAY" ... STARRING HORACE HEIDT FOR LUCKY STRIKE.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Nothing - no, nothing - beats better taste, and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So to get the better taste you want - and get it fresh - Be Happy - Go Lucky!
Ask for a carton of Lucky Strike!
And now from right up on the front lines in Korea with the world famous Seventh Infantry Division, here's your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Yes, folks, you can hear it yourself tonight. We're right up on the front lines in Korea with thousands upon thousands of men from the famous fighting Seventh Division. In fact, on every hill and right up this valley as far as you can see, there's members of our United Nations Fighting forces. And it's these very men whom you'll next hear that stopped the last communist attack cold in its track only four days before the truce.

(APPLAUSE)

And they're all here now to witness the championship battle of the week between talent from various units we have visited during the past few days. The warning whistle for round one... (WHISTLE) ... introduces from Third Division an outstanding saxophone player, Bill Pappas, from Joliet, Illinois. Bill, we're glad to have you on board tonight. So, with the ringing of the bell ... (BELL) ... Luckies Strike wishes you good luck.

MUSIC: "SAXOPHONE FANTASY"

(APPLAUSE)

HEIDT: Broadcasting from Korea with the Seventh Division. You've just heard Bill Pappas. Bill that was mighty fine work. Now you're from Juliet, Ill. is that correct?

PAPPAS: That's right Mr. Heidt.

HEIDT: Now how long have you been in Korea?

PAPPAS: About four months.

HEIDT: Four months (LAUGHTING) and when you get back home what are you planning to do?

PAPPAS: Oh, I'd like to have a band, Mr. Heidt.

HEIDT: Like to have your own orchestra, maybe like my band?

PAPPAS: No, I think I'd like to have a band something like Harry James.

HEIDT: Why do you want a band like Harry James?

PAPPAS: Well, look who Harry James is married to.

HEIDT: Fellows, give him a nice hand he is a great saxphone player.
(AUDIENCE APPLAUSES)

HEIDT: It's THE AMERICAN WAY coming your way from the front lines in Korea. All made possible by Lucky Strike, so make every day a lucky day-- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality.

Our talent tonight comes from camps where we have entertained this past week and the warning whistle for round two ... (WHISTLE) ... introduces Herbert Smith, also from the Third Division, and Herbert who was winner at our concert show before 11,000 men last Monday evening. He has written a song called the "Army Blues" which should please everybody here concerned. Herbert, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck.

MUSIC: "ARMY BLUES"
(APPLAUSE)

HEIDT: Broadcasting from Korea with the famous Seventh "Bayonet" Division. You've just heard Herbert Smith.

HEIDT: Herbert, that was grand work and your own song too.

SMITH: Oh, thank you.

HEIDT: Very very good. Now where are you from?

SMITH: Holland, Kentucky.

HEIDT: From Kentucky, have you lived in Kentucky all your life?

SMITH: Well no, not yet.

HEIDT: Not yet, you probably will. How long have you been over here in Korea?

SMITH: Three Months five days, four hours and one-half.

HEIDT: How much longer do you think you'll be here?

SMITH: Well I think I'll be going home more shosh.

HEIDT: Give him a nice hand fellas he is great.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY coming your way from the front lines in Korea. Made possible by Lucky Strike. The cigarette of better taste, the cigarette of superior quality. You've heard two very fine contestants, Bill Pappas and Herbert Smith. And the warning whistle for round three... (WHISTLE).. introduces still another very fine performer from the First Marine Division under General Pate, we introduce The Golden Keys. In their championship try they sing their own composition, "Sixty Minute Man". So, boys, here's the bell ... (BELL) ... and Lucky Strike wishes you good luck.

MUSIC: "SIXTY MINUTE MAN"

(APPLAUSE)

HEIDT: There you are fellows broadcasting from Korea and you've just heard the Golden Keys. From the First Marine Division. Mighty fine work now. And what is your name?

KENNEDY: Kennedy?

HEIDT: Kennedy, and Kennedy what do you do?

KENNEDY: I drive a truck.

HEIDT: You drive to work in a truck. And what do you do?

2nd per: Oh, me I dig a hole to put the artillery pieces in.

HEIDT: Dig a hole to put the artillery in. And what do you do?

SHERA: I'm Shera.

HEIDT: And what do you do?

4th Per. I just look to see whether they hit miss or not.

HEIDT: The Golden Keys, give them a nice hand fellows they're swell.

(APPLAUSE)

HEIDT: That certainly is good advice. Be right with Lucky Strike. It's THE AMERICAN WAY broadcasting from the front lines in Korea. You've heard three very fine contestants. There are two more to come as the warning whistle for round four... (WHISTLE) ... introduces two boys from the First Marine Division, Tom Vaccarello, from Lexington, Mass. and Jack Uneesis, from Beaumont, Texas. These boys do novelty singing and you're going to actually get some front line experience as they give their version of "Blue Skys". OK, fellows, here's the bell ... (BELL) ...Lucky Strike wishes you good luck. Here it is.

MUSIC: "BLUE SKYS"

(APPLAUSE)

HEIDT: Wonderful work. Thank you very very much. Tom Vaccarelo, wonderful work Tom. How long have you been over here?

VACCARELO: Almost six months.

HEIDT: You've been right up to the front lines about how long?

VACCARELO: About four months.

HEIDT: We understand you've received two decorations?

VACCARELO: Yes sir, I did.

HEIDT: What were they?

VACCARELO: Two Purple Hearts

HEIDT: Two Purple Hearts. Well Tom we're mighty glad to see you so healthy and sould right now.

HEIDT: Friends, you might wonder why we say, make every day your lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: When it comes to smoking enjoyment friends, there's one real difference among cigarettes. That difference is taste. Nothing, No nothing beats better taste and Luckies taste better. Cleaner... Fresher...Smoother. The heart of this matter of taste is LS/MFT Lucky Strike means fine tobacco. Fine, light, truly mild tobacco that just naturally tastes better. Added to that, Luckies are made better to taste better. Made round and firm and fully pack to draw freely and smoke evenly. Now here's another factor in this business of better taste. Freshness and it's vital for getting the fullest pleasure of better taste. When your fingers unravel the red strip of cellophane around the pack and take out a Lucky, that Lucky is as fresh as it was the day it was made. That's because every pack of Luckies is extra tightly sealed to insure cigarette freshness. So friends, for the kind of smoking you really want get, the better taste of Lucky and get it fresh. Be Happy - Go Lucky, You'll stick with Luckies for Life.

HEIDT: Jack, you did some swell work this evening and what do you boys plan to do when it's all over?

UNEESEE: Well sir, we hope to when we get back to Civilian Life we hope to work as a team, a comedy team.

HEIDT: And you're going to be good. Give him a nice hand fellows. They are terrific.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY coming your way from the front lines in Korea. And there's the warning whistle for round five ... (WHISTLE)... which introduces another very fine performer, 21 year old Edward Townsend, a proud member of the Marine First Division. Edward has written his own composition about Military Life which he calls the "Korean Jump". So, Edward, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck. Here it is.

MUSIC: ("KOREAN JUMP")

(APPLAUSE)

HEIDT: Come over here Edward. Marvelous work, wonderful. And you made that up yourself?

TOWNSEND: Yes sir.

HEIDT: Well how did that ever happen Edward?

TOWNSEND: Well sir a lot of things happened here that wouldn't have happened otherwise.

HEIDT: We understand that when it is all over you are going to be an attorney is that right?

TOWNSEND: I hope so sir.

HEIDT: Good for you that's a wonderful ambition. Fellows give him a nice hand he was swell.
(APPLAUSE)

HEIDT: How about that folks from the front lines of Korea you've just heard Edward Townsend.

HEIDT: And now it's time to pass the reviewing stand to see who shall win $150 First Prize with all other contestatns receiving $75. There's no carry over for the winner while in the Far East as we're not allowed to transfer men from the front lines.

REPRISE:

CONTESTANT NO. 1 . . . . . THE SAXAPHONE PLAYER
WILLIAM PAPPAS

HEIDT: Very nice work, Bill Pappas from Joliet.

(APPLAUSE)

CONTESTANT NO. 2 . . . . . THE ARMY BLUES BOY
HERBERT SMITH

HEIDT: Very nice.

(APPLAUSE)

CONTESTANT NO. 3 . . . . . THE 60 MINUTE MEN
THE GOLDEN KEYS

(APPLAUSE)

CONTESTANT NO. 4 . . . . . THE BLUE BIRDS
TOM VACCARELLO &
JACK UNEESIS

HEIDT: Marvelous work men.

(APPLAUSE)

CONTESTANT NO. 5 . . . . . THE KOREAN JUMP MAN
EDWARD TOWNSEND

COMMERCIAL NO. 2

HEIDT: There you are. This is going to be very close so stick by here. Here's Don McIlvaine.

DON: Thanks Horace. Friends if you were asked why you enjoy smoking, chances are you'd answer I like the taste of a cigarette. So let's say we agree that smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Cleaner .... fresher .... smoother .... This better taste starts with fine tobacco. You know -- LS/MFT ... Lucky Strike means fine tobacco. Fine light naturally mild tobacco with a wonderful aroma and an even better taste. Then Luckies are made better. That's right made better so that they taste better. They're made round and firm and fully packed to draw freely and smoke evenly. Next time you buy cigarettes just remember your enjoyment of those cigarettes will depend on their taste. So Be Happy -- Go Lucky. Because the fact of the matter is Luckies taste better, cleaner ... fresher ... smoother.

HEIDT: Now fellows I'm right down here in the audience as far as I can get and I'm going to have some of the boys of State Side meet the boys - some of the boys here in the 7th.
Would you mind standing up please? They are jammedso close here it is even hard to stand. Tell me what is your name?

LOUIS: Capt. Louis ---

HEIDT: Where are you from, what part of the country?

LOUIS: New York, sir.

HEIDT: Would you like to say hello to your mother and father?

LOUIS: Hello Mom and Pop.

HEIDT: Anybody else?

LOUIS: Oh, hi sis.

HEIDT: Who? And your girl?

LOUIS: Well ....

HEIDT: No girl, well that's fine.

HEIDT: Will you kindly stand up please? Here's a handsome looking chap. What is your name?

MC MAN: Lieut. McMan.

HEIDT: And where are you from?

MC MAN: Rochester, New York

HEIDT: Say hello to your mother and father.

MC MAN: Hi Mom

HEIDT: Anybody else?

MC MAN: Hi Doris

HEIDT: Doris, that was it you got it over. Are you enjoying this alright?

MC MAN: Oh, this is alright.

HEIDT: I mean you enjoying the show?

MC MAN: Oh, it is a wonderful show.

HEIDT: You know there's 14,000 people here this evening just as far back as you look it's a wonderful crowd. Would you stand up please? What is your name?

APRIL: Pvt. Tony April.

HEIDT: Tony April.

APRIL: Yes sir.

HEIDT: And where are you from?

APRIL: Chicago.

HEIDT: Say hello to your folks.

APRIL: Hello Mom and Dad and Emily.

HEIDT: Emily, oh, that's a beautiful name that's a gorgeous name.

HEIDT: And what is your name?

MC CLUR: Bobby McClur

HEIDT: Bob, where are you from?

MC CLUR: Dallas, Texas.

HEIDT: Dallas Texas. And how long have you been over here?

MC CLUR: I've been over seven months.

HEIDT: Seven months. Say hello to your folks.

MC CLUR: Hello Mom, Grandmom and all of you.

HEIDT: Good for you, now we have time for one more. Okay here's a handsome one. Look at him come up here. Are you warm this evening?

HOSEY: Yes, sir.

HEIDT: How hot do you think it is?

HOSEY: About 92

HEIDT: 92, that's a good guess, I thought it was about 192. What is your name?

HOSEY: PFC Omah Hosey

HEIDT: You got a fine personality. Where are you from?

HOSEY: Cleveland Ohio.

HEIDT: What spot is the Cleveland Indians in now?

HOSEY: I think they are about 11 games behind runner up of the New York Yankees.

HEIDT: Well say hello to your folks.

HOSEY: Hello Mom, Hello Eileen.

HEIDT: Eileen, that's it, give him a nice hand that was wonderful and now we have our judges decision.

BAND: FANFARE

HEIDT: Folks we're very proud and honored to introduce one of America's foremost fighting Generals as our judge this evening. A leading exponent of amphibious and armored warfare, he has lead the Seventh Division through some of its greatest successes. Known as the "Fighting General" of Bayonet Division we introduce Major General Arthur G. Trudeau.

TRUDEAU: Thank you for your tribute, Horace, which I accept only as a tribute to the men of my division. I am proud sincerely, but humble at the opportunity to command the Bayonet Division. Forged into a great fighting unit by the blood of our comrades shed from frozen Attu to sunny Kwajalein as well as here in Korea. You see before you a great team where all ranks and units have an abiding faith in the integrity and valor of their comrades. Out of such mutual confidence and accomplishments comes the spirit and morale that wins victories. With the cessation of combat, this opportunity to enjoy your superb entertainment here tonight, Horace, reminds us again of THE AMERICAN WAY OF LIFE for which we have been fighting. We need more of the splendid, wholeome entertainment such as you have brought us. We are indebted to you and your sponsor, Lucky Strike. Come back again.

TRUDEAU: (CONT'D) Here on this card is my reading of the electric applause meter.

HEIDT: Thank you very much General.. And the winner here this evening - the winner tonight is Herbert Smith by three points. The boy who sang the Army Blues.

SMITH: Well, I'd like to say thank you to a wonderful bunch of guys Mr. Heidt they are really good.

HEIDT: He really has love in his eyes fellows. I can see right up here. All the other boys get $75. Thank you very, very much.

HEIDT: Folks it was our great privilege a few days ago to visit Freedom Village and to talk to many of our repatriated prisoners. Never will the true essence and meaning of how fortunate we all are to be living under the four freedoms of American democracy be more forcefully brought to ones attention, than in hearing of red slavery which exists in countries under the Communist yoke. We should all feel very fortunate and very happy to be American Citizens, and to have such great leaders as President Eisenhower, General Mark Clark, General Taylor, and General Trudeau plus the greatest man in the world today, the American G.I., to be protecting the treat heritage upon which our American democracy is based. So love and honor these men. Only by visiting Korea could you know of their indominable spirit, what they have endured to protect your AMERICAN WAY OF LIVING.

Now, here's Don Mc Ilvaine.

DON: Ladies and Gentlemen, as Horace's shows from Korea are being transcribed two weeks in advance Horace and his AMERICAN WAY concert show of 50 people appear Stateside tomorrow, Friday in Hawthorne, Nevada; Saturday in Ely, Nevada; Sunday, Salt Lake City; Monday and Tuesday, Ogden; Utah, Wednesday in Idaho Falls and next Thursday in Pocatello, Idaho. Get your tickets. Give them a fine welcome.

HEIDT: Thank you very much. So, folks, till we meet again. Next week our broadcast emimates from Seoul, the Capital of Korea.
"This is Horace Heidt reminding you, "Tis better to build boys than to mend men", saying good-night to Mother, wishing you all good luck, good health, and may God bless you all. Good night.

DON: Say friends, remember that on Sunday Lucky Strike presents Guy Lombardo Time. Guy's Lucky Star of the week this Sunday will be Eileen Barton.

DON: This program was brought to you transcribed by Lucky Strike, product of THE AMERICAN TOBACCO COMPANY, America's leading manufacturer of cigarettes.

BAND: "BE HAPPY -- GO LUCKY" (LONG VERSION OF THEME)

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~September 10, 1953~~ Broadcast #37 Network: CBS Broadcast: ~~10:00-10:30 PM EDST~~
Seoul, Korea Repeat: (AS BROADCAST)

	OPENING COMMERCIAL	
SPOT NO. 1	"RUMBITA"	THE COLOMBIAN BAND
SPOT NO. 2	"I'M YOURS"	FRANK VESTRY
SPOT NO. 3	"MONOLOGUE"	JACK SILVERMAN
	COMMERCIAL NO. 1	
SPOT NO. 4	"SOMEBODY LOVES ME"	BOB ARNOLD
SPOT NO. 5	"DIXIE LAND COMBINATION"	SEOUL CITY BOYS PLUS ONE
SPOT NO. 6	REPRISE	TALENT
	COMMERCIAL NO. 2	
SPOT NO. 7	INTERVIEWS	IN AUDIENCE
SPOT NO. 8	WINNER	FRANK VESTRY
	CLOSING COMMERCIAL	

RA-926A

ATX01 0023749

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

SEPTEMBER 10, 1953

SEOUL, KOREA

10:00-10:30 PM EST THURSDAY

OPENING

BAND: "BE HAPPY -- GO LUCKY" - FANFARE -- INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Nothing - no, nothing - beats better taste, ... and Luckies taste better ... cleaner, fresher, smoother. Yes, Luckies are fresher, just smoke 'em and see! So to get the better taste you want - and get it fresh -- Be Happy -- Go Lucky!
Ask for a carton of Lucky Strike! And now from Seoul the Capital City of Korea, here's your host tonight, Horace Heidt for Lucky Strike.

HEIDT: There you are folks thousands and thousands of men here tonight. Yes tonight we're broadcasting from Seoul the heroic city on the banks of the Han River, the Capital of the Republic of Korea, our staunch allies of the Far Pacific.

Many thousands of these men who have gathered here tonight form part of the U.S. troops who fought for this historic city. For Seoul has changed hands four times during the bloody battles which have raged in this war torn country for the past three years. But, tonight these boys have gathered to witness the championship battle of the week between talent selected from camps we've entertained during the past few days. And the warning whistle for round one ... (WHISTLE)... introduces from the Seventh Bayonet Division of the United States Infantry under the magnetic leadership of General Trudeau, representatives of the 44th Battalion of Colombians. The Colombian Battalion from South America are certainly among the finest fighters of the U.N. and deserving of much praise and recognition. And with the ringing of the bell ...(BELL).... Lucky Strike wishes you good luck as you play music reminiscing of Colombia, South America.

MUSIC: ("RUMBITA")

(APPLAUSE)

HEIDT: Ladies and gentlemen, broadcasting from Seoul, and you've just heard a very fine organization The Colombian, very very fine work and their man is here this evening.

HEIDT: Would you mind interpreting for us and telling him how proud we are that he is a member of the United Nations in our fighting forces and he did a fine job this evening with his orchestra and to say thank you for everybody.

INTERPRETER: (Translates English)

HEIDT: Fine, thank you very much, give him a nice hand boys.

BAND; Be Happy -- Go Lucky!

HEIDT: It's THE AMERICAN WAY coming your way from Seoul, the Capital City of Korea. All made possible by Lucky Strike, so make every day a lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Our talent tonight comes from Camps where we have entertained during the past week and the warning whistle for round two ... (WHISTLE) ... introduces a chap discovered at the 7th Bayonet Division, Frank Vestry, who hails from Brooklyn, New York, and is the proud possessor of a very outstanding voice. Frank is a swell fellow and has done an outstanding job here in Korea, and we are very proud to have you with us tonight on board, so with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck.

MUSIC: ("I'M YOURS")
(APPLAUSE)

HEIDT: Frank, we've never heard any better than that and I am sure everybody here will predict, everybody that has heard you this evening will say you are going to be and are right now one of the great singers of our country. How long have you been over here in Korea?

VESTRY: About 7 months, Mr. Heidt.

HEIDT: I bet the girls enjoy your singing.

VESTRY: What girls in Korea.

HEIDT: Fellows give him a nice hand, he's wonderful.

(APPALUSE)

HEIDT: Broadcasting from Seoul, the Capital City of Korea and you've just heard the great singing of Frank Vestry.

HEIDT: It's THE AMERICAN WAY coming your way from Seoul, the Capital City of Korea. Made possible by Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've heard two very fine contestants, the Colombian Band and Frank Vestry. And the warning whislte for round three ... (WHISTLE) ... introduces Jack Silverman, who's a member of the Eighth Army and who hails from Newark, New Jersey. Jack is a very talented person who has tremendous possibilities for the future and offers a very clever momologue on some of our favorite radio programs. So, Jack with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck.

MUSIC: ("MONOLOGUE")
(APPLAUSE)

HEIDT: Jack that's certainly is mighty fine work.

SILVERMAN: Thank you very much Mr. Heidt:

HEIDT: Very good. Where did you learn to make all those sound effects?

SILVERMAN: Well, after 10 months in Korea you can certainly learn to make a lot of noises.

HEIDT: How do you like it here in Korea?

SILVERMAN: Well it's pretty nice and after you get used to it it is just like Korea.

HEIDT: Jack, you did a swell job tonight. Fellows give him a nice hand will you please.

(APPLAUSE)

HEIDT: Broadcasting from Seoul, the Capital City of Korea and you've just heard Jack Silverman.

HEIDT: Friends, you might wonder why we say, make every day your lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Friends, when it comes to smoking enjoyment ... that is, really enjoying a cigarette ... nothing, no, nothing beats better taste. And luckies taste better ... cleaner, fresher, smoother. Luckies taste better because they're actually made better. Made round and firm and fully-packed, to draw freely and smoke evenly. Then, too, Luckies taste better because they're made of fine tobacco, LS/MFT ... Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco with a wonderful aroma and even better taste. So, for the real, deep-down smoking enjoyment of a better-tasting cigarette, reach for Lucky Strike -- the cigarette that's made better to taste better -- to taste cleaner, fresher, smoother. Next time you buy cigarettes, ask for a carton of better-tasting Lucky Strike. Be Happy -- Go Lucky!

HEIDT: That's certainly good advice. Be right with Lucky Strike. Folks, it's THE AMERICAN WAY broadcasting from Seoul, the Capital City of Korea. You've heard three very fine contestants, there's two more to come as the warning whistle for round four ... (WHISTLE) introduces Bob Arnold, from Los Angeles, who is in charge of Special Services here in Seoul. Bob formerly sang with many prominent orchestra's and will make a great bid for the chanpionship here tonight. Bob, here's the bell ... (BELL)... and Lucky Strike wishes you good luck.

MUSIC: ("SOMEBODY LOVES ME")
(APPLAUSE)

HEIDT: Bob Arnold. Come over here Bob. Bob, that was not only fine work but we certainly appreciate very much the way you've been working around here all day long in Separate Services and taking care of the organization and seeing that all the boys are properly set, you did a swell job.

ARNOLD: Thank you very much Sir it was certainly my pleasure.

HEIDT: Bob who was the major in charge of the building of this sage. I think he deserves a little vote of mention.

ARNOLD: Major Snofkofski.

HEIDT: Yes Sir and he's great isn't he?

ARNOLD: He is a wonderful man. He worked all day in the hot sun.

HEIDT: Bob you did a swell job and I know that all performers who come to Seoul will be treated very very fine by you and your staff. And fellows give him a nice hand will you please. (APPLAUSE)

HEIDT: It's THE AMERICAN WAY coming your way from Seoul the Capital City in Korea. And there's the warning whistle for round five ... (WHISTLE) ... which introduces the Seoul City Six Plus One, representatives of the 5th Air Force Headquarters, a Dixie Land Combination who are the rage of Korea. Boys, here's the bell .. (BELL) ... and Lucky Strike wishes you good luck. Here we go!

MUSIC: (DIXIE LAND COMBINATION)
(APPALUSE)

HEIDT: Broadcasting from Seoul, ladies and gentlemen. And who is your leader of the gang here?

BRUCELOFT: I am Sir

HEIDT: Yes, and what is your name?

BRUCELOFT: Amon Bruceloft

HEIDT: Amon Bruceloft. Well you got a great organization. How do you fellows all have that good old Dixie Land beat?

BRUCELOFT: We're all from the South sir.

HEIDT: Well you both get a confederate flag (laughing) Anything else?

BRUCELOFT: So. Korea.

HEIDT: So. Korea.

HEIDT: And now, ladies and gentlemen, we are going to pass the reviewing stand to see who shall win $150 first prize with all other contestants receiving $75. There's no carry over winner while in the Far East, as we're not allowed to transfer men from the front lines.

REPRISE:

However,

CONTESTANT NO. 1....FROM 44TH BATTALIAN FROM THE 7TH DIVISION ... THE COLOMBIAN BAND

(APPLAUSE)

HEIDT: Very, very nice work, hay, hay, very nice going in there, boys.

CONTESTANT NO. 2....FROM BROOKLYN, NEW YORK COMES FRANK VESTRY

(APPLAUSE)

HEIDT: Frank Vestry, very good.

CONTESTANT NO. 3....FROM NEWARK, NEW JERSEY, NOW WITH THE 8th.. JACK SILVERMAN

(APPLAUSE)

HEIDT: Thank you, Jack.

CONTESTANT NO. 4....FROM LOS ANGELES, NOW STATIONED HERE IN SEOUL, BOB ARNOLD

(APPLAUSE)

HEIDT: Very nice, Bob.

CONTESTANT NO. 5... NOW WE HAVE THE SEOUL CITY BOYS PLUS ONE.

(APPLAUSE)

HEIDT: Oh, it is going to be very very close. Very close. We'll have the judges' decision in just a very few moments, but while we're waiting here is a good friend of ours, Don McIlvaine.

DON: Thanks Horace. Friends I think you'll agree with me when I say that smoking enjoyment is all a matter of taste. Well, if it's better taste you're after, then you ought to smoke Lucky Strike, because the fact of the matter is, Luckies taste better. Cleaner...Fresher... Smoother... It's only natural that they should. First of all they are made of fine good tasting tobacco, LS/MFT ... Lucky Strike means fine tobacco. Yes, fine, light naturally mild tobacco goes into Lucky Strike. Then too, Luckies are made better to taste better. Made round, and firm and fully packed to draw freely and smoke evenly. So next time you're ready to light up, just reach for a cleaner, fresher, smoother taste Lucky Strike. You'll find it's true that Luckies do taste better.

HEIDT: And now a Lucky Strike extra. We are down here in the audience to talk to some of the boys. Step up here just for a second will you please? Tell me what is your name?

PASTORE: Frank Pastore.

HEIDT: Frank, turn around, let me see your handsome face for a minute. Tell me where are you from?

PASTORE: Auburn, New York.

HEIDT: How long have you been over?

PASTORE: Six 1/2 months.

HEIDT: Want to say hello to your mother and father?

PASTORE: Yes, I do. Hello mom, hello dad, and hello Jean.

HEIDT: Who else is going to talk here. Stand right up. What is your name?

BERNARD: Olfen, Bernard Olfen.

HEIDT: (LAUGHING) Come on laugh Bernard, you're doing swell here. Who are you stationed with?

BERNARD: 443rd headquarters company.

HEIDT: Ahun, and where are you from?

BERNARD: Detroit.

HEIDT: Ahun, and how are you enjoying the show?

BERNARD: Very nice.

HEIDT: Very nice. Do you like the girls in the show?

BERNARD: Oh yea.

HEIDT: Oh yea...you never miss that. Say hello to your folks.

BERNARD: Hello brothers. I'd like to say hello to my cousins too, they are swell people.

HEIDT: Good, okay swell. Well, who's next? Here's a great big tall handsome good-looking chap about 6 ft. and 1/2.. What is your name?

MILLER: Paul Miller.

HEIDT: Where are you from Paul?

MILLER: Rochester, New York.

HEIDT: Rochester. And are you enjoying the show alright?

MILLER: Very much.

HEIDT: Which girl did you pick out?

MILLER: That last blonde is pretty nice.

HEIDT: You don't see many blondes over here do you?

MILLER: Not very many.

HEIDT: Would you say hello to your folks?

MILLER: Hi mom, hi dad, and sisters and brothers.

HEIDT: Ya, and who else?

MILLER: That's about all.

HEIDT: That's all, I guess just the last blonde, huh.

MILLER: (LAUGHING) That's right.

HEIDT: Okay, who else is coming up here? Alright come on, step right out.. You got the longest legs I ever saw in my life.

SMITH: I didn't think I was going to make it for a while.

HEIDT: You must have jumped over about 4 people there. What is your name?

SMITH: Forst Smith.

HEIDT: Forst Smith.

SMITH: Willie Great Smith.

HEIDT: (LAUGHING) Willie Great Smith. Where are you from?

SMITH: Fargo, North Dakota.

HEIDT: Fargo, we're going to be there very shortly, Fargo, N. D. yea. And how long have you been over here?

SMITH: Oh, about 4 months.

HEIDT: 4 months. Say, you're a tender foot huh? And say hello to your folks.

SMITH: Hi, and my wife too. She better!

HEIDT: Good, okay, swell. Who's next. Time for once more. What is your name?

LAUSON: Bill Lauson.

HEIDT: Bill who? Bill Lauson. Lauson, Where are you from Bill?

LAUSON: Laughton, Okla.

HEIDT: Bill Lauson from Laughton, Okla. They named the city after you, huh?

LAUSON: You know, this isn't fair for me, though.

HEIDT: Isn't it, really?

LAUSON: You see, I am in radio.

HEIDT: You're in radio, well that's alright. That's swell. And do you want to say hello to your folks?

LAUSON: Yes, I'd like to say hello to my wife and son.

HEIDT: Good.

LAUSON: Bettylou.

HEIDT: How soon will you be home? In a couple of months now

LAUSON: No, I've been over here only 2 months now.

HEIDT: Well, well, well, two months. Just sit right down and make yourself at home. Have we got time for one more? No, there's really not time for one more fellows, and I'm very sorry. Fellows, let's give these boys that talked a nice hand, shall we?

(APPLAUSE)

HEIDT: And now it's time for our judges' decision.

BAND: FANFARE

HEIDT: Folks, we're very proud and happy to introduce as our judge this evening the officer responsible for the entire special services and welfare program for all of Korea, Colonel W. S. Fredricks.

(APPLAUSE)

FREDRICKS: Horace, yours is the first show to visit us since the ceasa fire. We're happy to have you, for with the cessation of fighting, we need more than ever before, fine American entertainment for these hundreds and thousands of United Nations men, who have fought together to prevent aggression. We understand that last week up in the front lines you entertained over one hundred thousand men. So, Horace, congratulations to both you and to Lucky Strike. We're glad to have you. You're doing exceptionally well here, and here on this card are the resuls of the scoring.

HEIDT: Thank you very, very much Colonel and the results here this evening by 15 points, the singer from Brooklyn, Frank Vestry. Hooray for Frank. Step right up here, Frank, there's your money - congratulations. Say hello to your folks, Frank.

VESTRY: Hello mom, hello Grace.

HEIDT: Give him a hand, boys. Very, very good. And all the others did swell work and they receive $75. and that's great.

(APPLAUSE)

HEIDT: Folks, this is our last broadcast from Korea and I'd like to mention once again our visit to Freedom Village and talking to many of our repatriated prisoners. Never will the essence and meaning of how fortunate we all are, to be living under the four freedoms of American Democracy be more forcefully brought to one's attention, than in hearing of red slavery, which exists in countries under the communistic yoke. We should all feel very fortunate and happy to be American citizens and to have such great leaders as President Eisenhower, General Maxwell Taylor, and all the officers under their command, pls the greatest men in the world today, the American G.I., to be protecting the great heritage from which our American democracy is based. Love and honor these men. Only by visiting Korea could you know what they have endured to protect the American way of living.

Don McIlvaine....

DON: Folks, as Horace is transcribing his show two weeks in advance in the time that you hear this program he's back stateside and appears tomorrow Friday in person in Twin Falls, Idaho; Saturday at Boise, Idaho; Sunday, La Grande, Oregon; Monday, Walla Walla, Washington; Tuesday, Moscow, Idaho; Wednesday, Wallace, Idaho and next Thursday in Kalispell, Mont. Be sure and get your reserved seat tickets right away.

HEIDT: So, folks, till we meet again, this is Horace Heidt reminding you, "Tis better to build boys than to mend men", saying good-night to Mother, wishing you good luck, good health, and may God bless you all. Good night.

DON: Friends, here is a lucky tip. This Sunday America's favorite comedian Jack Benny returns to the air. Yes, Jack will be back with all his gang, Mary Livingston, Bob Crosby, Dennis Day, Rochester and Don Wilson, for another season of fun and laughter. Be sure to tune in next Sunday for the Jack Benny program on CBS radio.

BAND: "Be Happy - Go Lucky" (LONG VERSION OF THEME FADE FOR)

DON: This program was brought to you transcribed by Lucky Strike. product of The American Tobacco Company, America's leading manufacturer of cigarettes.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE September 17, 1953 Broadcast # Network: CBS Broadcast: 10:00-10:30 PM EST Repeat: (AS BROADCAST)

Pearl Harbor

OPENING COMMERCIAL

SPOT NO. 1	"ZING WENT THE STRINGS OF MY HEART"	CARMENIE GRAYS
SPOT NO. 2	"MA, HE'S MAKING EYES AT ME"	BETTY COLE
SPOT NO. 3	"SAXITICS"	BAND

COMMERCIAL NO. 1

SPOT NO. 4	"COME WHAT MAY"	MARK DURBIN
SPOT NO. 5	"ROCK A'BYE BABY"	JOHNNY STANDLEY

SALUTES MEN IN ARMED FORCES

SPOT NO. 6	INTERVIEWS	AUDIENCE
SPOT NO. 7	"THE LOST CHORD"	RALPH SIGWALD

CLOSING COMMERCIALS

RA-926A

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

SEPTEMBER 17, 1953

10:00-10:30 PM EST PEARL HARBOR, HAWAII THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better ... cleaner, fresher, smoother. So for the better taste that means more smoking enjoyment - Be Happy - Go Lucky! Ask for a carton of Lucky Strike.
And now from Pearl Harbor, enroute home from Korea and especially for patients of tripler Hospital, here's your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: There you are, folks, we're enroute home from Korea, and here at Pearl Harbor, where we're especially dedicating our show to the patients of Tripler Hospital, most of whom are here this evening or hearing the three hours of entertainment through loud speakers in their wards. For that reason we deviate slightly from our usual format, by talking to some of the patients and then playing their requested selections. However, to start the proceedings, here's one of the boys' favorites this evening. Talented Carmenie Grays with his own sparkling rendition of "ZING WENT THE STRINGS OF MY HEART".

MUSIC: (ZING WENT THE STRINGS OF MY HEART.")

HEIDT: There you are ladies and gentlemen, it's The American Way broadcasting from Pearl Harbor, and especially for these patients at Tripler Hospital, by the courtesy made possible by Lucky Strike, the cigarette of better taste, the cigarette of superior quality. And here is a fine young chap. Would you stand up just for a moment, please. We'd like to say hello to you. What is your name?

DEBTISTA: PFC Debista, Sir.

HEIDT: What was that again?

DEBISTA: Debista.

HEIDT: And where are you from?

DEBISTA: Honolulu.

HEIDT: Honolulu. And how did you happen to land in the hospital?

DEBTISTA: Got wounded in Korea. Got hit by an 82 motor.

HEIDT: I see. And how is it coming along, pretty good?

DEBTISTA: Yes.

HEIDT: How soon do you expect to be out?

DEBTISTA: Another month.

HEIDT: In about another month. How is the food up there in the hospital?

DEBTISTA: Not bad.

HEIDT: Not bad. Well, that's good. Anybody you'd like to say hello to, especially, your folks, or are you married or single?

DEBTISTA: I'd like to say hello to my wife.

HEIDT: And anybody that you see now in the last 2 hours of entertainment, that you'd like to see again?

DEBTISTA: That little Texas girl dressed in red.

HEIDT: The little Texas girl that was dressed in red. How is that fellows, okay?

(APPLAUSE)

HEIDT: Okay, and here is your carton of Lucky Strike cigarettes. Thank you very, very much and we hope that you get out of the hospital real quick, and here is Betty Cole.

MUSIC: "MA, HE'S MAKING EYES AT ME."

(APPLAUSE)

HEIDT: Betty Cole that sang for you, and here's your order. Ralph home from Korea. Entertaining faces of the Tripler General Hospital the Naval Base at Pearl Harbor. About 7,000 here this evening. All made possible by Lucky Strike, so make everyday a Lucky day, insist upon Lucky Strike, - Lucky Strike the cigarette of better taste, the cigarette of better quality. And now on with the show and interviewing some of these boys here. Tell me what is your name?

CARMEN: Carmen, sir.

HEIDT: I didn't get your first name.

CARMEN: Norman.

HEIDT: Oh, Norman.

CARMEN: Norman, yes sir.

HEIDT: Where are you from, Norman?

CARMEN: Michigan.

HEIDT: Michigan. How about that fellows, Michigan. And what branch of the service are you in?

CARMEN: Navy, Sir.

HEIDT: And what brought you to the hospital?

CARMEN: Oh, I've been hospitalized on loading up lubricating oil, 55 gal. drops.

HEIDT: What happened?

CARMEN: Well, they necked me out of it. What they call a couple of discs, slipped out of the bag.

HEIDT: Ahun, how is it coming along?

CARMEN: Coming along fine.

HEIDT: The discs are going right back in, huh?

CARMEN: No, sir, I've got plastic peggs now.

HEIDT: And tell me about your folks, would you like to say hello to them, back stateside?

CARMEN: Yes, I would. Hello Margaret, children.

HEIDT: Is that your wife, is it?

CARMEN: Yes, that's right sir.

HEIDT: And how many children have you?

CARMEN: Two.

HEIDT: You have two children, well that's swell, and here's your carton of Lucky Strike. Now anything especially you'd like to have done here on the show this evening?

CARMEN: Yes I would. I'd like to have your band play a number.

HEIDT: Okay, you'd like a band number. Okay, here's "Saxitics."

MUSIC: "SAXITICS".

(APPLAUSE)

COMMERCIAL NO. 1

COMMERCIAL NO. 1

HEIDT: Yes sir, ladies and gentlemen, it's The American Way enroute home from Korea entertaining patients of the Tripler's Hospital before 7,000 men at Pearl Harbor, all made possible be Lucky Strike, the cigarette of superior quality.
You might wonder why we say make every day your Lucky day, Lucky Strike is the cigarette of superior quality. Well, here's Don McIlvaine to tell you why.

DON: Friehds, there's no question, you smoke for enjoyment. The enjoyment you get from the taste of a cigarette. Sure, smoking enjoyment is all a matter of taste, and the fact of the matter is, Luckies taste better. Yes, Luckies taste better. Cleaner ... Fresher ... Smoother. And there are two very good reasons why. First, as everyone in America knows, LS/MFT ... Lucky Strike means fine tobacco. Light, naturally mild good tasting tobacco. Second, Luckies are made better. They're round, firm, fully packed so they'll draw freely and smoke evenly. Fine tobacco in a better made cigarette just naturally adds up to better taste. Remember, smoking enjoyment is all a matter of taste and the fact of the matter is, Luckies taste better. So Be Happy - Go Lucky! ask for a carton of Lucky Strike and find out for yourself that Luckies really do taste better.

HEIDT: And that's certainly good advice. Be right with Lucky Strike. But now on with The American Way program which is enroute home from Korea and entertaining patients of the famous Tripler Hospital right in Pearl Harbor.

HEIDT: Now let's see whose the next chap we're gonna .... here's a handsome-looking boy. What's your name?

QUTILSKI John Qutilski.

HEIDT: John, where are you from?

QUTILSKI: Detroit, Mich.

HEIDT: Good. How old are you, John?

QUTILSKI: 19.

HEIDT: 19 years old. How long have you been in the service

QUTILSKI: 2 years.

HEIDT: How long have you been in the hospital?

QUTILSKI: 3 months.

HEIDT: What happened?

QUTILSKI: (LAUGHING) I fell out of a tree.

HEIDT: There you are, odd things happen, huh? Fell out of a tree. Why were you up the tree, John?

QUTILSKI: I was playing hero for a little girl and I was going to get a cat. It got me.

HEIDT: And you fell down. You were after this cat and the cat jumped to another branch and down you went, hun?

QUTILSKI: That's about it.

HEIDT: Where did you land, on your head or...

QUTILSKI: On my back.

HEIDT: On your back. And how is it coming along?

QUTILSKI: Oh, fine.

HEIDT: Now let's see whose the next chap' we're gonna .... here's a handsome-looking boy. What's your name?

QUTILSKI John Qutilski.

HEIDT: John, where are you from?

QUTILSKI: Detroit, Mich.

HEIDT: Good. How old are you, John?

QUTILSKI: 19.

HEIDT: 19 years old. How long have you been in the service

QUTILSKI: 2 years.

HEIDT: How long have you been in the hospital?

QUTILSKI: 3 months.

HEIDT: What happened?

QUTILSKI: (LAUGHING) I fell out of a tree.

HEIDT: There you are, odd things happen, huh? Fell out of a tree. Why were you up the tree, John?

QUTILSKI: I was playing here for a little girl and I was going to get a cat. It got me.

HEIDT: And you fell down. You were after this cat and the cat jumped to another branch and down you went, hun?

QUTILSKI: That's about it.

HEIDT: Where did you land, on your head or...

QUTILSKI: On my back.

HEIDT: On your back. And how is it coming along?

QUTILSKI: Oh, fine.

HEIDT: I see you got quite a cast on there now.

QUTILSKI: Yea.

HEIDT: And would you like to say hello to your folks?

QUTILSKI: Yes, I would. Hello mother and dad I'll get out of here pretty soon, I hope.

HEIDT: And who else would you like to say hello to?

QUTILSKI: I'd like to say hello to Jo Lynn in New Park, New Mexico.

HEIDT: Who's...that's eh, that's it, huh?

QUTILSKI: That's about it.

HEIDT: That's her, that's a beautiful name. Let her have these Lucky Strikes. Here's your carton of Lucky. And what would you like to hear?

QUTILSKI: I'd like to hear that Cowboy guy from Montana.

HEIDT: The cowboy guy from Montana, the loved singer. Okay, that's Mark Durbin, the cowboy guy. Here he comes now - give him a nice hand.

MUSIC: "COME WHAT MAY".

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY enroute home from Korea and entertaining patients of the famous Tripler Hospital before 7,000 men stationed at Navy base at Pearl Harbor. - All made possible by Lucky Strike. So make every day a Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. How are you?

ALTMON: Fine, sir.

HEIDT: What is your name, please?

ALTMON: Armon Altmon, sir.

HEIDT: And where are you from?

ALTMON: Buffalo, New York

HEIDT: Buffalo, New York. What branch of the service you in?

ALTMON: The Navy, Sir.

HEIDT: In the Navy. How many years were you a member?

ALTMON: Two years.

HEIDT: Two years, and how long have you been in the hospital?

ALTMON: Three weeks, sir.

HEIDT: Three weeks. What happened?

ALTMON: Well, I'm afraid my feet just couldn't hold me up? They gave out on me.

HEIDT: What were you lifting when they gave out?

ALTMON: Oh, not too much lifting, just a lot of standing, I guess.

HEIDT: Would you like to say hello to your folks?

ALTMON: Yes, sir. I'd like to say hello to my mother and father, and all my friends and sisters and nieces and nephews.

HEIDT: Your works are all in. Anybody else especially, any girl especially?

ALTMON: Well, I don't want to name any certain one, I guess.

HEIDT: He's a true Navy man, no doubt about it. He doesn't want to mention anybody. Here's your beautiful carton of Lucky Strike cigarettes.

ALTMON: Thank you very much.

HEIDT: Thank you very, very much. And who would you hear? Anybody especially?

ALTMON: Well how about that "In the Book" guy--

HEIDT: "It's in the book", - Johnny Standley. How about that fellows, okay? "IT'S IN THE BOOK" Johnny Standley, here he is.

MUSIC: "THE CRADLE WILL ROCK."

HEIDT: Johnny Stanley. Incidentally, it's his latest recording. Johnny - "It's in the Books' now. Nice work. Seeing the formation here at Pearl Harbor.
(APPLAUSE)

HEIDT: Now we've talked to 4 or 5 boys in the hospital here. Some fellows right in the regular services, my mike won't reach that far but who would like to say hello here on the microphone here this evening? Here he is. He steps right up. Handsome is as handsome does. What is your name?

CARPENTER: William Carpenter.

HEIDT: Where are you from, Bill?

CARPENTER: Louisville, Kentucky.

HEIDT: Louisville, Kentucky. How long have you been in the Navy?

CARPENTER: About 2-1/2 years, sir.

HEIDT: 2 1/2 years. Would you like to say hello to your folks?

CARPENTER: Certainly would. Hello mom, dad and little brother.

HEIDT: Good. How old is your little brother?

CARPENTER: He's 14, sir.

HEIDT: Good. Here's your carton of...(LAUGHING) ...He is 14. Little brother 14. Well, they're little down there in Louisville, you know. They raise them young. Here's your carton of Lucky Strike. Who else would like to say hello? Time for one more. What is your name?

TURNER: Ah, Philip Turner.

HEIDT: Where are you from, Philip?

TURNER: Augusta, Ga.

HEIDT: Good. How did you like Augusta down here in Pearl Harbor?

HEIDT: In place of the usual Lucky Strike Commercial, the makers of Lucky Strike have asked me to salute these men here at Pearl Harbor. They represent all branches of our Armed Forces from ships anchored in Pearl Harbor, who recently returned from Combat duty in waters, Korean waters, many from various activities at this Navy Base, from the Air Force, at Hickam Field, which is right across the street, from the Marine Air Station and Marine Barracks, from Fort Shafter Army's Headquarters, and of course our honored guests from the Tripler General Hospital.

Each and every man has done his part to prevent aggression. Each and every man deserves the thanks, the recognition and grateful appreciation of all America, for here in Pearl Harbor, the crossroads of the Pacific, the supply lines have been kept open to win two wars for a nation, the United States of America, which is determined to continue the American way of life. So men of the Navy, the Army, the Marines, the Air Force, Lucky Strike salutes you.

You're the tops.

BAND: Lucky Strike play-off.

TURNER: I don't know exactly.

HEIDT: How long have you been in the Navy?

TURNER: 2-1/2 years.

HEIDT: Ahun. Are you stationed right here or stationed on the ship?

TURNER: I'm stationed aboard ship.

HEIDT: What ship?

TURNER: USSA Orealy and Destroyer.

HEIDT: I see, and would you like to say hello to the folks?

TURNER: Hello mother and dad.

HEIDT: Who else?

TURNER: That's all.

HEIDT: Not even your girl?

TURNER: No, I just lost her.

HEIDT: Well, did you lose her to a Navy man? That's the whole thing.

TURNER: No, I regret to say the Marines.

HEIDT: Well, we'd have to get the Marines. And here's your carton of Luckies and thank you very much. And now fellows for all of you, Ralph Sigwald.

MUSIC: ("THE LOST CHORD.")

(APPLAUSE)

BAND: THE AMERICAN WAY - PLAY-OFF.

HEIDT: Folks, during the past month, your American Way program, comprising 32 outstanding young performers, have traveled 20,000 miles, from California right up into the front lines in Korea, have given concerts to over 1/4 of a million fighting men, have entertained at hospitals most every day, gave shows for the South Koreans and Japanese Nationals, shows at Freedom Village and at the Little Golden Gate in Chon. By all odds it has been the hardest and most trying trip of our lives, by the same token, the most worthwhile, the most enjoyable. Among your fighting men everywhere, in each and every division, there's tremendous enthusiasm, a very high morale. My one lasting impression is that we should feel very grateful, very fortunate in having these wonderful men along with our allies of the United Nations and the leadership of President Eisenhower and his executive staff, protecting our homes, our families, and children. Love and honor these men. Only by visiting Korea would you ever know what they have gone through to protect the four freedoms of American democracy the American way of living....

Don Mc Ilvaine .....

DON: As Horace is transcribing his show two weeks in advance, his American Way program is already appearing stateside and tomorrow, Friday, will appear in person at Shelby, Montana, Saturday in Havre, Montana; next Sunday in Lewiston, Montana; Monday in Bozeman, Montana; and Wednesday and Thursday in Billings, Montana. Be sure and get your reserved seat tickets right away.

HEIDT: So, friends, till we meet again, this is Horace Heidt reminding you, "Tis better to build boys than to mend men", - saying good -night to Mother, wishing you good luck, good health, and may God bless you all. Good night, everybody.

ATX01 0023790

DON: Say friends, here's a Lucky tip. Remember on Sunday, Lucky Strike presents America's top comedian, Jack Benny. Jack is back on the air again for another laugh, full season. Remember, that's Sunday for Jack Benny, on most of these stations.

BAND: "Be Happy - Go Lucky" (LONG VERSION OF THEME FADE FOR)

DON: This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company....America's leading manufacturer of cigarettes.

BAND: "Be Happy - Go Lucky "(LONG VERSION OF THEME FADE FOR)

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: September 24, 1953 Kalispell, Montana | Broadcast #39 | Network: CBS | Broadcast: 10:00-10:30 PM EST | Repeat: (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"LOVE IS WHERE YOU FIND IT"	JULIA DETRICH
SPOT NO. 2	"OH, WHAT A BEAUTIFUL MORNING"	NEWELL NEIBAU
SPOT NO. 3	"SUNNY SIDE OF THE STREET"	ED ALIVERTI

COMMERCIAL NO. 1

SPOT NO. 4	"SOLO"	MARIGAY NELSON
SPOT NO. 5	"TRIO"	MACCARILLO FAMILY
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO.2

SPOT NO. 7	INTERVIEWS	PROMINENT CITIZENS
SPOT NO. 8	WINNERS	MACCARILLO FAMILY

CLOSING COMMERCIAL

RA-926A

ATX01 0023792

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

SEPTEMBER 24, 1953

KALISPELL, MONTANA

10:00-10:30 PM THURSDAY

OPENING

BAND: "BE HAPPY -- GO LUCKY" FANFARE -- INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY" -- starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better -- cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment -- BE HAPPY -- GO LUCKY! Ask for a carton of Lucky Strike! And now from Kalispell, Montana, here's your Host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: BE HAPPY -- GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Well, that might sound like the frontlines in Korea folks, but it's Kalispell, Montana.

Our first broadcast stateside since our trip over in the Far East. So far, THE AMERICAN WAY has discovered three great champions, Vincent Marzano from Watertown, New York, winner of the first quarter -- Mark Durbin of Billings, Montana, winner of the second quarter -- and Gene St. John from Klamath Falls, winner of the third quarter. So tonight is the first broadcast of the fourth quarter and a new champ will be discovered who might have possibilities of going right into the grand finals, so stand by for fun and excitement, as the warning whistle for round one (WHISTLE) -- introduces Julia Detrick, a very attractive 18 year old girl, we found in the hospitible city of La Grande, Oregon, last Sunday evening. Julia will do credit to the City she represents, and to the youth of America as she sings, "Love Is Where You Find It". So Julia, here's the bell -- (BELL) -- and Lucky Strike wishes you good luck, on your national radio debut.

MUSIC: ("LOVE IS HWERE YOU FIND IT")
(APPLAUSE)

HEIDT: Julia Detrick from La Grande, Oregon. Come over here a minute, Julia. Broadcasting from Kalispell, Montana, ladies and gentlemen. Julia, that was beautiful work.

DETRICK: THANK you.

HEIDT: You have a lovely voice. Only 18 years of age?

DETRICK: Yes.

HEIDT: Just graduated from high school?

DETRICK: Yes.

HEIDT: And where are you going to college?

DETRICK: I plan to enter the University of Oregon. In Eugene, Oregon.

HIEDT: Ahum, now would you tell me something about your very wonderful city where we discovered you?

DETRICK: Well, it's the home of Eastern Oregon College of Education and the whole valley is very famous for Blue Grass. That's where a lot of grass seeds comes from.

HEIDT: Very beautiful grass isn't it?

DETRICK: Very pretty (laughing)

HEIDT: And you're a very, very beautiful girl too, Julia and we are very happy to have had you on the show. We know you have a very promising future. Folks, let's give her a nice hand, shall we?

(APPLAUSE)

HEIDT: Folks, it's THE AMERICAN WAY broadcasting from Kalispell, Montana, sponsored by Lucky Strike. Make every day your lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. It's the first broadcast of our fourth quarter. You've just heard a very fine contender, Julia Detrick, from La Grande, Oregon, and the warning whistle for round two -- (WHISTLE) --- introduces the winner of our concert show before four thousand people at the beautiful Idaho State gym in Pocatello, Idaho, last Thursday. We'd like at this time to thank the good folks of Pocatello for relinquishing our regular Lucky Strike broadcast last Thursday, thereby permitting us to do a special concert at Tripler Hospital in Pearl Harbor before six thousand Navy men. You good folks of Pocatello have done something I'm sure will give you nice warm feelings in your hearts, for many years to come. But now on with the show, here's your winner Newell Neibaur singing "Oh,What A Beautiful Morning".

MUSIC: ("OH, WHAT A BEAUTIFUL MORNING.)
(APPLAUSE)

HEIDT: And there you are folks Newell Neibaur from Pocatello, Idaho. Step right over here Newell. Newell, that was beautiful work, Newell.

NEIBAUR: Thank you very much.

HEIDT: Tell us where you live?

NEIBAUR: I live on a ranch about 7 miles from American Falls.

HEIDT: What is American Falls famous for?

NEIBAUR: Oh, wheat, reservoir and falls.

HEIDT: And falls. And where were you born?

NEIBAUR: Oh, a little town called Newdale. Population 250

HEIDT: What is the population of American Falls?

NEIBAUR: I think ...

HEIDT: 260! Turn around there. Now look it, Newell. You know, I thought the class would market our show down there at the Idaho State Gym, was what you said after you had won. You were the most surprised person that I have ever seen. What was it you said?

NEIBAUR: I felt just like I did when I got married. I didn't realize it. (AUDIENCE LAUGHING)

HEIDT: How about that folks. There you are. A very nice boy you betcha. That's very swell. Give him a nice hand.
(APPLAUSE)

HEIDT: THE AMERICAN WAY broadcasting from Kalispell, Montana, made possible by Lucky Strike. Make every day your lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard two fine contestants, Julia Detrick from La Grande, Oregon, and Newell Neibaur from Pocatello, Idaho, as the warning whistle for round three -- (WHISTLE) -- introduces one of the most outstanding trumpet prospects we have run across in sometime. His name is Ed Aliverti, and Ed was winner of our concert show before a capacity crowd last Monday evening in Walla Walla,Washington. Ed, Lucky Strike is happy to present you with your first national radio opportunity, and with the ringing of the bell -- (BELL) -- we all wish you good luck with your trumpet version of "Sunny Side Of The Street".

MUSIC: ("SUNNY SIDE OF THE STREET")

(APPLAUSE)

HEIDT: You've just heard Ed Aliverti. Ed Aliverti from Walla Walla,Washington. Ed, you were on the beam tonight.

ALIVERTI: Thank you Mr. Heidt.

HEIDT: That was really hot. First I want to ask you about Walla Walla. Tell us something about it? It is a wonderful city.

ALIVERTI: Well, Walla Walla is know for it's production of wheat and peas and also for the location of 3 institutions of higher education. Walla Walla College, Whitten College, and Washington State Penitentiary. (AUDIENCE LAUGHING)

HEIDT: He's all right isn't he. Ed, very nicely expressed. Why does it say Walla twice. I mean Walla Walla.

ALIVERTI: Well they say it's a city they like so well that they named it twice. It once had too many rivers floating around there. I couldn't tell you.

HEIDT: Ed, you're a band leader aren't you?

ALIVERTI: That's right Mr. Heidt.

HEIDT: How many pieces have you got in this band?

ALIVERTI: Oh, last count somewhere between 15 and 22.

HEIDT: Wow, do they all get paid?

ALIVERTI: Well, I hope so!

HEIDT: They better, huh? Ed, you got wonderful prospects for the future with your band and we wish you a lot of good luck. And folks give him a nice hand shall we. He is really swell.
(APPLAUSE)

HEIDT: Friends, you might wonder why we say, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Well, here's Don Mc Ilvaine to tell you why.

DON: You know, your enjoyment of a cigarette depends on its taste. That's true, friends. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Now there are two mighty good reasons for that. The first one you already know ... IS/MFT, Lucky Strike means fine tobacco -- light, naturally mild good-tasting tobacco. And second, Luckies are made to taste better -- made round and firm and fully packed to draw freely and smoke evenly. So, friends, if you want all the real, deep-down smoking enjoyment you can get from a cigarette -- Be Happy -- Go Lucky! Because smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better! Next time, ask for a carton of Lucky Strike.

BAND: (APPLAUSE .... LUCKY STRIKE THEME) (SHORT CLOSE)

HEIDT: Friends, that certainly is good advice. Be right with Lucky Strike. The cigarette of superior quality

But, now on with THE AMERICAN WAY which is back Stateside after our journey to Korea. The first program of our fourth quarter from Kalispell, Montana. You've already heard three fine contestants There's two more to come as the warning whistle for round four -- (WHISTLE) -- introduces Marigay Nelson,a very attractive young lady, eighteen years of age and just entering University of Idaho at Moscow, Idaho, where we entertained last Tuesday evening. After hearing Marigay sing, I'm hoping you will agree she has very unusual possibilities for the future. So here's the bell Marigay -- (BELL) -- Lucky Strike, all of us, wish you good luck for the future. Here we go!

MUSIC: ("SOLO")

(APPLAUSE)

HEIDT: Marigay Nelson from Moscow, Idaho. Marigay, as we have told you repeatedly now in the last few days, you have one of the most beautiful voices in the country, and it seems the reason being because you sing with such a sympathic quality in your voice. I know that you will really go places. How old are you now?

NELSON: 17

HEIDT: Just 17 years of age. And you were just entering the University of Idaho when we found you?

NELSON: Yes.

HEIDT: And of course you are going through with your career in college?

NELSON: Oh, yes!

HEIDT: And you were pledged this morning or was it yesterday

NELSON: Yesterday morning. I'm a Kappa pledge.

HEIDT: Now isn't that wonderful. A Kappa Kappa pledge. Give her a nice hand. (APPLAUSE) You know, all my sisters were Kappas, so we'll have to stick together on this, Marigay. Tell us a little something about Moscow, the University of Idaho. Why did you pick it out?

NELSON: Well, Mother and Daddy both graduated from the University and Daddy doesn't think there isn't another college except it.

HEIDT: That's all he can think about. Well, that's a a wonderful spirit. Just keep it about this beautiful place. Folks, give this lovely girl a hand, will you please? She certainly deserves it.

(APPLAUSE)

HEIDT: It's the warning whistle for round five --(WHISTLE) -- which introduces from Twin Falls, Idaho, the MacCarillo Family who were winners at our concert show in Twin Falls last Friday night before a wonderful crowd of happy Twin Fall folks in their beautiful new High School. The MacCarillo Family features fourteen year old Bob on the Accordian, seventeen year old Joe Junior on the Base, and Joe Senior on the Guitar. We believe you're about to hear one of the most unusual musical families we have ever run across -- so, MacCarillo's, with the ringing of the bell -- (BELL) -- Lucky Strike is happy to present you with your first national radio opportunity. May it bring you fame and fortune.

MUSIC: ("TRIO")

(APPLAUSE)

HEIDT: From Twim Falls, Idaho the MacCarillo Family. And Bob, how old are you?

BOB: I'm 14.

HEIDT: 14 years old, just think of that. How much does that Accordian weigh?

BOB: Well it weighs about 45 pounds.

HEIDT: And how much do you weigh?

BOB: About 95.

HEIDT: 95 pounds, that really is wonderful. Tell us something about Twin Falls. Who brought you down here?

BOB: Well, Howard ...

HEIDT: Howard Muffin.

BOB: Muffin, yes.

HEIDT: Oh, you shouldn't slip on that, he drove you all this way. He's a wonderful man. He's in the Chamber of Commerce up there isn't he?

BOB: Yeah.

HEIDT: Ahuh, yeah (AUDIENCE LAUGHING) Yeah. Well you got a swell chance to win tonight. You are a fine young boy. We were happy to help you out. Give him a nice hand, shall we folks.

(APPLAUSE)

HEIDT: And now we are ready to pass in review to see who shall win the $150 first prize, and carry over till next week with the possibility of entering the quarter finals for $500 and the Grand Finals for $5.000.

REPRISE:

CONTESTANT NO. 1 . . . . . FROM LA GRANDE, OREGON
JULIA DETRICK

(APPLAUSE)

HEIDT: Very nice work Julia.

CONTESTANT NO. 2 . . . . . FROM POCATELLO, IDAHO
NEWELL NEIBAUR

(APPLAUSE)

HEIDT: Nice work Newell swell.

CONTESTANT NO. 3 . . . . . FROM WALLA WALLA, WASHINGTON
ED ALIVERTI

(APPLAUSE)

HEIDT: Go at that boy, that band of yours is going to be proud of you.

CONTESTANT NO. 4 . . . . . FROM MOSCOW, IDAHO
MARIGAY NELSON

(APPALUSE)

HEIDT: Marigay Nelson, nice work.

CONTESTANT NO. 5 . . . . . FROM TWIN FALLS, IDAHO
THE MACCARILLO FAMILY

(APPLAUSE)

HEIDT: Folks, we're gonna have the Judge's decision in just a moment. While we're waiting, here's Don Mc Ilvaine with some important words about Lucky Strike the cigarette of superior quality.

DON: Thank you Horace. Friends, there's no doubt about it. Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Now freshness is particularly important, for if a cigarette isn't truly fresh, it can't possibly give you the enjoyment it should. That's why every pack of Luckies is extra tightly sealed -- to bring you Luckies' better taste in all its natural freshness. Yes, Luckies do taste better, because -- first LS/MFT --Lucky Strike means fine tobacco. Then, too, Luckies taste better because they're made better -- made round and firm and fully packed, to draw freely and smoke evenly. So, friends, smoke the cigarette that has better taste when it's made, and then brings you all that better taste in a fresh cigarette. Yes, Be Happy -- Go Lucky. Ask for a carton of Lucky Strike and find out for yourself that Luckies really do taste better.

BAND: (APPLAUSE ... LUCKY STRIKE THEME) (SHORT CLOSE)

HEIDT: And now ladies and gentlemen we have a Lucky Strike extra. We're going to introduce some of the prominent citizens of this very fine city of Kalispell, Montana. And here's a fine looking gentleman that we are going to introduce right away. What is your name please?

HELBERSON: Stanley Helberson.

HEIDT: And what do you do here at Kalispell.

HELBERSON: Well, I happen to be President of the Kalispell Chamber of Commerce.

HEIDT: (LAUGHING) We know what's coming next. Tell us, what is Kalisepll famous for?

HELBERSON: Well, with beautiful Flat Head Lake, Glacior National Park and Big Mountain Ski Course, we are without a doubt the world's number one vacation land. (AUDIENCE APPLAUSE)

HEIDT: Oh boy! Now number two, what is Kalipsell famous for?

HELBERSON: Well we got good fishing and hunting.

HEIDT: Good or very good?

HELBERSON: Very good.

HEIDT: Very good or the greatest?

HELBERSON: The greatest.

HEIDT: That's what I thought, the greatest! Sure! We drove up last night about 4 o'clock in the morning, you know wemade that little jump over the ferry.

HELBERSON: Yes, I know.

HEIDT: You have nothing to do with that ferry?

HELBERSON: (LAUGHING) No, no.

HEIDT: And we saw at least 10 dear and we saw lots of porcupines, cows and one grizzly bear. Wasn't that a grizzly bear we saw?

HELBERSON: Oh, yes! It must have been.

HEIDT: And how about your,do you have a lot of elks up in there too?

HELBERSON: Oh, yes, elks, lots of deer. I'm surprised you didn't see more than 10 last night.

HEIDT: Well, folks don't you think he deserves a raise as President of the Chamber of Commerce? (APPLAUSE) That was mighty fine work. Thank you very very much. And now another very prominent citizen, is President of the Lions Club who has made our appearance here this evening possible. What is your name please??

MORRISON: Walt Morrison.

HEIDT: Would you tell us something about the Lions of Kalispell. How many members have you got there?

MORRISON: The Kalispell Lions Club has about 90 members at the present time.

HEIDT: Is that the largest Lions Club in the world?

MORRISON: Well, not quite, but almost.

HEIDT: Almost. You aren't on the Chamber of Commerce too, are you?

MORRISON: Yes.

HEIDT: Oh, and tell us something about the proceeds and where they go this evening.

MORRISON: The proceeds from this show Horace, are going to further the Lions Youth Activity work around Kalispell and Flat Head Valley.

HEIDT: Fine. Thank you very very much. We are mighty glad to have been here with you. We hope that in some small way we have helped. And now another very prominent citizen. The Mayor of Kalispell D. L. McBride..

(APPLAUSE)

MAYOR MCBRIDE: Horace, we are very happy to have you and your good wholesome, clean, American Way Program here in Kalispell. We think it's truly THE AMERICAN WAY for you and your sponsors, Lucky Strike to help not only the charitable work of our Lion's Club, but also the talented youth of our City. Here on this card is my reading of the electric applause meter.

HEIDT: Thank you very much Mayor. And ladies and gentlemen the winner here this evening by 40 points, the MacCarillo Family from Twin Falls. And there they are, from Twin Falls. Bob say thanks. (APPLAUSE)

BOB: Thanks a lot.

HEIDT: Joe Junior say thanks.

JOE JR. Thanks a lot.
HEIDT: And Howard Muffin.
MUFFIN: Thank you.
HEIDT: Okay! You bet your sweet life. There's your winners folks. (APPLAUSE)

HEIDT: Don Mc Ilvaine.

DON: Tomorrow night, Friday, Horace and his musical family of fifty Lucky Strike stars featuring Johnny (it's in the book) Standley, Ralph Sigwald, Dick Kerr, Conley Graves, with some of the most beautiful young girls in the world, will appear at the Hi-School Gym in Miles City, Montana -- Saturday, Williston, North Dakota -- Sunday, Minot, North Dakota -- Monday, Grand Forks, -- Tuesday, Fargo, -- Wednesday, Jamestown, North Dakota -- and next Thursday in Bismark, North Dakota. Get your reserved tickets now for AMERICAN WAY coming your way. Horace --

HEIDT: Thank's very much Don, and nice people, until we meet again next week, this is Horace Heidt reminding you "Tis better to build boys than to mend men", saying Good-night to Mother, wishing you good luck, good health, and may God bless you all. Good night everybody.

BAND: (LUCKY STRIKE THEME) (FANFARE LONG VERSION)

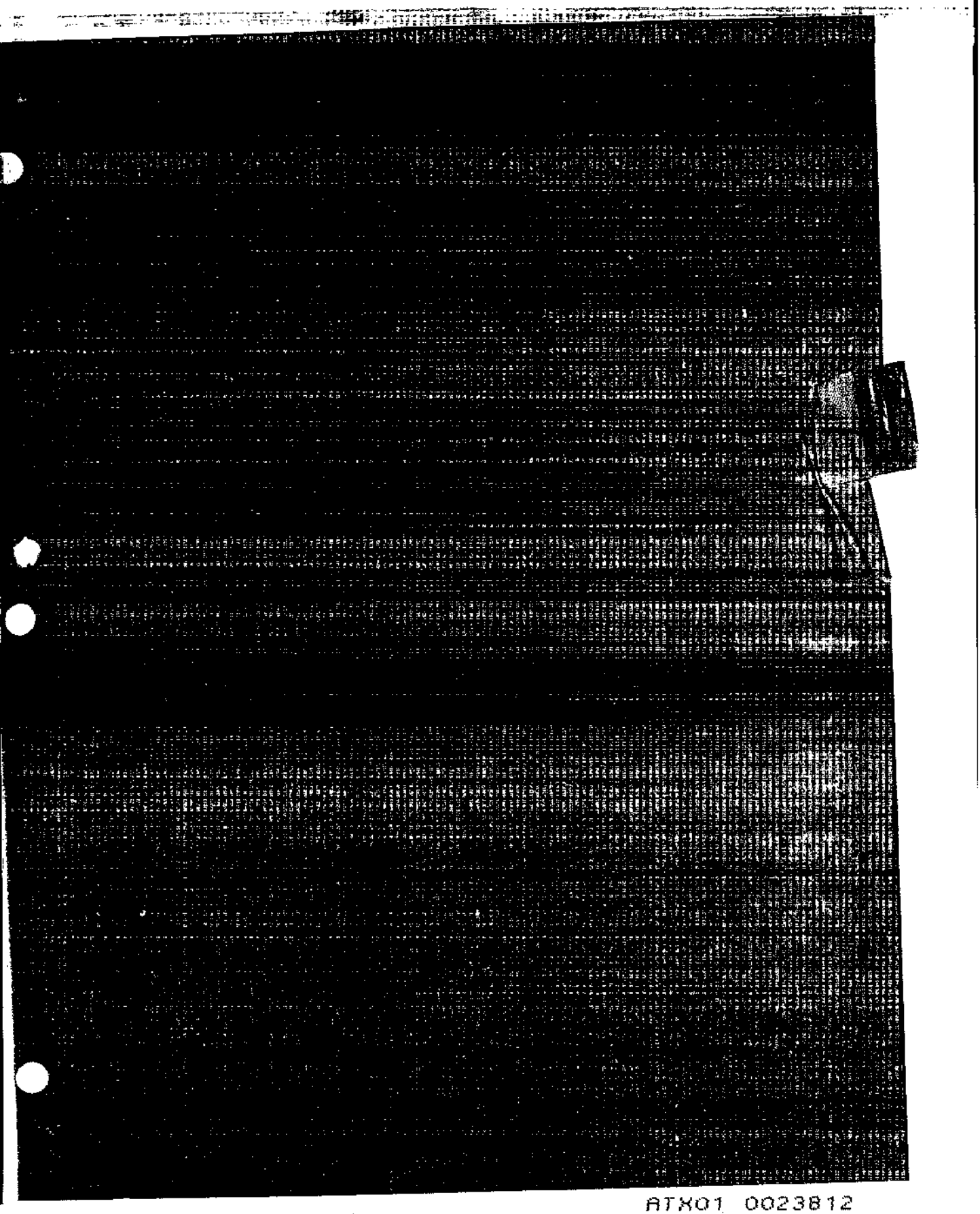
DON: Here's an important announcement. Although the fighting in Korea is over, don't become careless about writing to our men and women overseas. Now, more than ever before, they need, yes need letters from home. If you have friends or relatives overseas, keep sending them letters giving news of home. Letters mean a lot to those in the service. You'll be doing your part if you write regularly.

MUSIC: "BE HAPPY -- GO LUCKY" (LONG VERSION OF THEME - FADE FOR)

DON: This is Don Mc Ilvaine reminding you to tune in Sunday to the Jack Benny Radio Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike.

This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company --- America's leading manufacturer of cigarettes.

MUSIC: "BE HAPPY -- GO LUCKY" (FADE OUT)



THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCER LUCKY STRIKE CIGARETTES

DATE October 1, 1953 Broadcast No. 4 CBS Broadcast: 10:00-10:30 PM EST
Repeat: (AS BROADCAST

Billings, Montana

OPENING COMMERCIAL

SPOT NO. 1	"SHOO FLY PIE"	JULIE ALLTON
SPOT NO. 2	"EMBRACABLE YOU"	TROMBONE QUARTETTI
SPOT NO. 3	"INDIAN LOVE CALL"	LORECE DOERR

COMMERCIAL NO. 1

SPOT NO. 4	"HERE IN MY HEART"	CLINTON BELLOSS
SPOT NO. 5	"SOME OF THESE DAYS"	WILLA KNIGHT
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	PROMINENT MEN
SPOT NO. 8	WINNER	WILLA KNIGHT

RA-926A

ATK01 0023813

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

OCTOBER 1, 1953

10:00-10:30 PM EST BILLINGS, MONTANA THURSDAY

OPENING

BAND: "BE HAPPY" - "GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

MC ILVAINE: The American Tobacco Company presents transcribed - "THE AMERICAN WAY" - starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

MC ILVAINE: Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better -- cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment -- Be Happy - Go Lucky! Ask for a carton of Lucky Strike! Now, from Billings, Montana, here's your host tonight, Horace Heidt for Lucky Strike!
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)
(APPLAUSE)

HEIDT: There you are ladies and gentlemen. What a crowd, what enthusiasm. That's right. Tonight finds us broadcasting from the wonderful hospitable city of Billings, Montana, and there's a record breaking crowd gathered here in Billings at the Al Badoo Shrine Temple to witness the championship battle of the week, the youth of America on parade. So stand by for fun and excitement as the warning whistle for Round One .... (WHISTLE) ... introduces from Kalispell, Montana, lovely, beautiful, seventeen year old Julie Allton, whom four thousand people from Kalispell voted as their winner last Thursday evening. In her championship try, Julie sings her version of "SHOO FLY PIE", so with the ringing of the bell...(BELL)... Lucky strike wishes you, Julie Allton, good luck in your national radio debut.

MUSIC: ("SHOO FLY PIE")
(APPLAUSE)

HEIDT: We're broadcasting from Billings, Montana. You've just heard Julie Allton from Kalispell. Listen to the whole nation. Julie, isn't that a thrill to receive a wonderful hand like that?

ALLTON: It sure is!

HEIDT: These people in Billings are just marvelous. Tell me, what is Kalispell famous for?

ALLTON: Well, Mr. Heidt, it's famous for the scenery up there and Glacier National Park.

HEIDT: And for vacation land, and for fish and that big bear we saw on the road, remember? And tell me where are you from, though?

ALLTON: I'm from Holiday Ranch at Columbia Falls.

HEIDT: That's about 15 miles the other side of Kalispell, isn't it?

ALLTON: Yes.

HEIDT: Ahuh, well what is that famous for?

ALLTON: Well, Henry Horse Dam is the biggest attraction.

HEIDT: Henry Horse .

ALLTON: Yes.

HEIDT: I'm glad my name is Horace and not Horse. Folks give Julia a nice hand. She's got wonderful possibilities--for the future.

(APPLAUSE)

HEIDT: It's The American Way broadcasting from Billings, Montana, made possible by Lucky Strike. Make every day your Lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality.

It's the second broadcast of our fourth quarter. You've just heard a fine contender, Julie Allton from Kalispell, Montana, and as the warning whistle for Round Two ... (WHISTLE) ...introduces a very fine trombone quartette from Havre High School, discovered in our nationwide talent search at Havre, Montana, last Saturday night.

HEIDT: We're going to ask the boys their names. What is your name?

BOONE: Dan Boone.

HEIDT: What was that again?

BOONE: Danny Boone.

HEIDT: Danny Boone. What's yours?

LIVENSON: Kenny Livenson.

ELLVIS: Thorne Ellvis.

GUNTHENSON: Bob Gunthensen.

HEIDT: Danny, how old are you?

BOONE: 17.

LIVENSON: 17.

ELLVIS: 17.

GUNTHENSEN: 17.

HEIDT: What song are you going to play?

BOONE: "Embracable You."

LIVENSEN: "Embracable You."

ELLVIS: "Embracable You."

GUNTHENSEN: "Embracable You."

HEIDT: And there they are. They are all going to play the same song. And here they go.

MUSIC: ("EMBRACABLE YOU.")

(APPLAUSE)

HEIDT: Broadcasting from Billings, Montana, you've just heard a very fine trombone quartette from Havre High School, Montana. Boys, that was really very fine wonderful work.

BOONE: Thank you.

LIVENSEN: Thank you.

ELLVIS: Thank you.

GUNTHENSEN: Thank you.

(AUDIENCE LAUGHING)

HEIDT: Fellows our gathering up there, was under the auspices of the Shrine and I know that not only are all the Shriners proud for you boys, but I'm sure everyone from your city is too.

BOONE: Thank you.

LIVENSEN: Thank you.

ELLVIS: Thank you.

GUNTHENSEN: Thank you.

HEIDT: There we are fellows, very nice,- and folks give them a nice hand, will you please.

(APPLAUSE)

HEIDT: It's The American Way broadcasting from Billings, Montana, made possible by Lucky Strike. So make every day your Lucky Day -- insist upon Lucky Strike, the cigaratte of better taste, the cigarette of superior quaity. You've just heard two fine contestants. There's Julie Allton from Kalispell, Montana, and the Trombone Quartette from Havre, Montana, as the warning whistle for Round Three... (WHISTLE).. introduces one of the outstanding prospects selected by a crowd of seven thousand people in Powell, Wyoming, last Tuesday night. Her name is Lorece Doerr, a very attractive, and most certainly a fine representative of the State of Wyoming. Here's the bell, Lorece... (BELL).. and Lucky Strike wishes you good luck in your championship try as you sing "Indian Love Call."

MUSIC: ("INDIAN LOVE CALL")

(APPLAUSE)

HEIDT: Lorece Doerr from Powell, Wyoming, a very gorgeous, very, very, attractive, beautiful girl.

DOERR: Thank you.

HEIDT: Lorece, that was lovely. You sounded just as beautiful as you look. Tell me, what is your ambition for the future as far as singing is concerned?

DOERR: I'd like to be in musical comedy or T.V. possibly.

HEIDT: Good. Well I'm sure that once a person can see you, you'll have a fine happy home there. Where are you from?

DOERR: Glover, Wyoming.

HEIDT: I see.
And what is Powell famous for?

DOERR: Powell is famous for their Powell Junior College and for the coyotes.

HEIDT: That's right, coyotes in Powell. Well, we were very happy to have had you here, and you've got wonderful possibilities for the future.
Folks, let's give her a nice hand, shall we?

DOERR: Thank you.
(APPLAUSE)

COMMERCIAL NO. 1.

COMMERCIAL NO. 1

HEIDT: Friends, you might wonder why we say, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Thank you, Horace. Friends, Luckies' better taste is the big reason why so many people are switching to Lucky Strike. Sure, everybody knows that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Know why? Well, LS/MFT - Lucky Strike means fine tobacco. Light, naturally mild good tasting tobacco. And then, Luckies are made better to taste better -- made round and firm and fully packed to draw freely and smoke evenly. It's just as plain as day that fine tobacco in a better-made cigarette is bound to give you a better-tasting smoke. So, ask for Lucky Strike the next time you buy cigarettes. That's right -- Be Happy and Go Lucky. You'll find Luckies do taste better -- cleaner, fresher, smoother.

BAND: BE HAPPY - GO LUCKY - (SHORT CLOSE)

HEIDT: Friends, that certainly is good advice. Be right with Lucky Strike, the cigarette of superior quality. But, now on with THE AMERICAN WAY and the second broadcast of our Fourth Quarter from Billings, Montana.

You've already heard three fine contestants. There's two more to come as the warning whistle for Round Four....(WHISTLE) ...introduces Clinton Belloss, winner of our talent search in La Grande, Oregon. Clinton is now from Baker, Oregon, just a short distance from La Grande and will be a fine representative of the two cities and of course, the state of Oregon.

So Clinton, with the ringing of the bell...(BELL)... Lucky Strike wishes you good luck as you sing "Here In My Heart."

(MUSIC: ("HERE IN MY HEART.")

(APPLAUSE)

HEIDT: Clinton Belloss from LaGrande, Oregon. Found him in La Grande, Oregon. Broadcasting from Bellings, Montana. Clinton, step over here for a moment. That was beautiful work.

BELLOSS: Thank you Sir.

HEIDT: You certainly have one of the loveliest voices we've heard in a long, long time.

BELLOSS: Well thank you.

HEIDT: You live in Baker, Oregon, is that right?

BELLOSS: Yes, Mr. Heidt that's correct.

HEIDT: And what type of work do you do?

BELLOSS: I work in a lumber business. I work for a mill, lumber grader.

HEIDT: Lumber grader. You grade the lumber?

BELLOSS: Yes.

HEIDT: And then people buy what ever you ask them to?

BELLOSS: Well they're supposed to, but it's not so.

HEIDT: Do your houses ever fall down?

BELLOSS: Oh, no sir!

HEIDT: They're still standing. Tell me, what is that section of the country famous for?

BELLOSS: Well, it's quite famous for the cattle industry and lumber, and we have splendid recreational surroundings in that part of the country.

HEIDT: And of course for you too, because you have a beautiful voice. So folks let's give him a nice hand, shall we?

(APPLAUSE)

HEIDT: The warning whstle for Round Five...(WHISTLE) ... which should normally bring to the microphone the winners of our contest last week, the Maccarillo family from Twin Falls, Idaho - however, their star member, little twelve-year-old Bobbie Maccarillo, is under age and must keep up his school work, and therefore, it was thought advisable for him to withdraw from active competition when we travel around so much. So we brought from Danville, Illinois, a very talented girl we discovered about six months ago. We promised her opportunity when we got back from Korea. Her name is Willa Knight, and Willa has a great chance to win that championship crown vacated by the Maccarillo's - a very lovely person. So here's the bell...(BELL).... and Lucky Strike wishes you good luck, fame and fortune with...

MUSIC: ("SOME OF THESE DAYS.")
(APPLAUSE)

HEIDT: Well, did you hear that? Willa Knight from Danville, Illinois. Broadcasting from Billings. Willa, well you certainly were wounded up on that one!

KNIGHT: Well I get a little carried away every once in a while.

HEIDT: You've waited a long time for this haven't you, Willa?

WILLA: I certainly have, Mr. Heidt.

HEIDT: I guess that 5 or 6 months when we were up there in Danville, or where did we play when we found you? Rich --

KNIGHT: Rich Farm.

HEIDT: Rich Farm. Well, what type of work were you doing there?

KNIGHT: I was a junior buyer for Heister Company.

HEIDT: And what does Heister Company do?

KNIGHT: They make Heister lift trucks.

HEIDT: And do you lift the Heister?

KNIGHT: No, I only bought the parts so that heisters could heister.

HEIDT: Good. Give her a nice hand folks, she's a swell person.

(APPLAUSE)

HEIDT: And now we are ready to pass in review to see who shall win the $150 first prize, and carry over till next week with the possibility of entering the Quarter Finals for $500, and the possibility of entering the Grand Finals for $5,000 next December.

REPRISE:

CONTESTANT NO. 1 - FROM KALISPELL, MONTANA
JULIE ALLTON

(APPLAUSE)

HEIDT: Very nice work, Julia.

CONTESTANT NO. 2 - FROM HAVRE, MONTANA
THE TROMBONE QUARTETTE

(APPLAUSE)

HEIDT: Very nice work, boys.

CONTESTANT NO. 3 - FROM POWELL, WYOMING
LORECE DOERR

(APPLAUSE)

HEIDT: Lorece, beautiful work.

CONTESTANT NO. 4 - FROM LA GRANDE, OREGON
CLINTON BELLOSS

(APPLAUSE)

HEIDT: Thank you very much, Belloss, you'll really go places.

CONTESTANT NO. 5 - FROM DANVILLE, ILLINOIS
WILLA KNIGHT

(APPLAUSE)

HEIDT: Well, ladies and gentlemen, there you are, wonderful talent, very evenly matched, so stand by for the judge's decision which we'll have in just a few moments. But first, a word from one of the world's funniest men of letters... Ogden Nash.

NASH: Somebody once went through my poems and made a list of the things I dislike. It's a pretty long list, too. However, on the list of things I liked, they said "He likes good eating." Of course I like good eating. I like good anything. Good fun; good smoking. Naturally, I smoke Luckies. To put poetically, I hope I'm not a crank, but I've got one foible, I don't enjoy anything unless it's enjoyable. I'm pernickety about what I like and for thirty years I've smoked Lucky Strike.

COMMERCIAL NO. 2

THE AMERICAN WAY
OCTOBER 1, 1953

COMMERCIAL NO. 2

DON: We agree with Ogden Nash about smoking enjoyment. It's all a matter of taste. And the fact of the matter is -- Luckies taste better -- Cleaner, Fresher, Smoother. For two good reasons -- First, LS/MFT -- Lucky Strike means fine tobacco. And for better taste, you must start with fine tobacco. Second, Luckies are made better to draw freely and smoke evenly -- that, too, means better taste for you. So Be Happy -- Go Lucky. Pick up a carton and prove to yourself that Luckies taste better.

BAND: BE HAPPY - GO LUCKY (SHORT CLOSE)

HEIDT: And now ladies and gentlemen, there's going to be a Lucky Strike extra. We're going to introduce some of the prominent people here from Billings, Montana. The first person we are going to call on is one everybody knows, loves and admires - Charlie Chris.

(AUDIENCE APPLAUSES)

Charlie Chris, yes sir, ladies and gentlemen, there's nobody more respected. Charlie, we certainly want to shake your hand. When anybody comes into Billings they always hear about Charlie Chris. Now tell us something. Why is Billings the fastest growing city in America?

CHRIS: Well, Horace; everyone knows that the real thing that develops communities is people, and here in Billings, Montana, we have the finest most aggressive people you'll find anywhere in the world.

(AUDIENCE APPLAUSES)

HEIDT: Charlie, though I know that you're the president and the principal owner of this radio station KOOK, the CBS outlet here, but judging by the way that you had talked you sound like you're on the Chamber of Commerce.

CHRIS: Well no, I don't own it Horace; but I'm on the Industry Committee on the Chamber of Commerce.

HEIDT: You're on the Chamber of Commerce! I thought something was wrong. Charlie, you're a wonderful person. And folks I know you're all very very proud of Charlie. You're loved by everyone. I want you to give him a fine hand, please.

(APPLAUSE)

CHRIS: Thank you, Horace. Good night. God bless you.

HEIDT: Thank you, Charlie boy.

(APPLAUSE)

HEIDT: And now we're going to introduce Mr. Chandler Hagen, a gentleman here from the Shrine Organization. And of course you know the show was sponsored this evening by the Shrine. And I'm wondering if you'd be so kind as to tell us where the money goes for these concerts that we have here at Billings.

HAGEN: Well, the money goes, Horace, to strengthen our organization which has ever since it's inception been for the unfortunate.

HEIDT: And of course you're speaking especially of the Crippled Children's Hospital?

HAGEN: That's right.

HEIDT: How many Shrine chapters are there in the country?

HAGEN: Well, there are about 157 temples and many more Shrine clubs.

HEIDT: And how many members?

HAGEN: Oh, over 7 hundred thousand.

HEIDT: Just think of that, with 7 hundred thousand people doing good for others, that's the reason we have such a wonderful country. So God bless the Shrine and thank you very much.
(APPLAUSE)
And now ladies and gentlemen, as our judge this evening, we introduce a past potentate of Al Badoo temple, and now representative of the Imperial Council of Shrine of North America, the esteemed Carl Rahn.
(APPLAUSE)

CARL RAHN: Horace, never in the history of Billings, Montana, have we had a show that has so captivated the hearts of everyone, as your AMERICAN WAY. Not only have you through your record crowds raised money for the Shriners' Crippled Children's Hospital, but we have seen first hand through our own Mark Durbin how you help the youth of America on to stardom. You and your sponsors, Lucky Strike, are to be congratulated. Here on this card is my reading of the electric applause meter.

HEIDT: Thank you, very very much. And ladies and gentlemen, the winner here this evening by another tremendous vote ... the winner, the young lady that sang "Someone of these days" - maybe a new star was born....Willa Knight.

(APPLAUSE)

HEIDT: Willa Knight. Willa, congratulations! Willa, that was beautiful work and you gave everything you had this evening, and that's plenty. And the way things went, maybe you won't have to heister any more of those trucks down there.

KNIGHT: I hope not.

HEIDT: I hope not, too. A very charming beautiful girl, our new champ. And so tune in next week and see how she does on our next broadcast. Now, Don Mc Ilvaine...

BAND: "THE AMERICAN WAY" (WHILE MCILVAINE SAYS:)

DON: Ladies and gentlemen, tomorrow night, Friday, Horace will appear in person with Johnny (It's In The Book) Standley, Ralph Sigwald, Dick Kerr, Conley Graves, along with a cast of fifty people including some of the most beautiful young girls in the world, in their two and one-half-hour variety show in Watertown, South Dakota; Saturday, Yankton, South Dakota-- Sunday, Norfolk, Nebraska; -- Monday, Hastings -- Tuesday, North Platte, -- Wednesday, Chadron, Nebraska -- and next Thursday in Scottsbluff, Nebraska.

Get your tickets now for The American Way, coming your way.

Horace....

HEIDT: Thank you very much Don. Nice people, before signing off, we wish to thank a very wonderful gentleman, President B. A. Higgenbotham of the Al Badoo Temple right here in Billings, Montana, for all the hard work in his efforts in arranging not only our concerts throughout Montana, but also here in Billings. A wonderful person, a marvelous personality, and we know that he's going to have happiness in the years to come. Until we meet again, next week, this is Horace Heidt reminding you, "Tis Better to Build Boys than to Mend Men", saying Good-night to Mother and wishing you good luck, good health, and may God bless you all. Good night.

(APPLAUSE)

THE AMERICAN WAY
OCTOBER 1, 1953

DON: This is Don Mc Ilvaine reminding you to be sure to hear America's favorite comedy show, The Jack Benny Program, every Sunday over this same station. Consult your newspaper for the time. That's The Jack Benny Program presented by Lucky Strike.

This program was brought to you transcribed by Lucky Strike. product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

(APPLAUSE)

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE October 8, 1953 — **Broadcast Network:** CBS — **Broadcast** 10:00-10:30 PM EST

Minot, North Dakota — **Repeat** (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"ONE, TWO, THREE, FOUR"	BILL & JEAN BRADWAY
SPOT NO. 2	"I BELIEVE"	DE SAUTEL SISTE
SPOT NO. 3	"I'M YOURS"	ELMER PLENGER

COMMERCIAL NO. 1

SPOT NO. 4	"VAYA CON DIOS"	BOB BOZEMAN
SPOT NO. 5	"SOME OF THESE DAYS"	WILLA KNIGHT
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	PROMINENT PEOPL
SPOT NO. 8	WINNER	WILLA KNIGHT

CLOSING

RA-926A

ATX01 0023835

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

MINOT, NORTH DAKOTA

OCTOBER 8, 1953

10:00-10:30 PM EST THURSDAY

OPENING

BAND: "BE HAPPY -- GO LUCKY" FANFARE -- INTO

CHORUS: "THE AMERICAN WAY" IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed -- "THE AMERICAN WAY"-- starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better-- cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment -- Be Happy -- Go Lucky! Ask for a carton of Lucky Strike! Now, from Minot, North Dakota, here's your host for tonight, Horace Heidt for Lucky Strike!

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY -- GO LUCKY " THEME (SHORT CLOSE)

HEIDT: Thank you very very much ladies and gentlemen, Oh Boy what a show this is going to be. Listen to that enthusiasm. Tonight we're broadcasting from the fine energetic American City of Minoit, North Dakota. A record breaking crowd of five thousand people have gathered to witness the championship battle of the week, and to see if our great winner of last week, Willa Knight from Danville, Illinois, will retain her championship crown. Here she is ... and here's the way she sounds. (WILLA SINGS). Oh Boy thats Willa Knight she is going to be mighty hard to beat, but four oustanding contestants found during the past week say it can be done, and are out to prove it, as the warning whistle for round one ... (WHISTLE)... introduces Bill and Jean Bradway from Miles City, Montana where a wonderful crowd voted them among the very finest of their talent, so Bill, with the ringing of the bell ... (BELL) ... Lucky Strike presents you with your Lucky opportunity and hopes that it will bring you fame and fortune, and good luck.

MUSIC: ("ONE, TWO, THREE FOUR")
(AUDIENCE APPLAUSE WHILE SONG IS BEING PLAYED)
(APPLAUSE)

HEIDT: Broadcasting from Minot,N. Dakota and you've just heard Bill and Jean Bradway from Miles City Montana.

DON: Thank you, Byron Milligan.

Now we hear from our judges. Their verdict today determines the next step into the future for one of our five contestants. There are three housewives, in different parts of the country who are now being called by telephone. They will be the judges. We are ready for their decision. Are they ready to give them Frank?

MARTIN: Don, the decision of our judges will be ready if you will allow our telephone operator one more minute to contact them.

DON: All right, Frank. That minute gives us time to sing the praises of a special subject to the ladies.

MUSIC: CHORD FOR COMMERCIAL

HEIDT: (CONT'D) And Bill that was mighty fine work.

BRADWAY: Thank you, Horace.

HEIDT: Wonderful work, and I know that everybody down there in Miles City, Montana will be mighty proud of you. How long have you lived there?

BRADWAY: Oh, I've lived there for over a year Horace.

HEIDT: And what is Miles City Montana famous for?

BRADWAY: Oh, it's famous for its friendliness and genuine hospitality.

HEIDT: I should say it is. We'll certainly vouch for that. When you have people down there like Pete Locus who's president of the Shrine and your wonderful Shrine Organization and all those folks we have gathered is an occasion that you will never forget. And I'm sure that they are very very proud the way you handled yourself tonight. Bill you got a good chance to win. Folks give him a nice hand will you please.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY broadcasting from Minot, North Dakota, made possible by Lucky Strike, so make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. It's the third broadcast of our fourth quarter. You've just heard a fine contender, Bill and Jean Bradway from Miles City, Montana, as the warning whistle for round two ... (WHISTLE)... introduces the De Sautel sisters who were winners of our talent search last night in the famous City of Williston, North Dakota. These girls seem to have everything it takes to become fine stars, and we're hoping that tonight will be the starting of much success and good Luck for them. So, girls, here's the bell for round two ... (BELL) ... and Lucky Strike wishes you good luck as you sing "I BELIEVE".

MUSIC: ("I BELIEVE")

(APPLAUSE)

HEIDT: The De Sautel sisters from Williston, North Dakota. How about it? There's gold in 'dem there hills. Girls that was beautiful. There you are, just out of a clear sky you run across three girls like you that just are out of this world. How long have you been singing together?

DE SAUTEL: Oh, all our lives.

HEIDT: All your life, it sounds it, too. You don't even have arrangements do you, it's just natural?

DE SAUTEL: Just natural.

HEIDT: Isn't that wonderful. And what is Williston, North Dakota famous for?

DE SAUTEL: Oil.

HEIDT: Oil. And wheat, because I know the Chamber of Commerce gave me last night that plaque, remember, which says invest in Williston, North Dakota where wheat grows and oil flows. Have no fear, the stuff is here.

(AUDIENCE LAUGHS)

So it really is there and you girls are really there too. So thank you very much. Give them a nice hand will you please folks.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY broadcasting from Minot North Dakota, made possible by Lucky Strike. Make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard two fine contestants, Bill and Jean Bradway from Miles City,Montana, and the De Sautel Sisters from Williston, North Dakota, as the warning whistle for round three ... (WHISTLE) ... introduces Elmer Plenger, the winner of our concert show in Powell, Wyoming, before seven thousand people two weeks ago Tuesday evening. Elmer is eighteen years of age, is attending the University of Wyoming, and is certainly representative of American Youth in all its glory. Elmer, you have a beautiful voice, and with the ringing of the bell ... (BELL), Lucky Strike wishes you good Luck as you sing "I'M YOURS".

MUSIC: ("I'M YOURS")
(APPLAUSE)

HEIDT: Hm-m-m-boy! From Powell, Wyoming broadcasting from Minot. Elmer you really have a beautiful voice and I just wish that people could see that handsome face of yours.

PLENGER: Thank you sir.

HEIDT: It goes right along ... that's alright, it won't cost you anything.

HEIDT: (CONT'D) You're a wonderful person and have a beautiful voice, just as fine as anybody we have ever heard. I think that you are going far. You are going to the University of Idaho now?

PLENGER: That's right sir.

HEIDT: And what class are you in?

PLENGER: I'll be a junior next year.

HEIDT: And what are you studin-

PLENGER: I'm studying music education and I'd like to go into music professionally, but I'm taking the education courses in case it doesn't pan out.

HEIDT: In other words you're preparing both ways.

PLENGER: That's right sir.

HEIDT: You must have been born in Geneni that's the twin Pieci. Well, we won't talk about horoscope now, but you did a swell job Elmer. You bet. Give him a nice hand.

(APPLAUSE)

HEIDT: Friends, you might wonder why we say make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Well, here's Don McIlvaine to tell you why.

DON: Thanks Horace -- friends, Luckies--win-- again! That's right, Luckies win again in a national smoking survey among college students. Last year a survey was made in leading colleges throughout the country which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made -- A representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews-- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. The number one reason, this year as last, Luckies' better taste. Yes, Luckies do taste better. First, because they're made of light, naturally mild, good-tasting tobacco. LS/MFT-- Lucky Strike means fine tobacco. And then, Luckies are made better, made round and firm and fully packed to draw freely -- smoke evenly. Actually made to taste better. After all, smoking enjoyment is all a matter of taste.

DON: (CONT'D) And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. So Be Happy -- Go Lucky. Get better taste - with a carton of Luckies!

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike. But, now on with THE AMERICAN WAY from Minot, North Dakota. You've already heard three very fine contestants, all after the crown now worn by Willa Knight. There's two more to come as the warning whistle for round four ... (WHISTLE) ... introduces Bob Mann, the winner of our talent search in Bozeman, Montana, where we gave our concert show at Montana State College under the auspices of their fine Shrine Organization. Bob, however, hails from Billings, Montana, but journeyed to Bozeman so that he could not take his chances with an impartial audience. In other words he didn't want any of his friends to be there to put him over. So, Bob, more power to you, and good luck to you in your championship try.

MUSIC: ("VAYA CON DIOS")

(APPLAUSE)

HEIDT: Bob Mann in Minot, N. Dakota. Bob, listen to that. Well Bob, you certainly stopped the show.

MANN: Thank you.

HEIDT: Nice work.

MANN: Thanks a lot.

HEIDT: And Bob, you not only have a beautiful voice but you are certainly a very marvelous looking person and you ought to go far in this business and you got the right spirit, too. And you're from a wonderful city, Billings.

MANN: You betcha.

HEIDT: Which is also famous for it's hospitality, isn't it?

MANN: Yes sir, it certainly is.

HEIDT: When you meet people like Charlie Chris down there and Mr. Higgenbothen whose in the Shrine and all their fine organization, why it's really something. Bob, you did a splendid job tonight and I know everybody down there in Bozeman is certainly proud of you. Folks let's give him a nice hand shall we.

(APPLAUSE)

HEIDT: Folks, here's the warning whistle for round five ... (WHISTLE) ... introducing a great new champion who won a great victory last week in Billings, it's Willa Knight from Danville, Illinois, who waited about five months for her chance, and who seemingly has what it takes to become a fine star.. She's a former truck buyer in Danville, Illionois, that's where we found her. Of course at any rate, she's going to defend her crown this evening with "SOME OF THESE DAYS". So, Willa, here's the bell ... (BELL)... and Lucky Strike wishes you good luck in defense of your crown.

MUSIC: ("SOME OF THESE DAYS")
(APPLAUSE)

HEIDT: Willa Knight ladies and gentlemen from Danville Illinois. A very very wonderful girl. Willa, you're a fine person a wonderful person. It's once in many many year that you find some one like you in show business. When we ran across you in Danville you were doing ... what was it?

KNIGHT: I was buying repair parts for trucks.

HEIDT: I see. You were working mighty hard, I know that. What kind of a truck was that the Hyster or what were you working for?

KNIGHT: I was working for the Hyster Company.

HEIDT: You were working for the Hyster Company. And what do you enjoy most, singing [illegible] in the organization and on the shows or your truck work.

KNIGHT: Well Mr. Heidt, I like to sing but the condition your trucks are in I better start buying trucks again.

HEIDT: That phrase is true. We had about 4 breakdowns last week.

HEIDT: And now we are ready to pass in review to see who shall win the $150 first prize, and carry over for the quarter finals for $500.00 in a few weeks, and the Grand Finals for $5,000 next December.

REPRISE:

CONTESTANT NO. 1 . . . FROM MILES CITY, MONTANA
BILL AND JEAN BRADWAY

(APPLAUSE)

HEIDT: Thank you very much, Bill and Jean Bradway, from Miles City, Montana.

CONTEST NO. 2 . . . . . FROM WILLISTON, NORTH DAKOTA
THE DE SAUTEL SISTERS

(APPLAUSE)

HEIDT: Wonderful, those girls are going to give the Andrew Sisters a run for their money.

CONTESTANT NO. 3. . . . FROM POWELL, WYOMING
ELMER PLENGER

(APPLAUSE)

HEIDT: Very, very nice, there's a boy that's really places.

CONTESTANT NO. 4. . . . FROM BOZEMAN, MONTANA
BOB MANN

(APPLAUSE)

HEIDT: Well..there we go for Bob Mann.

CONTESTANT NO. 5 . . . FROM DANVILLE, ILLINOIS
THE DEFENDING CHAMP, WILLA KNIGHT.

(APPLAUSE)

COMMERCIAL NO. 2

HEIDT: Well, ladies and gentlemen, we'll have the judges' decision in just a few moments. But first, friends, let's listen to a word from America's foremost authority on etiquette, Miss Amy Vanderbilt.

VANDERBILT: (SOUND TRACK) Some of my friends tell me that in my new book on etiquette, I was a little hard on smoking. Actually, I was hard on smokers. At least, some smokers. I dislike thoughtless smokers. You know, the man next to you at the dinner table who holds his cigarette so that smoke drifts into your eyes. I like considerate smokers. For instance, I like to know that my husband is considerate enough to carry my brand of cigarette ... Lucky Strike. In smoking, as in etiquette, it is after all, all a matter of taste. I want a cigarette that tastes better than any other. That's Lucky Strike.

DON: Friends, Amy Vanderbilt is right. Smoking enjoyment is all a matter of taste. And the fact of the matter is, Luckies taste better -- Cleaner, Fresher, Smoother. And for two very good reasons --

(CONTINUED:)

COMMERCIAL NO. 2 (CONT'D)

DON: (CONT'D.) One - LS/MFT, Lucky Strike means fine tobacco, fine, naturally mild good-tastin tobacco. Two - Luckies are made better to taste better -- made round and firm and fully packed to draw freely and smoke evenly. So, take a tip from me, and Be Happy -- Go Lucky, because Luckies taste better.

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Now ladies and gentlemen we have a Lucky Strike extra which introduces some of the prominent people of Minot, North Dakota. First, it's going to be Rick Winn. We're just fascinated with your city here at Minot. Tell me why is it so famous?

WINN: Well Horace, the most outstanding thing about Minot that makes it famous is the people. They're the greatest people in all the world. (APPLAUSE)

HEIDT: Well you sound like you're on the Chamber of Commerce.

WINN: I guese that's true. I work for them. I'm the manager of the Chamber of Commerce.

HEIDT: You are! Well then you ought to get a raise. Shouldn't he folks, how about it. (APPLAUSE)

Tell me, what makes Minot the fastest growing city in the country?

WINN: Well Horace, one of the things that's outstanding about Minot is the agriculture. This is a great farming country. I don't think we can call it the greatest farming country but it's certainly one of the tops.

HEIDT: Then your coal....

WINN: Coal...we have 1/3 of the world's supply of litnite coal in and around Minot.

HEIDT: Fine. And that's certainly swell, Rick. We were glad to get that wonderful information about your city and now we have Mr. Olden Gordon who's President of the Minot Shrine. Would you mind telling us just gathered this evening of this wonderful crowd what happens to the money the Shriners take in.

GORDON: Well first I'd like to thank the people for this gathering here and we want you to know that the entire proceeds goes to the Crippled Children's Fund.

HEIDT: Well, that's marvelous. And that's certainly one of the most worthwhile charities in our country. It seems to me that all the Shriners should be congratulated all over America.

GORDON: Well I think they should be.

HEIDT: They certainly should.

HEIDT: And now, ladies and gentlemen, we're proud and happy to introduce as our judge this evening the beloved rector of the State Parish, Father J. W. Hogan.

(APPLAUSE)

HOGEN: Horace, this crowd of four thousand people certainly should be a grand testimonial as to what Minot thinks of your wholesome, clean American Way program. To personally visit each and every city raising money for worthwhile charities and at the same time encouraging the youth of each city, is a very commendable process and you and your sponsors are certainly to be congratulated and thanked by the citizens of Minot.

HEIDT: Thank you very much and here on this card is my reading of the electric applause meter. Ladies and gentlemen, the winner this evening for 5 points at a very close decision because everybody was so wonderful, the young girl that sang "Someone Of These Days" from Danville, Illinois, Willa Knight,

(APPLAUSE)

is the winner again. Well, there you are, folks. Willa, looks like your star is rising all the time. And now that you're going to be around for another week we want you to start buying parts for the trucks.

KNIGHT: Do I have to put them on after I buy them.

HEIDT: Yes, I think it would help a great deal.

KNIGHT: I'd like that.

HEIDT: You know, you're a fine person. Thank you very much. And now folks, Don McIlvaine.

CLOSING

DON: Ladies and gentlemen, tomorrow night, Friday,- Horace will appear in person with Johnny (It's in the book) Standley, Ralph Sigwald, Dick Kerr, Conley Graves, along with a cast of fifty people including some of the most beautiful young girls in the world, in their two and one-half hour variety show in Denver, Colorado; Saturday, Cheyenne, Wyoming -- Sunday, Casper, Monday, Greeley, Colorado -- Tuesday, Fort Morgan, -- Wednesday, Colorado Springs, and next Thursday in Pueblo, Colorado. Get your tickets now for The American Way's coming your way. Horace .....

HEIDT: Thanks very much Don, nice people - until next week, this is Horace Heidt reminding you, "Tis Better to Build Boys than to Mend Men", - saying good-night to Mother, who was eighty-six years young last Sunday, and wishing you good luck, good health and may God bless you all. Good night, everybody.

(APPLAUSE)

CLOSING (CONTINUED)

DON: This is Don McIlvaine reminding you to be sure to hear America's favorite comedy show "The Jack Benny Program" every Sunday over this same station. Consult your newspaper for the time. That's the Jack Benny Program presented by Lucky Strike.

This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE October 15, 1953 Broadcast #42 **Network:** CBS **Broadcast:** ~~10:00-10:30 PM EST~~
Yankton, South Dakota **Repeat:** (AS BROADCAST)

	OPENING COMMERCIAL	
SPOT NO. 1	"I WANT YOU TO BE HAPPY"	KAREN RUDRUD
SPOT NO. 2	"GRANADA"	DICK MUHLBRADT
SPOT NO. 3	"SITTING ON TOP OF THE WORLD"	WOYCHIK TWINS
	COMMERCIAL NO. 1	
SPOT NO. 4	"CRAWDAD SONG"	WALTER SHOWER & CLIFFORD JOHNSON
SPOT NO. 5	"NOBODY'S SWEETHEART"	WILLA KNIGHT
SPOT NO. 6	REPRISE	TALENT
	COMMERCIAL NO. 2	
SPOT NO. 7	INTERVIEWS	PROMINENT CITIZENS
SPOT NO. 8	WINNER	WILLA KNIGHT

RA-926A

ATX01 0023858

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

OCTOBER 15, 1953

YANKTON, SOUTH DAKOTA

10:00-10:30 PM EST THURSDAY

OPENING

BAND: "BE HAPPY -- GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed -- "THE AMERICAN WAY" -- Starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better -- cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment -- Be Happy -- Go Lucky! Ask for a carton of Lucky Strike!

Now, from Yankton, South Dakota, here's your host tonight, Horace Heidt for Lucky Strike!
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY -- GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Yes ladies and gentlemen Yankton South Dakota. One of America's most energetic cities and no question or doubt about it. And a capacity crowd has filled the auditorium to witness the championship battle of the week.

HEIDT: Yes, tonight we're broadcasting from Yankton,South Dakota, one of America's most energetic cities, and a capacity crowd has filled the auditorium to witness the championship battle of the week. To see whether our great new champ, Willa Knight from Danville, Illinois, will retain her crown which she has won two weeks in a row. Here's Willa warming up . . . (WILLA SINGS) . . . Yes, there is no doubt about it Willa has a splendid voice, and will be hard to beat, but four very fine contestants found during our travels of the past week are determined to stop Willa cold in her tracks, as the warning whistle for round one . . . (WHISTLE) introduces Karen Rudrud, a very attractive fifteen year old girl we found in Fargo, North Dakota, last Tuesday evening. So tonight, with the ringing of the bell . . . (BELL) . . . Lucky Strike presents you, Karen Rudrud, with your first national radio opportunity, and wishes her good luck as she sings, "I WANT TO BE HAPPY".

MUSIC: ("I WANT TO BE HAPPY")

(APPLAUSE)

HEIDT: Ladies and gentlemen broadcasting from Yankton, South Dakota. Very attractive girl Karen Rudrud. Karen, that was certainly beautiful work. And you're 15 years old?

RUDRUD: That's right Mr. Heidt.

HEIDT: And you came to us as a dancer last week in Fargo didn't you?

RUDRUD: That's right.

HEIDT: And now here you are singing. You've got a beautiful voice and you're a beautiful dancer.

RUDRUD: Thank you.

HEIDT: And I know you are going to be a great star some day. What is Fargo North Dakota famous for?

RUDRUD: Well it's the wholesale distributor center of North Dakota.

HEIDT: Very, very good. Did you learn that in school up there?

RUDRUD: (LAUGHING) Yes.

HEIDT: And who sponsored our occasion?

RUDRUD: The Shriners and WDAY.

HEIDT: And it was a wonderful sponsorship and a marvelous crowd and you did wonderful work. We want to thank you and you have a fine chance to win. Give her a fine hand folks will you please.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY broadcasting from Yankton, South Dakota, made possible by Lucky Strike, so make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality.

You've just heard a very very fine contender, from Fargo, North Dakota, As the warning whistle for round two . . .(WHISTLE) . . . introduces tall, handsome, Dick Muhlbradt, the winner of our program last Sunday evening before five thousand cheering people in Minot, North Dakota, a record crowd made possible by radio station KCJB. So Dick Muhlbradt, you have a wonderful voice, and with the ringing of the bell . . . (BELL) . . . Lucky Strike wishes you good luck as you make your bid for the championship singing "GRANADA".

MUSIC: ("GRANADA")
(APPLAUSE)

HEIDT: From Minot North Dakota, Broadcasting from Yankton, South Dakota.

MUHLBRADT: That's right.

HEIDT: Dick, that was very very beautiful work.

MUHLBRADT: Thank you, thank you very kindly.

HEIDT: And where do you live? We found you in Minot but ..?

MUHLBRADT: In a little town name of Parshall.

HEIDT: Oh, I see. How far is that from Minot?

MUHLBRADT: 58 miles.

HEIDT: 58 miles. And what line of work are you in?

MUHLBRADT: I am a farmer.

HEIDT: You're a farmer!

MUHLBRADT: A singing farmer.

HEIDT: A singing farmer?

MUHLBRADT: You bet.

HEIDT: How is it going?

MUHLBRADT: Just fine

HEIDT: Give him a nice hand folks.

(APPLAUSE)

HEIDT: You've just heard Dick Muhlbradt from Minot, North Dakota.

HEIDT: It's THE AMERICAN WAY broadcasting from Yankton, South Dakota, made possible by Lucky Strike, make every day your Lucky Day -- insist upon Lucky Strike. the cigarette of better taste, the cigarette of superior quality. You've heard two very fine contestants, and now the warning whistle for round three . . . (WHISTLE) . . . introduces the sixteen year old Woychik Twins, Marlis and Marilyn, whom we discovered in Jamestown, North Dakota, last Wednesday evening. These twins have a beautiful blend of voices, are very attractive, and should go far. So, girls, with the ringing of the bell . . . (BELL) Lucky Strike is hoping to start your musical career off to a fine start with "I'M SITTING ON TOP OF THE WORLD".

MUSIC: ("SITTING ON TOP OF THE WORLD")
(APPLAUSE)

HEIDT: Folks it's the youth of America on parade from Yankton, South Dakota. And you've just heard the Woychik twins. Is that correct, Woychik?

MARLIS: That's right Mr. Heidt.

HEIDT: That's right, and you're Marlis. And how old are you?

MARLIS: 16

HEIDT: I mean how much older are you than your sister?

MARLIS: 8 minutes.

HEIDT: 8 minutes older. And who sings the highest?

MARILYN: I do Mr. Heidt.

HEIDT: That's because you were born 8 minutes late, huh?

MARILYN: Well, I guess so.

HEIDT: You girls are really wonderful and it's an inspiration to just watch you sing and to have you with us. We found you in Jamestown. What is Jamestown famous for?

MARILYN: It is the best duck hunting region in North Dakota.

HEIDT: I guess your daddy duck hunts. But where are you from?

MARILYN: Oh, we're from Clemensville, about 18 miles South-East of Jamestown.

HEIDT: Good for you. Well we're glad to have you with us and you did splendid work. Folks give them a nice hand will you please.

(APPLAUSE)

HEIDT: Friends, you might wonder why we say, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Thanks Horace. Friends let's take a good close look at the subject of why you smoke cigarettes. Think it over a minute, and you'll agree that the main reason and probably the only reason you smoke is simply that you enjoy it. You like the taste of a cigarette. Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is, Luckies taste better. Luckies taste better. Cleaner ... fresher ... smoother ... for two very important reasons. One is, LS/MFT, Lucky Strike means fine tobacco. The tobacco in Luckies is fine, naturally mild good-tasting. Another reason for this better taste is that Luckies are actually made better. Made round and firm and fully packed to draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste every single time. So, if you go along with me that smoking enjoyment is all a matter of taste then Be Happy -- Go Lucky! Because the fact of the matter is, Luckies taste better, get a carton of Lucky Strike and see for yourself.

BAND: BE HAPPY -- GO LUCKY (FANFARE)

HEIDT: Friends, that certainly is good advice. Be right with Lucky Strike. But now on with THE AMERICAN WAY. broadcasting from Yankton, South Dakota. You've already heard three very fine contestants, all after the crown worn by Willa Knight. There's two more to come as the warning whistle for round four . . . (WHISTLE) .... introduces Clifford Johnson and Walter Shower, whom we found during our talent search in Bismark, North Dakota, last Thursday night. A tremendous crowd was gathered in Bismark at the auditorium to celebrate the opening of their western roundup days. So, Walter and Clifford, the eyes of North Dakota are upon you, and with the ringing of the bell . . . (BELL) . . . Lucky Strike wishes you good luck as you sing "THE CRAWDAD SONG".

MUSIC: ("CRAWDAD SONG")
(APPLAUSE)

HEIDT: Clifford Johnson and Walter Shower from Bismark North Dakota. Nice work there boys.

JOHNSON: Thank you.

SHOWERS: Thank you.

HEIDT: Let's see Clifford ... you're Clifford?

JOHNSON: That's right.

HEIDT: Clifford we found you in Bismark. What is Bismark North Dakota famous for?

JOHNSON: That's the capitol and center of the whole state of North Dakota.

HEIDT: In other words that's right in the very heart of the Wilston base.

JOHNSON: That's right.

HEIDT: Ahun, and where are you from?

SHOWER: I'm from Kingtown Napoleon.

HEIDT: Napoleon.

SHOWER: That's right.

HEIDT: Are you from Napoleon too.

JOHNSON: That's right.

HEIDT: What's Napoleon famous for?

SHOWER: Oh, that's the home of Miss North Dakota.

(AUDIENCE LAUGHS)

HEIDT: Are you married or single?

SHOWER: I'm married.

HEIDT: (LAUGHINGLY) Oh, the home of Miss North Dakota. Are you married or single?

JOHNSON: Married.

HEIDT: Married! What do you boys do for a living?

JOHNSON: We're farmers.

SHOWER: We're farmers.

HEIDT: You're both farmers. Mighty young boys to be farmers and mighty good singers. Give them a nice hand folks they're swell.

(APPLAUSE)

HEIDT: Here's the warning whistle for round five . . . (WHISTLE) ... which introduces our two time champ from Danville, Illinois, Willa Knight, who might be on her way to stardom. Willa is very attractive, standing about five feet five and one-half inches, is twenty-three years old, and as you'll soon hear, has a splendid voice backed by the energy and drive which should take her right up to the top. Willa, here's the bell . . . (BELL) . . . Lucky Strike wishes you good luck as you go all out in an effort to retain your championship crown.

MUSIC: ("NOBODY'S SWEETHEART")
(APPLAUSE)

HEIDT: Willa Knight in defense of her championship crown. Willa from Danville Illinois. It's quite odd the way we met about 5 or 6 months ago just before we went over to Korea. Is that right Willa?

KNIGHT: That's right Mr. Heidt.

HEIDT: And you were working for a truck concern there?

KNIGHT: That's right.

HEIDT: And now you might be on your way to being a second Sophie Tucker.

KNIGHT: You think I carry enough weight to be Sophie Tucker?
(AUDIENCE LAUGHS)

HEIDT: Well I think you're getting there -- you're not far off.
(AUDIENCE LAUGHS)

HEIDT: Things look pretty good, Willa. You did a swell job tonight.

HEIDT: Now ladies and gentlemen we're ready to pass in review to see who shall win the $150 first prize, and carry over till next week for the quarter finals for $500, to be held in Cheyenne.

REPRISE:

CONTESTANT NO. 1 . . . . . FROM FARGO, NORTH DAKOTA - KAREN RUDRUD

(APPLAUSE)

HEIDT: Nice work, Karen.

CONTESTANT NO. 2 . . . . . FROM MINOT, NORTH DAKOTA - DICK MUHLBRADT

(APPLAUSE)

HEIDT: Very nice work Dick Muhlbradt from Minot.

CONTESTANT NO. 3 . . . . . FROM JAMESTOWN, NORTH DAKOTA - THE WOYCHIK TWINS

(APPLAUSE)

HEIDT: Very nice work girls. The Woychik twins.

CONTESTANT NO. 4 . . . . . FROM BISMARK, NORTH DAKOTA - CLIFFORD JOHNSON AND WALTER SHOWER

(APPLAUSE)

HEIDT: Nice work boys. I'm sure Bismark up there is very proud of you.

CONTESTANT NO. 5 . . . . . FROM DANVILLE, ILLINOIS - THE DEFENDING CHAMP -- WILLA KNIGHT

(APPLAUSE)

HEIDT: There we are Ladies and gentlemen, we'll have the judges decision in just a moment. But first, here's Don Mc Ilvaine with some important words for Lucky Strike, the cigarette of superior quality.

DON: Thank you Horace. Friends you know I'd say that the thing that gives you real smoking enjoyment is the taste of your cigarette. Yes, smoking enjoyment is all a matter of taste. Well the fact of the matter is Luckies taste better. I guess that college smokers have known that for some time now. Last year a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarstte. This year another nation wide survey was made based on thousands of actual student interviews. It was a representative survey of all students in regular colleges from coast to coast. This survey shows that Luckies lead again over all regular brands regular or king-size and by a wide margin. Both last year and this, the number one reason given for smoking Luckies was their better taste. It's because Luckies are made of fine tobacco, and made better that they taste better. That's why we think it's a good idea for you to Be Happy -- Go Lucky. Yes, next time ask for a carton of Lucky Strike, the cigarette that tastes better.

BAND: BE HAPPY -- GO LUCKY (FANFARE)

HEIDT: And now ladies and gentlemen we have a Lucky Strike extra. We want you to meet some prominent citizens in and around Yankton, South Dakota. And naturally the first person we're going to introduce is a very impressive gentlemen, the President of the Chamber of Commerce, Clayton Krestofics. Ah, tell me, Clayton we are now in the middle of pancake days. What does that mean?

KRESTOFICS: Yes Sir. In the last 3 days about 30 thousand people which represents about 60 thousand pancakes. We get all the doctors and lawyers and chiefs and all that, together and thank the people who have traded with us for the past year.

HEIDT: And what does this do for your community, do you think?

KRESTOFICS: Well, we hope it builds good will, I don't know.

HEIDT: It brings everybody a little closer together?

KRESTOFICS: Oh certainly. With all the people in town we have all the fellows go down there put chief's hats on, work and make pancakes and serve coffee and serve all that.

HEIDT: I can notice that everybody sitting back here now, you know, kinda are all full of pancakes, there's no question or doubt about it. Well, it's wonderful being here with you especially during this celebration and this marvelous crowd. I imagine we have about 55 hundred people here tonight.

KRESTOFICS: Well that's the Chamber of Commerce estimate.

HEIDT: The Chamber of Commerce estimate. Well good for you. Well that's pretty swell and we were glad to have you with us. Let's give him a swell hand, shall we. (APPLAUSE)

HEIDT: Now folks I want you to meet a man that doesn't live here in Yankton. He lives in Scotland. That's just about, how many miles is Scotland from here Ed?

HILLER: 35 miles.

HEIDT: 35 miles. But this is the man. Mr. Ed. Hiller. Ed, is a man that discovered 2 great stars for us. Our little boy Allen Brenamen who is 12 years old and a sensation and Lou Prohurst who is a great accordian player. Now Ed ... we're not going to mention what business you're in of course, that will be a commercial we can't do that, but you're a wonderful person. How did you happen to come across this talent?

HILLER: Well Horace, after I meet what I met 23 years ago everything has been easy and has been nothing but fun. And Lou's a mighty fine fellow, I've heard of him a lot and I took a lot personal interest in him because he is a very personal friend of mine. He likes horses and you're a grand person yourself and I felt you owed it to yourself and Lou to listen to him, And that's what you did.

HEIDT: Folks here's the greatest salesman in the world. Have you heard of anything like that in your life? (APPLAUSE)

HEIDT: Well Ed, that's fine. You know one reason you are such a successful person and the reason everybody loves and you're such a fine salesman is because you're so interested in everybody else and their problems. Is that right, isn't that the truth?

HILLER: Well you know that we're 13 of us in the family and a lot of times there were only one dozen eggs on the table, so it's been fun.

(AUDIENCE LAUGHS)

HEIDT: You know you're just the guy who could have gone up there and stole sitting bull (AUDIENCE LAUGHS) I mean .. they are all trying to find that fellow. Ed, we were mighty glad to have had you on the program here this evening. You are a great credit to this section of the country and we want to thank you sending us those stars so send us some more.

HEIDT: And now as our judge this evening, we have a very prominent Yankton Citizen tremendously interested in youth, the Superintendent of Schools, Mr. Les Bauman.

LES BAUMAN: Horace, we're very happy to have your AMERICAN WAY program appearing in Yankton during our Pancake Days, and as Superintendent of the Public Schools, you're good clean, wholesome, American concert program has been an inspiration to us all. You and your sponsor are to be congratulated in the way you are exemplifying The AMERICAN WAY of Living Here on this card is my reading of the electric applause meter.

HEIDT: And thank you very very much and ladies and gentlemen the winner here this evening by 10 points, still retaining her championship crown Willa Knight. Willa, how about that? Now that's three times in a row that you've won. You're going into the quarter finals next week andif you win next week you'll go into the grand finals.

KNIGHT: It makes me very happy Mr. Heidt.

HEIDT: You sang tonight with a little cold too. We'll tell everybody now that we wouldn't tell before hand. And I want to tell everybody that you do some good truck buying for us here in the band. Now as soon as you start driving for us ...

KNIGHT: I wouldn't drive any of your trucks Mr. Heidt. I'd stall in 5 miles.

HEIDT: Oh I don't think so, you could fix it. Folks let's give her a nice hand, she is a wonderful person. (APPLAUSE)

HEIDT: Now, Don Mc Ilvaine.

DON: Ladies and gentlemen, tomorrow night, Friday, Horace will appear in person with Johnny (It's in the book) Standley, Ralph Sigwald, Dick Kerr, Conley Graves, along with a cast of fifty people including some of the most beautiful young girls in the world, in their two and one-half hour AMERICAN WAY variety show in Santa Fe, New Mexico. Saturday, Gallup, New Mexico -- Sunday, Flagstaff, Arizona, and next Tuesday opens a two week engagement at the beautiful Sahara Hotel in Las Vegas. Get your tickets now for America's finest show -- THE AMERICAN WAY coming your way.

HEIDT: Thank you very much Don. Ladies and gentlemen, THE AMERICAN WAY two and one-half hour concert program we hope is a good clean, wholesome American show which, through music and personalities exemplify the four freedoms of American Democracy, and tours in foreign countries as well as Stateside. This all made possible by Lucky Strike, so whether you smoke or not, buy a carton of Luckies tomorrow for it's a sign of a thoughtful hostess to have Lucky Strike in your home -- Till we meet again, this is Horace Heidt reminding you "Tis Better To Build Boys Than to Mend Men", saying good-night to Mother, and wishing you good luck, good health, and may God bless you all. Good-night.

THE AMERICAN WAY E-
OCTOBER 15, 1953

DON: This is Don Mc Ilvaine reminding you to be sure to hear America's favorite comedy show "THE JACK BENNY PROGRAM" every Sunday over this same station. Consult your newspaper for the time. That's "THE JACK BENNY PROGRAM" presented by Lucky Strike.

This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

THIS IS THE CBS RADIO NETWORK.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

October 22, 1953
Cheyenne, Wyoming

PRODUCT: LUCKY STRIKE CIGARETTES 10:00-10:30 PM EST (As Broadcast)

DATE

Network:

Broadcast:

Repeat:

OPENING COMMERCIAL

SPOT NO. 1	"BILL BAILEY WON'T YOU PLEASE COME HOME"	JUDY GARDENSWARTZ
SPOT NO. 2	"DUTCH HOP POLKA"	THE POLKATEERS
SPOT NO. 3	"SOME DAY MY PRINCE WILL COME"	TIMARATIMNICK

COMMERCIAL NO. 1

SPOT NO. 4	"DESERT SONG"	PHIL CARLSON
SPOT NO. 5	"SOME OF THESE DAYS"	WILLA KNIGHT
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	PROMINENT MEN
SPOT NO. 8	WINNER	WILLA KNIGHT

RA-926A

ATX01 0023878

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

OCTOBER 22, 1953

10:00-10:30 PM EST CHEYENNE, WYOMING THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed, "THE AMERICAN WAY" -- starring Horace Heidt for Lucky Strike!

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better -- cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment -- Be Happy -- Go Lucky! Ask for a carton of Lucky Strike!
Now, broadcasting from Cheyenne, Wyoming, here's your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: There you are folks, tonight our first visit to the hospitable city of Cheyenne, Wyoming, and the excitement fills the air as our championship battle this evening is the Fourth Quarter Finals. The winner receiving not only $500.00, but also the right to enter the Grand Finals for $5,000.00. Next December, Willa Knight is still our undefeated champ for this quarter, having won four consecutive weeks. Here she is warming up... (WILLA SINGS)... Yes, Willa Knight might be mighty hard to beat. At least she has what it takes to become a star, and she is going all out to retain her crown, but four contestants found in cities where we have toured during the past week will give her some real rough competition as the warning whistle for Round One...(WHISTLE) ...introduces Judy Gardenswartz, who was among the winners in Denver, Colorado, where our program was held under the auspices of the American Legion. Judy is fifteen years of age, and is full of that youthful vigor and energy which is bound to bring her success. So, Judy, with the ringing of the bell...(BELL).....Lucky Strike wishes you good luck.

MUSIC: "BILL BAILEY WON'T YOU PLEASE COME HOME".)

(APPLAUSE)

HEIDT: Folks, it's the youth of America passing in review from Cheyenne, Wyoming. You've just heard Judy Gardenswartz, from Denver. 15 years old. How about that? Judy, where do you get all that enthusiasm and that energy and that personality of yours?

GARDENSWARTZ: Well I kind of feel the music.

HEIDT: Right in your heart

GARDENSWARTZ: I feel that music right my in heart.

HEIDT: Well, that's the sign of a good artist because that's what they all do when they really get there on the top. And you did a beautiful job there this evening. You're from Denver is that correct?

GARDENSWARTZ: Thank you. That's right.

HEIDT: Ahun, and is this one of your first visits here in Cheyenne or have you been here before?

GARDENSWARTZ: No, I was here for the Frenchen days.

HEIDT: Oh, you were.

GARDENSWARTZ: Yes. (LAUGHING)

HEIDT: Those are big days up here aren't they?

GARDENSWARTZ: Oh, great.

HEIDT: Well that was very very fine. Folks, let's give her a nice hand. She is a wonderful person and has fine talent.

(APPLAUSE)

HEIDT: Folks, it's THE AMERICAN WAY broadcasting from Cheyenne, Wyoming, made possible by Lucky Strike, so make every day your Lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard a very fine contestant Judy Gardenswartz from Denver, Colorado, as the warning whistle for Round Two ... (WHISTLE)... introduces the Polkateers. Four fine young gentlemen whom six thousand people of Scottsbluff, Nebraska, voted as the outstanding talent of their territory. They play base, accordian, trumpet, and Dulcimer. Did I say that correctly? (Sort of like a Zither).

KOPFEL: Dulcimer.

HEIDT: Dulcimer. Its a kind of thing that Fellows, with the ringing of the bell...(BELL)... Lucky Strike wishes you good luck in your national radio debut. Here we go.

MUSIC: "DUTCH HOP POLKA"

(APPLAUSE)

HEIDT: How about that, folks? The youth of America on parade. The Polkateers from Scottsbluff, Nebraska. Now what was your name again?

KOLPFEL: Ted Kolpfel.

HEIDT: Ted, you're kind of the leader of the gang, aren't you?

KOLPFEL: Yes, I am.

HEIDT: You play the base. You know that's just marvelous music. Very ... it kind of just gets into your system, doesn't it?

KOLPFEL: Yes, it does, I guess in a way.

HEIDT: How long have you been playing it?

KOLPFEL: We've been playing it about 6 years but the original group right now is about 2-1/2 years.

HEIDT: Oh, I see. And what type of music is that that you say it's really?

KOLPFEL: This is really folk music; polka music, but right now the original name is called Dutch Hop.

HEIDT: Dutch Hop.

KOLPFEL: Yes.

HEIDT: Are you all Dutchmen?

KOLPFEL: Yes, we are the American Dutchmen.

HEIDT: The American Dutchmen. Are there many Dutchmen up there in Scottsbluff?

KOLPFEL: I'd say there are quite a few.

HEIDT: Oh, a lot of Dutchmen. And there were about 6,000 in the show. That was a real thrill?

KOLPFEL: Oh, I'd say about half and half.

HEIDT: You bet. Well we loved it up there. Those people are certainly really fine and you did a swell job here yourselves and I know a great credit down there to Scottsbluff, Nebraska. Let's give them a fine hand, folks, shall we?

(APPLAUSE)

THE AMERICAN WAY
OCTOBER 22, 1953

HEIDT: It's THE AMERICAN WAY broadcasting from Cheyenne, Wyoming, made possible by Lucky Strike. Make every day your Lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Folks, you've just heard two fine contestants, Judy Gardenswartz from Denver, Colorado, and The Polkateers from Scottsbluff, Nebraska, as the warning whistle for Round Three...(WHISTLE)... introduces another very fine potential star, eighteen year old Tamara Timnick, who was born in White Russia, but who came to America some years ago, unfortunately, after her father had been captured by the communists. We found Tamara in Norfolk, Nebraska, last week. She speaks and sings in five different languages, is very attractive, and sings a song which expresses her hopes in America for the future, "SOME DAY MY PRINCE WILL COME". So, Tamara, with the ringing of the bell...(BELL) ... Lucky Strike wishes you good luck in your national radio debut.

MUSIC: "SOME DAY MY PRINCE WILL COME"

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY ladies and gentlemen presenting an opportunity to Tamara Timnick whom we found in Norfolk, Nebraska, but who was born in White Russia.

TIMNICK: That's right.

HEIDT: Tell me, how long have you been over here in America?

TIMNICK: It was 5 years in December.

HEIDT: 5 years in December. Have you always lived down around Norfolk?

TIMNICK: Most of the time, yes.

HEIDT: Where do you live?

TIMNICK: Right in Klamuth, Nebraska.

HEIDT: That's right about 15 miles isn't it?

TIMNICK: About 35 miles.

HEIDT: 35 miles. Oh, that's kind ofa bum guess there. Tell me how do you like it here in America?

TIMNICK: Well, I think it's the hopes and dreams of anyone to come and live in this wonderful United States.

HEIDT: It's very fine to hear you say that. And I'm sure that with your beautiful voice and your beautiful hair, your lovely eyes...

TIMNICK: Thank you.

HEIDT: That someday your prince will come. And remember he will be smoking a Lucky Strike, never forget that. Give her a nice hand, folks.

(APPLAUSE)

COMMERCIAL NO. 1

COMMERCIAL NO. 1

HEIDT: Friends, you might wonder why we say make every day your Lucky day -- insist upon Lucky Strike, the cigarette of superior quality. Here's Don Mc Ilvaine to tell you why.

DON: Thank you, Horace. Friends, how do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, just remember this. Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Now, freshness is especially important -- and you'll be glad to know that every pack of Lucky Strike is extra tightly sealed to bring you Luckies' better taste in all its natural freshness. Light up a Lucky and see for yourself how much fresher, how much better it does taste. Luckies just have to taste better. In the first place they're made with fine tobacco -- fine, naturally mild, good-tasting tobacco. Lucky Strike means fine tobacco. Secondly, Luckies are made better -- made round and firm and fully packed to draw freely and smoke evenly. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy -- Go Lucky. Get better taste and get it fresh with Lucky Strike.

BAND: BE HAPPY - GO LUCKY (FANFARE)

HEIDT: Friends, that certainly is good advice. Be right with Lucky Strike.
But, now on with The American Way broadcasting from Cheyenne, Wyoming. You've already heard three fine contestants, all after the crown now worn by Willa Knight. There's two more to come as the warning whistle for Round Four ... (WHISTLE)...introduces Phil Carlson, the winner of our talent search before four thousand people in Hastings, Nebraska, last Tuesday evening. Phil is twenty-three years old, attends Hastings College, and hopes some day to carve a niche for himself in the Hall of Musical Fame.
So Phil, with the ringing of the bell...(BELL)... Lucky Strike hopes that in some small way they are going to make your dreams come true. Here we are.

MUSIC: "DESERT SONG"

(APPLAUSE)

HEIDT: It's the youth of America passing in review. We've just heard Phil Carlson from Hastings, Nebraska. Phil, that was just gorgeous; beautiful.

CARLSON: Thank you.

HEIDT: And how old are you?

CARLSON: 24.

HEIDT: 24. And you're attending Hastings College, why?

CARLSON: Well, I have two majors. My first major is in music and my second is in business administration.

HEIDT: Couldn't be better. So then you can collect the money after you sing.

CARLSON: That's right.

HEIDT: You couldn't beat it. Business administration and singing. It's perfect. And how long have you attended?

CARLSON: Two years. I spent two years in the Army and I'm just starting in on my last two years.

HEIDT: Oh, I see. Well Phil, you just about have everything. You're splendid looking and you have a wonderful crop of hair and you have a tuxedo that I know is paid for, and you have a beautiful voice so you should really go far. Give him a nice hand folks. He's all right.

(APPLAUSE)

HEIDT: Now, here's the warning whistle for Round Five... (WHISTLE) .. which introduces our four time champ, Willa Knight, from Danville, Illinois, who this evening goes all out in defense of her crown and if successful, goes into the Grand Finals next December. Willa was formerly employed by a truck manufacturing concern in Danville, Illinois, is a very deserving person, and judging from past performances, has the possibilities and perhaps someday of becoming one of America's outstanding new stars. So, Willa, with the ringing of the bell... (BELL) ... Lucky Strike wishes you good luck as you defend your crown, singing "SOME OF THESE DAYS".

MUSIC: "SOME OF THESE DAYS".

(APPLAUSE)

HEIDT: THE AMERICAN WAY, ladies and gentlemen. Willa Knight. Well, Willa, you certainly went all out this evening. Now you have quite a little story behind you. We heard you were in Danville about 5 or 6 months ago and you were working for that truck concern.

KNIGHT: That's right, Mr. Heidt.

HEIDT: Were you driving or lifting?

KNIGHT: I was buying parts so that the drivers could lift.

HEIDT: And then we went to Korea. We promised you your chance when we came back and you waited patiently. And then the first show you couldn't get an airplane up there so we had a lot of trouble on that! But finally you got on and you won. And you're a lovely girl. You're a splendid person and you did very nicely here this evening and have everything it takes to perhaps become another Sophie Tucker. (AUDIENCE LAUGHS) I always want you on my side. Willa, now if you'll step here a moment and now we are ready to pass in review to see who shall win $500.00 first prize, and qualify for the grand finals next December for $5,000.00.

(APPLAUSE)

REPRISE

HEIDT: CONTESTANT NO. 1.....FROM DENVER, COLORADO
JUDY GARDENSWARTZ

(APPLAUSE)

HEIDT: Very, very nice. Judy Gardenswartz.

CONTESTANT NO. 2....FROM SCOTTSBLUFF, NEBRASKA
THE POLKATEERS

(APPLAUSE)

HEIDT: Thank you very much fellows, fine work.

CONTESTANT NO. 3....FROM NORFOLK, NEBRASKA
TAMARA TIMNICK

(APPLAUSE)

HEIDT: Tamara Timnick. A very lovely girl.

CONTESTANT NO. 4....FROM HASTINGS, NEBRASKA
PHIL CARLSON

(APPLAUSE)

HEIDT: Phil Carlson from Hastings. Nice work, Phil.

CONTESTANT NO. 5....FROM DANVILLE, ILLINOIS
THE DEFENDING CHAMP ....

WILLA KNIGHT.

(APPLAUSE)

HEIDT: Well ladies and gentlemen, it's going to be very, very close. So stand by for the judge's decision in just a few moments. But first, let's meet America's most beautiful professional golfer. Here she is, Miss Alice Bauer.

BAUER: You know something. I like to play golf. I've played golf for so many years. I've played amateur golf at first and now I'm playing professional golf. And I do like professional golf much better. It, I don't know, has more competition in it and you really have to play a much better game of golf. I guess that's all a matter of taste, though, and after a hard day out on the golf course and really hard competition, I like to come in and sit down and relax and light up a Lucky. I guess that's a matter of taste too, but to me Luckies taste better.

(APPLAUSE)

COMMERCIAL NO. 2

DON: Thanks, Alice Bauer. Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better -- Cleaner, Fresher, Smoother. First, because Lucky Strike means fine tobacco. And second, because Luckies are made to taste better. So, Be Happy -- Go Lucky. Ask for a carton of Lucky Strike!

BAND: BE HAPPY - GO LUCKY - (SHORT CLOSE)

HEIDT: Right you are. And now we have a Lucky Strike extra. Meet some prominent citizens here of Cheyenne, Wyoming. First a very fine gentleman stepping up here by the name of John Boucher. John, would you mind telling us what you do in the Cosmopolitan Club under whose auspices we are appearing this evening?

BOUCHER: I'm Governor of the Western Federation of the Cosmopolitan Clubs.

HEIDT: Well, tell us about the Cosmopolitan Club and what does it compose of?

BOUCHER: Strictly of prominent businessmen.

HEIDT: That are organized to do civic things that helps the city?

BOUCHER: Nothing but civic things.

HEIDT: I see. And you, take for example here, this evening. What will happen with the money that you make here in Cheyenne?

BOUCHER: Well, Horace, on every project that we undertake and the money we make is turned over to Civic organizations.

HEIDT: Well, that's fine. It's a very worthwhile cause and we wanted everybody to hear about it. And in this crowd we have about 4,000. And who do we thank for getting the high school here for the first time that we've been able to appear in Cheyenne?

BOUCHER: Cheyenne Cosmopolitan Club.

HEIDT: Cheyenne Cosmopolitan Club. Good for you. Folks, let's give John a wonderful hand. His club is doing fine work and is very, very deserving.

(APPLAUSE)

HEIDT: And now folks, as our judge, we are very happy and very proud to introduce Cheyenne's number one citizen, your mayor Bob Sheperds.
(APPLAUSE)

JUDGE: Horace, this is your first appearance in Cheyenne, and judging by the enthusiastic turnout you should be assured that our folks are one hundred per cent behind your American Way program. Raising money for the Cosmopolitan Club and their charitable causes, and at the same time helping the youth of our city, is something which should make you and your sponsor, Lucky Strike, very proud.
Here on this card is my reading of the Electric Applause meter.

HEIDT: Ladies and gentlemen, the new champ here this evening, the person that goes into the Grand finals for $5000 and wins $500 tonight, Willa Knight. Willa Knight, the champ.

(APPLAUSE)

HEIDT: Willa Knight. Well, I sincerely feel ladies and gentlemen that here's a young lady that has launched .., that's launched ... that's a good word. That's launched on a new career that's going to be a great star in our country. Willa, there's nobody that could be happier than we are because you are so deserving and you're a wonderful person.

KNIGHT: There's nobody that could be any happier than I am I assure you.

HEIDT: I know. You've lost 5 pounds since last week worrying about this whole thing. But now when can you drive a truck in our organization? That helps out, you know.

KNIGHT: Mr. Heidt, I'm never free to drive any of your trucks until you'll let me buy the parts.

HEIDT: And that we will never do. We must watch the expenses around here. Folks, give her a nice hand, will you please?

(APPLAUSE)

HEIDT: Now, ladies and gentlemen, we have another winner this evening that certainly does deserve special commendations. I'm going to introduce one of the foremost Disc jockey's of America, Carl Vincent. Carl, tell us what you have here this evening?

VINCENT: Horace, thank you a lot. I have here a solid gold replica of the recording that Johnny Standley made (it's in the book) and on behalf of the jockeys throughout the country a national pole two to one and the figures of sale are better than two million records. It's my happy pleasure to present this gold record to Johnny Standley.

HEIDT: Well, isn't that marvelous. Give him a nice hand folks. Johnny, that's a great honor.
(APPLAUSE)

STANDLEY: Thank you very much, Horace, I really don't know what to say. I can really only say that when we got the record for one million, it was my father's birthday and I remembered that we gave that record to my father. And tonight I very sincerely and very humbly accept this and I would like very much to give this to my mother who just recently suffered a stroke but I am very happy to say is now doing very, very well. So this is for Mom.

HEIDT: Very, very nice, John. Thank you very very much.

CLOSING

HEIDT: Now, Don McIlvaine.

DON: Ladies and gentlemen, for the next two weeks, Horace will appear in person with Johnny (It's In The Book) Standley, Ralph Sigwald, Dick Kerr, Conley Graves, along with a cast of fifty people including some of the most beautiful young girls in the world, in their two and one-half hour American Way variety show in Las Vegas, Nevada, at the beautiful Sahara Hotel. Be sure to drop in and say "Hello".

HEIDT: Thank you, Don.
Folks, The American Way is made possible by Lucky Strike, so whether you smoke or not, buy your carton of Luckies tomorrow, for it's a sign of a thoughtful hostess to have Lucky Strike in your home -- Till we meet again, this is Horace Heidt reminding you "Tis Better to Build Boys Than to Mend Men", saying Good-night to Mother, and wishing you Good Luck, Good Health, and May God Bless You All. Good-night, everybody.

(APPLAUSE)

THE AMERICAN WAY -E-
OCTOBER 22, 1953

DON: This is Don Mc Ilvaine reminding you to tune in Sunday to The Jack Benny Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike.

This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

BAND: "BE HAPPY -- GO LUCKY" (FADE OUT)

DON: THIS IS THE C.B.S. RADIO NETWORK

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE October 29, 1953 Broadcast #44 **Network:** CBS **Broadcast:** 10:00-10:30 PM EST
Colorado Springs, Colo. **Repeat:** (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"IMPROMTU"	DORIS KONIG
SPOT NO. 2	"P.S. I LOVE YOU"	JEAN MOORE
SPOT NO. 3	"I'M YOURS"	ELMER PLENGER

COMMERCIAL NO. 1

SPOT NO. 4	"BOTCH-A-ME"	JUDY GARDENSWARTZ
SPOT NO. 5	"VI-YA-CON-DIOS"	BOB MANN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	POMINENT CITIZENS
SPOT NO. 8	WINNER	BOB MANN

RA-926A

ATX01 0023900

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

OCTOBER 29, 1953

COLORADO SPRINGS, COLO.

10:00-10:30 PM EST THURSDAY

OPENING

BAND: "BE HAPPY -- GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: THE AMERICAN TOBACCO COMPANY presents transcribed, "THE AMERICAN WAY" -- starring Horace Heidt for LUCKY STRIKE!

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better -- cleaner, fresher, moother. So, for the better taste that means more smoking enjoyment -- Be Happy Go Lucky! Ask for a carton of Lucky Strike!

And now, before a capacity crowd in Colorado Springs Colorado, here's your host tonight, Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY -- GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Friends, you might wonder why we say make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Well, here's Don Mc Ilvaine to tell you why.

DON: Thanks Horace. You know, friends, there are three words that pretty well sum up why so many millions of smokers prefer Lucky Strike. And those three words are, "Luckies Taste Better". "Taste" - that's the key to real smoking enjoyment. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner fresher, smoother. Luckies come by their better taste in two ways. First, from fine tobacco -- and that's right where you'd expect better taste to start. LS/MFT, Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself that they're round, firm, fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember: smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy -- Go Lucky. Get better taste. Next time ask for a carton of Lucky Strike!

"BE HAPPY -- GO LUCKY"-- THEME (SHORT CLOSE)

HEIDT: Thank you very much ladies and gentlemen we're visiting beautiful Colorado Springs, and it's the first broadcast of our fifth and last quarter. Willa Knight of Danville, Illinois, was the first winner of our fourth quarter last week. And the person who wins tonight also has the chance to enter the grand finals next December, just like Willa Knight. So as to start this quarter with the finest talent and give everyone an equal opportunity, we're presenting a second chance to some of the most talented people found during our tour just completed, right along with some brand newcomers, so the warning whistle for round one ... (WHISTLE) introduces Doris Konig, a very attractive fifteen year old girl, whom we found at our talent search in Greeley, Colorado, a few weeks ago. Doris plays the piano remarkably well for a fifteen year old, is the type of young person we're all so happy to help. So, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you, Doris Konig, good luck in your national radio debut.

MUSIC: ("IMPROMTU")

(APPLAUSE)

HEIDT: Folks it's the youth of America passing in review from Colorado Springs, Colo, and you've just heard Doris Konig make her bid for the Championship. Doris, that was beautiful work. And only 15 years of age.

KONIG: Thank you.

HEIDT: Just imagine! And where are you from?

KONIG: From Grover.

HEIDT: From Grover, but we found you in Greely. How far is Grover from Greeley?

KONIG: About 50 miles.

HEIDT: And how many years have you been playing the piano?

KONIG: About 5 or 6.

HEIDT: And how many hours a day do you practice? (LAUGHINGLY)

KONIG: 4 1/2

HEIDT: Do you ever go out?

KONIG: No, I practice.

HEIDT: I bet! A very attractive beautiful girl like you practicing all the time. You know you're a great credit to the youth of our country and we are very very proud to have had you on the show. You have a splendid chance to win and you've given incentive to many many other young people so folks give her a nice hand. She is a lovely person.

(APPLAUSE)

HEIDT: Folks it's THE AMERICAN WAY broadcasting from the beautiful vacation of Colorado Springs, made possible by Lucky Strike, so make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard Doris Konig from Greeley, Colorado as the warning whistle for round two ... (WHISTLE).. introduces from Chadron, Nebraska, a very attractive young lady. It's 16 year old Jean Moore who is now attending the Womens College in Chadron. Besides having a lovely soft singing style, Jean, with her dazzling beauty makes one kind of dizzy, and we predict win or lose, that Jean Moore will some day be a great star. So, Jean, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you sing "P.S. I LOVE YOU".

(MUSIC: ("P.S. I LOVE YOU")
(APPLAUSE)

HEIDT: Folks the youth of America passing in review and you've just heard Jean Moore from Chadron, Nebraska. A gorgeous very, very attractive girl. Jean, that was beautiful.

MOORE: Thank you.

HEIDT: (LAUGHINGLY) How did you say that again?

MOORE: Thank you.

HEIDT: Oh, fine. You speak so lovely. Tell me, you're attending the Womens College up in Chadron, is that right?

MOORE: Yes, that's right.

HEIDT: And what are you studying to be up there?

MOORE: Well, I'd like to be a secretary but I'd rather be with you.

HEIDT: (LAUGHINGLY) Oh, wow! But you're studying to be a secretary?

MOORE: Yes.

HEIDT: What type of secretary? Just shorthand and typing?

MOORE: Yes.

HEIDT: Oh, my that's wonderful. Very interesting. Folks she is a very charming beautiful girl. She is very sweet and very humble and we're very proud to have her on our program. The people up there in Chadron are really marvelous. We'll never forget the crowd we had and the wonderful reception and you be sure to remember us to them will you, Jean?

MOORE: I will.

HEIDT: Folks give this young lady a nice hand will you please?

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY broadcasting from Colorado Springs, made possible by Lucky Strike, make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard two fine contestants, Doris Konig from Greeley, Colorado, and Jean Moore from Chadron, Nebraska, as the warning whistle for round three ... (WHISTLE) ... introduces Elmer Plenger, Junior, whom we discovered in Powell, Wyoming, and is now attending Denver University. Elmer is receiving a second opportunity on our first broadcast of the fifth and last quarter as Elmer is definitely one of the outstanding prospects we've discovered during our recent tour. So, Elmer, with the ringing of the bell ... (BELL)... Lucky Strike wishes you good luck as opportunity knocks twice.

MUSIC: ("I'M YOURS")

(APPLAUSE)

HEIDT: Folks it's the **youth** of America passing in review. You've just hear Elmer Plenger, Jr., from Powell Wyoming. Elmer, again beautiful work for you.

PLENGER: Thank you, Sir.

HEIDT: Last time we saw you, you were attending the University of Wyoming. Now you're going to Denver University, is that right?

PLENGER: That's right.

HEIDT: Why the switch, what happened?

PLENGER: Well I decided there would be a little more chance to do things in Denver than Wyoming and ...

HEIDT: You mean from the standpoint of ... you better qualify that!

PLENGER: Well I mean as far as musical.

HEIDT: Musical work, of course, ahuh. I know you're handsome and I know the girls like you very much Elmer, but you're going to the University because it's regarded as a very very fine musical school, is that right?

PLENGER: That's right Sir, it's one of the best.

HEIDT: Ahuh. And then what do you hope to do in the years to come?

PLENGER: Well I guess as every inspiring young singer wishes, I'd like to become a real good singer but I'm taking Music Education in case it doesn't pan out in the strive.

HEIDT: In other words ... He's looking at the very practical side of everything. Well, that's a good way to do it. Well that's fine. Elmer, you did a swell job. Folks don't you think he's a fine boy?

(APPLAUSE)

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike.

But now, on with THE AMERICAN WAY broadcasting from Colorado Springs, Colorado. You've already heard three very fine contestants. There's two more to come as the warning whistle for round four ... (WHISTLE) ... allows opportunity to knock twice for fifteen year old Judy Gardenswartz from Denver, Colorado. Judy made a tremendous hit last week, as she possesses all the energy and vivaciousness needed to some day make her a great star. She's almost there right now. So, Judy, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you sing"BOTCH-A-ME".

MUSIC: ("BOTCH-A-ME")

(APPLAUSE)

HEIDT: Oh boy! Very good. The youth of America passing in review. Judy Gardenswartz from Denver, Colorado. And Judy you certainly went after that, that time. I never saw anybody so natural and so full of pep and just raring to go.

JUDY: Thank you.

HEIDT: You must be full of vitamin A, B, C, D, E and F.

JUDY: And Z.

HEIDT: And Z. Oh, that's it, Z. And I know ... first I want to ask you, you've never had lesson have you?

JUDY: No, I haven't Mr. Heidt.

HEIDT: That's remarkable you just started screaming and that was it.

JUDY: That was it. (LAUGHING)

HEIDT: And I know that you're interest in your work.

JUDY: Yes, I am very much.

HEIDT: Because you gave up a date last week to appear on the show.

JUDY: Yes, I did.

HEIDT: Will he speak to you now?

JUDY: Well, I was scared to go up and speak to him.

HEIDT: Well how about this evening? Everything clear sailing?

JUDY: Oh, fine.

HEIDT: Good. And what do you hope to do in the future?

JUDY: Well I hope to make singing my career.

HEIDT: Good for you. And we hope that in some small way we have helped tonight. You're a wonderful person. Folks give her a nice hand will you please, she is a lovely girl. Fifteen years old.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY sponsored by Lucky Strike. Here's the warning whistle for round five ... (WHISTLE) ... and intrducing from Billings, Montana, twenty-three year old Bob Mann, who is also receiving his second opportunity, as Bob Mann was also one of the outstanding prospects to appear during our last quarter. Bob stands about five feet eleven inches, weighs in at one hundred eighty, and with the ringing of the bell ... (BELL) ... Bob, Lucky Strike wishes you good luck as opportunity knocks twice.

MUSIC: "VI-YA-CON-DIOS"
(APPLAUSE)

HEIDT: The youth of America passing on review. And you've just heard Bob Mann from Billings, Montana. Bob, beautiful work.

MANN: Thank you.

HEIDT: And you're the second fine singer that we've had come out of Billings, Montana.

MANN: Thank you.

HEIDT: Mark Durbin who goes into the grand finals and of course Bob Mann. Bob, you're quite an unusual person. If I remember back correctly when we were up in Billings, you tried out in Bosemann.

MANN: That's right.

HEIDT: Because you didn't want to try out where there might be people that would influence the vote

HEIDT: (CONT'D) In other words you wanted it outside of your home town. Or maybe you did it because you didn't want someone to throw something, I don't know,(LAUGHING) But you're a very very fine boy Bob, and it seems to me that you have everything it takes to become a fine star. You've never had a lesson either, have you?

MANN: No, I haven't.

HEIDT: Well that's remarkable. Bob that's fine. Now if you'll just step over there on the side, we are going to pass in review to see who shall win the $150 first prize, and carry over till next week with the possibility of entering the quarter finals for $500 and the grand finals for $5,000 next December the 24th.

REPRISE:

CONTESTANT NO. 1 . . . . . FROM GREELEY, COLORADO
DORIS KONIG

(APPLAUSE)

HEIDT: Doris Konig. Very nice work Doris.

CONTESTANT NO. 2 . . . . . FROM CHADRON, NEBRASKA
JEAN MOORE

(APPLAUSE)

HEIDT: Very nice work. One of the most beautiful girls we've had on our show. Jean Moore.

CONTESTANT NO. 3 . . . . . FROM POWELL, WYOMING
ELMER PLENGER JR.

(APPLAUSE)

HEIDT: Elmer Plenger Jr. Very nice work, Elmer.

CONTESTANT NO. 4 . . . . . FROM DENVER, COLORADO
JUDY GARDENSWARTZ

(APPLAUSE)

HEIDT: There's a girl that's really going places. She doesn't give up.

CONTESTANT NO. 5 . . . . . FROM BILLINGS, MONTANA
BOB MANN

(APPLAUSE)

HEIDT: There you are ladies and gentlemen. It's going to be a very close decision, so stand by. We'll have the Judge's decision in just a moment, but first here's Don Mc Ilvaine with some important words for Lucky Strike.

DON: Thanks Horace. Friends, have you smoked a fresh cigarette lately? You have, if you've smoked a Lucky -- because The American Tobacco Company, the makers of Lucky Strike know how vitally important freshness is to the taste of a cigarette. That's why every day in the manufacturing plants where Luckies are made hundreds of packs of Luckies are carefully tested for the tightness of their cellophane seal -- so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. There are two things that account for this better taste. First -- fine tobacco -- fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better -- made round, firm, fully-packed to draw freely and smoke evenly. So for a better-tasting, fresher tasting cigarette, light up a Lucky. You'll agree smoking enjoyment is all a matter of taste and the fact of the matter is Luckies taste better. Be Happy -- Go Lucky -- with a carton of Lucky Strikes.

BAND: BE HAPPY -- GO LUCKY THEME (SHORT CLOSE)

HEIDT: Now Ladies and gentlemen we have a Lucky Strike extra. I want you to meet some of the prominent people from Colorado Springs. And the first person is going to be Henry Willie. Henry, would you mind telling us what your position is at Colorado Springs?

WILLIE: Horace, I'm President of the Chamber of Commerce of Colorado Springs, Colo., the vacation spot of the world.

(APPLAUSE)

HEIDT: The vacation spt of the world. Everybody certainly agrees with that one. What proof have you got that this is the vacation spot of the world?

WILLIE: Mr. Heidt, if you would drop down to the office we have statistics to prove that the people that live in Colorado Springs are the healthiest people in the world.

(APPLAUSE)

HEIDT: Henry, I'm sure that after this broadcast you're going to get a raise.

WILLIE: I can use it.

HEIDT: And now really tell us, what is Colorado Springs famous for?

WILLIE: Warm sun-shiney days, the clean atmosphere, Pikes Peak, the Garden of the Gods; in fact this is the Garden of the Gods.

HEIDT: Very, very nice. Give him a nice hand folks, there is a great President of the Chamber of Commerce.

(APPLAUSE)

HEIDT: And now as our Judge this evening we are very happy and honored to introduce one of Colorado Springs most outstanding citizens, the President of the Lions Club, under whose auspices we are appearing this evening, Reel Davis.
(APPLAUSE)

DAVIS: Horace, this is your third visit to Colorado Springs under the auspices of the Lions Club whom as you know use the funds from these shows for youth activity work in Colorado Springs. We feel to help build the young people of today and to find citizens of tomorrow, is the most important work we can do. You and your sponsor Lucky Strike, are to be congratulated on the fine work The American WAY is doing. Here on this card is my reading of the electric applause meter.

HEIDT: And thank you very very much. And ladies and gentlemen the winner here this evening there's no question or doubt about it, from Billings, Montana, Bob Mann. Come out here Bob!Bob Mann is the winner. Well, Bob is the type of a backward humble type of person. Bob that was a great victory tonight.

MANN: Thank you.

HEIDT: And I can just hear everybody up there in Billings going to town. All the good Shriners up there. I bet they're cheering for you.

MANN: I sure hope so.

HEIDT: (LAUGHINGLY) I know they will. Now Bob, we'll see you again next week. You have a good chance now to go through and go into the grand finals and you'll have everybody behind you. Let's give him a nice hand folks, he is swell.

(APPLAUSE)

HEIDT: Folks, THE AMERICAN WAY is made possible by Lucky Strike, so whether you smoke or not, buy a carton of Luckies tomorrow, for it's a sign of a thoughtful hostess to have Lucky Strike in your home -- till we meet again, this is Horace Heidt reminding you "'Tis Better To Build Boys Than To Mend Men", saying good-night to Mother, and wishing you good luck, good health, and may God bless you all. Good-night everybody.
(APPLAUSE)

BAND: BE HAPPY -- GO LUCKY FANFARE INTO

DON: Ladies and gentlemen, here is an important announcement. Carelessness is the greatest single cause of Forest Fires. Fires that every year destroy enough timber to build 86,000 homes. Most of these fires started because somebody was careless with a lighted match, a campfire, a burning cigarette. Be on guard constantly against fire. Don't give fire a place to start.

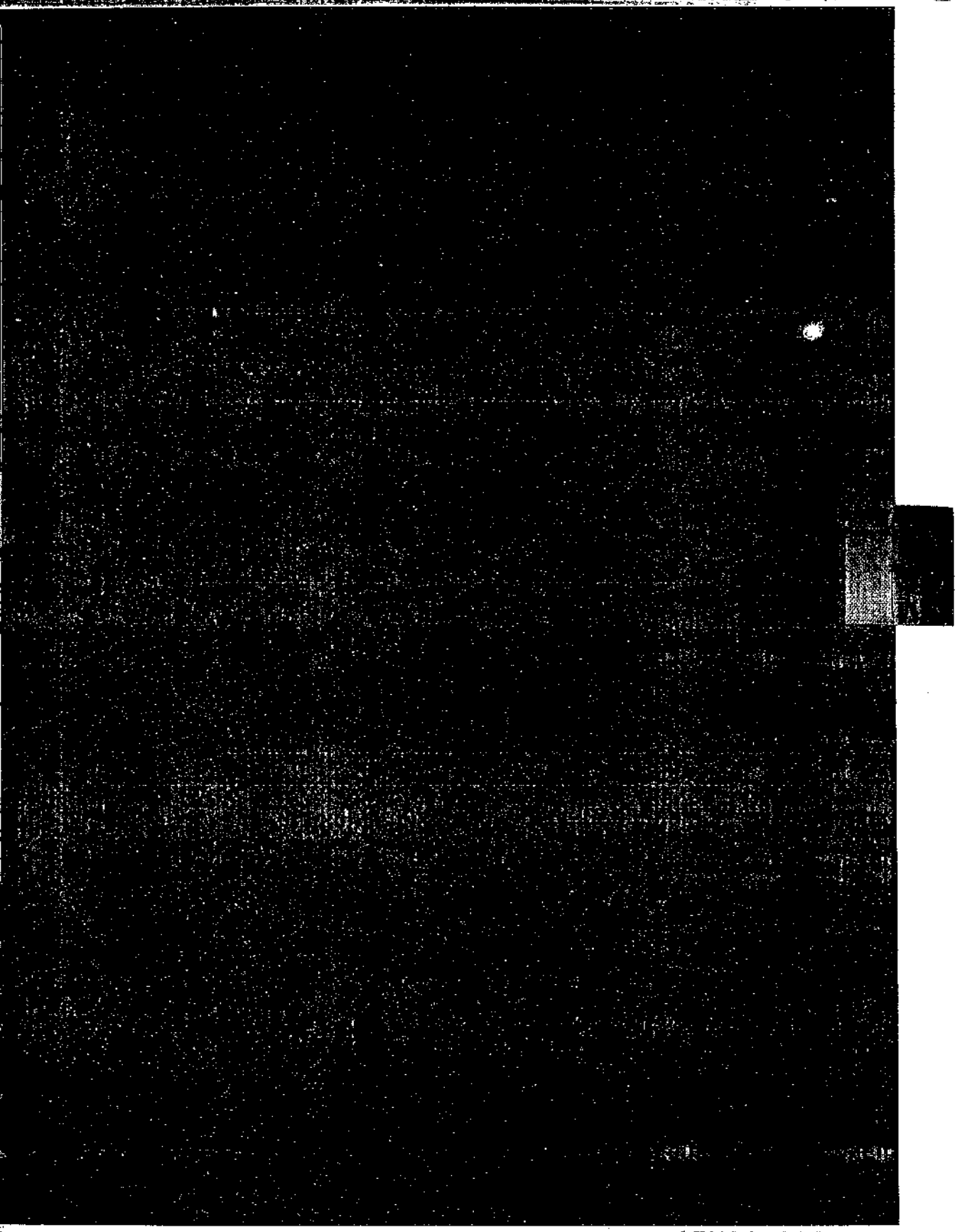
Now this is Don Mc Ilvaine reminding you to be sure to hear America's favorite comedy show "THE JACK BENNY PROGRAM" every Sunday over this same station. Consult your newspaper for the time. That's The Jack Benny Program presented by Lucky Strike.

DON: This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

(APPLAUSE)

BAND: "BE HAPPY -- GO LUCKY" (FADE OUT)

THIS IS THE CBS RADIO NETWORK.



THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 5, 1953
Las Vegas, Nevada

Network: CBS
Broadcast #45

Broadcast: 10:00-10:30 PM EST
Repeat: (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"TANTALIZING"	EDWARD EURICH
SPOT NO. 2	"COMMON FOLK"	FRANCES JOHNSON
SPOT NO. 3	"EUFEMIA"	TRIO TIPIGUENO

COMMERCIAL NO. 1

SPOT NO. 4	"DEBUSES PRELUDE"	MURIEL WRIGHT
SPOT NO. 5	"I'M WALKING BEHIND YOU"	BOB MANN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	INTERVIEWS	PROMINENT CITIZENS
SPOT NO. 8	WINNER	FRANCES JOHNSON

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THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

NOVEMBER 5, 1953

10:00-10:30 PM EST LAS VEGAS, NEVADA THURSDAY

OPENING

BAND: "BE HAPPY -- GO LUCKY" - FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS MC ILVAINE SAYS)

DON: The American Tobacco Company presents transcribed, "THE AMERICAN WAY" ..... starring Horace Heidt for Lucky Strike!

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better-cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment -- Be Happy -- Go Lucky! Ask for a carton of Lucky Strike!

Now broadcasting from Nellis Air Force Base in Las Vegas, Nevada, here's your host tonight Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY -- GO LUCKY THEME (SHORT CLOSE)

HEIDT: Yes, tonight, we're entertaining members of the United States Air Force at Nellis Field in Las Vegas, and some outstanding talent found during our travels of the past week will force our new champ, Bob Mann, from Billings, Montana to do his very best if he is to retain his championship crown. Here's Bob Mann, the man that everybody is shooting at . . . (BOB SINGS) Yes sir, that's Bob Mann he has wonderful possibilities for the future, as the warning whistle for round one . . .. (WHISTLE) . . . . introduces Edward Eurich, the winner of our talent search in Colorado Springs before four thousand people last week. Edward is twenty-three years of age, stands about five foot six inches, weighs in at one hundred sixty five, and plays one of the finest accordians we've heard in some time. So, Edward, here's the bell . . .. (BELL) . . . and Lucky Strike wishes you good luck as you play "TANTALIZING".

MUSIC: ("TANTALIZING")

(APPLAUSE)

HEIDT: It's the youth of America passing in review from Nellis Air Force Base in Las Vegas, Nevada, and you've just heard Edward Eurich from Colorado Springs. Edward look at that beautiful smile. Yes, sir you've got a wonderful ovation there Edward. And you deserve it you play a wonder accordian.

EURICH: Thank you.

HEIDT: Where are you from?

EURICH: Colorado Springs, Colo.

HEIDT: Colorado Springs, Colo. What kind of work are you doing up there?

EURICH: I'm in the optical business.

HEIDT: Optical business.

EURICH: That's right.

HEIDT: What do you do grind them out or ...

EURICH: That's right, we grind lenses. (LAUGHING)

HEIDT: And how come the optical buiness.

EURICH: Well I think it will help me with my music.

HEIDT: You can read faster.

EURICH: That's right.

HEIDT: Always an angle some place. (LAUGHINGLY) And where did you live?

EURICH: In Pueblo.

HEIDT: Why did you move up to Colorado Springs?

EURICH: Well there was a girl up there. (AUDIENCE LAUGHS)

HEIDT: There was a girl up there. Well okay, swell. That's fine. Give him a nice hand fellows.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY broadcasting from Nellis Air Force Base in Las Vegas, Nevada, made possible by Lucky Strike, so make every day your lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Now you've just heard Edward Eurich from Colorado Springs as the warning whistle for round two . . . (WHISTLE) . . . introduces a very attractive young lady, Frances Johnson winner of our talent search in Pueblo, Colorado a few weeks ago. Frances is seventeen years old, attends high school in Pueblo, and she sings a song which fits her style and personality to perfection. It's called "COMMON FOLK", so Frances with the ringing of the bell . . . (BELL) . . . Lucky Strike wishes you good luck in your championship try.

MUSIC: ("COMMON FOLK")

(APPLAUSE)

HEIDT: Yes, the boys like Frances Johnson from Pueblo, Colo. Broadcasting from Nellis Air Force Base. Don't get so excited fellows. But in a way we can't blame them at all because Frances Johnson is very very attractive. How old are you Frances?

JOHNSON: 17

HEIDT: Just 17 years old. And you live in Pueblo?

JOHNSON: That's right.

HEIDT: I'm surprised that you have a cold. I heard that nobody ever catches a cold in Colorado.

JOHNSON: Well I didn't catch it in Colorado.

HEIDT: Where did you catch it? (AUDIENCE LAUGHS)

JOHNSON: Out here.

HEIDT: You mean at the Air Force Base?

JOHNSON: Well no. I haven't been here long enough.

HEIDT: She hasn't been here long enough, so everything looks all right fellows. Well Frances, you're a lovely, very very sweet person and we are glad to have had you on the show. You have a wonderful chance to win tonight. Fellows how about giving her a nice hand.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY broadcasting from Nellis Air Force Base in Las Vegas, made possible by Lucky Strike, make every day your lucky day -- insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Now you've just heard two very fine contestants, Edward Eurich from Colorado Springs, and Frances Johnson from Pueblo, Colorado as the warning whistle for round three . . . (WHISTLE) . . . introduces the TRIO TIPIGUENO, winners of our talent show before five thousand people in one of America's most historic and hospitible cities, Santa Fe, New Mexico. These boys are all around fifteen years of age, are dressed in beautiful mexican costumes, and sing a beautiful mexican song that I'm not going to try and pronounce believe me. Boys here's the bell . . .(BELL) . . . and Lucky Strike wishes you good luck.

MUSIC: ("EUFEMIA")

(APPLAUSE)

HEIDT: There you are folks the youth of America passing in review and you have just heard from Santa Fe, New Mexico the Trio Tipigueno Very very nice.

SANCHEZ: Thank you.

HEIDT: Tell me what is your name?

SANCHEZ: Ernie Sanchez.

HEIDT: And how old are you Ernie?

SANCHEZ: 18.

HEIDT: And that handsome brute over there on the end?

SANCHEZ: He's 15.

HEIDT: And how old is ...

SANCHEZ: 14.

HEIDT: .., Shorty here? 14 How long have you been together?

SANCHEZ: 2 years.

HEIDT: Well I don't know when I have seen 3 better looking fellows all in a row. And how long have you lived in Santa Fe?

SANCHEZ: Oh, about 9 years.

HEIDT: And where did you get all these costumes?

SANCHEZ: In Mexico,

HEIDT: Well you look gorgeous. And when you have on that United States Air Force suit you look gorgeous too. (AUDIENCE LAUGHS) And they'll love to have you, believe me. Because you sang beautifully. Fellows give them a nice hand.

(APPLAUSE)

Wonderful talent this evening folks.

HEIDT: You might wonder why we say make every day your Lucky Day -- insist upon Lucky Strike, the cigarette of superior quality. Now, here's Don Mc Ilvaine to tell you why.

DON: Thank you Horace. Friends, you may remember that last year a survey was made in leading colleges from coast to coast. This was a survey of smokers and it showed that Luckies were the favorite cigarette in those colleges. Yes, Luckies were number one. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The number one reason given-- this year, just as last -- was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is -- Luckies taste better. They taste better because they're made of fine, naturally mild, good-tasting tobacco -- and because they're made better. That's why we're asking you to Be Happy -- Go Lucky. Get yourself a carton of Luckies the first chance you have.

BAND: BE HAPPY -- GO LUCKY (SHORT CLOSE)

HEIDT: Friends, that certainly is good advice. Be right with Lucky Strike. Now, on with THE AMERICAN WAY broadcasting from Nellis Air Force Base in Las Vegas. You've already heard three fine contestants. There's two more to come as the warning whistle for round four . . . (WHISTLE) . . . introduces Muriel Wright whom we found in Flagstaff, Arizona. Muriel plays piano, in fact is one of the most accomplished pianist's we've run across in some time So, Muriel, we are very happy to offer you this opportunity. Here's the bell . . . (BELL) . . . and I'm sure all of Arizona will be proud of your rendition of DEBUSES PRELUDE IN A MINOR.

MUSIC: ("DEBUSES PRELUDE IN A MINOR")

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY and you've just heard Muriel Wright from Flagstaff, Arizona. Muriel that's lovely work. Muriel, beautiful. It's marvelous in this day and age to hear someone play the piano as accomplished as you.

WRIGHT: Thank you.

HEIDT: And where do you live?

WRIGHT: In Prescott, Arizona.

HEIDT: In Prescott. But you came up to Flagstaff for the audition.

WRIGHT: Yes, that's right.

HEIDT: And who did you come with?

WRIGHT: Oh, I have a husband. (LAUGHINGLY)

HEIDT: She has a husband. Well that's very good. What else can I say fellows, I'm on a spot up here. Muriel what are your ambitions for the future.

WRIGHT: I'd like to teach in a college.

HEIDT: Any college?

WRIGHT: Anyone that will have me.

HEIDT: Well that's very, very good. Humility, that's what it is. You'll never get fired as long as you have that. Fellows let's give her a nice hand will you please.

(APPLAUSE)

HEIDT: Here's the warning whistle for round five . . . (WHISTLE) . . . which introduces Bob here, our present champ, Bob Mann from Billings, Montana. Bob is the second singing star to be found in this great City of Billings. Mark Durbin, who goes into the grand finals being the first. Bob has a splendid voice and certainly can go far. He won a great victory last week, is quite handsome, stands about five feet eleven, and weighs in at one hundred eighty five pounds, and defends his crown singing "I'M WALKING BEHIND YOU". So, Bob, with the ringing of the bell . . . (BELL . . . Lucky Strike wishes you good luck. Here we go.

MUSIC: ("I'M WALKING BEHIND YOU")
(APPLAUSE)

HEIDT: Bob Mann from Billings, Montana, making his great bid for the defense of his crown. Bob, very beautiful work. You're a swell fellow Bob.

MANN: Thank you very much.

HEIDT: You have graciousness and humbleness that makes you really great and that's a sign of a fine artist. Billings ... let's see .... Billings is famous for oil.

MANN: Oil.

HEIDT: Just like a house on fire. Going. And famous for it's wonderful people I would say off-hand. It's hospitality.

MANN: You bet.

HEIDT: And some baritone singers. Well Bob you're a fine person. And now we are ready to pass in review. Just step over there for a second. We'll hear you again in a few moments. Now we're ready to see who shall win the $150.00 first prize, and carry over till next week with the possibility of entering the quarter finals for $500.00, and the grand finals for $5,000.00 next December.

REPRISE

CONTESTANT NO. 1. . . .FROM COLORADO SPRINGS
EDWARD EURICH
THE GREAT ACCORDIAN PLAYER.

(APPLAUSE)

HEIDT: Very very nice. A great start, Edward.

CONTESTANT NO. 2 . . . FROM PUEBLO, COLORADO
FRANCES JOHNSON

(APPLAUSE)

HEIDT: Frances Johnson.

CONTESTANT NO. 3 . . . FROM SANTA FE, NEW MEXICO
THE TRIO TIPIQUENO

(APPLAUSE)

HEIDT: Boys, very very nice work.

CONTESTANT NO. 4 . . . FROM FLATSTAFF, ARIZONA
MURIEL WRIGHT

(APPLAUSE)

HEIDT: Thank you very much, Muriel. Beautiful work.

CONTESTANT NO. 5 . . . FROM BILLINGS, MONTANA
THE DEFENDING CHAMP
BOB MANN

(APPLAUSE)

COMMERCIAL NO. 2

HEIDT: We're going to have the judge's decision in just a moment. But first, remember the winner of the $25,000 Tam O'Shanter Golf Tournament, Lew Worsham. Here he is to get a word in wedge-wise!

LEW WORSHAM: Hello, folks. The club that I have in my hand is a Double Service Wedge. You'll remember that I've made one of the most lucrative shots that I have ever made with this club. During the Tam O'Shanter Tournament, I used this club at the last hole. From a hundred and fifteen or twenty yards away, and made one of the Lucky shots of my whole life. Other golfers might have chosen an eight or a nine iron to play this shot. To me, the wedge has been one of my favorites. On that day, that was a Lucky choice. And when it comes to cigarettes, my choice ... Luckies ... they taste better.

DON: Lew Worsham is right. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies Taste Better. Because Lucky Strike means fine tobacco and Luckies are made better. Go -- Be Happy - Go Lucky! Ask for a carton of Lucky Strike.

BAND: BE HAPPY - GO LUCKY (SHORT CLOSE)

HEIDT: And now folks we have a Lucky Strike extra. We'd like you to meet some of these famous people right here at our very wonderful Nellis Air Force Base. And first we are going to introduce quite a famous person, this is Colonel Jones. Colonel would you ... I know you don't like to talk about yourself very much but were you the seventh or the eighth person that got a mig, over in Korea?

JONES: No, Horace, I was the thirtieth to get over five though.

HEIDT: Oh, I see. Well, you know..just tell me something about the mig. We know that that is a very fast plane. How do you get a mig? I mean do you...

JONES: Well I find the best way is to get close behind when....(AUDIENCE LAUGHS)

HEIDT: Gee, that sounds like a very very simple thing to do. You get close behind them and how in the world do you do that?

JONES: Well, you usually find them shooting at somebody else and not looking around and you slip in there. (AUDIENCE LAUGHS)

HEIDT: Well... and of course they can be doing the same thing to you too.

JONES: Well, they can. But that depends on the team work though. I mean you've got to have good waiting men. And I was fortunate, I had some of the best in the business.

HEIDT: Well, I noticed that when I was in one of these Jets over there in Korea, that you can't see behind you very well. You mean by the waiting men, somebody's looking behind for you as you are shooting at the other person?

JONES: Well that's right. He flies out to the side. And you've got a team working in coordination between both of you and if he is in position to shoot and he calls in a mig and you tell him to take him and you'll cover him. If you are in position you say I'll take this one and you cover me. And ... that's it.

(AUDIENCE LAUGHS)

HEIDT: How long do you have to have a mig in your sight?

JONES: Well, that's quite a question. It only takes less than a second if you're right on the first burst.

HEIDT: In other words if you hit him on the first burst it only takes a second?

JONES: Less than a second.

HEIDT: Less. Have you ever done it less than a second in one of these?

JONES: Well, I was close to one once, less than a second.

HEIDT: Is that right?

JONES: That's right. And he went down.

HEIDT: He went down. Well, you know you're the kind of a person that's an inspiration to everyone and I know everybody here at this school loves you. Everybody in the country admires you. We want to thank you very much. Fellows, give him a great hand, will you?

(APPLAUSE)

HEIDT: And now here's another very wonderful major from the Nellis Air Force base. He has 5-1/2 to his credit, I believe. The famous major who just a few weeks ago won the Bendix speed trophy race traveling 19 hundred miles on an average speed of 6 hundred and three miles per hour. Here he is in person. That young chap, who although only 30 years of age, and he's handsome too, has 5 1/2 migs to his credit, Major William T. Wismer, Jr.

(APPLAUSE)

MAJOR WISMER: Horace, we've very pleased to have you and your organization at Nellis Air Force Base in Las Vegas, and you know this is the home of the Tiger the Jet Fighter School. We have heard of the wonderful work of Your American Way Program among the armed forces throughout Korea, Japan, and Europe.
Here on this card is my reading of the electric applause meter.

HEIDT: Thank you very much, major. We're very proud and happy to have you on the show and the winner here this evening, the attractive beautiful young lady from Pueblo, Frances Johnson.
(APPLAUSE)
Here's the winner.
And of course Bob Mann goes into the quarter finals. And he will go back to Billings and still have another crack. Frances, you did beautiful work and say thank you to these boys.

JOHNSON: Thank you so very much.

BAND: "THE AMERICAN WAY IS A WONDERFUL WAY" (SHORT CLOSE)

CLOSING

HEIDT: There you are, you have a new champ for next week.

Friends, here's something you personally can do to help a wonderful cause. Every year, the Seventh Division in Korea, under General Trudeau, conducts what they call "OPERATION SANTA CLAUS" which consists of sending your old shoes, old clothes, anything that you might not need around the house in the clothing line, to "Operation Santa Claus". A.P.O. 7, Postmaster, San Francisco, California. At Christmas time these will be given to the children of Korea who are so desperately in need of anything to keep them warm. Just like our great President gave food in Berlin a few months ago, nothing makes a greater impression than actually helping the children and people of these countries. So wrap up a bundle of stuff and mail to "Operation Santa Claus" A. P. O. 7, Postmaster, San Francisco, California. You'll feel mighty good in your hearts when you do that. Till we meet again, this is Horace Heidt reminding you "Tis Better to Build Boys Than To Mend Men", saying Good-Night to Mother, and wishing you Good Luck, Good Health, and May God Bless You All. Good-night, everybody.

DON: Friends, here is something you can do this week to help both our Community and your Country -- give something extra when you give to this year's Community Chest Campaign. Remember -- your contribution to Community Chest will be used to aid your local health and welfare groups as well as our United Defense Fund Services. So when you give -- give <u>enough</u> to your Community Chest.

This is Don Mc Ilvaine reminding you to tune in Sunday to THE JACK BENNY RADIO PROGRAM. Consult your newspaper for time and station. That's the JACK BENNY PROGRAM presented by Lucky Strike. This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

BAND: "BE HAPPY -- GO LUCKY" FADE OUT.

THIS IS THE CBS RADIO NETWORK.

THE AMERICAN WAY

produced for [illegible]

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 12, 1953
Hollywood, California

Network: CBS #45

Broadcast: 10:00-10:30 PM EST

Repeat: (As Broadcast)

OPENING COMMERCIAL

SPOT NO. 1	"I WANNA LOVE YOU"	MELLO-TONES
SPOT NO. 2	"FISH N' CHIPS"	KEN LAMBERT
SPOT NO. 3	"SHIEK OF ARABY"	ALLEN BRENEMAN

COMMERCIAL NO. 1

SPOT NO. 4	"RED, RED ROBIN"	ART SMITH
SPOT NO. 5	"COMMON FOLK"	FRANCES JOHNSON
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	EXTRA	CONLEY GRAVES AT THE PIANO
SPOT NO. 8	WINNER	ALLEN BRENEMAN

CLOSING COMMERCIAL

RA-926A

ATX01 0023943

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

NOVEMBER 12, 1953

10:00-10:30 PM EST HOLLYWOOD, CALIFORNIA THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" ... FANFARE ... INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE
(INTO HUMMING AS DON MCILVAINE SAYS)

DON: The American Tobacco Company presents "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better, cleaner ... fresher ... smoother. So, for the better taste that means more smoking enjoyment -- Be Happy -- Go Lucky! Ask for a carton of Lucky Strike! And now broadcasting from Hollywood, California, here's your host tonight, Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANIOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Yes sir, back home again finds us broadcasting from Hollywood, California, and again presenting some outstanding talent found during our travels oi the past week. Our present champion is a very attractive, beautiful girl we found in Pueblo, Colorado. Frances Johnson, and here's Frances ... warming up ... (FRANCES SINGS) ... Frances Johnson. Yes, you just heard a lovely voice. Frances also has a world of personality and wonderful possibilities for the future - But there are four other fine contestants who have that enthusiastic spirit which will not be denied ... So, stand by for thrills and excitement, as the warning whistle for Round One ... (WHISTLE) ... introduces - from Las Vegas, Nevada - The Mello-Tones .... two sisters ... Josephine and Serena Tubiolo, 15 and 17 years of age, and Marilyn Norton, 15 years old ... They're three very attractive Las Vegas high school girls - who started their career only 6-months ago by singing for one of their high-school assemblies. They're sweet ... they're lovel ... and we're mighty proud to introduce them on our program. So Girls, Lucky Strike wishes you good luck in your championship try, singing "I Wanna Love You" ...

MUSIC: ("I WANNA LOVE YOU")
(APPLAUSE)

HEIDT: There you are folks, it's the youth of America - passing in review from Hollywood, and you've just heard The Mello-Tones, from Las Vegas, Nevada... And girls that was swell.

GIRLS: Thank you.

HEIDT: Let's see. Two of you are 15 and one is ...

SERENA: 17

HEIDT: 17 years of age. And how old are you?

NORTON: I'm 15.

HEIDT: You're one of the 15. And how did you girls happen to get together?

SERENA: Well we all like to sing and we just decided to start a trio. We all went to the same highschool and everything, and we did.

HEIDT: Las Vegas High.

SERENA: Ahuh. That's right.

HEIDT: And they haven't lost a football game yet.

SERENA: No, they won the state champion last Wednesday.

HEIDT: That's the go in there and get it. That's the spirit. They're all in tune. Now what are your plans for the future?

SERENA: Well we want to stay together and make a name for ourselves, and make Las Vegas proud of us.

HEIDT Well that's very nice. And I'm sure you will. Folks aren't they lovely? Let's give them a nice hand. APPLAUSE)

HEDIT: It's"THE AMERICAN WAY" broadcasting from Hollywood, California .. made possible by Lucky Strike. So, make every day your Lucky day ... insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard The Mello-Tones, from Las Vegas, High School Las Vegas making their championship try as the warning whistle for round two ... (WHISTLE) ... introduces Ken Lambert - a very fine chap, Born in Birmingham, England, and visiting from Canada, a boy that we met during our recent travels. Ken is very shortly receiving his naturalization papers, so is quite anxious to make good in Hollywood, and, of course, we are anxious to do everything possible to help make his ambitions come true. So, Ken, the rest is up to you, and with the ringing of the bell .. (BELL) ... Lucky Strike wishes you good luck in your national radio dubut.

MUSIC ("FISH N' CHIPS")

(APPLAUSE)

HEIDT: Ken Lambert ladies and gentlemen! This is a championship bid. Ken that was really swell work.

LAMBERT: Thanks.

HEIDT: Ken, how long since you've seen Valley, England?

LAMBERT: Well I was over about 3 years ago on a visit.

HEIDT: Ahuh, and then we meet each other up in Canada.

LAMBERT: That's right.

HEIDT: And we told you that when you came down there and if we meet each other in California we'd help you out and give you a good start.

LAMBERT: Ahuh.

HEDIT: And what do you want to do in show business?

LAMBERT: Well, I want to sort of play an instrument and I want to maybe someday get some where.

HEIDT: Well you will, because you've got everything. You have a wonderful personality, you're fine looking and I know you're going to do it. Now, just one thing. What is London famous for?

LAMBERT: Well London is famous for its black fog, you know.

HEIDT: Ahuh. And what is Los Angeles famous for?

LAMBERT: I guess its famous for its smog, is that right?

HEIDT: Not black, just smog.

LAMBERT: Just smog.

HEIDT: Yes, and what's the difference between London and Los Angeles?

LAMBERT: Well you see, with the London fog you can't see a hand in front of your face.

HEIDT: Oh.

LAMBERT: But with the Los Angeles smog, well you just can't see.

(AUDIENCE LAUGHS)

HEIDT: There he is folks off to a good start in Los Angeles. Give him a nice hand and he is a swell fellow.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY, Broadcasting from Hollywood, California ... made possible by Lucky Strike. Make every day your Lucky day ... insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard two very fine contestants. The Mello-Tones from Las Vegas, Nevada, and Ken Lambert, from Birmingham, England ... as the warning whistle for round three ... (WHISTLE) ... introduces one of the most talented youngsters we've ever run across. His name is Allen Breneman, he hails from Yankton, South Dakota, and although only 14 years of age, if this boy hasn't got the start toward being one of America's greatest drummers we certainly have missed our guess. Allen stands 4 feet 3 weighs in at 85 pounds, and with the ringing of the bell ... (BELL) ... you'll probably hear more beats and strokes in the next minute and one-half than you've ever heard before on radio. So, Allen, Good Luck, and here we go ...

MUSIC: ("SHEIK OF ARABY")
(APPLAUSE)

HEIDT: 14 years old. Allen Breneman making his debut to American radio. Allen I'm so all in I just can't stand just watching you. I've never seen ... (LAUGHS) ... what's the matter, you're nervous, huh?

BRENEMAN: Yea, I guess.

HEIDT: What have you been doing all your life up there in Yankton?

BRENEMAN: Oh, we live on a farm.

HEIDT: You live on a farm up there. And your daddy is up there right now hearing this, isn't he?

BRENEMAN: Ahum.

HEIDT: On the farm.

BRENEMAN: That's right.

HEIDT: And he wants to come to Hollywood?

BRENEMAN: Ahum.

HEIDT: I presume he does so we'll wait and see how things come out tonight.

BRENEMAN: Yea.

HEIDT: Well you're a fine boy. Who is your favorite drummer?

BRENEMAN: My dad.

HEIDT: Good for you. That's very fine. Have you ever worked on a farm?

BRENEMAN: Yes, I help my dad a lot.

HEIDT: What do you do?

BRENEMAN: I milk cows mostly.

HEIDT: Not you. Milk cows with those hands, my goodness gracious me! Where did you get the drums?

BRENEMAN: Oh, we bought them.

HEIDT: Ahum. Are they paid for?

BRENEMAN: No.

HEIDT: Not quite. Well he is a swell boy give him a swell hand folks. Allen Breneman.
(APPLAUSE)

HEIDT: Yes, sir there's a boy who is certainly headed for stardum.

You might wonder why we say make every day your Lucky Day ... insist upon Lucky Strike, the cigarette of superior quality. Now, here's Don McIlvaine to gell you why ...

DON: Thanks Horace. Friends, after all is said and done, the reason you or anybody else smokes a cigarette can be summed up in one word: Enjoyment. And certainly the enjoyment you get depends entirely on the taste of a cigarette. Put it this way. Smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better ... Cleaner, Fresher, Smoother. Here's why Luckies taste better. First, they're made of fine tobacco, Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. Second, Luckies are actually made better ... made round, firm, fully packed ... to always draw freely and smoke evenly. Yes, fine tobacco in a better made cigarette gives you better taste, every single time. After all, smoking enjoyment is all a matter of taste, and the fact of the matter is Luckies taste better. You'll know that's true the minute you light up a Lucky. So, next time you're shopping for cigarettes get the carton with the red bullseye, ... Lucky Strike!

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike. We're broadcasting this evening from Hollywood, California. And we have the rare distinction of having in our studio audience and we don't often refer to this, two very attractive ladies from Milwaukee. And they came in here yelling for the Braves. And I want you to give one more yell for the Braves so we can really see how it sounds. Here we go.

TWO LADIES: Yaaaaaaaaa!

HEIDT: (LAUGHINGLY) I think they're all yelled out or something. Well folks, you've already heard three fine contestants...there's two more to come, as the warning whistle for Round Four (WHISTLE)... introduces 21-year old Art Smith, a very fine young chap we met in Korea just a few months ago...who is now back state-side, and hoping to make up for lost time. Art is quite handsome, in fact very handsome, and he had his own band in Korea, so, with his musical ability, plus his singing, he should wind up as one of the countries' outstanding musical personalities in the months to come. Art, we're mighty happy to have you with us this evening, and with the ringing of the bell...(BELL)...Lucky Strike hopes that this opportunity will be the start of a lot of success for the future. Here we go.

MUSIC: "RED, RED ROBIN"
(APPLAUSE)

HEIDT: Oh folks, you should see this. Yes sir, wait till he gets on television. Art Smith! Twenty-one years old, just returned from Korea. And Art, I know that you're going to be a tremendous success. You know why?

SMITH: Why?

HEIDT: Because these two girls from Milwaukee were here smiling through your whole number. And it's the first time anybody from Milwaukee has ever forgotten about the braves. (AUDIENCE LAUGHS) Yes sir, you're handsome and you've got it, Art.

SMITH: Why thank you.

HEIDT: And now where do you live?

SMITH: In Sherman Oaks.

HEIDT: Oh, right out very close to us.

SMITH: Ahum. About a mile and a half.

HEIDT: Well, you'll have to drop over for a swim sometime. Okay, good. (LAUGHINGLY) And you had a band of your own?

SMITH: That's right, when I was in the Navy.

HEIDT: And now do you want to be a band leader or a singer?

SMITH: Oh, I think a singer.

HEIDT: Well, why don't you be both?

SMITH: Well...

HEIDT: You know, you get double the money and everything else. Folks, he's a fine chap. Let's give him a nice hand, and we've been mighty proud to have him on the show.

SMITH: Thank you.

(APPLAUSE)

HEIDT: It's The American Way and the warning whistle for Round Five ...(WHISTLE) introduces our present Champ...17-year old Frances Johnson, from Pueblo, Colorado. Frances is without question one of the most attractive young ladies we've ever had on our show.....that combined with a very fine singing style should certainly bring her lots of success in records and television in the future. So, Frances, we wish you loads of luck as you defend your Championship crown ... and with the ringing of the bell ...(BELL)...Lucky Strike is very proud and happy to, in some small way, help toward your success...Here we go.

MUSIC: "COMMON FOLK"
(APPLAUSE)

HEIDT: Frances Johnson! Listen to that, and all for Frances. Oh, she's sweet, she's lovely and very very deserving.

JOHNSON: Thank you.

HEIDT: Frances as we mentioned before, you are truly one the most attractive girls we've had on our program.

JOHNSON: Thank you.

HEIDT: And we know that you're going to be a tremendous success in this business. How long have you been singing?

JOHNSON: About a year and a half really.

HEIDT: A year and a half, and you're only 17 years old?

JOHNSON: That's right.

HEIDT: And the last time you sang on our show you had a cold.

JOHNSON: Yes.

HEIDT: And then what happened? You went back to Colorado?

JOHNSON: And I recovered.

HEIDT: You recovered. And now you're back in California feeling fine. Frances you did wonderful this evening.

JOHNSON: Thank you.

HEIDT: Now if you'll just step aside for a moment we are going to pass in review to see who shall win the $150 first prize, and carry over till next week with the possibility of entering the quarter finals in five weeks from now, on December 17th for $500 and the grand finals, six weeks from now, on December 24, for $5,000.

REPRISE

HEIDT: CONTESTANT NUMBER 1 ... FROM LAS VEGAS, NEVADA
THE MELLO-TONES

(APPLAUSE)

HEIDT: Thank you very much Mello-Tones.

CONTESTANT NUMBER 2 ... FROM BIRMINGHAM, ENGLAND
KEN LAMBERT

(APPLAUSE)

HEIDT: Very nice. Ken Lambert, very swell job.

CONTESTANT NUMBER 3... FROM YANKTON, SO. DAKOTA
ALLEN BRENEMAN

(APPLAUSE)

HEIDT: Allen Breneman from Yankton, So. Dakota.
Received a very fine vote.

CONTESTANT NUMBER 4 ... FROM SHERMAN OAKS, CALIF.
ART SMITH

(APPLAUSE)

HEIDT: Art Smith, very fine.

CONTESTANT NUMBER 5 ... FROM PUEBLO, COLORADO
FRANCES JOHNSON

(APPLAUSE)

COMMERCIAL NO. 2

HEIDT: There you are ladies and gentlemen, it's going to be mighty close this evening. So stand by for our judge's decision. In just a moment we're going to hear the voice of the Pulitzer Prize cartoonist, Rube Goldberg.

RUBE: Hi folks, I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste, and taste applies to a lot of things, including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon....

DON: Thanks, Rube Goldberg. Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is...Luckies taste better... Cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows .....LS/MFT...Lucky Strike means fine tobacco.....then - Luckies are actually made better to taste better. So, Be Happy - Go Lucky.. buy a carton!

HEIDT: Now, ladies and gentlemen, we have a Lucky Strike extra. And it's going to be one of the finest piano players of the country today. From Oklahoma City comes the boy who made many recordings. Conley Gray at the Piano.

CONLEY GRAY: (PLAYS THE PIANO)
(APPLAUSE)

HEIDT: Conley Gray, one of the few piano players who plays all types of techniques.

HEIDT: And now, as our judge this evening, we introduce one of California's most energetic and outstandingcitizens....He's Editor of the San Fernando Valley News, and is also Vice President of the Los Angeles City Planning Commission, which is a tremendous undertaking in view of the rapid growth of Los Angeles... introducing Mr. Ford Mendenhall.

(APPLAUSE)

MENDENHALL: Horace, it's been a great contest this evening, and I have enjoyed every second - for it represents good, clean, hard competition. the American way. We, of the Valley News, are of course, tremendously interested in the growth of our young people, so we wish to congratulate you, and your sponsor, Lucky Strike, for the work you have done in helping to build our young people into better citizens of tomorrow.

Here on this card is my reading of the Electric Applause Meter.

HEIDT: Thank you very very much Fordinand. And the winner here this evening, just imagine the drummer boy Allen Breneman, from Yankton, South Dakota.

(CONTINUED:)

HEIDT: (CONT'D) Come over here, Allen boy. Hooray! Congratulations, Allen. Okay, that's $150 towards your drums boy. Kido, we'll see you next week. Work up a good number for us. Are you happy?

BRENEMAN: Oh, I'll say.

HEIDT: Okay.

(APPLAUSE)

CLOSING

HEIDT: Friends, here's something you personally can do to help a wonderful cause. Every year the Seventh Division in Korea, under General Arthur Trudeau, conducts what they call "Operation Santa Claus", which consists of sending your old shoes, old clothes, anything you might not need around the house in the clothing line, to "Operation Santa Claus", APO 7, Postmaster, San Francisco, California. At Christmas time these are given to the people of Korea who are so desperately in need of anything to keep them warm.
So please don't forget who is making this program possible - the makers of Lucky Strike... the cigarette of better taste...the cigarette of superior quality... so give Luckies your vote of confidence by buying your carton tomorrow.

HEIDT: 'Til we meet again, this is Horace Heidt reminding you 'Tis Better to Build Boys Than To Mend Men". Saying good-night to Mother, and wishing you good luck, good health, and may God Bless you All. Good-night, everybody.

ANNCR: THIS IS THE CBS RADIO NETWORK.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 19, 1953 Hollywood, Calif.

Network: Broadcast #47

CBS Broadcast: 10:00-10:30 PM EST

Repeat: (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"BYE BYE BLUES" & "AIN'T SHE SWEET"	RUSTY BUCHANAN
SPOT NO. 2	"SMOKE GETS IN YOUR EYES"	DIANE DAUNDY
SPOT NO. 3	"DOMINO"	ROYE GOODRICH

COMMERCIAL NO. 1

SPOT NO. 4	"FANTASY IMPROMPTUE"	RICHARD BERKMAN
SPOT NO. 5	"SHEIK OF ARABY"	ALLEN BRENEMAN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	LUCKY STRIKE EXTRA	LOU PROCHUT
SPOT NO. 8	WINNER	ALLEN BRENEMAN

RA-926A

ATX01 0023963

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

HOLLYWOOD, CALIF.

10:00-10:30 PM EST NOVEMBER 19, 1953 , THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" ... FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE .....
(INTO HUMMING AS DON MC ILVAINE SAYS)

DON: THE American Tobacco Company presents "THE AMERICAN WAY" ..... starring Horace Heidt for Lucky Strike.

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste, and the fact of the matter is - Luckies taste better ... Cleaner, fresher ... smoother. So, for the better taste that means more smoking enjoyment ... Be Happy -- Go Lucky! Ask for a carton of Lucky Strike. And now from Hollywood, California here's your host for tonight ... Horace Heidt for Lucky Strike!
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY -- GO LUCKY" THEME (SHORT CLOSE)

HEIDT: Thank you very much Ladies and gentlemen. It's grand being with you nice people again. Tonight finds us broadcasting from Hollywood, and presenting some outstanding talent found during our recent travels. Our present champ is the sensational 14-year old drummer boy we found in Yankton, South Dakota .... Allen Breneman ... listen to him go .... (ALLEN PLAYS) ... Yes, sir, Allen hold it there, hold it there. Allen you're just warming up. Allen will be mighty hard to beat - but four other contestants also have that enthusiastic spirit which will not be denied ... So, stand by for thrills and excitement, as the warning whistle for round one .... (WHISTLE) ... introduces 11-year old Rusty Buchanan - from

M Montebello, California. Rusty is a graduate of Montebello High School, where he was a track star. However Rusty is not only a speed demon on the track, but also is one of the country's fastest banjo players as you will soon see, and hopes tonight to run away with the championship crown, so, Rusty with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck with your version of "Ain't She Sweet", and "Bye Bye Blues"...

MUSIC: ("AIN'T SHE SWEET" & BYE BYE BLUES")
(APPLAUSE)

HEIDT: Rusty Buchanan, from Montebello, California. Rusty, swell work.

BUCHANAN: Thank you.

HEIDT: You're not even breathing hard.

BUCHANAN: No. Tired here.

HEIDT: Rusty ... why do they call you Rusty?

BUCHANAN: Well I guess it's because of my hair, that's the only way I can figure it out ... or maybe it's because of the way I play the Banjo.

HEIDT: You play the banjo marvelously. Tell me something about yourself, what are you doing right now, working some place?

BUCHANAN: No I'm waiting to go into the Army right now.

HEIDT: What branch of the service are you going into?

BUCHANAN: Well I'm just going to leave that up to Uncle Sam for awhile and see what he wants to do with me.

HEIDT: That's always a good way, do exactly as he says.

BUCHANAN: Oh, I don't know if that's a good way.

HEIDT: Folks he's a fine boy you can tell that. He plays a wonderful banjo. And let's give him a nice hand. (APPLAUSE)

HEIDT: It's "THE AMERICAN WAY" broadcasting from Hollywood California ... made possible by Lucky Strike. So, make every day your Lucky Day ... insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. You've just heard Contestant No. 1 Rusty Buchanan from Monteballo, California ... make his Championship try, and the warning whistle for round two ... (WHISTLE) ... introduces a very attractive, beautiful young girl from Vancouver, Canada, 22-year old Diane Dauncy. Diane comes from a theatrical family, and studied Ballet and Intrepetive dancing until an injury forced her to give up her dancing career ... so, now she started studying singing ... and tonight hopes to please you with her rendition of "Smoke Gets In Your Eyes" .... so Diane, the rest is up to you, and with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck ... as you sing "SMOKE GETS IN YOUR EYES."

MUSIC: ("SMOKE GETS IN YOUR EYES")

(APPLAUSE)

HEIDT: Thank you very much. Diane Dauncy born in Vancouver.

DAUNCY: That's right.

HEIDT: How many years did you live in Vancouver?

DAUNCY: Oh, about 5 year on and off.

HEIDT: And then how many years here in Hollywood?

DAUNCY: 9 about.

HEIDT: That make 14?

DAUNCY: (LAUGHINGLY) The rest were in New York City.

HEIDT: How many?

DAUNCY: Umm 8

HEIDT: 8 ... 22.

DAUNCY: That's right.

HEIDT: 22 that's one way to find out. You have a lovely voice. And how long have you been singing?

DAUNCY: Well ever since I was very tiny I had a musical flare for it but I've been towards the classical. That was quite a surprise to the rest of the family because they weren't classical.

HEIDT: I see. Well you certainly deserve a great deal of credit going from your dancing to singing. We wish you a lot of success. Folks let's give her a nice hand.

DAUNCY; Thank you.

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY, broadcasting from Hollywood, California ... made possible by Lucky Strike. Make every day your lucky day ... insist upon Lucky Strike -- the cigarette of better taste, the cigarette of superior quality. You've just heard two very outstanding contestants -- Rusty Buchanan, from Montebello, California, and Diane Dauncy, ... as the warning whistle for round three ... (WHISTLE) ... introduces Roye Goodrich, from Springville, New York. Roye was a paratrooper during World War two, has several hundred paratroop jumps to his credit, and won outstanding praise for his bravery. So not only is Roye very deserving, but also has a very fine baritone voice. So Roye, with the ringing of the bell ... (BELL) ... Lucky Strike is also proud and happy to present you with your national radio opportunity ....

MUSIC: ("DOMINO")
(APPLAUSE)

HEIDT: Beautiful voice. Roye Goodrich from Springville, New York. Is that correct?

GOODRICH: That's correct. (COUGHING) excuse me. Where did that come from. First frog I've had tonight.

HEIDT: Tell me Roye, you've been out in Hollywood how long?

GOODRICH: Well I've been out here actually a couple of weeks. I've been back East for a short visit and I came back out here and I hope to stay.

HEIDT: In other words you're going to make good out here in California, is that right?

GOODRICH: Well my main purpose in life is to become a success in the business that I love very much ~~and~~ that's my singing and I think I can do it out in California. I don't think I have to go back to New York to do it. I think I can do it right here with the people in California behind me.

HEIDT: I'm sure you can. Give him a nice hand folks.

(APPLAUSE)

HEIDT: You might wonder why we say make every day your Lucky Day ... insist upon Lucky Strike, the cigarette of superior quality. Well, here's Don Mc Ilvaine to tell you why ...

DON: Thanks Horace. Friends, how do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, just remember this. Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Now, freshness is especially important ... and you'll be glad to know that every pack of Lucky Strike is extra tightly sealed to bring you Luckies' better taste in all it's natural freshness. Light up a Lucky and see for yourself now much fresher, how much better it does taste. Luckies just have to taste better. In the first place they're made with fine tobacco ... fine, naturally mild, good-tasting tobacco. Lucky Strike means fine tobacco. Secondly, Luckies are made better ... made round and firm and fully packed, to draw freely and smoke evenly. All this means better taste. Yes smoking enjoyment is all a matter of taste, and the fact of the matter is Luckies taste better. So -- Be Happy Go Lucky, get better taste and get it fresh with Lucky Strike.

MUSIC: LUCKY STRIKE THEME.

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike. But now, on with THE AMERICAN WAY, broadcasting from Hollywood. You've already heard three very find contestants ... there's two more to come, as the warning whistle for round four - (WHISTLE) ... introduces 17-year old Richard Berkman, who's now attending the University of California in Los Angeles, has lived in California for the past five years, and as you'll soon hear should be considered as one of the countries' most accomplished young pianists. We're mighty happy to have you with us this evening, Richard, and with the ringing of the bell ... (BELL) .... Lucky Strike hopes that this opportunity will be the start of a lot of success for the future ... here he is ...

MUSIC: ("FANTASY IMPROMPTUE")
(APPLAUSE)

HEIDT: Richard Berkman from Philadelphia and now the University of UCLA.

BERKMAN: That's right.

HEIDT: The big game tomorrow?

BERKMAN: Yep.

HEIDT: You're all excited?

BERKMAN: Yea.

HEIDT: Richard, you're a true artist.

BERKMAN: Thank you.

HEIDT: And you certainly have got what it takes to have everything fulfilled in life, because ... I just watched you play the piano. How old are you?

BERKMAN: 17.

HEIDT: 17, just imagine that. And you were born in Philadelphia?

BERKMAN: That's right.

HEIDT: And what are you studying ... what are you majoring in UCLA.

BERKMAN: Well I'm majoring in premed.

HEIDT: Good for you.

BERKMAN: Yes.

HEIDT: Well that shows what a fine type of person. Both of these will go together.

BERKMAN: That's right. I'm going to try and carry out both ambitions.

HEIDT: That's right. Your classical music and ...

BERKMAN: Yes. Be a doctor and a musician.

HEIDT: Good. You can operate and play the piano then go operate and play the piano. Folks let's give him a nice hand. Don't you think he is a swell fellow?

(APPLAUSE)

HEIDT: And here's the warning whistle for round five ... (WHISTLE) ... which introduces our present champ ... 14-year old Allen Breneman - from Yankton, South Dakota ... and if this boy hasn't got the start toward being one of America's greatest young drummers we certainly have missed our guess. Allen stands about 4-feet-3, weighs 72-pounds. He has a world of personality. He's as cute as a bugs ear. How's that Allan? ... So, Allen, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck in defending your championship crown ...

MUSIC: ("SHEIK OF ARABY")
(APPLAUSE)

HEIDT: Allen Breneman. Allen, (ALLEN BREATHS HEAVILY) have you got enough strength left to talk?

BRENEMAN: I think so.

HEIDT: You're a great boy, Allen.

BRENEMAN: Thank you.

HEIDT: And you live in Yankton, South Dakota?

BRENEMAN: That's right.

HEIDT: And what does your daddy do up there?

BRENEMAN: He's a farmer.

HEIDT: He's a farmer. Do you think he's tuned in tonight?

BRENEMAN: Yea, I think so.

HEIDT: I'll bet he is. And what do you do up there?

BRENEMAN: Well I help milk cows and stuff.

HEIDT: You help milk cows and sutff. (ALLEN LAUGHS) Who did you learn your drumming from?

BRENEMAN: My dad.

HEIDT: Good for you. That's wonderful. You're going to follow right in his footsteps?

BRENEMAN: I'm gonna try to.

HEIDT: Well that wonderful. How about the drums ... are they yours?

BRENEMAN: Ah, yea ... no, my daddy's really.

HEIDT: Your dads. Are they paid for?

BRENEMAN: Ah, no.

HEIDT: Well you step aside for a moment we are ready to pass in review.

HEIDT: Going to pass in review to see who shall win the $150 first prize, and carry over til next week, with the possibility of entering the Quarter Finals - four weeks from tonight - on December 17 - for $500, and the Grand Finals - in five weeks, December 24- for $5,000.

REPRISE:

CONTESTANT NO. 1 . . . . FROM MENTELELLC, CALIFORNIA
RUSTY BUCHANAN

(APPLAUSE)

HEIDT: Rusty Buchanan! Nice work, Rusty.

CONTESTANT NUMBER 2 . . FROM VANCOUVER, CANADA
DIANE DAUNCY

(APPLAUSE)

HEIDT: Very beautiful, Diane.

CONTESTANT NUMBER 3 . . .FROM SPRINGVILLE, N.Y.
ROYE GOODRICH

(APPLAUSE)

HEIDT: Roye Goodrich! Nice work.

CONTESTANT NUMBER 4 . . .FROM U.C. L.A.
RICHARD BERKMAN

(APPLAUSE)

HEIDT: Richard Berkman! Very nice, Richard.

CONTESTANT NUMBER 5 . . .FROM YANKTON, SO. DAKOTA
ALLEN BRENEMAN

(APPLAUSE)

HEIDT: Well folks, you can tell by the applause that it's going to be very, very close.

COMMERCIAL No. 2

HEIDT: We'll have the Judge's decision in just a moment. But first, here's Don Mc Ilvaine with some important words for Lucky Strike, the cigarette of superior quality.

DON: Thank you, Horace. Friends, let's take a good close look at the subject of why you smoke cigarettes. Think it over a minute, and you'll agree that the main reason and probably the only reason you smoke is simply that you enjoy it... you like the taste of a cigarette. Sure - smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Luckies taste better... Cleaner, fresher, smoother for two very important reasons. One is LS/MFT ... Lucky Strike means fine tobacco. The tobacco in Luckies is fine, naturally mild, good-tasting.
Another reason for this better taste is that Luckies are actually made better - made round and firm and fully packed to draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste every single time.
So, if you go along with me that smoking enjoyment is all a matter of taste, then ... Be Happy - Go Lucky - because the fact of the matter is Luckies taste btter. Get a carton of Lucky Strike and see for yourself.

HEIDT: And now for a Lucky Strike extra. With one of the country's foremost accordionists, and a former great champion of our program...Lou Prochut from Yankton, South Dakota, plays "UNDER PARIS SKIES".

(MUSIC: "UNDER PARIS SKIES".)

(APPLAUSE)

HEIDT: Lou Prochut. And now, ladies and gentlemen, as our judge this evening we introduce one of Los Angeles' most outstanding citizens... a man vitally interested in not only building Los Angeles, but also in the youth of this city. Last year he was president of the Los Angeles Area Council of the Boy Scouts of America. He is now director on the board of McKinley's home for boys. We are proud and happy to introduce Justice W. Turney Fox of the District Court of Appeals.

(APPLAUSE)

FOX: Thank you very much. Horace, it's been a real privilege and pleasure to be here this evening and watch these fine young people perform. It's to the youth of today whom we pin our hopes for the America of tomorrow. That we are all so anxious about. So you, and your sponsor are to be congratulated on the fine work you are doing toward helping build these young people into the fine citizenship that we need for the future of thiscountry. Now here, Horace, on this card is my reading of the electric applause meter and the winner for tonight.

(APPLAUSE)

HEIDT: Thank you very very much, Justice Fox. It's an honor and a privilege to have you. You're a marvelous person and thewinner here this evening by only 5 points, the winner Allen Breneman on the drums. Allen Breneman, come out here. Come out here. Say hello to your daddy.

BRENEMAN: Hello dad, hello Mom.

HEIDT: Tell them to hurry out here.

BRENEMAN: You better.

HEIDT: (LAUGHINGLY) You better. Okay, there we go. (APPLAUSE)

CLOSING COMMERCIAL

HEIDT: Friends, here's something you personally can do to help a wonderful cause. Every year the Seventh Division in Korea, under General Arthur Trudeau, conducts what they call "Operation Santa Claus" which consists of sending your old shoes, old clothes, anything you might not need around the house in the clothing line, to "Operation Santa Claus" APO 7, Postmaster, San Francisco, California.
At Christmas time these will be given to the people in Korea who are so desperately in need of anything to keep them warm. So, wrap up a bundle of clothing and mail to "Operation Santa Claus" APO 7, Postmaster, San Francisco, California.

Please don't forget who's making this program possible - the makers of Lucky Strike - the cigarette of better taste, the cigarette of superior quality.
So, give Luckies your vote of confidence tomorrow, by buying your carton.

CLOSING (Cont'd)

HEIDT: Till we meet again, this is Horace Heidt reminding you "Tis Better to Build Boys Than to Mend Men" ... saying good night to Mother, and wishing you Good Luck, Good Health, and may God bless you all ... Good Night! Everybody.

(APPLAUSE)

This program was brought to you by Lucky Strike, product of the American Tobacco Company... America's leading manufacturer of cigarettes...

MUSIC: "BE HAPPY...GO LUCKY"

ANNCR: THIS IS THE C.B.S. RADIO NETWORK.

THE AMERICAN WAY

produced for AS BROADCAST

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 26, 1953 Hollywood, California — Broadcast #48 — Network: — Broadcast: 10:00-10:30 PM EST — Repeat: (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"WALKING MY BABY BACK HOME"	ROBERT LITTLEFIELD
SPOT NO. 2	"I GOT RHYTHM"	MARION ALESSIO
SPOT NO. 3	"MISSISSIPPI MUD"	THE DEBUTONES

COMMERCIAL NO. 1

SPOT NO. 4	"ROMANCE"	MARION ALFORD
SPOT NO. 5	"SHIEK OF ARABY"	ALLEN BRENEMAN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	LUCKY STRIKE EXTRA	RALPH SIGWALD
SPOT NO. 8	WINNER	ALLEN BRENEMAN

CLOSING COMMERCIAL

RA-926A

ATK01 0023982

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

NOVEMBER 26, 1953

HOLLYWOOD, CALIFORNIA

10:00-10:30 PM EST THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" ... FANFARE INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE ...
(INTO HUMMING AS D. MCILVAINE SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike ...

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste, and the fact of the matter is Luckies taste better ... cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment Be Happy - Go Lucky! Ask for a carton of Lucky Strike! And now, from Hollywood, California, here's your host tonight ... Horace Heidt for Lucky Strike.
(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: (BE HAPPY GO LUCKY - THEME - SHORT CLOSE)

HEIDT: Thank you very much ladies and gentlemen. It's grand being with you nice people once again. Tonight finds us broadcasting from Hollywood, and presenting some fine talent found during our recent tour of the nation. Our present champ is still that young 14 year old drummer boy from Yankton, South Dakota, Allen Breneman ... However, Allen faces the battle of his life this evening as four other fine contestants enter the ring with a determination to wrench the championship crown from Allen Breneman's worried brow - so, stand by for the thrills and excitement as the warning whistle for round one ... (WHISTLE) ... introduces - from Kansas City, Missouri - Robert Littlefield. Robert spend 3 years in the service, with the first Marine Dvision in the South Pacific ... and is now living in California and working as an assembler at one of our large manufacturing corporations ... but his one ambition is to gain recognition as a singer ... So, Robert, with the ringing of the bell ... (BELL) ... Lucky strike hopes that this will be your Lucky Day and start you off to a fine career. And here we go.

MUSIC: ("WALKING MY BABY BACK HOME")
(APPLAUSE)

HEIDT: Robert Littlefield from Kansas City, Missouri.

LITTLEFIELD: That's right.

HEIDT: Yes sir, Robert that was fine work.

LITTLEFIELD: Thank you very much.

HEIDT: And how long have you been out here in California?

LITTLEFIELD: Well it will be 5 years this month.

HEIDT: Are you on the side of Kansas City which is closest to Independence or farthest away?

LITTLEFIELD: About as far away as you can get I guess. Kansas border is on the West and I'm on the South side.

HEIDT: I see. Are you a Republican or a Democrat, or is that a foolish question?

LITTLEFIELD: That's a leading question, I'm a Democrat.

HEIDT: You're a Democrat, everybody is a Democrat (APPAUSE)
Well Bob, you did swell work and your ambition is to carry forth on your singing?

LITTLEFIELD: That's right.

HEIDT: And we hope that in some very small way we've given you encouragement and confidence and that your dreams will come true. Folks, let's give him a swell hand, he's a wonderful boy.
(APPLAUSE)

HEIDT: It's "THE AMERICAN WAY" broadcasting from Hollywood, California ... made possible by Lucky Strike. Make every day your Lucky Day ... insist upon Lucky Strike, the cigarette of better taste, the cigarette of superior quality. Folks, you've just heard Robert Littlefield, from Kansas City, Missouri, make his championship try, and the warning whistle for round two ... (WHISTLE) ... introduces a very attractive, beautiful young lady from Riverside, California ... 21-year old Marion Alessio. Marion is also very talented. In fact could easily be rated as one of the finest accordion players in the country. Marion, I'm sure your ability will speak for itself and we're very proud to have you on the program. So, with the ringing of the bell...(BELL) ... Lucky Strike wishes you good luck in your championship try .....

MUSIC: ("I GOT RHYTHM")
(APPLAUSE)

HEIDT: Marion Alessio. Marion, marvelous work and you're from Riverdale, California?

ALESSIO: Yes, that's right.

HEIDT: And we met about three years ago?

ALESSIO: In 1949.

HEIDT: And my goodness, how you've improved and how you've worked hard.

ALESSIO: Yes, there's a lot of hard work connected with it.

HEIDT: And your hair, what's happened to it?

ALESSIO: I had it cut off about two days ago.

HEIDT: (LAUGHINGLY) And it looks fine. How many years have you been playing the accordian?

ALESSIO: I've been playing the accordian for about 15 years.

HEIDT: And your plans for the future, what do you want to do?

ALESSIO: Anything connected with music.

HEIDT: Just stay right in there and play, it's in your heart.

ALESSIO: Yes.

HEIDT: Well I'm sure everybody will agree that you've got a fine opportunity for the future, wonderful possibilities and let's give her some encouragement. Let's give her a nice hand.
(APPLAUSE)

HEIDT: It's "THE AMERICAN WAY" broadcasting from Hollywood ... made possible by Lucky Strike. Make every day your Lucky Day ... insist upon Lucky Strike ... the cigarette of better taste, the cigarette of superior quality. You've just heard two very outstanding contestants - Robert Littlefield, from Kansas City, Missouri - and Marion Alessio, from Riverside, California... But the warning whistle for round three ... (WHISTLE) ... introduces some more fine contestants ... "The Debutones", from Canoga Park, California. Pat Terry, Peggy Hall and Donna Neal ... all 17-years old, from Canoga Park High School -they started their career by singing on the school campus. They are young, enthusiastic, and effervesse with personality... which will make them strong contenders for the championship crown - so, with the ringing of the bell ...(BELL) ... Lucky Strike is very proud and happy girls to introduce you to the nation.

MUSIC: ("MISSISSIPPI MUD")

(APPLAUSE)

HEIDT: The Debutones, from Canoga Park High School. Very, very nice girls.

DEBUTONES: Thank you.

HEIDT: Tell me, how did you girls get organized?

ONE OF THE GIRLS: Well we're not in school all day so we decided we wanted to sing and we started harmonizing and I found we all thought we had a good blend and so my aunt is an arranger and she has a tap dancing studio and so she ...

HEIDT: She started some arrangements and now you're off to the races and now maybe that little singing will lead to one of the greatest singing organization in the country. You've got a wonderful start. And folks as we've said many times this is not * an amateur show, we are not introducing amateurs. We've introduced young people who have possibly practised and worked hard for 4 and 5 and 6 years and all they need is the opportunity and I'm sure that's true with you girls. Let's give them a nice hand shall we please.

(APPLAUSE)

HEIDT: You may wonder why we say - make every day your Lucky Day ... here's Don McIlvaine to tell you why ...

DON: Thank you Horace. Friends, there's no question, you smoke for enjoyment -- the enjoyment you get from the taste of a cigarette. Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Yes, Luckies taste better - cleaner, fresher, smoother -- and there are two very good reasons why. First, as everyone in America knows, LS/MFT -- Lucky Strike means fine tobacco ... light, naturally mild, good tasting tobacco. Second, Luckies are made better. They're round, firm, fully packed, so they'll draw freely and smoke evenly. Fine tobacco in a better made cigarette just naturally adds up to better taste. Remember, smoking enjoyment is all a matter of taste, and the fact of the matter is - Luckies taste better. So, Be Happy - Go Lucky. Ask for a carton of Lucky Strike and find out for yourself that Luckies really do taste better ...

MUSIC: (PLAY-OFF ... BE HAPPY - GO LUCKY)
(APPLAUSE)

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike. But now, on with the competition and "THE AMERICAN WAY" broadcasting from Hollywood. You've already heard three very fine contestants ... there's two more to come ... as the warning whistle for round four - (WHISTLE) ... introduces Marion Alford, from Long Beach, California... Marion also has splendid possibilities for the future, for along with her beauty and charm, she has a lovely soprano voice, as you will soon hear. So Marion here's the bell for you ... (BELL) ... And Lucky Strike wishes you good luck as you make your championship try with "Romance".

MUSIC: ("ROMANCE")
(APPLAUSE)

HEIDT: Folks it's "THE AMERICAN WAY". Marion Alford from Longbeach. Beautiful work Marion. Very, very nice.

ALFORD: Thank you very much.

HEIDT: Very, very nice. And how many years have you been singing?

ALFORD: Well all my life. Seriously about 5 years.

HEIDT: Oh. And I see your ring ... I see that you're married.

ALFORD: Yes.

HEIDT: Well isn't that fine, is your husband here?

ALFORD: Yes, he's down here somewhere I don't know where.

HEIDT: What's his name? Your husband's name?

ALFORD: His name is Richard Hall.

HEIDT: How does Richard like your voice?

ALFORD: Well he likes it but he has to, we had that understood before we were married.
(AUDIENCE LAUGHS)

HEIDT: Good for you, it's all signed up. Signed and sealed. Folks let's give her a nice hand. Very, very nice.
(APPLAUSE)

HEIDT: Now, the excitement grows tense. The warning whistle for round five ... (WHISTLE) ... introduce our present champ -- that great drummer boy from Yankton, South Dakota ... Allen Breneman. Allen is a two-time winner - and although only 14-years old has the stuff champions are made of, and tonight is determined to hang on to his championship crown ... Allen has a wonderful smile, a world of personality, plus all the enthusiasm which goes wi American youth. So, with the ringing of the bell ... (BELL) ... Allen, Lucky Strike wishes you good luck in defending your championship crown ... Here we go.

MUSIC: ("SHIEK OF ARABY")
APPLAUSE

ALLEN: (BREATHS HEAVILY) (AUDIENCE LAUGHS)

HEIDT: Allen I've never seen anybody work harder than you do. You acted like all the others put together up there then. Everything's at state isn't it.

BRENEMAN: Yes, almost everything.

HEIDT: That's right because you're from Yankton and you're trying to get your family out here, is that right?

BRENEMAN: That's right.

HEIDT: What does your daddy do back there?

BRENEMAN: My dad's a farmer.

HEIDT: He's a farmer in Yankton, South Dakota?

BRENEMAN: That's right.

HEIDT: Ahun. How much do you weigh?

BRENEMAN: I weight about 75 pounds.

HEIDT: Seventy-five pounds. And how tall are you.

BRENEMAN: About 3 .... 4 foot 4.

HEIDT: Four foot four. And you can make more racket that anybody that size that I've ever heard in all my life. Now step aside for just a moment because now we are going to see who shall win the championship prize for $150.00, and carry over till next week, with the possibility of entering the quarter finals - for $500.00 - on December 17th, three weeks from this evening and possibly the grand finals - in four weeks, December 24th, for $5,000.

REPRISE:

CONTESTANT NO. 1 - FROM KANSAS CITY, MISSOURI
ROBERT LITTLEFIELD

(APPLAUSE)

HEIDT: Very nice work, Robert.

CONTESTANT NO. 2 - FROM RIVERSIDE, CALIFORNIA
MARION ALESSIO

(APPLAUSE)

HEIDT: Very nice work, from Marion Alessio.

CONTESTANT NO. 3 - FROM CANOGA PARK, CALIFORNIA
THE DEBUTONES

(APPLAUSE)

HEIDT: Very nice girls. Swell!

CONTESTANT NO. 4 - FROM LONG BEACH, CALIFORNIA
MARION ALFORD

(APPLAUSE)

HEIDT: Thank you very much Marion.

CONTESTANT NO. 5 - FROM YANKTON, SOUTH DAKOTA
ALLEN BRENEMAN

(APPLAUSE)

HEIDT: Well ladies and gentlemen you can see that it's going to be a very very close decision here this evening.

HEIDT: We'll have that decision in just a moment, but first we have a word from the sweetheart of Lucky Strike ...

COLLINS: Hi friends. This is Dorothy Collins. I'd like to take a minute of your time to talk about taste. Isn't it true that you enjoy a good, say, steak dinner because of the way it tastes? Well I think the same goes for a cigarette. You like it because of the way it tastes. Really friends, smoking enjoyment is all a matter of taste, and the fact of the matter is -- Luckies taste better! Here's why this is true. First ... LS/MFT ... Lucky Strike means fine tobacco ... naturally mild, good tasting tobacco. And second, Luckies are made better to taste better. Made round,and firm and fully packed. Made to draw freely and smoke evenly when you light one up. Think of it -- fine tobacco in a truly better made cigarette. Don't you think a cigarette like that will bring you all the smoking enjoyment you could possibly want? Try a carton of Luckies ... soon. You'll see that smoking enjoyment is all a matter of taste ... and the fact of the matter is Luckies taste better. So, you Be Happy -- Go Lucky!

HEIDT: And now, ladies and gentlemen we have a Lucky Strike extra - featuring the regular members of our musical family ... and also a boy who possesses one of America's most beautiful voices ... He's going to sing, especially on THANKSGIVING DAY ... "BLESS THIS HOUSE" ..... It's Ralph Sigwald from Charleston, South Carolina. And as Ralph sings may we keep this thought in mind ...

God gives us joy with which to give
He gives us love with which to share
Sometimes he gives us loads to lift
So that we may learn to bear ...
But life is gayer when we give,
And love is sweeter when we share
And every load seems lighter ...
When we have learned to bear ...

MUSIC: "BLESS THIS HOUSE"
(APPLAUSE)

HEIDT: Beautiful work Ralph.

HEIDT: Now as our Judge this evening, we are going to find out who the winner is, we introduce one of the outstanding civic leaders of Hollywood, he's ... Mr. Kenneth Younger, President of the Hollywood Junior Chamber of Commerce ...
(APPLAUSE)

JUDGE: Thank you Horace ... I've certainly enjoyed watching these fine young performers ... it's been good, clean hard competition all the way through. I think all of us realize the great importance the youth of today is to our nation of tomorrow ... you, and your sponsor, Lucky Strike, are certainly to be congratulated for the work you are doing with these fine young people.
Here on this card is my reading of the Electric Applause Meter.

(APPLAUSE)

HEIDT: Thank you very, very much. And now folks we have the winner here this evening by five points. Very, very close. Allen Breneman the drummer, by five points.
(APPLAUSE)
Come out here Allen. You had five points last week. Gee, you're just getting by, huh?

BRENEMAN: Close.

HEIDT: Oh, I'll say. And you're going to have to worry againfor next week.Andwe know everybody will be tuned in to hear it. Well here's your $150 and we'll see you again next week and we want to tell all the other contestants here that they all did swell work and win or lose, we're going to try and help you in Radio and television in the months just ahead. Let's give them a nice hand shall we folks. (APPLAUSE)

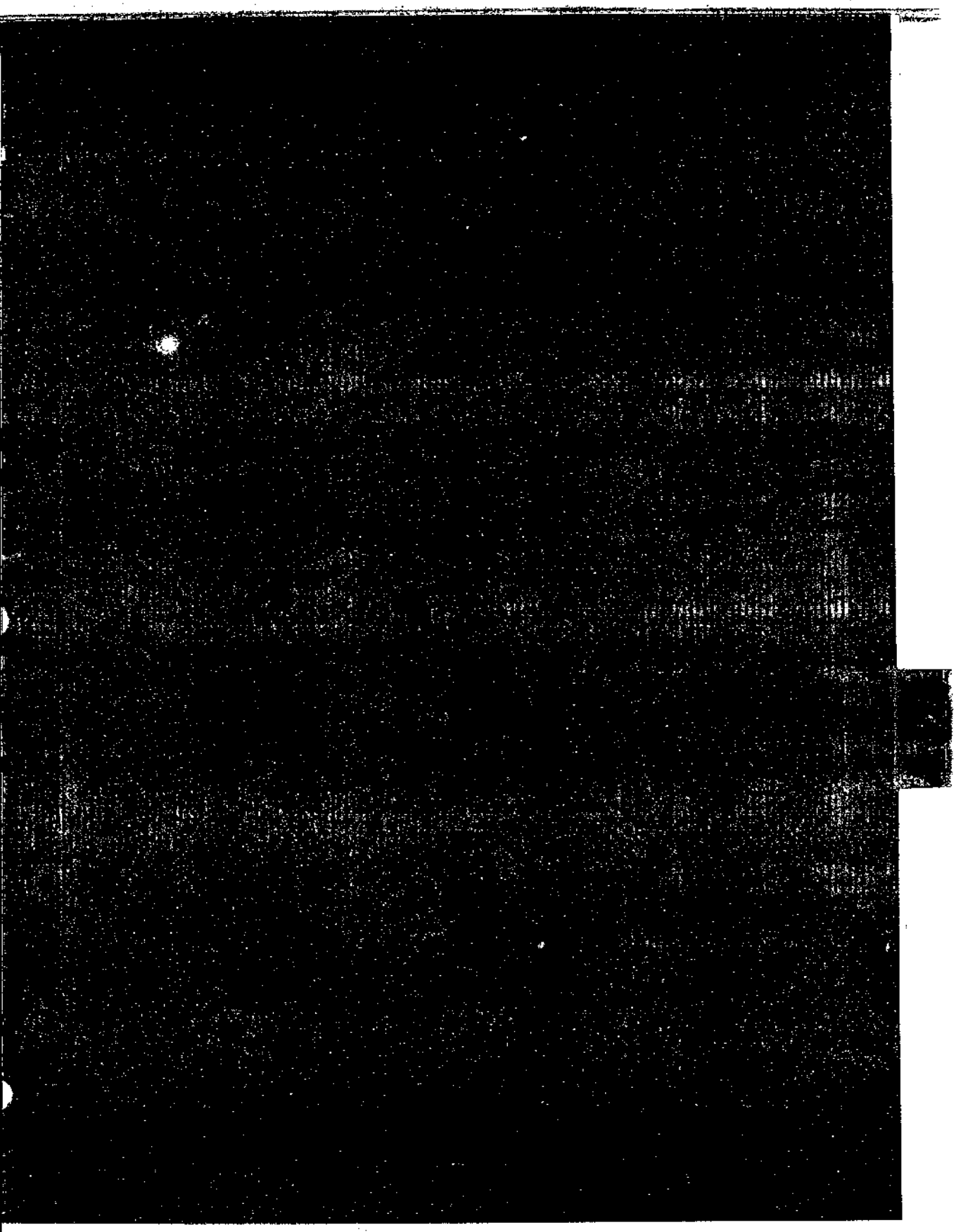
HEIDT: Please don't forget who's making this program possible - the makers of Lucky Strike -- the cigarette of better taste, the cigarette of superior quality ... so, give Luckies your vote of confidence by getting your carton tomorrow. Till we meet again, this is Horace Heidt reminding you "Tis better to build boys than to mend men" ... saying good night to Mother, and wishing you good luck, good health, and may God Bless you all.

DON: This is Don McIlvaine reminding you to tune in Sunday to The Jack Benny Radio Program. Consult your newspaper for time and station. That's The Jack Benny Program presented by Lucky Strike.

This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company ... America's leading manufacturer of cigarettes.

MUSIC: "BE HAPPY ..... GO LUCKY"

THIS IS THE CBS RADIO NETWORK.



THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 3, 1953 Hollywood, Calif. | Broadcast #49 | Network: CBS | Broadcast: 10:00-10:30 PM EST | Repeat: (AS BROADCAST)

	OPENING COMMERCIAL	
SPOT NO. 1	"CRAZY RHYTHM"	DAVID GRAEME
SPOT NO. 2	"CARNIVAL OF VENICE"	MARYANNE JACKSON
SPOT NO. 3	"WAY DOWN YONDER"	KITTY KOVER
	COMMERCIAL NO. 1	
SPOT NO. 4	"SUMMERTIME"	NAOMI WADE
SPOT NO. 5	"SHEIK OF ARABY"	ALLEN BRENEMAN
SPOT NO. 6	REPRISE	TALENT
	COMMERCIAL NO. 2	
SPOT NO. 7	WINNERS OF PREVIOUS QUARTERS	TALENT
SPOT NO. 8	WINNER	ALLEN BRENEMAN

RA-926A

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

HOLLYWOOD, CALIF.

DECEMBER 3, 1953

10:00-10:30 PM EST THURSDAY

OPENING:

BAND: "BE HAPPY - GO LUCKY" -- FANFARE INTO --

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE ...

(INTO HUMMING AS DON MC ILVAINE SAYS)

DON: The American Tobacco Company presents "THE AMERICAN WAY" .... starring Horace Heidt for Lucky Strike ...

BAND & CHORUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste, and the fact of the matter is Luckies taste better ... Cleaner, fresher, smoother. So, for the better taste that means more smoking enjoyment ... Be Happy ... Go Lucky! Ask for a carton of Lucky Strike! Now, from Hollywood, California, here's your host tonight ... Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY -- GO LUCKY" (THEME) (SHORT CLOSE)

HEIDT: Thank you Ladies and gentlemen! It's grand being with you nice people once again. Well our grand finals is only 3-weeks off, the excitement and tension is starting to mount -- for at that time a great new star will be born -- a star from among the 68,000 young people who were auditioned in our travels throughout America during the past year. And later on we're going to introduce the four winners of the first four quarters -- the young people who have already won the right to enter the grand finals. However there will still be another contender for the $5,000 grand prize. The winner of the fifth and final quarter and the present champ of the fifth quarter is still that sensation -- 14-year old drummer boy from Yankton, South Dakota -- Allen Breneman. However, Allen still has three hard battles before he gains the privilege of entering the grand finals -- and tonight is one as the warning whistle ... for round one ... (WHISTLE) ... introduces, from Lansing, Michigan - 18- year old David Graeme, a sophomore at UCLA -- majoring in music and drama in the hopes that some day he will realize his ambition of making a name for himself in the musical world. So David, we're mighty happy to have you with us tonight, and with the ringing of the bell .... (BELL) ... Lucky Strike wishes you good luck with your rendition of "CRAZY RHYTHM" ....

MUSIC: ("CRAZY RHYTHM")
(APPLAUSE)

HEIDT: David Graeme ladies and gentlemen from UCLA, our first contestant. David that was swell work and how old are you again?

GRAEME: 18 Sir.

HEIDT: 18 and you're from Lansing?

GRAEME: Well, I was born in Lansing Michigan.

HEIDT: And what is Lansing Michigan famous for?

GRAEME: Well, right now, I'd say it is famous for Michigan State.

(APPLAUSE)

HEIDT: And here you're going to UCLA and then you've got the Rose Bowl and New Years Day and you're in a spot

GRAEME: That's right Sir.

HEIDT: Hum, and who are you pulling for?

GRAEME: Well I'm pulling for UCLA.

HEIDT: You better. He wants to live tomorrow. But you're a real Californian now and you've got a marvelous voice and we wish you a lot of success and we know you're going to have it in show business.

GRAEME: Thank you Mr. Heidt.

HEIDT: Just remember that you've got to stick right with it and I know you'll succeed. Folks let's give him a wonderful hand, shall we.

(APPLAUSE)

HEIDT: It's "THE AMERICAN WAY" broadcasting from Hollywood, California, made possible by Lucky Strike ... make every day your Lucky Day ... insist upon Lucky Strike -- the cigarette of better taste, the cigarette of super quality.

You've just heard our first contestant, David Graeme -- from UCLA ... make his bid for the championship crown -- as the warning whistle for round two (WHISTLE) -- introduces another very fine prospect -- A very attractive young girl from Pasadena, 17-year old Mary Anne Jackson -- Mary Anne attends John Muir College in Pasadena, is majoring in music, and as you will soon hear, is a most talented young harpist. The Harp as we all know is a difficult instrument and when properly played, one of our most beautiful -- so, Mary Anne, with the ringing of the bell ... (BELL) ... Lucky Strike hopes that this will be your Lucky Day as you make your national radio debut playing "CARNIVAL OF VENICE."

MUSIC: ("CARNIVAL OF VENICE")
(APPLAUSE)

HEIDT: It's the youth of America passing in review. You've just heard Mary Anne Jackson, from Pasadena, California..... And there's a lovely hand for you.

JACKSON: Thank you.

HEIDT: Are you happy?

JACKSON: Yes, I am.

HEIDT: How old are you again?

JACKSON: I'm 17 years old.

HEIDT: And how did you happen to take up the Harp, that's a very difficult instrument and it takes hours of practice.

JACKSON: Yes, it does. Well I like to above all other instruments.

HEIDT: You just feel it in your heart more than the violin or the piano.

JACKSON: Yes I did.

HEIDT: And are you playing the Harp for your own pleasure or do you hope ... you know play it for money?

JACKSON: Well I hope to play it for money, yes (AUDIENCE LAUGHS).

HEIDT: How do you get it around, that's what always worrys me about that harp.

JACKSON: I have a truck move it each time.

HEIDT: A truck move it, and how much does the truck charge?

JACKSON: About 7 dollars.

HEIDT: Seven dollars and how much do you get paid on a job?

JACKSON: About 12 dollars.
(AUDIENCE LAUGHS)

HEIDT: Well, I'm going into the trucking business (AUDIENCE LAUGHS) You made a fine impression this evening and we admire people like yourself very very much. Folks let's give her a nice hand shall we?

(APPLAUSE)

HEIDT: It's "THE AMERICAN WAY" broadcasting from Hollywood ... made possible by Lucky Strike. Make every day your Lucky Day ... insist upon Lucky Strike.- the cigarette of Better taste -- the cigarette of superior quality. Folks you've just heard two very outstanding young contestants -- David Graeme, of UCLA -- and Mary Anne Jackson, of Pasadena, California .. . as the warning whistle for round three ... (WHISTLE) .... introduces another very attractive young girl 21-year old Kitty Kover -- from Sherman Oaks, California. Kitty was born in Arizona, but has spent most of her life in California. At the present time she assists her father in his restaurant in Sherman Oaks. Kitty has a world of talent and personality, and I know some day will most assuredly reach the top in the musical world. So, Kitty, we hope to help your dreams come true, and with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you sing -- your own and inimitable arrangement of "WAY DOWN YONDER IN NEW ORLEANS".

MUSIC: ("WAY DOWN YONDER")
(APPLAUSE)

HEIDT: Yes folks, there you are and as we mentioned many many times ... we mentioned many times that the people we introduce on this program are not amateurs. They are people that have worked for 4,5,6, 7 years in developing their talents and all they need is just the opportunity and the possiblities and Kitty you're certainly one of them. That's a beautiful job.

JACKSON: Thank you very much, Mr.Heidt.

HEIDT: And that came right from the heart didn't it.

JACKSON: Well I hope so.

HEIDT: It did I know it did. Where did you get that style?

JACKSON: Well I always try and sing the way I feel and ...

HEIDT: You felt it then. What restaurant do you ... where's your father's restaurant?

JACKSON: Well it's Cover Bull Point, out in the valley.

HEIDT: Oh, sure we've been there many times. And what do you do out there?

JACKSON: Well I flip flat jacks...

HEIDT: That's where you get the rhythm isn't it. Yes, you flip them up and down. Folks let's give Kitty a nice hand shall we?

(APPLAUSE)

HEIDT: Friends you might wonder why we say -- make every day your Lucky day. Here's Don McIlvaine to tell you why.

DON: Thank you Horace. Friends, Luckies ... win ... again! That's right, Luckies win again in a national smoking survey among college students. Last year a survey was made in leading colleges throughout the country which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews-- this survey shows that Luckies lead again.. lead over all other brands, regular or king size -- and by a wide margin. The number one reason --this year as last.-- Luckies better taste. Yes, Luckies do taste better. First, because they're made of light, naturally mild, good tasting tobacco. LS/MFT -- Lucky Strike means fine tobacco. And then, Luckies are made better -- made round and firm and fully packed to draw freely -- smoke evenly. Actually ... made to taste better. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better, Cleaner, Fresher, Smoother. So, Be Happy -- Go Lucky. Get better taste -- with a carton of Luckies!

MUSIC:PLAY OFF ....

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike.

Now, on with THE AMERICAN WAY, broadcasting from Hollywood, California. You've already heard three very find contestants ... there's two more to come as the warning whistle for round four ... (WHISTLE) ... introduces 17-year old Naomi Wade ... a senior at Monrovia Duarte High School. Naomi was born in Oklahoma, has been in California for the past seven years, and her greatest ambition is to be a credit to her people, like Marion Anderson or Lena Horne, but we feel she has possibilities of perhaps going evern further -- for Naomi, at the age of 17 possesses a tone-range equal to that of the fabulous Ema Sumac, so Naomi, with the ringing of the bell ... (BELL) we wish you good luck and are proud and happy to present you with your national radio opportunity ...

MUSIC: ("SUMMERTIME")

(APPLAUSE)

HEIDT: Naomi Wade, 17 years old. Naomi, you know we're very proud of you. Because we kind of take credit back there two years ago getting you interested in singing.

WADE: Yes, I'm very happy that you did, Mr. Heidt.

HEIDT: Well, you're a wonderful girl and my how you've improved.

WADE: Well, I've been working a lot harder and I figured that to get ahead you had to work hard.

HEIDT: That's right, and you're personality is wonderful now.

WADE: Thanks very much.

HEIDT: You're smiling and you're happy and you're certainly a credit to our country. Folks let's give her a nice hand.

(APPLAUSE)

HEIDT: Here's the warning whistle for round five ... (WHISTLE) ... which introduces our three-time champ -- that sensational 14-year old drummer boy from Yankton, South Dakota ... Allen Breneman. Although standing only 4-feet-6, and weighing only 74-pounds ... Allen has that fighting spirit champions are made of -- and tonight is determined to fight the battle of his life to retain his crown ... so, Allen, the rest is up to you. Here's the bell ... (BELL) ... and Lucky wishes you good luck -- and here we go ...

MUSIC: ("SHEIK OF ARABY")
(APPLAUSE)

HEIDT: Allen Breneman. Here's the boy that really goes all out. (Allen breaths heavily) Can you talk?

BRENEMAN: A little.

HEIDT: And you're from Yankton, South Dakota?

BRENEMAN: Ahun, that's right.

HEIDT: And your daddy and your folks arrived out here in California last week?

BRENEMAN: That's right.

HEIDT: Now the idea is to see if they can stay out here for a while. It all depends on you now doesn't it?

BRENEMAN: It sure does.

HEIDT: Who taught you to drum?

BRENEMAN: My dad.

HEIDT: Whose your favorite drummer?

BRENEMAN: My dad.

(AUDIENCE LAUGHS)

HEIDT: Isn't that wonderful? Okay, stand there for a minute because now we're ready to pass in review to see who shall win the $150.00 first prize, and carry over til next week, with the possibility of entering the quarter finals two weeks from this evening, December 17, for $500.00 --and possibly going into the grand finals three weeks from this evening, December 24, for $5,000.00 .....

REPRISE:

HEIDT: CONTESTANT NO. 1 ... FROM LANSING, MICHIGAN
DAVID GRAEME

(APPLAUSE)

HEIDT: Thank you very much, David Graeme. Swell work.

CONTESTANT NO. 2 ... FROM PASADENA, CALIFORNIA
MARY ANN JACKSON

(APPLAUSE)

HEIDT: Mary Anne Jackson from Pasadena. Nice work.

CONTESTANT NO. 3 ... FROM SHERMAN OAKS, CALIF..
KITTY KOVER

(APPLAUSE)

HEIDT: Here's the girl! Kitty Kover.

CONTETANT NO. 4 ... FROM MONROVIA, CALIFORNIA
NAOMI WADE

(APPLAUSE)

HEIDT: Naomi Wade. 17 years old. Nice work, Naomi.

CONTESTANT NO. 5 ... FROM YANKTON, SOUTH DAKOTA
ALLEN BRENEMAN

(APPLAUSE)

HEIDT: Well, it's going to be close, very very close. So stand by for the Judge's decision which we'll have in just a few moments. But first a few words from Don McIlvaine...

COMMERCIAL NO. 2

DON: Thank you Horace. Friends, if you've ever stopped to single out the one thing that gives you real smoking enjoyment, chances are that taste was your answer. Why certainly, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Luckies tate so much better because, first LS/MFT ... Lucky Strike means fine tobacco. And then, too, Luckies are actually made better ... made round and firm and fully packed, to draw freely and smoke evenly. And because Luckies do taste better they'll make wonderful Christmas gifts for your family and friends. So, look for the bright andcheerful Lucky Strike Christmas carton - specially created by the famous designer, Raymond Loewy. You'll find these Christmas cartons of Luckies wherever you buy cigarettes. Yes, at Christmas time - or any time - a carton of Luckies is most welcome, for it's always good taste to give and to smoke better tasting Lucky Strike!

(MUSIC: PLAYOFF)

HEIDT: Folks, with our Grand Finals only three weeks off, we're going to ask the four winners of the past four quarters to pass in review - for, of course, the big question mark is who will win that golden championship crown, and the $5,000 first prize. We sincerely feel that these winners who we are no going to present are among the finest talent the original youth opportunity program has ever had the pleasure of discovering...

Here's the winner of the First Quarter - is a representative of the northeastern part of our country , Vincent Marzano - from Watertown, New York ....
(VINCENT SINGS)
Yes, there's no question about it, Vincent Marzano has one of the outstanding tenor voices of the country - and has an excellent chance to win....

CONTESTANT NUMBER TWO - will be that great guitar player - representative of the Northwestern part of America - Gene St. John - from Klamath Falls, Oregon, and here is Gene St. John.
(GENE PLAYS)
And Gene St. John has a great chance to win...

CONTESTANT NUMBER THREE - the winner of the Fourth Quarter - representative from the middle west -

HEIDT: (CONT'D) ...and a great singing personality, Willa Knight, from Danville, Illinois...
(WILLA SINGS)
Oh, what a battle Willa Knight is going to put up.
Wonderful work.
(APPLAUSE)

And the winner of the Third Quarter Finals - from Billings, Montana, representative of that section of America...a young boy who has the finest prospects of any popular type singer we have possibly ever run across - Mark Durbin...listen...
(MARK SINGS)

HEIDT: Mark Durbin. What a great contest this is going to be.
Ladies and gentlemen just imagine, three weeks from this evening December the 24th, Christmas Eve.
Make your plans to tune in.
The fifth contestant will be the winner of the Fifth Quarter. So now let's see who won tonight's contest.
Our Judge is a splendid example of the Youth of America herself - as she is the youngest legislator in the United States - the very charming Los Angeles City Councilwoman of the 5th District ...Miss Rosalind Weiner....
(APPLAUSE)

WEINER: Thank you, Horace. It's been a real pleasure to watch these young people perform. Our world today is a complex one, and we often forget that in the years to come it's the youth of our nation upon whom we must depend. You, and your sponsor, Lucky Strike, are to be congratulated for the wonderful opportunities you are offering these young people - opportunities which will help build them into better citizens of tomorrow.
Here on this card is my reading of the electric applause meter....

HEIDT: Thank you very, very much - and ladies and gentlemen the winner here this evening ...is the drummer boy - ALLEN BRENEMAN.

(APPLAUSE)

HEIDT: Allen Breneman. Now remember those grand finals. Keep tuned in each week.

HEIDT: Nice people, with Christmas only a few weeks off... please remember that if you ...

Drop a pebble in the water,
Just a splash and it is gone,
But half a hundred circles
Carry on and on and on.
Spreading out from the center
Flowing on out to the sea,
Until no one can tell
Where the end is going to be.

If you drop a word of cheer and kindness,
Just a flash and it is gone,
But half a hundred circles
Carry on and on and on,
Bearing hope and cheer and comfort,
On each splashing, dashing wave.
'Til you wouldn't believe the volume
Of the one kind word you gave.

So drop a word of cheer and comfort
In a moment you'll forget.
But there's gladness still a-swelling,
And there's joy a-circling yet.

And you've rolled a wave of comfort
Whose sweet music can be heard.
Over miles and miles of water -
Just by dropping one kind word.

HEIDT: Nice people, 'til we meet again next Thursday evening - this is Horace Heidt reminding you "Tis Better to Build Boys Than to Mend Men" - saying good night to Mother, and wishing all of you Good Luck, Good Health, and may God bless you -- Good Night!

(APPLAUSE)

THE AMERICAN WAY
DECEMBER 3, 1953

CLOSING

DON: This program was brought to you by Lucky Strike, product of The American Tobacco Company ... America's leading manufacturer of cigarettes.

MUSIC: "BE HAPPY ....GO LUCKY" .....FADE

ANNOUNCER: THIS IS THE C.B.S. RADIO NETWORK

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 10, 1953 ~~Hollywood, California~~ Broadcast #50 Network: CBS Broadcast: 10:00-10:30 PM EST Repeat: (AS BROADCAST)

OPENING COMMERCIAL

SPOT NO. 1	"GOODY GOODY"	BETTY ANDREWS
SPOT NO. 2	"VACANCY"	GARY WATSON
SPOT NO. 3	"MINUTE WALTZ"	DAVID KAROL

COMMERCIAL NO. 1

SPOT NO. 4	"GRANADA"	GLORIA TRUJILLO
SPOT NO. 5	"SHEIK OF ARABY"	ALLEN BRENEMAN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	WINNERS OF PREVIOUS QUARTERS	TALENT
SPOT NO. 8	WINNER	ALLEN BRENEMAN

RA-926A

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

HOLLYWOOD, CALIF.

10:00-10:30 PM EST DECEMBER 10, 1953 THURSDAY

OPENING

BAND: "BE HAPPY -- GO LUCKY" .... FANFARE INTO ...

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE ...
(INTO HUMMING AS DON SAYS)

DON: The American Tobacco Company presents transcribed "THE AMERICAN WAY", ... Starring Horace Heidt for Lucky Strike.....

BAND & CHROUS: (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste, and the fact of the matter is Luckies taste better ... Cleaner, fresher, smoother. So, for the better taste, that means more smoking enjoyment ... Be Happy -- Go Lucky! Ask for a carton of Lucky Strike! And now from Hollywood, California here's your host for tonight -- Horace Heidt for Lucky Strike! ....

HEIDT: Thank you Ladies and Gentlemen! It's grand being with you nice people once again. December 24th the date of our Grand Finals is only 2-weeks off .... so there is excitement and tension in the air. For that time a great new star will be born ... a star from among the 68,000 young people we've auditioned in our travels throughout America during the past year. Later on we are going to introduce the four winners of the first four quarters ... the young people who have already won the right to enter the Grand Finals -- however, there will still be another contender for the $5,000 Grand Prize -- the winnerof the fifth, and final quarter ... and the present champ of the fifth quarter is still that sensational 14-year old drummer boy from Yankton, South Dakota -- Allen Breneman. However, Allen still has two very hard battles before he gains the privilege of entering the Grand Finals -- as the warning whistle for round one ... (WHISTLE) ... introduces, from Las Vegas, Nevada -- a very attractive young girl we met during our recent appearance in that fine city -- 22-year old Betty Andrews. Born in Connersville, Indiana. Betty's ambition is to make a name for herself in the musical world. So, with the ringing of the bell ... (BELL) ... Lucky Strike hopes that this will be your lucky day .... as she sings "GOODY, GOODY" ... Here we go!

MUSIC: [GOODY GOODY
(APPLAUSE)

HEIDT: Betty, that was beautiful.

ANDREWS: Thank you Horace.

HEIDT: And you're a very attractive person.

ANDREWS: Thank you.

HEIDT: And we understood that you've sung already with ... who did you say .....

ANDREWS: Ralph Flanagan, I started with him.

HEIDT: You started with Ralph Flanagan.

ANDREWS: Sammy Kaye.

HEIDT: Sammy Kaye.

ANDREWS: Right.

HEIDT: And how many years did you live in Connersville?

ANDREWS: Oh, up until about five years ago.

HEIDT: Then you moved to Las Vegas?

ANDREWS: No I moved to the East Coast.

HEIDT: The East Coast and then to Las Vegas.

ANDREWS: That's right.

HEIDT: Why did you move to Las Vegas?

ANDREWS: I married a lawyer.

HEIDT: She got married in Las Vegas. That's a good place to get married and a good reason too. Folks give her a nice hand will you please.

(APPLAUSE)

HEIDT: It's "THE AMERICAN WAY" Broadcasting from Hollywood, California ... made possible by Lucky Strike -- So, make every day your lucky day ... insist upon Lucky Strike -- the cigarette of better taste -- the cigarette of superior quality.

You've just heard a very fine contestant Betty Andrews, from Las Vegas, who made her bid for the championship crown ... as the warning whistle for round two ... (WHISTLE) ..... introduces another very fine prospect 24-year old Gary Watson - gary was born in Los Angeles -- is right now working as a photographer at the Los Angeles Daily News .... However, Gary has music in his soul .... and some day hopes to see his name in bright lights. He has a very fine singing voice-- plays guitar -- composes his own songs. So Gary, with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you sing your own original tune "VACANCY".

MUSIC: ("VACANCY")
(APPLAUSE)

HEIDT: Gary Watson singing his own composition. Gary that was really fine.

WATSON: Thank you very much.

HEIDT: Not only your voice but also your song. How do you get the ideas of singing songs?

WATSON: Well I don't know, it kinda, it kinda comes out of your heart I think.

HEIDT: In other words you get a hold of a subject you feel in your heart and you just write about it.

WATSON: Yes, I guess that's right.

HEIDT: Well how do you get a hold of a subject?

WATSON: (laughing) You got me there. Well I don't know, you kind of meet them and you fall in love with them and ... you write about them.

HEIDT: You write about them.

WATSON: Yea, you write about them.

HEIDT: Well who were you in love with when you wrote Vacancy?

WATSON: Well that was quite a while ago. But I was in love with a real nice, real nice girl.

HEIDT: Well it fell short I guess and there was a vacancy spot.

WATSON: That's right.

HEIDT: Well that was very very nice. You did a swell job. "Vacancy" is a swell number. Folks will you give him a nice hand?

(APPLAUSE)

HEIDT: It's "THE AMERICAN WAY" broadcasting from Hollywood ... made possible by Lucky Strike. Make every day your Lucky Day ... insist upon Lucky Strike, the cigarette of better taste -- the cigarette of superior quality. You've just heard two very fine outstanding contestants --Betty Andrews, from Las Vegas ... and Gary Watson, from Los Angeles, as the warning whistle for round three ... (WHISTLE) ... introduces 15 year old David Karol from Van Nuys, California. David is a sophmore at Van Nuys High School ... is student conductor of the ROTC High School band .. . and is not only an accomplished pianist but plays flute as well, and tonight is going to demonstrate his skill on that very difficult and fine instrument. So David, with the ringing of the bell ... (BELL) ... Lucky Strike also wishes you good luck with your ambitions of the "MINUTE WALTZ".

MUSIC: ("MINUTE WALTZ")

(APPLAUSE)

HEIDT: It's THE AMERICAN WAY and you've just heard David Karol. David, that was beautiful work.

KAROL: Thanks loads Mr. Heidt.

HEIDT: Very very fine.

KAROL: Thanks a lot.

HEIDT: And we understand that you played piano also.

KAROL: Yes, I played piano also.

HEIDT: You must have practiced all day long.

KAROL: Well not all day, I still have to go to school and that sort of thing.

HEIDT: What's your ambition for the future?

KAROL: Well I hope to play the flute in the Symphony orchestra, and I hope to play the piano as a soloist with the Symphony orchestra.

HEIDT: Now that's fine ambition and a fine ideal, and I know that's going to come true. Don't you think so folks?

(APPLAUSE)

HEIDT: Sure it is, ...

COMMERCIAL #1

HEIDT: You may wonder why we say ... make every day your Lucky day ... here's Don McIlvaine to tell you why...

DON: Thank you, Horace. Friends, Luckies' better taste is the big reason why so many people are switching to Lucky Strike. Sure, everybody knows that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better ... Cleaner, Fresher, Smoother. Know why? Well, LS/MFT -- Lucky Strike means fine tobacco. Light, naturally mild good-tasting tobacco. And then, Luckies are made better to taste better .... made round and firm and fully packed to draw freely and smoke evenly. It's just as plain as day that fine tobacco in a better made cigarette is bound to give you a better-tasting smoke. So ask for a Lucky Strike the next time you buy cigarettes. That's right - Be Happy and Go Lucky! You'll find Luckies do taste better ..cleaner..fresher, smoother.

HEIDT: And friends, that certainly is good advice. Be right with Lucky Strike. But now, on with The American Way, broadcasting from Hollywood, California. You've already heard three very fine contestants -- there's two more to come as the warning whistle for Round Four.....

WHISTLE) ... introduces 22-year old Gloria Trujillo. Gloria is also a native of Los Angeles -- attended St. Mary's Academy and is now working as a file clerk at the southern California automobile club. But Gloria's ambition is to become an operatic star, and although she has only been singing four and one-half years, we believe you'll agree that she has exceptional possibilities towards having her ambitions come true ...

So Glory, with the ringing of the Bell...(BELL).... Lucky Strike is also proud and happy to help you on your way to success and stardom.

(MUSIC: "GRANADA")

(APPLAUSE)

HEIDT: Beautiful work with "The American Way" and you've just heard Glory Trujillo.

GLORY: Tru-hi-yo.

HEIDT: That's the only thing that she is a little sensitive about, is the way we pronounce her name. Almost everything is silent from the way it's written.

TRUJILLO: Well the J is pronounced like H and the double L is silent like YO.

HEIDT: You're a lovely person.

TRUJILLO: Thank you, Mr. Heidt.

HEIDT: And I'll never forget when you auditioned and you walked out of the audition room.....

TRUJILLO: Don't remind me (LAUGHINGLY). I took a look at the crowd and then thought well gee, this is not the place for me and if it hadn't been for my girl friend, I wouldn't have been there. But thanks to her this is where I am now.

HEIDT: This is where you are and you did beautiful work. Don't you think so, folks?
(APPLAUSE)
She deserves a lot of credit.

And now, here's the warning whistle for Round Five ...(WHISTLE) which introduces our four-time Champ ...that little 14-year old drummer boy from Yankton, South Dakota...Allen Breneman. Although Allen is small in stature - standing only 4 feet - 6, and weighing only 74 pounds, he has that fighting spirit champs are made of - and tonight is determined to fight the battle of his life to retain his crown...so Allen, here's the bell ...(BELL) ...Lucky Strike wishes you good luck... and here we go...
(MUSIC: "SHEIK OF ARABY")
(APPLAUSE)

HEIDT: Allen Breneman from Yankton, South Dakota. Allen, that was beautiful work. You really went to town this evening and a lot depends upon tonight, you know that. But you did a good job and a job that I m sure everybody is very, very proud of. Now we want you to step aside for a moment because now we're ready to pass in review, to see who shall win the $150 first prize, with the privilege of going into the quarter finals next week for $500 -- and the possibility of going into the grand finals two weeks from this evening, December 24, for $5,000

REPRISE

HEIDT: CONTESTANT NO. 1 .... FROM LAS VEGAS, NEVADA
BETTY ANDREWS

(APPLAUSE)

Betty Anderson. Nice work, Betty. That was swell.

HEIDT: CONTESTANT NO. 2 ..... FROM LOS ANGELES, CALIF.
GARY WATSON

(APPLAUSE)

Gary Watson. Nice work.

HEIDT: CONTESTANT NO. 3 .... FROM VAN NUYS, CALIF.
DAVID KAROL

(APPLAUSE)

Nice work, David.

HEIDT: CONTESTANT NO. 4 .... FROM LOS ANGELES, CALIF.
GLORIO TRUJILLO

(APPLAUSE)

Thank you very much, Gloria. Beautiful!

HEIDT: CONTESTANT NO. 5 .... FROM YANKTON, SOUTH DAKOTA
ALLEN BRENEMAN

(APPLAUSE)

HEIDT: And now, ladies and gentlemen, we are going to have the Judge's decision in just a moment. But ..first here's Don McIlvaine with some very important words for Lucky Strike - the cigarette of superior quality.....

COMMERCIAL #2

DON: Thank you, Horace. Friends, you know, this whole matter of smoking enjoyment can all be summed up in just one word. Taste! Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better, cleaner, fresher, smoother. Now, Luckies taste better for two reasons. First.... LS/MFT, Lucky Strike means fine tobacco... Then too, Luckies taste better because they're made better...made round and firm and fully packed, to draw freely and smoke evenly. Yes, made for 100% smoking enjoyment! And because Luckies do taste better, they'll make wonderful Christmas gifts. As a matter of fact, right now, you'll find Luckies all dressed up in festive Christmas cartons, specially created by the famous deigner, Raymond Loewy. These colorful Lucky Strike Christmas cartons make a most welcome gift for anyone on your Christmas list. You'll find these holiday cartons of Luckies wherever you buy cigarettes. Be sure to get enough! Make it a Happy Go Lucky Christmas....give your family and friends Christmas cartons of the cigarette that does taste better...Lucky Strike!

HEIDT: Folks, with our Grand Finals only two weeks off, we're going to ask the four winners of the past four quarters to pass in review....and of course, the big question mark is who will win The Golden Championship crown, and the $5,000 first prize. These people are among the finest talent that we've ever discovered. Here's the winner La Rosa out of the first quarter - who will be representative of the Northeastern part of our country - Vincent Marzano, from Watertown, New York.....

(MUSIC: "MARTHA")

(APPLAUSE)

HEIDT: Folks, one of the finest voices of the country.

Contestant Number two - will be that great guitar player - representative of the northwestern part of America - Gene St. John - from Klamath Falls, Oregon - and here's Gene ....

(MUSIC: GENE PLAYS)

(APPLAUSE)

HEIDT: Yes, Gene is a fast man and has a great chance to win...$5,0000 think.

HEIDT: Contestant Number Three - was winner of the Fourth Quarter - representative from the middle west - and a great singing personality - Willa Knight - from Danville, Illinois...
(MUSIC: "SOME OF THSE DAYS")

And Willia Knight has a great chance to win and believe me she has plenty of stuff behind it.
(APPLAUSE)

And the winner of the Third Quarter, from Billings, Montana, and a representative of that section of America - a young boy who has the finest prospects of most any popular type singer we have ever run across - Mark Durbin.
(MUSIC: "I'M WALKING BEHIND YOU".)

So folks, it's going to be some contest. Have you ever heard better talent?
(APPLAUSE)

Well, just remember the December 24, that's Christmas Eve, the big contest, so make your plans to tune in. But now let's see who that 5th contestant might be. You'll find out who is going to be the winner of our show here this evening.

HEIDT: As our judge we introduce not only one of the world's most famous football players, but also one of America's top movie stars ... for his latest starring picture "Crazy Legs" is right now proving a top draw throughout the country. Introducing a man who knows, first hand, the importance of young people receiving opportunities - Crazy Legs Elroy Hirsch .....
(APPLAUSE)

HIRSCH: Horace, what you have said goes double ... and I speak from the heart, because without receiving opportunities not only would show business suffer, but I know first hand that football, baseball and every other form of athletic endeavor would lose it's vigor and vim. It's been a great contest this evening. I've enjoyed every second of it. It represents good, clean, hard competition which is the American way. Here on this card is my reading of the electric applause meter....

HEIDT: And thank you very very much Elroy. And winner here this evening ladies and gentlemen who's going into the quarter finals possibly the grand finals the drummer boy Allen Breneman. Allen Breneman won again. Allen, great work. How do you feel?

BRENEMAN: Oh, wonderful.

HEIDT: Well that's good. Well you've got great possibilities and you're going to put the rest of the drummers out of business, the way things look around here. Well here's your money, that was swell and we want to congratulate all other contestants, they did hard work.
(APPLAUSE)

HEIDT: Folks, with Christmas just a few days off, here's a thought that you might keep in mind. . .
Help one another the snowflake said
As it nestled down in its fleecy bed
One of us here would quickly melt
But I'll help you and you help me
And then what a big white drift
There'll be.
Help one another a grain of sand
Said to another grain close at hand
The wind would carry me over the sea
And then, oh, what would become of me
But come, my brother, give me your hand
And we'll build a mountain and
There we'll stand.
And so the snowflakes grew to drifts
The grains of sand to mountains,
The leaves became a pleasant shade
And the dewdrops fed the fountains.

Folks on December 30 are entire musical family of 35 people opens a month's engagement at the Edgewater Beach Hotel in Chicago and on February 1st will be at Statler Hotel in New York City. Make your plans now to drop in and say hello. 'Til we meet again next Thursday evening, this is Horace Heidt reminding you "Tis better to build boys than to mend men"... saying goodnight to Mother ... and wishing all of you good luck,

HEIDT: (CONT'D) good health - and may God bless you ...
good night everybody.
(APPLAUSE)

CLOSING

DON: Ladies and gentlemen, here is an important announcement. All of use hope the day will never come when enemy planes penetrate our nations borders. Nevertheless, we must be prepared. Our military people are now establishing an extensive system on air defense, but it must be manned, in part, by civilian volunteers. Your help, as a member of the Ground Observer Corps, is needed! You'll find the duties easy and interesting. And they require just a few hours of your time each week. Contact your nearest Civil Defense Center now. And join the Ground Observer Corps!

MUSIC: "BE HAPPY ... GO LUCKY" ...

DON: This is Don Mc Ilvaine reminding you to tune in Sunday to the Jack Benny Radio Program. Consult your newspaper for time and station. That's the Jack Benny Program presented by Lucky Strike. This program was brought to you transcribed by Lucky Strike, product of the American Tobacco Company ... America's leading manufacturer of cigarettes.

MUSIC:

This is the CBS radio network.

THE AMERICAN WAY

produced for AS BROADCAST

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 17, 1953 Hollywood, Calif. **Network:** CBS **Broadcast:** 10:00-10:30 PM EST **Repeat:** (AS BROADCAST)

Broadcast #51

OPENING COMMERCIAL

SPOT NO. 1	"DOMINO"	ROY GOODRICH
SPOT NO. 2	"WAY DOWN YONDER"	KITTY KOVER
SPOT NO. 3	"CHOPIN'S REVOLUTIONARY" "A" TUNE	DAVID KAROL

COMMERCIAL NO. 1

SPOT NO. 4	"SUMMERTIME"	NAOMI WADE
SPOT NO. 5	"SHIEK OF ARABY"	ALLEN BRENEMAN
SPOT NO. 6	REPRISE	TALENT

COMMERCIAL NO. 2

SPOT NO. 7	WINNERS OF PREVIOUS QUARTERS	TALENT
SPOT NO. 8	WINNER	ALLEN BRENEMAN

RA-926A

ATK01 0024044

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

HOLLYWOOD, CALIFORNIA

10:00-10:30 PM EST DECEMBER 17, 1953 THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" ... FANFARE

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE ...
(INTO HUMMING AS DON SAYS)

DON: The American Tobacco Company presents transcribed, "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike!

BAND & CHORUS (UP TO CRESCENDO FINISH)

DON: Smoking enjoyment is all a matter of taste, and the fact of the matter is Luckies taste better ... cleaner, fresher, smoother. So, for the better taste, that means more smoking enjoyment ... Be Happy - Go Lucky. Ask for a carton of Lucky Strike!

And now, from Hollywood, Calif., here's your host tonight - Horace Heidt for Lucky Strike!
(APPLAUSE)

MUSIC: "BE HAPPY - GO LUCKY" THEME (SHORT)

HEIDT: Yes sir, thank you very much nice people. Tonight, excitement fills the air for it's our FIFTH QUARTER finals ... the winner this evening goes into the National Grand Finals next week for $5,000 First Prize. A little later on in the program we are going to introduce the four winners of the first four quarters ... the young people who have already won the right to enter the Grand Finals. However, there will still be one more contender for that $5,000 Grand Prize ... and that person will be the winner of our program this evening. Our present champ is still that sensational 14-year old drummer boy from Yankton, South Dakota - Allen Breneman. However, Allen has his work cut out for him this evening ... as we present four of the most outstanding contestants of our past ten weeks ... and the warning whistle for Round One ... (WHISTLE) ... introduces Roy Goodrich ... from Springville, New York. Roy was a paratrooper during World War Two, and won outstanding praise for his bravery. So, not only is he very deserving, but he also has a very fine baritone voice. He appeared on our program a few weeks ago and received so much fine praise that we have asked him back this evening for our Quarter Finals ... and so, Roy, with the ringing of the bell (BELL) ...

HEIDT: (CONT'D) ... Lucky Strike wishes you good luck with your rendition of "Domino".

MUSIC: "DOMINO"

(APPLAUSE)

HEIDT: Yes, ladies and gentlemen this is the fifth quarter finals which means a great deal to these young people. And you've just heard Roy Goodrich from Springville, and Roy, you've really got what it takes.

GOODRICH: Thank you Horace very much.

HEIDT: And you did a grand job. Give him a nice hand folks.

(APPLAUSE)

HEIDT: It's "The American Way" broadcasting from Hollywood, California ... made possible by Lucky Strike - So, make every day your lucky day - insist upon Lucky Strike, the cigarette of better taste - The cigarette of superior quality.
Folks this evening we're having our 5th Quarter Finals and the winner going into the grand finals next week. And the warning whistle for Round Two (WHISLTE) ... introduces another very outstanding performer of the past 10 weeks. It's 21-year old Kitty Kover, from Sherman Oaks, California. Kitty was born in Arizona, but has spent most of her life in California. She has a world of talent and personality, and we know some day will most assuredly reach the top in the musical world. So, Kitty, we hope to make your ambitions come true, and with the ringing of the bell ... (BELL) ... Lucky Strike wishes you good luck as you sing "Way Down Yonder In New Orleans"

MUSIC: "WAY DOWN YONDER...."
(APPLAUSE)

HEIDT: Kitty Kover ladies and gentlemen passing in review. It's the American Way and Kitty with your style of singing it certainly is distinctive. that you're going right to the top. And we've been very proud to have had you on the show. Say thanks to everybody.

KOVER: Thank you very much Mr. Heidt, I apprcciate you're giving me the opportunity.

(APPLAUSE)

HEIDT: Thank you very much Kitty.

HEIDT: Folks, it's "THE AMERICAN WAY" broadcasting from Hollywood, made possible by Lucky Strike... make every day yourLucky Day...insist upon Lucky Strike, the cigarette of better taste. The cigarette of superior quality. It's the fifth quarter finals and the winner this evening will appear on the grand finals next week so this is a might important show. You've just heard two outstanding performers. Roy Goodrich, from Springville, New York - and Kitty Kover, from Sherman Oaks, California...as the warning whistle for round three ... (WHISTLE) ... introduces 15-year old David Karol - from Van Nuys, California. David is a sophomore at Van Nuys High School...is student conductor of the ROTC Band ... and we feel is one of the finest young musicians we've ever met. We presented David on our program last week playing flute, and tonight he is going to demonstrate his skill on the piano...so, David, with the ringing of the bell...(BELL) ... Lucky Strike wishes you goodluck with your rendition of Chopin's Revolutionary A Tune.

MUSIC: "CHOPIN'S REVOLUTIONARY A TUNE"
(APPLAUSE)

HEIDT: Imagine ladies and gentlemen fifteen years old. David Karol from Van Nuys. David I believe you've been an inspiration to every young boy in America this evening.

KAROL: I hope so Mr. Heidt.

HEIDT: Let's give him a nice hand folks. Swell.

(APPLAUSE)

COMMERCIAL NO. 1

HEIDT: Folks you might wonder why we say make every day our Lucky Day ... insist upon Lucky Strike, the cigarette of superior quality. Here's Don McIlvaine to tell you why...

DON: Thanks Horace. Friends, have you smoked a fresh cigarette lately? You have, if you've smoked a Lucky...Because The American Tobacco Company, the makers of Lucky Strike know how vitally important freshness is to the taste of a cigarette. That's why every day in the manufacturing plants where Luckies are made hundreds of packs of Luckies are carefully tested for the tightness of their cellophane seal...so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. There are two things that account for this better taste. First...fine tobacco...fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better - made round, firm, fully packed to draw freely and smoke evenly. So, for a better tasting, fresher tasting cigarette, light up a Lucky. You'll agree smoking enjoyment is all a matter of taste and the fact of the matter is Luckies taste better.....

(CONT'D)

COMMERCIAL NO. 1 (CONT'D)

DON: Be Happy - go Lucky - with a carton of Lucky
(CONT'D) Strike...

HEIDT: Friends, that certainly is good advice.
Be right with Lucky Strike...

HEIDT: But now, on with THE AMERICAN WAY - it's the fifth quarter finals - a very important broadcast. The winner goes into the grand finals next week for $5000. You've already heard three very fine contestants chosen as among the most outstanding of the past ten weeks....and there's two more to come as the warning whistle for round four...(WHISTLE)... introduces 17-year old Naomi Wade ... a senior at Monrovia Duarte High School, and most assuredly one of the most outstanding of the past 10 weeks. ...For Naomi, at 17 possesses a tone-range equal to that of the fabulous Ema Sumac, so, Naomi, we wish you good luck, and with the ringing of the bell ...(BELL)... Lucky Strike is happy to present you with your golden national radio opportunity ... Here we are...

MUSIC: "SUMMERTIME"

(APPLAUSE)

HEIDT: Naomi Wade 17 years old. Naomi we're very proud of you. Beautiful work. Don't you think she's wonderful folks?

(APPLAUSE)

HEIDT: Now excitement is in tense as the warning whistle for round five...(WHISTLE) ... introduces our five-time champ ... that little 14-year old drummer boy from Yankton, South Dakota... Allen Breneman...one of the greatest drummers in the country today. No question about it. Allen has that fighting spirit champs are made of - and tonight is determined to fight the battle of his life to retain his crown for if he wins this evening he goes into the grand finals next week. So, Allen, with the ringing of the bell ...(BELL) ... Lucky Strike wishes you good luck - and here we go ...

MUSIC: "SHIEK OF ARABY"
(APPLAUSE)

ALLEN: (BREATHS HEAVILY) (AUDIENCE LAUGHS)

HEIDT: I'm all in too just watching you go. But Allen you ... where did you get all your strength?

BRENEMAN: Working on a farm.

HEIDT: Working on a farm out in Yankton, South Dakota. Allen you did a great job tonight and you gave everything you had. May the better person win. Now if you'll step aside for just a second we're ready to pass in review...to see who shall win the $500 prize this evening - fifth quarter final - and the right of entering the national grand finals next week, December 24, for the $5,000 grand prize.....

REPRISE

HEIDT: CONTESTANT NO. 1.... FROM SPRINGVILLE, NEW YORK ROY GOODRICH

(APPLAUSE)

Roy Goodrich, a great singer, and fine possibilities.

HEIDT: CONTESTANT NO. 2.... FROM SHERMAN OAKS, CALIF., KITTY KOVER

(APPLAUSE)

Hooray for Kitty Kover.

HEIDT: CONTESTANT NO. 3.... FROM VAN NUYS, CALIF., DAVID KAROL

(APPLAUSE)

Thank you very much, David. Good work.

HEIDT: CONTESTANT NO. 4... FROM MONROVIA, CALIF., NAOMI WADE

(APPLAUSE)

Naomi Wade, nice work.

HEIDT: CONTESTANT NO. 5... FROM YANKTON, SOUTH DAKOTA ALLEN BRENEMAN

(APPLAUSE)

HEIDT: Well folks, it's going to be a very close contest you can tell by the applause...very very close but stand for the judge's decision in just a moment. First, here's Don McIlvaine with a very helpful suggestion from Lucky Strike, the cigarette of superior quality.

THE AMERICAN WAY
DECEMBER 17, 1953 -D-

COMMERCIAL NO. 2

DON: Thanks Horace. Friends, here's a wonderful Christmas gift idea... a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your friends and family...for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is...Luckies taste better. Cleaner, Fresher, Smoother. And for two mighty good reasons. First of all, Luckies are made of fine, naturally mild, good-tasting tobacco. Who doesn't know that - LS/MFT, Lucky Strike means fine tobacco. And second, Luckies are made better to taste better...made round and firm and fully packed to draw freely and smoke evenly. So, remember...smoking enjoyment is all a matter of taste. And the fact of the matter is- Luckies taste better. Cleaner, Fresher, Smoother. That's why you can't go wrong when you give colorful Christmas cartons of Lucky Strike....

HEIDT: With our Grand Finals only one-week off, we're going to ask the four winners of the past four quarters to pass in review... and of course, the big question mark is who will win The Golden Championship Crown, and the $5,000 first prize.

These people are not amateurs. There's a great deal of difference between someone that's starting in the business than somebody that's worked for 4, or 5 or 6 years or perhaps has been in the service and is just receiving their opportunity. And that's true of these people.

Here's the winner of the First Quarter -- will be representative of the Northeastern part of our country - Vincent Marzano from Watertown, New York

(MUSIC: "MARTHA")

HEIDT: One of the most beautiful voices of our country... and has an excellent chance to win..Vincent Marzano.

Now, Contestant Number Two - winner of the Second Quarter - will be that great guitar player-representative of the Northwestern part of America - Gene St. John - from Klamath Falls, Oregon... and here is Gene.

(MUSIC: "GENE PLAYS")

HEIDT: Yes sir, he's going to be a mighty hard man to beat. Gene St. John, has a great chance.

HEIDT: Contestant Number Three - was winner of the Fourth Quarter - representative from the middle west - and a great singing personality - from Danville, Illinois... Willa Knight! Wow! Yes sir, Willa, you're a great champ, Um-um...
(APPLAUSE)

Now the winner of the Third Quarter, from Billings, Montana, and representative of that section of America - a young boy who has the finest prospects of any popular type singer we have ever run across in many a day - Mark Durbin.
(MUSIC: "I'M WALKING BEHIND YOU")
(APPLAUSE)

HEIDT: Yes sir, Mark Durbin has a great chance to win ladies and gentlemen, so there you are. So be sure to tune in next week for the Grand Finals - make it a date there will be lots of excitement. But now let's find out who the winner is this evening. Who will go into the National Grand Finals for $5,000.

HEIDT: Folks as our judge tonight, we introduce an old friend of ours -- a former member of our organization who with his wonderful orchestra opens this evening in the Statler Hotel right here in Los Angeles. He is composer of the all-time hit tune "Sunrise Serenade" the boy with the golden touch and one of America's finest pianists, Frankie Carle.

(APPLAUSE)

CARLE: Thanks Horace. It's like old times being back here again, and believe me I know, only too well, how much it means to these young people to have a helping hand along the road to success. Many years ago you did the same for me, and I'll never forget it. Horace, you and your sponsor, Lucky Strike are certainly to be congratulated for the opportunities you are offering these young people. It's been a great contest tonight -- they all put up a grand and hard fight ... and here on this card is my reading of the electric applause meter.

HEIDT: Thank you very much Frankie Carle, and Ladies and gentlemen, the winner this evening who gets $500 and goes into the grand finals next week from Yankton, South Dakota -- Allen Breneman. Step over here. (APPLAUSE)

HEIDT: Well Allen you know when you started off here five weeks ago your drums weren't paid for. (BOTH LAUGH) But now your drums are paid for and your folks are out here in the Pacific Coast. And you're already set now for the grand finals next week. How do you feel about it?

BRENEMAN: Oh, just wonderful.

HEIDT: Folks wait till you see this boy on Television, he's going to capture the nation. So there you are and all the other contestants did wonderful work, we'll keep you in mind, we're going to do wonderful things for you in Television and radio so thanks very much. Let's give them all a hand folks.
(APPLAUSE)

HEIDT: Please don't forget the most exciting moment in radio will arrive next week for our grand finals for $5000 will be presented December 24, that's Christmas Eve with five of the most talented young stars in the nation competing for the golden championship crown. Make it a date to be with us.

HEIDT: Also please don't forget this is all made possible by the makers of Lucky Strike the cigarette that tastes better. So give Luckies your vote of confidence by buying your carton tomorrow. And please remember, Luckies are now dressed up in a bright cheerful Christmas carton. Those festive Christmas cartons make wonderful gifts for your family and friends. Be sure and buy yours tomorrow.

Now on December 30th, our entire musical family including Johnny it's in the books Standly, Ralph Sigwald, the Caruso of the South, Richard Dick Kerr, America's finest impressionists, Elizabeth Linch plus 35 of the fine young performers in America, open a months engagement at the Edgewater Beach Hotel in Chicago then on February first, we open for eight weeks at the Statler Hotel in New York City. So we hope all our friends will drop in and say hello.

Til we meet again next Thursday night, this is Horace Heidt reminding you "Tis better to build boys than to mend men" ... saying goodnight to Mother ... and wishing you good luck, good health ... and may God bless you -- good night everybody!

(APPLAUSE)

THE AMERICAN WAY
DECEMBER 17, 1953

DON: Now this is Don McIlvaine reminding you to tune in Sunday to The Jack Benny Radio Program. Consult your newspaper for time and station. That's The Jack Benny Program presented by Lucky Strike. This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company. America's leading manufacturer of cigarettes.

MUSIC: "BE HAPPY -- GO LUCKY"

THIS IS THE CBS RADIO NETWORK.

THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, *Inc.*

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 24, 1953
Hollywood, Calif.

Network: CBS
Broadcast #52

Broadcast:
Repeat: 10:00-10:30 PM EST
(AS BROADCAST)

	OPENING COMMERCIAL	
SPOT NO. 1	"MARTA"	VINCENT MARZANO
SPOT NO. 2	"TIGER RAG"	GENE ST. JOHN
SPOT NO. 3	"SOME OF THESE DAYS"	WILLA KNIGHT
SPOT NO. 4	"I'M WALKING BEHIND YOU"	MARK DURBIN
SPOT NO. 5	"THE SHIEK"	ALLEN BRENEMAN
SPOT NO. 6	REPRISE	TALENT
	COMMERCIAL NO. 1	
SPOT NO. 7	WINNER	MARK DURBIN
	FAREWELL ADDRESS	
SPOT NO. 8	"SILENT NIGHT"	RALPH SIGWALD

RA-926A

ATX01 0024064

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

HOLLYWOOD, CALIF.

10:00-10:30 PM DECEMBER 24, 1953 THURSDAY

LONG BEACH NAVAL STATION
DEC. 8 (TAPED FOR DEC. 24)

GRAND FINALS:

BAND: "BE HAPPY - GO LUCKY" ... SEGUE INTO
FANFARE INTO

CHORUS: "THE AMERICAN WAY" IS A WONDERFUL WAY
THE CHANCES IT CAN GIVE ...

(INTO HUMMING AS DON SAYS)

DON: The American Tobacco Company presents transcribed, "THE AMERICAN WAY" ... starring Horace Heidt for Lucky Strike ...

MUSIC: (UP TO FINISH)

DON: Smoking enjoyment is all a matter of taste - and the fact of the matter is ... Luckies taste better, cleaner, fresher, smoother. So, for the better taste, that means more smoking enjoyment ... Be Happy ... Go Lucky! Ask for a carton of Lucky Strike!

(BELL .... BELL .... BELL)
"SPORTSMANSHIP AND COMPETITION
STIMULATE A YOUTH'S AMBITION" ....
FROM -

DON: The Navel Station - in Long Beach, California ... Horace Heidt presents the Championship battle of the year -- The National Grand Finals -- for $5000 ... Here's - Your host tonight ... Horace Heidt for Lucky Strike!
(APPLAUSE)

HEIDT: Yes, Ladies and gentlemen! It's the Championship battle of the year ... the big moment has arrived -- the National Grand finals of 1953 -- (5-Seconds Applause)

Yes folks listen to the enthusiasm ... it's going to be a fight to the finish by 5-great contenders ... Vincent Marzano, from Watertown, New York: Gene St. John, from Klamath Falls, Oregon: Willa Knight, from Danville, Illinois: Mark Durbin, from Billings, Montana: Allen Breneman, from Yankton,South Dakota ... and there's the warning whistle for round one ... (WHISTLE) ....

DON: And coming through the ropes for round one -- a hard hitting contender representative of the northeastern part of our country -- the winner of the first quarter - Vincent Marzano.

(APPLAUSE)

HEIDT: Ok, Vincent,Marzano, it's round one - you're a great contender from Watertown, N. Y. representing the northeastern part of America. You have, one of the country's finest voices -- Here's the bell ...

HEIDT: (CONT'D) (BELL) and Lucky Strike wishes you good luck as you go after that $5,000 first prize with your rendition of "MARTA".

MUSIC: ("MARTA"

(APPLAUSE)

HEIDT: There you are ladies and gentlemen it's the National Grand finals of 1953 and Vincent Marzano just made his bid for the crown. There's an ovation for Vincent who possesses one of America's most beautiful voices. A wonderful boy and a great artist.

HEIDT: Folks it's THE AMERICAN WAY, made possible by Lucky Strike - make every day your Lucky Day -- smoke Lucky Strike - the cigarette of better taste - the cigarette of superior quality. Yes, it's the National Grand Finals and there's the warning whistle ... for round two ... (WHISTLE) ...

DON: And round two brings to the center of the ring the winner of the second quarter - one of America's outstanding guitar players -- Gene St. John.

(APPLAUSE)

HEIDT: Yes, folks it's Gene St. John - from Klamath Falls, Oregon, who is representative of the Pacific Northwest, and another wonderful artist who will be mighty hard to beat. Gene is 17-years old, stands 5-feet-10, weighs in at 160-pounds and will go all out for victory. Gene here's the bell ... (BELL) ... and Lucky Strike also wishes you good luck as you go after that $5000 first prize with "TIGER RAG

MUSIC: ("TIGER RAG")

(APPLAUSE)

HEIDT: 6-7-8-9-10 ... and Gene St. John, stops the show ..

(APPLAUSE)

HEIDT: Yes ladies and gentlemen, it's the National Grand Finals of 1953- and 5-great contestants battling it out to a thrilling finish - all made possible by Lucky Strike ... the cigarette of better taste - the cigarette of superior quality. You've heard two great contestants. And now the warning whistle for round three ...(WHISTLE)

DON: Round three - and to the center of the ring comes another great contender the representative of the mid-west - and winner of the fourth quarter - Willa Knight ...

(APPLAUSE)

HEIDT: Yes, Ladies and gentlemen -- Willa Knight, from Danville, Illinois - and the representative of the mid-west. When we first heard Willa sing she was working for a trucking concern in Danville. We placed her on our program and her outstanding ability quickly brought results. For she went on to win the fourth quarter finals. Willa, you're a great favorite with everyone, and you pack a tremendous wallop ... so with the ringing of the bell .... (BELL) .... Lucky Strike wishes you good luck as you go after your $5000 first prize singing "SOME OF THESE DAYS" .....

MUSIC: ("SOME OF THESE DAYS")

(APPLAUSE)

HEIDT: Wills Knight, listen to the ovation. Yes folks, it's the National Grand Finals, with any one of these great contestants having a chance to win ... all made possible by Lucky Strike. Make every day your Lucky day - smoke Lucky Strike - the cigarette of better taste - the cigarette of superior quality. It's the National Grand Finals. You're heard 3 great contestants and there's the warning whistle for Round Four ... (WHISTLE)

DON: It's Round Four - and from his corner comes another great contender - He hails from Billings, Montana, and was winner of the third quarter - Mark Durbin ...
(APPLAUSE)

HEIDT: Yes, Mark Durbin has a fine reputation and he is a fine young chap. He's 18-years of age ... who has possibilities of becoming one of the outstanding popular singers of our nation. Mark also hails from a great section of America - Billings, Montana ... where he attends Billings High School - and where he is a real credit to his city and state. So, with the ringing of the bell ... (BELL) .... Mark makes his bid for the $5,000 first prize singing "I'm Walking Behind You".

MUSIC: "I'M WALKING BEHIND YOU"
(APPLAUSE)

HEIDT: Mark Durban. It's the National Grand Finals - The ovation listen to it. (APPLAUSE) And Mark Durbin stops the show. Mark Durbin, from Billings, Montana just made his bid for the $5,000 - All made possible by Lucky Strike ... So make every day your Lucky day ... smoke Lucky Strike, the cigarette of better taste - the cigarette of superior quality ... and now the excitement is tense. And here's the warning whistle for Round Five ... (WHISTLE) ...

DON: It's Round five - and from his corner comes that great contender from Yankton, South Dakota .. that 14-year old drummer boy - Allen Breneman.

(APPLAUSE)

HEIDT: Yes folks, it's 14-year old Allen Breneman, from Yankton, South Dakota. Allen weighs in at 73-pounds, stands 4-feet-6, but has the stuff that champs are made of and should be classed as one of the potential great drummers of our country. Allen - was a 6-time consecutive winner on the fifth quarter - and will go all out this evening to win the $5,000 first prize. So, Allen boy, here's the bell... (BELL) ... As Lucky Strike wishes you good luck as you make your bid for the crown playing "The Sheik of Araby" ... 14 year old Allen Breneman.

MUSIC: "THE SHEIK"

(APPLAUSE)

HEIDT: Allen Breneman ladies and gentlemen, and an ovation for Allen. And now folks, the big moment has arrived - For the five great contenders are passing in review before an impartial audience here at the Naval Station, in Long Beach, California.

Contestant No. 1 - from Watertown, New York
Vincent Marzano

(APPLAUSE)

HEIDT: Vincent Marzano. Very, very nice work, Vincent. Swell.

Contestant No. 2 - from Klamath Falls, Oregon
Gene St. John

(APPLAUSE)

HEIDT: Gene St. John. Nice work.

Contestant No. 3 - from Danville, Illinois
Willa Knight

(APPLAUSE)

HEIDT: And Willa Knight just made a great bid for that championship.

Contestant No. 4 - from Billings, Montana
Mark Durbin

(APPLAUSE)

HEIDT: Mark Durbin from Billings, Montana.
And now

Contestant No. 5 - from Yankton, South Dakota
Allen Breneman

(APPLAUSE)

HEIDT: Well folks, you can tell it's going to be a mighty close decision.

COMMERCIAL NO. 1

HEIDT: We'll have the judges decision in just a moment, but first, here's Don Mc Ilvaine ...

DON: We hope that in your house there'll be plenty of bright, colorful Christmas cartons of Lucky Strike cigarettes ... 'cause smokers by the thousands are turning to better-tasting Luckies. Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. It's just common sense that Luckies should taste better. First, because they're made of fine tobacco ... in fact LS/MFT, Lucky Strike means fine tobacco. And the way a cigarette is made is important to it's taste, too. Luckies are made round, firm and fully packed to draw freely and smoke evenly. Add it up .. Luckies are made better ... and they're made with fine tobacco to begin with. That's why Luckies taste better. Cleaner, Fresher, Smoother. I know you'll enjoy your Christmas Luckies like you've never enjoyed a cigarette before. And when that Christmas carton's gone, you'll be Happy and Go Lucky from then on ...

MUSIC: "BE HAPPY GO LUCKY" PLAY OFF

HEIDT: That's right friends. Be Happy - Go Lucky. Smoke Lucky Strike ... the cigarette of superior quality.

HEIDT: And now - to find out who won the $5,000 Grand Prize. We're honored and privileged to introduce as our judge - Rear Admiral Thomas Burrows - from the United States Navy ...

(APPLAUSE)

JUDGE: Horace, this has been a splendid contest, and is living proof of the great vitality of the youth of our nation. Tonight's contest will long remain in my memory as one of the most outstanding that I have ever witnessed, for it truly represents the American Way. This is a great job you, and your sponsor, Lucky Strike, are doing. Here on this card is my readings of the electric applause meter ...

HEIDT: And ladies and gentlemen the winner here this evening by seven points, $5,000, the winner from Billings, Montana ..... Mark Durbin!
(APPLAUSE)
Mark Durbin. And there's quite a story behind Mark Durbin. Mark Durbin is the boy who didn't want to audition for our show in Billings. He just didn't think he could sing well enough. But he came down there to the auditorium and some of his friends shoved him on up on the platform and from that moment on has been a great success. And Mark, the decision this evening was a unanimous one- you're a swell fellow along with it and I know there is a few little tears in your eyes now but I want you to say thanks to everybody.

DURBIN: Thanks a lot, folks. Thanks a million.

HEIDT: How about the folks up in Billings?

DURBIN: I------(COULDN'T TALK)

HEIDT: Mark, here's $5,000, do you want me to keep it or .... you keep it. Thank you Mark it's marvelous. We want to congratulate all the winners here. Vincent Marzano you did a beautiful job and we think that you're going right to the top in your work because you really have what it takes and we're hoping in the near future you'll have your own show like you spoke to us back there, in Watertown,N.Y. Let's give Vincent Marzano a nice hand.
(APPLAUSE)

HEIDT: And folks, here's Willa Knight. Willa Knight from Danville, Illinois. You're a swell person, Willa.

KNIGHT: Thank you, Mr. Heidt.

HEIDT: And you did a great job this evening.

KNIGHT: Thank you very much.

HEIDT: And here's a nice check for you and say thanks to everybody.

KNIGHT. Thanks, everyone.

HEIDT: Very very nice.
(APPLAUSE)

HEIDT: And here's Gene St. John. Gene St. John that hails from Klamath Falls, Oregon. And Gene you're a fine chap. You've got great possibilities for the future. And how do you feel about everything?

ST. JOHN: I'm very happy at this moment.

HEIDT: At this moment you're very happy, well aren't you happy every moment?

ST. JOHN: Well, just about.

HEIDT: (LAUGHS) He's a fine boy, give him a nice hand folks.
(APPLAUSE)

HEIDT: And folks, here's a boy I sincerely think is going to be the greatest drummer the world has ever had. He's going to put all the other boys out of business. Little Allen Breneman from Yankton, South Dakota. In fact...(APPLAUSE)....In fact Allen is going to become a regular member of our organization. Is that right?

BRENEMAN: I hope so.

HEIDT: Yea, you're going to drum right in the band. And where did you gain all your strength?

BRENEMAN: Working on a farm.

HEIDT: Working on a farm, and how many children are there?

BRENEMAN: I have two brothers.

HEIDT: You have two brothers and there're all out on the Pacific Coast now, aren't they? Well folks, let's give all these people a swell hand- they really did a swell job tonight, everyone. There they are.

(APPLAUSE)

(BAND PLAYS A FEW SECONDS)

FAREWELL ADDRESS

HEIDT: And now, ladies and gentlemen! Before Ralph Sigwald and the Glee Club offer a special Christmas selection on this Christmas Eve, I'd like to especially thank the makers of Lucky Strike for their kindness to us during the past year. This is our farewell broadcast for Lucky Strike, who, by sponsoring "The American Way", have offered opportunities to thousands, upon thousands, of young American boys and girls who might otherwise never have received recognition. I feel certain that many of these - and especially those you met here this evening - will rise to stardom - and be a great credit to our nation, and all this made possible by Lucky Strike.

So, we wish to thank, and will always be appreciated to this great American concern, The American Tobacco Company, for the confidence placed in us...

And now, for our Christmas offering, Ralph Sigwald and the chorus in "SILENT NIGHT"....

(MUSIC: "SILENT NIGHT".....)

HEIDT: C is for the cheer,
Which comes thistime of year,
H is for the holly,
Showing Christmas time is here.

R is for the color red,
On Santa Claus' clothes,
I is for the interest,
You've shown in our shows.

S is for old Santa
Who brings you gifts so grand.
T is for the thousands
Of sincere friends of our band.

M is for the million thanks
And all its meaning, too,
A is for the absence
Of all thoughts that make us blue.

S is for the joyous spirit
Which means so much fun,
So put them all together....
MERRY CHRISTMAS, EVERYONE!

AUDIENCE: "MERRY CHRISTMAS".

(MUSIC: "BE HAPPY - GO LUCKY" (LONG VERSION)
(FADE)

DON: This program was brought to you transcribed by Lucky Strike, product of The American Tobacco Company .... America's leading manufacturer of cigarettes...

MUSIC: "BE HAPPY ... GO LUCKY" .... FADE

THIS IS THE CBS RADIO NETWORK