

Program # 1

JOHNNY MERCER'S

* CHESTERFIELD MUSIC SHOP *
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June 12, 1944

MUSIC: THEME.....FADE FOR:

NILES: Well, come right in, people -- it's the Chesterfield Music Shop starring our singing proprietor ^{Johnny Mercer} . . . with Jo Stafford Paul Weston's Orchestra. . . the Pied Pipers. . . and myself -- that's Wendall Niles.

~~And here's our singing proprietor, Johnny Mercer.~~ Take it John!

MUSIC: THEME.....UP AND FINISH

(APPLAUSE)

MERCER: *7 / I think that's a very nice breezy opening. Thank you Wendell*
 * Thank you, folks. And welcome to our contrapuntal

Niles: emporium. (That's "Music Shop" to you, Mr. Niles).
Thank you.
 We're gonna open our doors practically every night about this time - Monday through Friday, to be exact - and we hope you'll get the habit of dropping in and lighting up a Chesterfield with us. What goes on here will be anybody's guess, but with such pleasant and talented people as Miss Jo Stafford, the Pied Pipers ^{with June Hutton} and Paul Weston's lads around the place, I doubt if we'll be caught short musically. And oh yes -- the man on my right with the built-in vocabulary is Wendell Niles. Say something to your public, Wendy.

NILES: Thank you, John. Ladies and gentlemen. . . .

MERCER: That's enough, Bud. Before we get under way here, I want the folks should get to know that Stafford gal who handles the female song department. Come here, Miss Jo, and meet the cash customers.

STAFFORD: Jeepers, Johnny! -- Do I have to?

MERCER: You're not nervous, are you?

STAFFORD: My knees are shaking.

MERCER: Well, well -- so they are. And very pretty, too.....

Miss: - Jo's - - -
But I know just how you feel, Jo. Why, when I first went on the air, I was so nervous and jerky.

NILES: You sure got over being nervous, didn't you John?

MERCER: Quiet, small fry -- I was about to introduce Miss Stafford's number. (PAUSE)

NILES: Well, what are you waiting for?

MERCER: I don't know what to say.

NILES: Just say anything that comes into your head.

MERCER: O.K.....My feet hurt.

NILES: Your feet hurt?

MERCER: Yes -- I've been ironing all day.

NILES: Ladies and gentlemen -- from the motion picture, "Cover Girl," Miss Jo Stafford sings "Long Ago and Far Away."

MUSIC: "LONG AGO AND FAR AWAY" JO STAFFORD & ORCH.

(APPLAUSE)

(INSERT COMM'L)

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MERCER -- 6/12/44

CHESTERFIELD MUSIC SHOP

COMMERCIAL

NILES: Thanks, Jo, that was really beautiful and that song gave me an idea. You know, some of our smokers are having a little trouble getting their regular supply of Chesterfields, and here's the reason. No other brand of cigarette has a greater demand with our Army overseas than the cigarette that really Satisfies. Now not having an Aladdin's Lamp like Jo said in her song we can't perform miracles so first we are supplying our men in the service with all the Chesterfields they want in addition to the million we send over-seas every week absolutely free

Naturally, they come before our regular smokers here at home and the thousands of smokers who are changing to Milder - Better tasting Chesterfields.

This great swing to Chesterfields has come about because nature and science unite in making Chesterfield a better cigarette. Nature, with the farmer's help, grows the world's best tobaccos. Science then takes a hand and blends them together in Chesterfields right combination to give you the cigarette that's milder -- that tastes better. Ask for Chesterfield....the cigarette that really satisfies.

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MERCER: ^{San Fernando} Very well put, ~~Wendell~~. At the risk of knockin' the
 bottom out of the whole real estate business a little bit
 north of here. I'm gonna take a crack at it again.....
 "San Fernando Valley". That'll be Paul Weston and the
 boys helpin' me through the pass!

MUSIC: "SAN FERNANDO VALLEY MERCER, ORCH

NILES: Very nice, John. *Very nice.*

MERCER: Thank you, Wendell.

NILES: Well, - here we are in the music shop for good old Chesterfield. Just think -- "Johnny Mercer" Proprietor!

MERCER: Do you really like me in that role Mr. ~~Niles~~. *N.*

NILES: *oh* Do I? Why you have great possibilities. And after I open up with my big publicity campaign, your name will be a household word like uh . . . like . .

MERCER: Yeah?

NILES: Well, like leiderkrantz and Limburger.

MERCER: Sounds a little cheesy to me.

NILES: You don't understand, Johnny. I've got some great promotional ideas to keep your name before the public. Why, when I get through, "Johnny Mercer" will be plastered all over town.

MERCER: You're dreaming, brother -- that stuff is too hard to get.

NILES: Well, anyway, Johnny -- if you really want to make a success of this music shop, I think you should put up a sign out front.

MERCER: I've already taken care of that little matter, Wendell. Only this afternoon, by exercising my phenomenal business acumen, I acquired a very spectacular neon job -- very reasonable, too.

NILES: Oh, that's swell - what does the sign say?

MERCER: "Filch meyer's Delecatessen."

NILES: *This is* Filch Meyer's Delicatessen? ~~But this~~ *That* isn't a delicatessen - ~~it's~~ a music shop.

MERCER: Sure, -- how else do you think I got it for half price?

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NILES: Okay, Johnny - it's your store. But I think you're making a big mistake. It seems to me some of your equipment around here is a little broken down. Why, even that cash register you've got is downright dangerous.

MERCER: Don't be silly, there's nothing dangerous about a cash register.

NILES: Oh no? Well, I just caught my hand in it.

MERCER: What?

NILES: What I mean is.....that is....I.....er.....

MERCER: How do you like that? The joint's only been open nine minutes, and already ~~that's~~ ^{you're} got ~~the~~ ^{your} lunch grappers in the tinkle box. ^{Will you please} Explain yourself, son.

NILES: Well, you see -- I -- I saw a little mouse jump in the cash drawer....and I....

MERCER: A mouse?

NILES: Yes - that's what it was....a field mouse.

MERCER: Mr. Niles...there will be no field mice on this program.

NILES: But boss - this was a Chester field mouse.

MERCER: ~~Oh I see!~~ ^{*CHESTER field mouse that great. Look it! In that case*} Objection overruled...and with that we turn to

the Pied Pipers, who are gonna ring the bell with "Clang, Clang, Clang," from "Meet Me in St. Louis."

MUSIC: "CLANG, CLANG, CLANG".....PIED PIPERS & ORCH

MERCER:

Nice Pipin' ^{Pipin's!} Well, I guess that sort of closes up the
 music shop for tonight, people -- but don't get up....
 you just sit tight ^{right} ~~there~~ where you are till tomorrow at
 this time, and we'll be around again. And you won't make
 us mad if you tie into a couple of packs of Chesterfields
 in the meantime. For that occasion, we've invited that
 juke box Romeo, Andy Russell, to drop around and sing
 you his famous version of "Amor." ~~Good night.~~

*up & com
young
singer*

~~NEWS:~~

*If you want to make us real happy
 tie into a pack of Chesterfields in
 the meantime! Good nite!*
 (~~INSERT CLOSING COMMERCIAL~~)

Music: THEME

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NILES: Until tomorrow, this is Wendell Niles closing up the Chesterfield Music Shop . . . and saying good night for Johnny Mercer, Miss Jo Stafford, the Pied Pipers, and Paul Weston...who join me in reminding you to ask for mild and better tasting Chesterfields-- Their 5 key words tell you why - Right combination - world's best tobaccos.

MUSIC: THEME (APPLAUSE)

The Chesterfield Music Shop comes to you from Hollywood.
THIS IS THE NATIONAL BROADCASTING COMPANY

As Best

(REVISED)

JOHNNY MERCER'S CHESTERFIELD MUSIC SHOP

JUNE 13, 1944

#2

1. OPENING.Pipers, Mercer, Niles, Orch.
2. FIRST TALK SPOT.....Mercer, Niles
3. "I'll Get By".....Pied Pipers
4. COMMERCIAL..... Niles
5. INTRODUCTION TO STAFFORD NUMBER,..... Mercer & Orch.
6. "BELIEVE ME IF ALL THOSE ENDEARING CHARMS..... Stafford
7. ANDY RUSSELL SPOT.....Russel, Mercer, Niles
8. "Amor".....Russell
9. MERCER CLOSING.....Mercer
10. CLOSING....Niles

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(REVISED) -1-

CHESTERFIELD MUSIC SHOP

OPENING

MUSIC: THEME...FADE FOR

NILES: The Chesterfield Music Shop --- starring Johnny Mercer --
 with Jo Stafford -- Paul Weston's orchestra -- The Pied
 Pipers -- and myself -- that's Wendell Niles. And here's
 Johnny Mercer whose guest tonight is Andy Russell.

MUSIC THEME: UP AND FINISH

(APPLAUSE)

FIRST TALK SPOT

MERCER: Well, Wendell - here we've been in the music business for one whole day now. How do you like the place?

NILES: Oh, swell, Johnny...except for a --, well, a minor detail.

MERCER: Yes?

NILES: ~~Well~~, don't get me wrong, John. It's a swell store and everything - but there seems to be one little thing the place lacks.

MERCER: What's that?

NILES: Customers.

MERCER: Don't be silly, Wendell. A fellow came in only this morning.

NILES: Oh - well, that's great. What did he want?

MERCER: The rent.

NILES: ~~Well~~, the nerve of that landlord. Your credit is good. Why didn't you tell him you were Johnny Mercer, the song writer?

MERCER: Oh, I did.

NILES: I guess that changed his tune.

MERCER: Yeah - right away he demanded six months in advance.

NILES: Well, I wouldn't worry too much about it, Johnny.

MERCER: *Well* On the contrary, Wendy - as long as I got such solid characters as the Pied Pipers on my side, I'll get by. Confirm that for the folks, will you, Pipers?

MUSIC: "I'LL GET BY".....PIPERS & ORCH.

(APPLAUSE)

MERCER: With that kind of singin', we'll do more than get by for a long time to come...Right here I think, Wendell Niles has something of interest to contribute.

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ANNCR: Thanks, Johnny, and we here at home have a little job of getting by to do ~~to~~^{to} it's really not much to ask of all of us, but it happens that our government has again found it necessary to limit the use of cellophane for wrapping cigarettes. The boys in service quite naturally will continue to get their Chesterfields in the cellophane jackets, but on the home front if your next pack has no cellophane wrapper it will be simply because your Uncle Sam needs the cellophane wrapped Chesterfields more. However, with or without the cellophane wrapper, you still will find that it means a lot when a cigarette gives you the genuine satisfaction you get from Chesterfield. It means that Chesterfield, more than any other cigarette, gives you the things that count ... real mildness, better taste and a cooler smoke. The reason ^{is} ~~is~~ Chesterfield's five key words - right combination...world's best tobaccos. Ask for Chesterfield...the cigarette that satisfies....

MERCER: *That's* Very nice Wendell - I couldn't have said it better myself.

MUSIC: MEMORY THEME

MERCER: (OVER MUSIC) Along about here seems as good a place as any to delve, as we intend to do from time to time - into what are known as the memory songs -- those nostalgic ditties that have played such a genuine and heartwarming part in the ~~development of American music.~~ *lives of all of us.* Miss Jo Stafford sings one now that will go on thrilling people like us as long as there are people like her to sing it -

MUSIC: "BELIEVE ME IF ALL THOSE ENDEARING CHARMS-STAFFORD & ORCH.

(APPLAUSE)

ANDY RUSSEL SPOT

MERCER: That was really lovely, Jo. We turn now to our guest department, and happily enough - first crack out of the box - we run into a good lookin' young lad named Andy Russell. Andy's a singer we've ^{been} hearing a good bit about lately - him having made quite a name for himself with a couple of very big-selling ~~records~~ ^{TUNES} - that's "Besame Mucho," and "Amor." But what intrigues me no end is the fact that for a number of years Andy was best known, not as a singer, but as a drummer, with Alvine Rey and a lot of big bands. What made you give up pounding the calfskin, Andy?

RUSSEL: Well, Johnny - the transportation problem had a lot to do with it.

MERCER: The transportation problem? How come?

RUSSELL: Have you ever tried to get through a revolving door with a bass drum?

MERCER: I can see how that might be a trifle bulky.

RUSSEL: Bulky is right. One day I got stuck in the middle of a door like that... my drum on one side and me on the other. *Oh boy! really* I struggled and struggled.

MERCER: Well, did you finally make it?

RUSSEL: Yes, but the only trouble was - when I finally got out on the street, I was inside the drum.

MERCER: Well, at least you were out of the weather. ~~that~~, tell me, Andy - now that you're pretty well on your way as a ballad singer - just what is your ambition in life?

RUSSEL: Oh, I just want to keep on doing what I'm doing, Johnny. I guess my only ambition is to sing the things the people like.

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MERCER: You know - that's my ambition too. The only trouble is - as soon as I sing 'em, they stop likin' 'em.

NILES: Say, Andy - a lot of your popularity came through people hearing ~~you~~^{you} records on the juke boxes, didn't it?

RUSSEL: I guess that helped, Mr. Niles. I know it was a big thrill for me the first time I heard myself on one of those machines.

MERCER: I'll never forget hearing the first ~~clitty~~^{clitty} of mine on a juke box. I happened to walk into a soda fountain, and just while I was there, my record was played eighteen times.

RUSSEL: Eighteen times.

MERCER: Yep -- I guess it would have played all evening if ~~I~~^I hadn't ~~been~~^{been} ~~there~~^{there}. **RUN OUT OF NICKELS**

RUSSEL: What was that?

MERCER: I ran out of nickles.

NILES: I know you must get a lot of fan mail, Andy -- and I understand you answer it all personally.

RUSSEL: Yes - I think I owe that much to people who take the trouble to write.

MERCER: You know, Wendell - maybe I ought to do that -- answer all my fan mail.

NILES: But Johnny -- you told me you did.

MERCER: Did I?

NILES: Sure - you said you wrote your mother every week.

oh Wendell it just have to -

MERCER: ~~But~~ ignore that, ~~because~~ - 'cause right now I think the folks might be a little more interested in hearing Andy Russell - in his famous version of "Amor". Would you kindly sound a "A", Mr. Weston?

MUSIC: "AMOR".....RUSSELL, ORCH.
(APPLAUSE)

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MERCER CLOSING

MERCER: Thanks a lot, Andy, for dropping in. Keep in touch with us from time to time, won't you?...Well, I guess that gets it for tonight, folks. But before Jo and Paul and Wendell and I say so long till tomorrow, I'd like to leave this word with you: Last week the liberation of Europe began. Yesterday, America's Fifth War Loan program began. If you ever needed a reason for stockin' up on those U.S. War Bonds...mister, this is it. Those boys hit those beaches, and they hit 'em hard - and they're gonna keep right on hittin' them, and anything else that stands between us and the way folks like us think things oughta be in this world. We're all behind those lads - behind them with our hearts and our prayers - a hundred million strong. Now let's get behind 'em with our cash. Cash that's invested in them..in America..and in ourselves. In this Fifth War Loan Drive there are five million volunteer war bond salesmen waiting to take your orders - five million folks who've been giving freely of their time and effort ever since this thing began. Let's keep 'em busy. Good night.
(APPLAUSE)

MUSIC: THEME - FADE FOR:

NILES: This is Wendell Niles closing up the "Music Shop" for Johnny Mercer and reminding you to make your next pack milder, better-tasting Chesterfields. Their five key words tell you why. Right combination - world's best tobaccos. *(Applause)*

MUSIC: THEME - FILL TO CUE

NBC
ANNCR: The Chesterfield "Music Shop" came to you from Hollywood.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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CHESTERFIELD MUSIC SHOP

#3

June 14, 1944

1. FIRST TALK SPOT.....NILES, MERCER
2. "SURE THING".....PAUL WESTON & ORCH.
3. STAFFORD INTRODUCTION.....MERCER
4. "I REMEMBER APRIL".....STAFFORD & ORCH.
5. SECOND TALK SPOT.....STAFFORD, NILES & MERCER
6. "NODAWAY ROAD".....MERCER, STAFFORD, PIPERS & ORCH.
7. MERCER CLOSING.....MERCER
8. NILES CLOSING.....NILES

MUSIC: THEME...FADE FOR:

NILES: THE Chesterfield Music Shop -- starring Johnny Mercer --
with Jo Stafford -- Paul Weston's orchestra -- the Pied
Pipers -- and myself - that's Wendell Niles. And here's
Johnny Mercer!

MUSIC: THEME UP AND FINISH

(APPLAUSE)

NILES: Say, Johnny --

MERCER: What is it, Wendall?

NILES: I'm curious --

MERCER: "Odd" is the word, son, but pray continue.

NILES: Well, I'd like to know something. Just how did a fellow like you happen to open a music shop?

MERCER: Why, it was a very natural move, Wendall. This establishment is merely the reflection of my own musical and artistic temperament ... a cultural haven to which I may retire and nurture the dormant beauty of my aesthetic soul.

NILES: Do you really care for that sort of thing, John?

MERCER: Well it's better than hangin' out in pool rooms.

NILES: I see. Then you don't intend this as a money-making proposition?

MERCER: Why certainly, friend. I've got big plans. I may even make you a stockholder and cut you in on the profits.

NILES: But Johnny - you've only been in business two days. There aren't any profits.

MERCER: Okay, I'll cut you in on the deficit. I'm no piker!

NILES: Oh, now wait a minute!

MERCER: Don't worry, Wendall. Why in a few weeks, this place'll be a going concern.

NILES: The way things look now, it'll be practically gone.

MERCER: Nonsense - this joint has plenty of good solid assets.

NILES: I know, John - but I'm thinking of the liabilities.

MERCER: Buck up, old man - you're just self-conscious.

NILES: All right - if you want to ^{*be like that if you want to -*} take that kind of an attitude...
it's your business.

MERCER: Yes, and if you don't watch out, I shall be forced to give
it to you...Right now, however, I'd much rather listen to
Paul Weston and his Chesterfield Philharmonic playing
"Sure Thing".

MUSIC: "SURE THING".....ORCHESTRA
(APPLAUSE)

MERCER: Very tasty, Paul. You were really bruising your bicuspid
from here to Buzzard's Bay -- whatever that means. Which
brings us smack up against Wendall Niles. ~~What do you~~
~~hear from Liggett and Meyers, Wendy?~~ *What's the good*
word from Chesterfield say!

(INSERT COMM'L P.4)

COMMERCIAL

NILES: Well, folks it's simply this.....Nature and science unite in making Chesterfield a better cigarette and here's how that works out..... First Mother Nature, with the Farmers help, grows the world's best tobaccos - the only kind of tobaccos that are bought for - or used in Chesterfield -- then science takes a hand in the roll of the skilled Chesterfield blenders whose years of experience guarantees their being put into the Right Combination to give you the cigarette that's milder.....cooler smoking and better tasting. It means a lot when a cigarette give you the genuine satisfaction you get from Chesterfield. So friends, the next time you step up to a tobacco counter, ask for Chesterfield....the cigarette that really Satisfies.... Their five key words tell you why..... Right Combination - world's best tobaccos.

MERCER: Thanks, Wendy - that's really ^{tellin'} makin' 'em know ~~it~~. But
don't go away. Right now, Miss Josephine Stafford is
gonna' sing one of my favorite scngs -- "I Remember April".

MUSIC: "I REMEMBER APRIL". STAFFORD & ORCH.

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NILES: Say, what's that you're reading there, Johnny?

MERCER: It's a letter, Wendall -- from my dear, sweet, lovable old Aunt Druscilla.

NILES: Uh huh. What does the old...I mean, what does she say?

MERCER: Lemme' see...Why, lookit here - she's sending me a dog!

NILES: A dog!

MERCER: Yeah - what'll I do with a pooch?

STAFFORD: Don't say that, Johnny -- I love pets.

MERCER: Well, I'm glad somebody likes 'em, Jo.

STAFFORD: Why sure - In the past five years, I've had parrots, monkeys, Great Danes...

MERCER: Did you ever have kittens?

STAFFORD: No, but my cat did.

NILES: Well, what does your Aunt say about this dog she's sending you, Johnny? What kind is he?

MERCER: Let's see...Wendy! She says it's a talking dog!

NILES: A talking dog?

MERCER: Yeah - it took her seven years to teach the dog to talk -- and now she wants me to teach him to sing. How do you like that?

NILES: Why, Johnny - you should be flattered.

MERCER: Flattered? Twelve years in the music business and I wind up as a vocal coach to a bone crusher.

NILES: What else does she say, Johnny?

MERCER: (READING) She says, "I discussed your possibilities as a singing teacher with Sciatica, and.."

NILES: Sciatica?

MERCER: Yeah -- that's either the mutt's name or his condition.
(READING) "I discussed your possibilities as a singing teacher with Sciatica, and then I let him hear you on the radio. After hearing you sing, he looked up at me with his big brown eyes and said -- 'Woof! It shouldn't happen to a dog. Unwoof!'"

NILES: A most intelligent animal.

MERCER: Well if you're so smart, maybe you can tell me what kind of songs to teach him?

NILES: How about "At the Dogtown Strutter's Ball"?

MERCER: Very funny, rabbit ears. How can I teach music to this mangey mongrel? It's downright dangerous.

NILES: Dangerous?

MERCER: Sure - he might bite me in the middle of my obligatto.

NILES: I think it ought to work out very well, Johnny. You can teach the dog to sing, and he can teach you to go out in the yard and bury bones.

MERCER: Well, there better be more in it for me than that.

NILES: Doesn't your Aunt say anything in her letter about paying you.

MERCER: Oh yes...She says, "For teaching Sciatica to sing, I'll be glad to pay you what you're worth." Oh - oh. That kills the whole deal right there.

NILES: What do you mean?

MERCER: I won't work that cheap.

NILES: Well, Johnny - maybe you can sort of bring your price up by a little demonstration of your song-writing talents.

MERCER: I might give it a try, ~~if Jo Stafford, Paul Weston, and the Pipers would all back me up.~~

NILES: Ladies and gentlemen -- Johnny Mercer - who's going to try and come with a song of his own every week -- is joined by Paul Weston's orchestra and the Pied Pipers with June Hutton in this week's effort, "Nodaway Road".

MUSIC: "NODAWAY ROAD".....MERCER, STAFFORD, PIPERS & ORCH

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CHESTERFIELD MUSIC SHOP
MERCER CLOSING

(REVISED)

-9-

MERCER: Thank you, friends, We hope you'll drop back and check with us again tomorrow night, when we'll have something extra special in store for you. Our guest will be that attractive young star of "Since You Went Away" -- Shirley Temple! Till then - why don't you light up a Chesterfield? This is Johnny Mercer in the Chesterfield Music Shop. *End*
For Miss Jo Stafford, Paul Weston and the Pied Pipers, and myself -- Good Nite.

(APPLAUSE)

MUSIC: THEME

NILES: This is Wendall Niles reminding you to ask for milder-better tasting Chesterfields -- Their five key words tell you why. Right combination - world's best tobaccos.

NBC ANNCR: The Chesterfield Music Shop comes to you from Hollywood.
THIS IS THE NATIONAL BROADCASTING COMPANY.

Agency

CHESTERFIELD MUSIC SHOP

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JUNE 15, 1944

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|-----|----------------------------|-----------------------|
| 1. | OPENING | NILES |
| 2. | FIRST TALK SPOT | NILES, MERCER |
| 3. | "I'LL BE SEEING YOU" | STAFFORD & ORCH |
| 4. | COMMERCIAL | NILES |
| 5. | PIPERS INTRO | MERCER |
| 6. | "SOMEBODY LOVES ME" | PIPERS, ORCH |
| 7. | TEMPLE GUEST SPOT | TEMPLE, MERCER, NILES |
| 8. | "ON THE GOOD SHIP LOLLYPOP | TEMPLE, MERCER |
| 9. | MERCER CLOSING | MERCER |
| 10. | THEME | PIPERS, ORCH |
| 11. | NILES CLOSING | NILES |

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CHESTERFIELD MUSIC SHOP
OPENING

-1-

MUSIC: THEME ... FADE FOR:

NILES: The Chesterfield Music Shop -- starring Johnny Mercer --
 with Jo Stafford -- Paul Weston's orchestra -- the Pied
 Pipers -- and myself - that's Wendell Niles. And Here's

Johnny Mercer! *Johnny Mercer! who's it that's singing sweetly in
in a lovely way.*

MUSIC: THEME UP AND FINISH

(APPLAUSE)

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CHESTERFIELD MUSIC SHOP
FIRST TALK SPOT

-3-

NILES: Johnny - what was all that pounding and banging I heard over by your house last night?

MERCER: That was me, Wendall - I like to tinker around out in the garage.

NILES: Are you any good at it?

MERCER: Well, I don't like to brag, but my neighbors tell me I'm the biggest tinker in the block.

NILES: Just what were you doing out there anyway?

MERCER: Well, if you must know, I was conducting an experiment -- I took the reverse gears out of my car and put 'em in my cuckoo clock.

NILES: Did it work?

MERCER: Oh sure, the only thing is -- now every hour, the cuckoo backs out and asks what time it is.

NILES: You know, Johnny - you're almost as bad as my Uncle Harvey.

MERCER: What cooks with Uncle H?

NILES: Well, he's always fooling around with models.

MERCER: Does his wife know about this?

NILES: No, no - I mean ship models. He builds them in empty whiskey bottles.

MERCER: I see - Does he build many ships?

NILES: No, but he sure empties a lot of bottles.

MERCER: Why you incorrigible quipster, you. Miss Stafford - maybe if we give this boy a hint, he'll blow out of here.

STAFFORD: I'll do my best, Johnny.

MERCER: For Mr. Niles benefit, Jo Stafford sings, "I'll Be Seeing You".

MUSIC: "I'LL BE SEEING YOU".....STAFFORD & ORCH
(APPLAUSE)

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CHESTERFIELD MUSIC SHOP

-3-

MERCER: Very fine, Jo. Now, Wendall - ~~if you're ready to conduct~~
yourself properly, you may have the floor.

(INSERT COMMERCIAL) P.4

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NILES: Thanks Johnny...we know that some of you smokers may be having a little trouble getting your regular supply of Chesterfields, ... and here's why... No other brand of cigarettes has a greater demand with our Army overseas than the cigarette that really Satisfies. Of course we are first filling the huge orders placed by our armed forces ~~with~~ all the Chesterfields they want in addition to the million we send overseas every week absolutely free. Now, quite naturally, the men in uniform must come before our regular smokers here at home, and the thousands of ~~of~~ smokers who are changing to Milder - Better tasting Chesterfields.

This great swing to Chesterfield has come about because nature and science unite in making Chesterfield a better cigarette. Nature, with the farmer's help, grows the world's best tobaccos. Science then takes a hand and blends them together in Chesterfields right combination to give you the cigarette that's milder -- that tastes better. Ask for Chesterfield...the cigarette that really satisfies.

MERCER: Thank you, Wendall. *You're not just waltzin' Matilda.*
 Those very potent Pied Pipers, with June Hutton, have a
 welcome and consoling thought to convey at the moment --

"Somebody Loves Me." *and*

MUSIC: "SOMEBODY LOVE ME".....PIPERS, ORCH.

(APPLAUSE)

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MERCER: It seems a very short time ago that most of us were marvelling over the dimpled charms and baby ringlets of our guest tonight on the Music Shop. For to the movie-going public, Shirley Temple has always stood for all that was sweet and lovable and completely captivating in little girls. Today, Shirley is still all of those things - but in the more mature, grown-up, feminine way of a charming young lady. You'll be seeing her soon in the forthcoming David O. Selznick production of "Since You Went Away" -- in the company of no less than six other top-flight stars. We consider ourselves indeed fortunate to have this attractive young lady with us tonight. Come out here, Shirley, and meet the folks. Ladies and gentlemen, Shirley Temple.

(APPLAUSE)

TEMPLE: Thank you.

MERCER: Tell me, Shirley - how do you like being all grown up?

TEMPLE: Oh, I like it a lot, Mr. Mercer. But of course we older women have our problems.

MERCER: Older women? You don't call yourself old, do you?

TEMPLE: Well, when I blew out all those candles on my birthday cake, I felt pretty grown up.

MERCER: All those candles? Why Shirley - my last birthday cake had so many candles on it, it was condemned as a fire hazard.

NILES: You're right, John - I think Shirley might feel more at home around the Music Shop here, if she talked to someone nearer her own age. Wouldn't you, Shirley?

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TEMPLE: Who did you mean, Mr. Niles?

NILES: Well, -- me.

TEMPLE: You?

NILES: Yes -- you may not believe this, but I'm looking forward to my twentieth birthday --

MERCER: Well, turn around, brother -- you're facing the wrong way.

~~NILES: (FADING) Okay. I guess I know when I'm not wanted.~~

MERCER: Tell me Shirley, what sort of roles are you playing in pictures now?

TEMPLE: Well, for example, in "Since You Went Away", I play Jennifer Jones younger sister -- you know, a sort of sophisticated Junior Miss.

MERCER: I suppose you have a boy friend in the picture --

TEMPLE: Oh yes, a young fellow by the name of Monty Woolley.

MERCER: Well that's a far cry from a picture I remember you in a few years ago -- You came out and sang a wonderful tune -- "On the Good Ship Lollypop". I sat there in the theater and cried like a baby.

TEMPLE: Gosh, was it that sad?

MERCER: No - the fellow next to me was standing on my foot...
By the way -- you wouldn't care to sing it for us now, would you?

TEMPLE: Oh no Mr. Mercer. "On the Good Ship Lollypop" is strictly a kid's song. I've outgrown that sort of thing.

MERCER: Well that's a little disappointing to me, Shirley, because -- well, I've written sort of a moving picture based on that song, and I thought maybe you'd star in it.

TEMPLE: What's the title of the picture?

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MERCER: "On the Good Ship Lollypop" or "Around the World on an
"A" Card".

TEMPLE: It doesn't sound very exciting.

MERCER: Well, of course, I'll have to make a few changes. Now,
take the first line of the song -- "On the Good Ship
Lollypop". In the picture we'll change your name to
Lollie --

TEMPLE: Yess?

MERCER: And I'll be your pop --

TEMPLE: I don't like it already - Anyway, but what about the
next line -- "it's a sweet trip to a candy shop"?

MERCER: Why, that's our big opening scene. I can see it now --
you and I are riding down Hollywood Boulevard to the
candy shop in a big Cadillac convertible.

TEMPLE: We are? *Don't show and sing it. The scene.*

MERCER: ~~Certainly.~~ *Sing it.*

TEMPLE: *Go!* Would you mind putting the top up? I don't want my hair
to blow.

MERCER: Okay. Now the next line says - "where the bon bons play".

TEMPLE: How can you have bon bons play in a picture.

MERCER: That's easy. We'll have a big baseball scene where the
Hollywood Bon Bons play the Cincinnati Cream Puffs.

TEMPLE: Oh, fudge!

MERCER: Now the next line -- (SINGS) "lemonade stands everywhere".

TEMPLE: There's just one thing - how can you make a lemonade
stand?

MERCER: Well -- we'll put starch in it.

TEMPLE: All right - it's your picture.

r

MERCER: But Shirley -- I'm writing it for you. This next line in the song leads to your big number. (SINGS) "cracker jack bands fill the air..." --- Now at this spot in the picture we get 45 of the best bands in the country for the big finale. It's your big engagement party. And as you announce your betrothal to the boy of your dreams, I come out and sing thirty seven choruses of the picture's theme song. How about it, Shirley?

TEMPLE: I don't know, Mr. Mercer. I don't think it's another "Gone With The Wind". I'll have to talk to Mr. Selznick.

MERCER: Well, at least while you're here, you can listen to the way I was gonna' sing the theme song.

~~TEMPLE: Okay, Mr. Mercer, you sing and I'll listen.~~

~~MUSIC: "GOOD SHIP LOLLYPOP" MERCER-~~

(APPLAUSE)

TEMPLE: Well, this whole thing is your idea. I suppose you wrote the theme song too.

MERCER: Well, natcherly --

TEMPLE: Well, natcherly --

MERCER: -- and I had you in mind when I wrote it -- "You Must Have Been a Beautiful Baby".

TEMPLE: Okay, you sing and I'll listen.

MUSIC: "YOU MUST HAVE BEEN A BEAUTIFUL BABY".....MERCER & ORCH.

MERCER: *(My house)*
Well, how about it Shirley?

TEMPLE: Johnny, that I'll buy!

MERCER: *(Sings "You Must Have Been a Beautiful Baby")*
Well thank you, and thank you friends, ~~it's been a pleasure~~ - we hope you'll drop back and check with us again tomorrow night, when we'll open up for business at this same time! Till then folks, why don't you get yourself a pack of Chesterfields now. ~~This~~ This is Johnny Mercer in the Chesterfield Music Shop. And for Miss Jo Stafford, Paul Weston, the Pied Pipers, and myself -- Good nite.

MUSIC: THEME

This is Wendell Niles reminding you to ask for milder - better tasting Chesterfields -- Their five key words tell you why. Right combination - world's best tobaccos.

MUSIC: THEME

NBC ANNCR: The Chesterfield Music Shop comes to you from Hollywood.

THIS IS THE NATIONAL BROADCASTING COMPANY.

JOHNNY MERCER'S CHESTERFIELD MUSIC SHOP

JUNE 16, 1944

5

OPENING:

MUSIC: THEME FADE FOR

NILES: The Chesterfield Music Shop -- starring Johnny Mercer --
with Jo Stafford -- Paul Weston's Orchestra -- The Pied
Pipers -- with June Hutton -- and myself -- that's Wendall
Niles. And here's our singing proprietor, Johnny Mercer.

MUSIC: THEME UP AND FINISH

(APPLAUSE)

JOHNNY MERCER'S CHESTERFIELD MUSIC SHOP

JUNE 16, 1944

#5

NILES: Say Johnny, I want to ask you something. . . .

MERCER: Ask away, Windy, old boy.

NILES: Where have you been most of the day? I had to take care of the store all by myself.

MERCER: I went to the beach, son.

NILES: The beach?

MERCER: Precisely. I journeyed thence to commune with the beauty of sea and sky ... to fill my soul with the glorious splendor of the gentle sun and the rolling surf.

NILES: How'd you make out?

MERCER: I got a bad case of third degree sunburn, a crab bit my big toe off, and some kid filled my bathing suit with two quarts of potato salad.

NILES: You must have had a lovely time, John. Say --- that's not a black eye you have there too, is it?

MERCER: Yes --- this ebony optic comes as the result of my intense interest in Navy strategy.

NILES: Naval strategy?

MERCER: Yes --- I was planning a strategic move when a wave hit me in the face.

NILES: Well, Johnny --- I think you'd have been better off if you'd stayed here in the music shop with me.

MERCER: How did things go?

NILES: Well, in the morning we didn't have a single customer.

MERCER: And in the afternoon?

NILES: Oh, in the afternoon, business fell off a little.

MERCER: I was a fool to ask you ... Tell me, snub snoot .. didn't you sell a single piece of music?

NILES: Well, one fellow came in and he took a thousand copies of your latest song.

MERCER: Oh -- music lover? no doubt.

NILES: No -- waste paper drive.

MERCER: (You should have given him that joke, too) Well, leaving my musical misfortune for the nonce, Wendall -- the weather report here says that Paul Weston and his boys are due to cloud up and hit us with their special arrangement of "Rain". So let's put up the storm curtains and defy the elements shall we, eh?

RAIN

WESTON AND ORCHESTRA

(APPLAUSE)

MERCER: Thank you gentlemen. Now following Mr. Weston's version of "Rain", we have Wendall Niles with everybody's version of a satisfyin' smoke.

(insert commercial)

MERCER: VERY NICE, Wendall -- you really sold em' I agree with you completely. You took the words right out of my mouth ... When we want a ballad sung around here as a ballad should be sung, we have a habit of turning the place over to Jo Stafford. Tonight, the aforesaid Miss Stafford sings "It Could Happen to You". And believe me, Jo -- it couldn't happen to a nicer person.

STAFFORD: Thank you, Johnny.

MUSIC: IT COULD HAPPEN TO YOU

STAFFORD AND ORCHESTRA

(APPLAUSE)

NILES: Say, Johnny

MERCER: What is it, Windy ... I mean Wendy?

NILES: Well, Johnny ... I know you and Jo and the Pied Pipers and everybody plan to get together here on that famous song of yours, "Blues in the Night" ...

MERCER: Correct.

NILES: Well, I think the folks might like to know a little bit about how you came to write it.

MERCER: I wrote it a couple of years ago, Wendall, for a moving picture called "Hot Nocturne".

NILES: What in the world is a hot nocturne?

MERCER: Oh, that's just four degrees hotta than a luke warm sonata.

NILES: Forgive me for not knowing.

MERCER: I wrote the tune in collaboration with Harold Arlen. We do quite a lot of songs together.

NILES: I've often wondered how a song-writing team works, Johnny. Would you care to give us the low-down on how you two collaborate?

MERCER: Oh it's very simple, Wendy -- I collob and he borates.

NILES: Uh huh. Well, when you wrote it, did you think "Blues in the Night" would become such a big hit?

MERCER: Not particularly -- no. I wrote two other songs for the picture that I thought would be much more popular. Now nobody even remembers 'em.

NILES: What were the names of those two tunes?

MERCER: Even I don't remember 'em ... Anyway, after I'd finished "Blues in the Night", I called up the publisher on the phone and sang it to him.

NILES: Did he like it?

MERCER: Well, you know the part that goes (SINGS) "From Natchez to Mobile ... from Memphis to Saint Joe"?

NILES: Yes.

MERCER: He hung up half way between Mobile and Memphis.

NILES: I see. And left you with the receiver in your hands.

MERCER: Practically in the hands of the receiver.

NILES: Well, we all know how successful the tune finally became, Johnny. But I'd like to know something about those unusual lyrics. Did they have any connection with the picture?

MERCER: Oh, sure.

NILES: Well, isn't there a line in the song that says "a women's a two-faced"?

MERCER: Yeah -- I put that in so folks'd think the picture was a double feature. (Get it? Two-faced ... double feature?)

NILES: (SARCASTIC LAUGH) Oh, you jolly fellow!

MERCER: Thank you, biscuit-ears.

NILES: But seriously, -- we all agree that you gave a grand song to the world when you wrote "Blues in the Night".

MERCER: Tell me more Wendell. (MORE)

NILES: I will, and I know we're going to enjoy hearing it now as you, Jo Stafford, the Pied Pipers with June Hutton, and the whole Chesterfield Music Shop join Paul Weston's orchestra to bring us Paul's very

special arrangement. Ladies and gentlemen -- Johnny Mercer's "Blues in the Night".

MUSIC: BLUES IN THE NIGHT EVERYBODY

(APPLAUSE)

CLOSING

MERCER: Well, folkses -- I'm afraid that sort of puts the lid on the establishment for tonight. Us people here in the Chesterfield Music Shop have been comin' at you for a whole week now, and we plan to take up next week where we left off. In the meantime, we hope you have a very pleasant and delightful week-end made even more so by a few of those satisfyin' Chesterfields. Don't forget us when Monday rolls around. Till then, on behalf of our little crew -- namely Jo Stafford, Paul Weston's lads, The Pied Pipers Wendall Niles and myself -- this is Johnny Mercer saying good night.

(APPLAUSE)

MUSIC: THEME

NILES: This is Wendall Niles reminding you to ask for milder --- better tasting Chesterfields -- Their five key words tell you why. Right Combination -- World's best Tobaccos.

ANNCR: The Chesterfield Music Shop comes to you from Hollywood.

THIS IS THE NATIONAL BROADCASTING COMPANY.

CHESTERFIELD MUSIC SHOP

JUNE 19, 1944

#6

MUSIC: THEME.....FADE FOR..

NILES: The Chesterfield Music Shop -- Starring Johnny Mercer -- with Jo Stafford -- Paul Weston's Orchestra -- The Ried Pipers with June Hutton - and my self -- that's Wendell Miles. And here's our singing proprietor, Johnny Mercer.

MUSIC: THEME UP AND FINISH

(APPLAUSE)

MERCER: Thank you, folks, and welcome to our Chesterfield Music Shop. We want you to come right in - light up a Chesterfield - and make yourself at home. We got a lot of solid music lined up for you tonight, but right now I hope you'll bear with me as I cozy up to a little ditty by the name of "Salt Lake City".

MUSIC: "SALT LAKE CITY".....MERCER. ORCHESTRA
(ORCHESTRA)

MERCER: Thank you folks. Now here friend Wendell Miles with the news of the day on Chesterfield.

COMMERCIAL:

Friends, our government has again found it necessary to limit the use of Cellophane for wrapping cigarettes. Here's the reason why. Millions of yards are being used to protect such army and navy equipment ad field ratuibs, guns, replacement parts for tanks, and aeroplanes, and for the protection of medical supplies. All our invasion forces are equipt with Cellophane protective anti-gas covers. The gas cover equipment for one man requires the Cellophane formerly used to wrap 1450 packs of Chesterfields so if the next time you step up to the counter and say, " a package of Chesterfields please", they happen to be without their familiar Cellophane jacket, remember that for the time being the Cellphane is doing a far more improtant job for all of us.

However, with or without the Cellophane wtapper you still will find that it means a lot when a cigarette gives you the genuine satisfaction you get from Chesterfields. It means that Chesterfield, more than any other cigarette gives you the things that count... Real mildness, better taste and and a cooler smnke. The reason is Chesterfield's five key words - right combination...world's best tobaccos.

Ask for Chesterfield .. the cigarette that satisfies...

MERCER: That friends, was Paul Weston and the boys with It Had to be You and now from our favorite person here in the Music Shop -- Jo Stafford. Tell the people what you plan to warble, Miss Jo.

STAFFORD: Goodnight, "Goodnight Where Ever You Are."

MERCER: Okay - tuck 'em in gentley will you?

MUSIC: "GOODNIGHT, GOODNIGHT WHEREVER YOU ARE" ...STAFFORD? ORCHESTRA
(APPLAUSE)

MERCER: Very lovely, Jo and thank you.

NILES: Say Johnny, what's that white paper stickin' out of your pocket?

MERCER: That happens to be an engraved invitation, Small Fry. Within the fortnit - I am to be presented at court.

NILES: Some royal court?

MERCER: No. Some traffic court.

NILES: Oh you got a ticket huh?

MERCER: Not "ticket" old boy - let us say instead a mucicipal token of vehicular abberation.

NILES: Is that what the cop called it?

MERCER: No that's what I called the cop.

NILES: Well, Johnny, why did you get pinched in the first place?

MERCER: It's a long story, you see, I was leisurely driving down one of our clorious thoroughfares, admiring the beauties of Californ'ia.

NILES: Are you sure you weren't following one of them?

MERCER: Wendell, I'm surprised at you. What you speak of is unthinkable, preposterous, and Crestview 6942..... Nevertheless, as I was riding along, presently I detected a soft dulcet voice whispering in my shell-like ear.

NILES: What did the voice say?

MERCER: (LOUD) Pull over to the coib, bud.

NILES: Yes -- I know the type. I'll bet that startled you, didn't it?

MERCER: NO. I merely thought it was Dick Tracy, mistaking me for one of the Summer Sisters.

NILES: A natural error.

MERCER: Well this gendarme wanted to know why I hadn't stopped when he blew his whistle.

NILES: So?

MERCER: So I told him ^ didn't hear very well -- that I was a little deaf.

NILES: What did he say to that?

MERCER: He said, that's o.k., mister -- you'll get your hearing in the morning.

NILES: (LAUGHS) A very funny fellow!

MERCER: I found him dull.

NILES: But Johnny -- I still don't see why he gave you a ticket.

MERCER: For driving a car.

NILES: Oh, they can't give you a ticket for just driving a car.

MERCER: Through a drug store window?

NILES: Through a drug store window?

MERCER: Yeah-- I was going past the place, when ^ suddenly had a craving for a giant malt, and I forgot I had my car with me.

NILES: Well, anyway, Johnny -- I wouldn't worry about that ticket. Why don't you just tear it up?

MERCER: Tear it up?

NILES: Sure -- my cousin got five tickets last month ... tore 'em all up. He'll fix it for you. He knows a lot of big people.

MERCER: Do you really think he can fix it for me?

NILES: Sure, John. Forget it. Just tear up the ticket.

MERCER: Well, o.k.there...

SOUND: TEARING UP TICKET

MERCER: When you see your cousin, thank him for me, will you?

NILES: Sure, Johnny. Of course, he's pretty busy these days.

MERCER: BUSY? What's he doing?

NILES: Ten years. (LAUGHS)

MERCER: Well thats meither here no there, but I'd like to pipe a little pipiquato with the Pied Pipers. It's a new one we all think a lot of -- "Too Many Hearts".

MUSIC: TOO MANY HEARTS MERCER, PIED PIPERS

MERCER: It appears like right here is where we reluctantly snap the lock on the Chesterfield Music Shop til tomorrow. At that time, we're due to be joined by that very solid New Orleans trumpet man-- Wingy Manone. Till that glad and happy hour, may I suggest you try yourselves a satisfyin' pack of spelled Chesterfields. Incidentally on Wednesday I'll be coming up with Jo Stafford, Paul Weston, the Pied Pipers and myself -- this is J. Mercer saying goo night.

MUSIC: THEME

NILES: This is Wendell Niles reminding you to ask for milder-- better tasting Chesterfields -- Their five key words tell you why. Right combination -- World's best tobaccos.

NBC ANNCR: THIS CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

(REVISED)

MERCER: THANK YOU FOLKS. NOW HERE'S WENDELL NILES WITH THE NEWS OF THE DAY ON CHESTERFIELD.

NILES: FRIENDS, OUR GOVERNMENT HAS AGAIN FOUND IT NECESSARY TO LIMIT THE USE OF CELLOPHANE FOR WRAPPING CIGARETTES. HERE'S THE REASON WHY. MILLIONS OF YARDS ARE BEING USED TO PROTECT SUCH ARMY AND NAVY EQUIPMENT AS FIELD RATIONS, GUNS, REPLACEMENT PARTS FOR TANKS, AND AEROPLANES, AND FOR THE PROTECTION OF MEDICAL SUPPLIES. ALL OUR INVASION FORCES ARE EQUIPPED WITH CELLOPHANE PROTECTIVE ANTI-GAS COVERS. THE GAS COVER EQUIPMENT FOR ONE MAN REQUIRES THE CELLOPHANE FORMERLY USED TO WRAP 1450 packs OF CHESTERFIELD'S SO IF THE NEXT TIME YOU STEP UP TO THE COUNTER AND SAY, "A PACKAGE OF CHESTERFIELD'S PLEASE", THEY HAPPEN TO BE WITHOUT THEIR FAMILIAR CELLOPHANE JACKET, REMEMBER THAT FOR THE TIME BEING THE CELLOPHANE IS DOING A FAR MORE IMPORTANT JOB FOR ALL OF US.

HOWEVER, WITH OR WITHOUT THE CELLOPHANE WRAPPER? YOU STILL WILL FIND THAT IT MEANS A LOT WHEN A CIGARETTE GIVES YOU THE GENUINE SATISFACTION YOU GET FROM CHESTERFIELD. IT MEANS THAT CHESTERFIELD, MORE THAN ANY OTHER CIGARETTE GIVES YOU THE THINGS THAT COUNT...REAL MILDNESS...BETTER TASTE AND A COOLER SMOKE. THE REASON IS CHESTERFIELD'S FIVE KEY WORDS RIGHT COMBINATION...WORLD'S BEST TOBACCOS.

ASK FOR CHESTERFIELD...THE CIGARETTE THAT SATISFIES...

CHESTERFIELD MUSIC SHOP

JUNE 20, 1944

7

MUSIC: THEME.....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER --
WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED
PIPERS WITH JUNE HUTTON -- AND MYSELF -- THAT'S WENDALL NILES.
AND THERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS WINGY
MANONE.

MUSIC: THEME UP AND FINISH

(APPLAUSE)

MERCER: Thank you fellow citizens and come right in - won't you?
we got a lot of real talent just sittin' around here
waitin' to go to work for you. So if - you'll just sit
back with one of those milder - better tasting Chesterfields
we'll reciprocate with a few well-choosen melodies. The
first of these involves those Pied Pipers and one J. Mercer -
"Swingin' on a Star".

MUSIC: "SWINGIN' ON A STAR". MERCER, PIPERS, BAND.

(APPLAUSE)

MERCER: Very tasty pipes, now to Wendell Niles ... and a few words about these satisfying Chesterfields ---

NILES: Thanks Johnny.....We know that some of you smokers may be having a little trouble getting your regular supply of Chesterfields,... and here's why ...We, of course, are first filling the huge orders placed by our armed forces with all the Chesterfields they want, in addition to the million we send overseas every week absolutely free. Quite naturally, those men in uniform must come before our regular smokers here at home, and the thousands of smokers who are changing to Milder, Cooler, Better tasting Chesterfields. This great swing to Chesterfield has come about because nature and Science unite in making Chesterfield a better cigarette. Nature, with the farmer's help, grows the world's best tobaccos. Science then takes a hand and blends them together in Chesterfields right combination to give you the cigarette that's milder--that tastes better. Ask for Chesterfields...the cigarette that really satisfies.

MUSIC: SEGUE TO "POOR MIRIAM"

MERCER: And very put Windy. Turning from some very good advice to some mighty pretty music, we hear from Miss Jo Stafford who sings "I Dream of you".

MUSIC: I DREAM OF YOU STAFFORD AND BAND

MERCER: Nice Dreamin', Jo. We've got a visitor here in the music Shop tonight who's an old friend of mine. In fact, a friend of everyone who thrills - as I do - to the rhythmic flow and moving beat of real jazz. Wingy Manone has been blowing his own horn in front of countless small, but talented jazz bands ever since I can remember, and his contribution to the world of music ranks high among devotees of spontaneous improvisation. Am I right, Wingy?

MANONE: Mr. M, I don't know whether you is right, reet or indiscreet - but you is sure beatin' up your mellow chops.

MERCER: Well, thank you Wingy and welcome to the Music Shop. And, oh yes, -- I'd like you to meet Wendell Niles.

NILES: Hello, Wingy.

MANONE: Greetings Jackson.

NILES: Thank you, Wingy - but my name isn't Jackson, It's Wendell.

MANONE: Oh I calls everybody Jackson, Jack, It saves me dabblin' in the geneology.

NILES: I see. Johnny didn't you tell me you and Wingy were going to do a tune tonight that you wrote together?

MERCER: That's right, Wendell. Wingy wrote the music, and I filled in the words. How did you happen to pick me for the job Wingy?

MANONE: Well, before I looked you up - I interogated that other cat.

MERCER: What other cat?

MANONE: Shostakovich.

MERCER: Shostakovich?

MANONE: Yeah - he was sharp as a tack, but he brought me down, Jack so I put him back in the rack.

MERCER: Well naturally.

MANONE: Next I consulted jivin' Ivan ..but I was too late, so he gave me the Golden Gate.

MERCER: What about Mercer?

MANONE: He was vica Verser.

NILES: Well, fellows I'm somewhat of a musician myself, and---well--- I'm interested in the technical aspects of the song you two wrote - for instance - what key is it in?

MERCER: You think we should tell him Wingy?

MANONE: No consequence to me, friend!

MERCER: Well, if you must know, Wendell we wrote it in two flats.

MANONE: Yeah and the landlord threw us out of both of 'em.

MILES: I'm sorry I asked.

MERCER: Now tell the man what you do when the landlord throws you out, Wingy.

MANONE: That's easy, Jack - I go east and dig that grease, then I come way out west and take my rest.

MERCER: Yes?

MANONE: And on sunday I eats with my rich friend that's you.

MERCER: Any more questions, Wendy?

NILES: No thank you, John. Except I think the folks would like to hear this song that you and Wingy wrote.

MERCER: Okay, it's called "The tail gate Ramble." Wingy wrote the music on the style of the old time new orleans jazz bands. Before a band played in a dance hall down there, they used to ride through the streets in a wagon and give the folks a sample. They'd always have to let the tail gate of the wagon down to give the trombone man room to play, and that's where we get the title...Wingston are we all set?

MANONE: Lead on, My bosom companion.

NILES: Ladies and gentlemen, Johnny Mercer and Wingy Manone in their own brain child - "The Tail Gate Ramble".

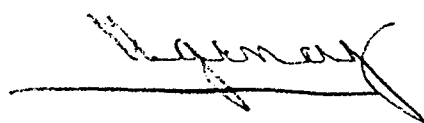
MUSIC: "TAIL GATE RAMBLE.....MANONE, MERCER AND ORCHESTRA

MERCER: Thank you, Wingy - and please feel free to drop in any time now. Don't forget that song I promised you on Thursday. Tomorrow night we're going to move all the breakable stuff outa' the way and put the lock on the cash drawer here in the shop to welcome that book salesman and part time comedian, Mr. Bob Hope then on Friday we go to the boys in the Birmingham Hospital, whom we will be singing for. Till then, get next to a pack of Chesterfields, will you? Now on behalf of Jo Stafford, Paul Weston, The Pied Pipers, and myself--- This is John Mercer saying good night.

MUSIC: THEME

NILES: This is Wendell Miles reminding you to ask for Milder--Better tasting Chesterfields ---their five key words tell you why. Right combination-- World's best Tobaccos.

NBC ANNOR: The Chesterfield Music Shop comes to you from Hollywood.
This is the National Broadcasting Company



THE CHESTERFIELD MUSIC SHOP

June 22, 1944

#9

1. OPENING.....MERCER, NILES, PIPERS
2. "CRAZY WEATHER".....MERCER, PIPERS
3. COMMERCIAL.....NILES
4. INTRODUCTION TO: "I DIDN'T KNOW ABOUT YOU".....MERCER
5. "I DIDN'T KNOW ABOUT YOU".....STAFFORD & ORCH.
6. BOB HOPE SPOT.....MERCER & HOPE
7. CLOSING.....MERCER, PIPERS, NILES & ORCH.

OPENING

MUSIC: THEME ... FADE FOR

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER --
WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED
PIPERS WITH JUNE HUTTON -- AND MYSELF -- THAT'S WENDELL
NILES. AND HERE'S JOHNNY MERCER -- WHO'S GUEST TONIGHT
IS BOB HOPE.

MERCER: THAT WHAT THE MAN SAID - BOB HOPE. BOB HAS DROPPED INTO
THE CHESTERFIELD MUSIC SHOP TONIGHT TO SEE WHAT GOES ON
AROUND THE PLACE...AND INCIDENTALLY TO INDULGE IN A FEW
ABDOMINAL WITTICISMS - THAT'S "BELLY LAUGHS" TO THE
INTELLIGENCIA. BUT BEFORE WE GET AROUND TO MR. H., WE'D
LIKE TO RUN THROUGH A ^{little} ~~COUPLE OF~~ MADRIGALS HERE, JUST FOR
SIZE. ~~THE FIRST BEING THAT OLD FAVORITE, "CRAZY WEATHER",~~
~~WITH MYSELF AND THE PIED PIPERS.~~

MUSIC: "CRAZY WEATHER" MERCER, PIPERS

(APPLAUSE)



*Jo Stafford and the Pipers sing the
first part of the song. The first
part remembered a royal Duke
of England. "I didn't know that
the"
music: "I didn't know that the"
(APPLAUSE)*

m

COMMERCIAL

-2-

MERCER: NOW HERE'S MR. WENDELL NILES WITH A BIT OF PERSUASIVE
ELOCUTION.

(INSERT COMMERCIAL PAGE 3)

m

NILES: Thanks Johnny....we know that some of you smokers may be having a little trouble getting your regular supply of Chesterfields,....and here's why...We, of course, are first filling the huge orders placed by our armed forces with all the Chesterfields they want, in addition to the million we send overseas every week absolutely free. Quite naturally, these men in uniform must come before our regular smokers here at home, and the thousands of smokers who are changing to Milder, Cooler, Better tasting Chesterfields. This great swing to Chesterfield has come about because nature and science unite in making Chesterfield a better cigarette. Nature, with the farmer's help, grows the world's best tobaccos. Science then takes a hand and blends them together in Chesterfields right combination to give you the cigarette that's milder--that tastes better. Ask for Chesterfield...the cigarette that really satisfies.

1945/10/10

INTRODUCTION TO HOPE SPOT

MERCER: ~~THANK YOU, JO - THAT WAS LOVELY.~~ HERE IN THE MUSIC SHOP
I'M ALWAYS GLAD TO HAVE MY OLDEST AND MOST TRUSTED FRIENDS
DROP IN AND PAY ME A VISIT. OUR GUEST TONIGHT MAY NOT BE
MY MOST TRUSTED FRIEND, BUT HE'S THE OLDEST ONE I KNOW -
BOB HOPE!
(APPLAUSE)

HOPE SPOT ON MERCER SHOW:

-5-

MERCER: Welcome to the ^{Chesterfields} music shop, Bob.

HOPE: Thank you, Johnny. I've always been interested in the music business. I'm somewhat of a musician myself.

MERCER: Yes, I noticed your hair!!.....Was your barber drafted?

HOPE: No, he's in there somewhere!!.....Isn't this a lovely crop of scalp spinach? I'm in a pirate picture at Sam Goldwyn's.

MERCER: Does your hair have to be that long?

HOPE: Yes, in the big scene I walk the plank and sweep it at the same time!....But I wasn't kidding about being a musician, Johnny. .you should hear me play the violin.... I just pick it up and tuck it under my chin.

MERCER: Really?....Which one?

HOPE: Don't be silly, those aren't chins...I just have a bashful adam's apple.. AND IT INSISTS ON A VENETIAN BLIND!!

MERCER: Anyway, Bob, we're glad you dropped in....and I hope you smoke Chesterfields.

HOPE: Oh, yeah....I've been smokin' so many lately... .my back is sore....low gutters, you know!....But I'm really happy to be here, Johnny.... you know, years ago when you were a struggling song-writer and I was trying to get started in radio, I made you a promise. I said that when I became a big successful comedian I'd come back and pay you a visit.. .and here I am.

MERCER: Just couldn't wait, huh?

HOPE: One minute, Mercer.. .why do you think thirty million people sit down every Tuesday night and tune in on their radios.

r

MERCER: I don't know.....Why?

HOPE:No gas coupons!....~~But I think I've done pretty well~~
~~in radio, Johnny.....~~

MERCER: You have?

HOPE: Yeah, since I started six years ago, an awful lot of
Pepsodent has gone under the bridges!!.....

MERCER: Yeah, I can tell everytime you open your mouth!

HOPE: Please...my sponsor may be listening!!.....But, Johnny,
you've done pretty well for yourself since those days.....
in fact, only the other night I heard Crosby sing one
of your songs. He held the last note for three minutes...
it was beautiful!

MERCER: You were really carried away by it, huh?

HOPE: Yeah...and so was Crosby.

HOPE: But, Johnny, I dropped in to see you as one writer to
another.

MERCER: Writer? Oh, you mean your new book, "I Never Left Home?"

HOPE: That's right. Have you read it?

MERCER: No, I look this way from a vitamin deficiency!

HOPE: Well, don't worry about it...on you it looks good!

MERCER: How come you happened to write a book, Bob?

HOPE: Well, the public expects it of all famous people.....

MERCER: Oh, I don't know....President Roosevelt...doesn't write
books.

r

HOPE: Well, that's different...he can't write...HE'S TOO BUSY WAVING GOODBYE TO ELEANOR!!.....But that's it, Johnny... you're gazing at hobert Hope, author. I have joined the ranks of Shakespeare, Milton, and Lord Byron.

MERCER: Do you really think you've become as famous as they were, Bob?

HOPE: Well, maybe not quite as famous. But then, I haven't been dead as long as they have..... that can't be right.

MERCER: I don't like to criticise your becoming a writer, Bob-- but in writing a book, don't you think you went at the thing sort of backwards?

HOPE: Backwards?

MERCER: Yes. .wouldn't it have been better if you'd have learned how to read first?!

HOPE: Lay off me, merce.....I haven't had so much trouble with anyone since I tried to sell Harry James a tube of Pepsodent.

MERCER: Did James finally buy it?

HOPE: Nah.....who ever sees his teeth....BETWEEN HIS TRUMPET AND BETTY GRABLE HE HASN'T GOT TIME TO UNPUCKER!!

MERCER: Well, Bob, don't get sore...it was just that your writing a book was somewhat of a surprise to me...You don't look like the type that would sit down with a pencil.

HOPE: I didn't.

MERCER: What did you sit down with?

HOPE: A secretary!

MERCER: Is that a good way to write a book?

r

HOPE: It isn't bad.. (of course, with a pencil you can erase the mistakes!).....But I can't understand it, John, nobody believes I can write. But of course, how could they know I matriculated at some of the biggest colleges in the country?

MERCER: Matriculated?

HOPE: Yeah...that's French for "flunked out"...How I remember those gagy, carefree college days. I'll never forget the night my fraternity brothers tossed me in a blanket... Broke my back in three places.

MERCER: Broke your back?

HOPE: Yes....they couldn't find a blanket, so they used Kleenex!!I'd like to know where they found Kleenex!... Those were the days, though....I'll never forget at the college dance when I gave that girl my fraternity pin... Gee, I couldn't move.

MERCER: What happened?

HOPE: My pants fell down!

MERCER: But getting back to your book, Bob you really did a swell job in describing your travels overseas. I hadn't realized how many places you'd visited...England, Scotland, Africa, Sicily. .you really kept on the move, didn't you?

HOPE: Yes...sometimes I think it would have been easier if I'd paid my income tax!

MERCER: It seems funny, you taking a trip like that, Bob...wasn't it pretty rugged for a fellow like you?

HOPE: Rugged for a fellow like me? Why, I'll have you know I'm plenty rugged myself, J.M. Over there they called me a Man's man.

r

MERCER: Well, they're using substitutes for everything these days!

HOPE: Wait a minute, Mercer....no Northerner can talk to me like that!

MERCER: But I'm s southerner.

HOPE: Well...then ..go right ahead!!

~~MERCER: Bob, Africa must have been really interesting..~~

MERCER: *Q!* You were caught in a few bombing raids, ^{over in Africa} weren't you, Bob?

HOPE: *That's right, Johnny..*
That's right, Johnny..

MERCER: Were you pretty good at digging foxholes?

HOPE: I don't know, John...but once someone yelled Messer Schmidt and between Messer and Schmidt I passed three gophers!!

MERCER: Were the raids really bad, Bob...

HOPE: Bad! I jumped into one foxhole and the fox was sitting there chewing his fingernails!

MERCER: Were any of your party injured in the bombing raids?

HOPE: Yes, Frances Langford was knocked down and bruised a little. But she should've ducked when she heard the scream.

MERCER: What screamed?

HOPE: Me....On the way to the air raid shelter!

MERCER: Well, anyway, Bob---we all know what a wonderful thing your trip was, and your new book "I Never Left Home" is a grand tribute to our fighting men. Now before you leave, how'd you like to join me in a little vocalizing here?

HOPE: Okay...if you want to undermine civilian morale....
(INTO SONG)

CLOSING

-10-

MERCER: THANK YOU, BOB HOPE - YOU REALLY BRIGHTENED UP THE
PROCEEDINGS AROUND THE OLD MUSIC SHOP. TOMORROW, FRIENDS -
WE'LL BE COMIN' AT YOU FROM THE BIRMINGHAM ARMY HOSPITAL
~~IN VAN NUYS, WHERE WE PLAN TO DO A LITTLE WARBLIN' FOR~~
THE BOYS. TILL THEN, ENJOY SOME OF THOSE MILDER, BETTER
TASTING CHESTERFIELDS, WILL YOU? NOW FOR JO STAFFORD,
PAUL WESTON, THE PIED PIPERS AND MYSELF, THIS IS OLD.
J.H. MERCER SAYING GOOD NIGHT.
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER --
BETTER TASTING CHESTERFIELDS -- THEIR FIVE KEY WORDS TELL
YOU WHY. RIGHT COMBINATION -- WORLD'S BEST TOBACCOS.

ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD,
THIS IS THE NATIONAL BROADCASTING COMPANY.

m

Tracy
in secret

THE CHESTERFIELD MUSIC SHOP

#10

June 23, 1944

1. OPENING.....PIPERS, MERCER, NILES
2. INTRODUCTION TO "I MAY BE WRONG".....MERCER
3. "I MAY BE WRONG".....PIPERS, MERCER, ORCH.
4. INTRODUCTION TO COMMERCIAL.....MERCER
5. COMMERCIAL.....NILES
6. TALK SPOT AND INTRODUCTION TO "I LOVE YOU".....MERCER, STAFFORD
7. "I LOVE YOU".....STAFFORD, ORCH.
8. CAST SPOT.....MERCER, NILES, STAFFORD
9. "G.I. JIVE".....MERCER, ORCH.
10. CLOSING.....MERCER, NILES

m

CHESTERFIELD MUSIC SHOP
OPENING

- 1 -

MUSIC: THEME ... FADE FOR:

NILES: FROM THE BIRMINGHAM ARMY HOSPITAL IN VAN NUYS, CALIFORNIA,
IT'S THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA -- THE PIED
PIPERE WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES.
TAKE IT, JOHN.....

CHESTERFIELD MUSIC SHOP

- 2 -

MERCER: WELL HELLO FOLKS, AND HIYA, FELLOWS. TONIGHT WE DONE
PACKED UP THE OLD CHESTERFIELD MUSIC SHOP, AND TOTED THE
WHOLE ESTABLISHMENT OUT HERE TO THE BIRMINGHAM ARMY
HOSPITAL IN VAN NUYS, CALIFORNIA. WE GOT SOME MUSIC
AND STUFF ON THE RACKS TONIGHT THAT'S DIRECTED RIGHT AT
YOU G. I. 'S AND WE HOPE YOU'LL TAKE TO IT KINDLY LIKE.
JUST TO LET YOU KNOW WHAT TO EXPECT ON THE INSIDE, WE'VE
PUT THE PIED PIPERS UP FRONT IN THE SHOW WINDOW. SAID
GROOVEY GROUP AT THE MOMENT IS FIXIN' TO HIT YOU WITH A
VERY SOLID ARRANGEMENT OF "I MAY BE WRONG." AND OH YES -
THOSE SOUR NOTES YOU HEAR WILL BE MY OWN PECULIAR TONE
DEAF BARITONE.

MUSIC: "I MAY BE WRONG".....PIPERS, MERCER, ORCH.

(APPLAUSE)

CHESTERFIELD MUSIC SHOP
COMMERCIAL

- 3 -

MERCER: RIGHT HERE IS WHERE WE BOW TO WENDELL NILES, WHO HOLDS
FORTH ON A SUBJECT DEAR TO ^{our} ~~HIS~~ HEART ~~o~~ MR. ~~N.~~ !

(INSERT COMMERCIAL - PAGE 4)

CHESTERFIELD MUSIC SHOP
COMMERCIAL

NILES: All right, Johnny - you see friends, nature and science unite in making Chesterfield a better cigarette and here's how that works out...First Mother Nature, with the farmer's help, grows the world's best tobaccos - the only kind of tobaccos that are bought for - or used in Chesterfield -- then science takes a hand in the roll of the skilled Chesterfield blenders, whose years of experience guarantees that these tobaccos are blended together in just the Right Combination to give you the genuine satisfaction you get from Chesterfield. So friends, the next time you step up to a tobacco counter, ask for Chesterfield...the cigarette that really Satisfies ...Their five key words tell you why...Right combination - World's best tobaccos.

MUSIC: SEGUE TO "HOW MANY HEARTS HAVE YOU BROKEN". ...
(APPLAUSE)

MERCER: That was Mr. Weston and the band playing "How Many Hearts
Have You Broken". Just to make everything copasetic around
here - soldiers, we'll give you someone really nice to whistle
at! Jo Stafford - sings "I Love You."

MUSIC: " I LOVE YOU".....STAFFORD, ORCHESTRA
(APPLAUSE)

CHESTERFIELD MUSIC SHOP
CAST SPOT

-6-

MERCER: THANK YOU, JO - THAT WAS LOVELY.

NILES: SAY, JOHNNY - WHAT WAS THAT BARKING I HEARD IN THE BACK
 ROOM OF THE SHOP THIS MORNING?

MERCER: THAT'S MY NEW DOG, WENDELL, THAT MY AUNT DRUSCILLA SENT
 ME. IN FACT, HE'S A TALKING DOG.

NILES: DOES HE REALLY TALK?

MERCER: OH SURE -- HE TALKS AS PLAIN AS I DO.

NILES: CAN'T UNDERSTAND HIM, HUH?

MERCER: SURE YOU CAN UNDERSTAND HIM. ONLY THING IS, YOU CAN'T
 BELIEVE A WORD HE SAYS.

NILES: WHAT DO YOU MEAN?

MERCER: WELL, THE FIRST THING HE SAID WHEN I MET HIM AT THE
 TRAIN WAS "HOW DO YOU DO? I'M DELIGHTED TO MEET YOU."
 AND THEN HE BIT ME IN THE LEG.

NILES: WHAT KIND OF A DOG IS HE?

MERCER: OH, HE'S A LITTLE BLACK DOG WITH SHORT HAIR.

NILES: SPITZ?

MERCER: NO, BUT HE DROOLS A LOT.

STAFFORD: IF HE'S A REAL TALKING DOG, JOHNNY -- HE OUGHT TO HAVE
 QUITE A FUTURE IN THE MOVIES.

MERCER: OH, I DON'T KNOW.

NILES: JO'S RIGHT, JOHN. LOOK AT ALL THE BIG ANIMAL STARS...
 THERE'S MICKEY MOUSE, AND DONALD DUCK, AND...LET ME SEE..

STAFFORD: AND WALTER PIGEON.

NILES: WHY SURE - THAT DOG SHOULD MAKE YOU A LOT OF MONEY,
 JOHNNY.

MERCER: MAYBE SO, BUT I DON'T THINK HE HAS MUCH CHARACTER. YOU
 KNOW, SATURDAY NIGHT HE WAS PICKED UP BY THE COPS?

NILES: THE COPS?

CHESTERFIELD MUSIC SHOP
CAST SPOT

-7-

MERCER: YEAH. THEY CAUGHT HIM HIJACKING BRANDY FROM ST. BERNARDS.

~~NILES: DIDN'T YOU TELL ME YOUR AUNT SENT YOU THIS TALKING DOG
SO YOU COULD TEACH HIM TO SING?~~

MERCER: THAT'S RIGHT. I SPENT FOUR HOURS YESTERDAY GIVING THE
POOCH VOCAL LESSONS.

NILES: HOW'S HE COMING?

MERCER: FINE. ONLY THING IS, IT HAS A BAD EFFECT ON MY VOICE.

NILES: HOW SO?

MERCER: NOW EVERY TIME I HIT A HIGH NOTE -- I BARK.

NILES: WELL, THAT I GOTTA HEAR. IF YOU SING THIS NEXT NUMBER
WELL ENOUGH, I MAY EVEN GIVE YOU A DOG BISCUIT.

~~MERCER: OKAY. BUT DON'T EXPECT ME TO SIT UP AND BEG.~~

NILES: FELLAS - JOHNNY MERCER BARKS -- I MEAN SINGS A NUMBER
THAT'S ONE OF OUR BIGGEST SELLERS HERE IN THE MUSIC
SHOP . IT'S HIS OWN COMPOSITION -- A BIG HIT ALL OVER
THE COUNTRY AND WITH YOU SERVICE MEN EVERYWHERE *I feel sure*
"THE G.I. JIVE"!

MUSIC: "G.I. JIVE".....MERCER, ORCHESTRA

(APPLAUSE)

CLOSING

MERCER: *and our* THANK YOU, BOYS, FOR BEING SUCH AN APPRECIATIVE AUDIENCE. *thanks to Col. Alvin C. Miller, Maj. Mac Rivers & Capt. Hamilton & their cooperation*
 FROM NOW ON, WE'RE GONNA TAKE THE CHESTERFIELD MUSIC SHOP
 TO A SERVICE CAMP EVERY FRIDAY, AND WE'RE MIGHTY GLAD WE
 MADE THIS OUR FIRST STOP. JUST SO'S YOU'LL HAVE SOMETHIN'
 TO SHOW FOR OUR VISIT, BEFORE WE LEAVE WE'RE GONNA' SLIP
 YOU EACH A PACK OF THOSE SATISFYIN' CHESTERFIELDS - ON
 THE HOUSE OF COURSE. NEXT WEEK, THE OLD MUSIC SHOP PLANS
 TO HAVE ON HAND SUCH WELCOME GUESTS AS *the lovely young* actress Gene DuPree
 AND *the mad and lovable* actress Jerry Colonna. SO JOIN US, WON'T YOU?
 TILL MONDAY, THEN, I'D LIKE TO SAY, FOR JO STAFFORD, PAUL
 WESTON, AND THE PIED PIPERS, GOOD NIGHT, AND GOOD LUCK.

(APPLAUSE)

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER --
 BETTER TASTING CHESTERFIELDS -- THEIR FIVE KEY WORDS TELL
 YOU WHY. RIGHT COMBINATION -- WORLD'S BEST TOBACCOS.

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE
 BIRMINGHAM ARMY HOSPITAL, VAN NUYS, CALIFORNIA.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

MERCER: THANK YOU VERY MUCH. NOW AT THIS POINT, JUST AS IF WE'D
 PLANNED IT, WENDELL NILES STEPS UP AND SAYS. . .

(INSERT COMMERCIAL PAGE -4-

NILES: Did you ever sit down face to face with a masterpiece of cooking magic, a swell dish, just hot from the oven that looked so good it made your eyes and mouth pop open with expectation. And then when you tasted it find it was just as good as it looked ... really great in quality and flavor. Well, that's why Chesterfield is such a swell dish for smokers. They're made of the World's Best Tobaccos ... The best that money can buy. Here's a word about that from a man who knows, farmer Blair Botley, of Chatham, Virginia. He says: "Money never stops Chesterfield buyers when they see a basket of mild, ripe, sweet, select smoking tobacco. And nobody pays more than they do." That's right friends. Then Chesterfield ages those tobaccos two years or more to make them prime for smoking and blends them in the Right Combination to give you real smoking pleasure. Nature works together with Science to make Chesterfield the best cigarette money can buy. Take your next pack Chesterfield and see how really good a cigarette can be.

MUSIC: MY BLUE HEAVEN WESTON, ORCHESTRA

(APPLAUSE)

MERCER: THAT WAS PAUL WESTON AND HIS ^{Heavenly group with song} BLUE HEAVEN PHILHARMONIC

~~WITH THE "BLUE HEAVEN" MUSIC FROM THE BLUE HEAVEN SYMPHONY, ENTITLED "BLUE HEAVEN".~~

ALL OF WHICH, WITH ASTOUNDING FACILITY AND UNSHAKEABLE LOGIC, BRINGS US TO THE HARMONIC EFFORTS OF THE ~~FOUR~~ PIED PIPERS. AS IT SAYS ON THE SIGN IN OUR MUSIC SHOP

WINDOW -- "THESE PIED PIPERS PACK A PRETTY PARCEL OF PALPITATIN' PIZZICATOO". . . (AND IF YOU THINK I'LL EVER TRY TO SAY THAT AGAIN, YOU'RE SLIGHTLY BLOTTO.)

~~THE~~ ^{They} THREE LADS IN QUESTION, WITH JUNE HUTTON, SING A NEW THING CALLED "LOVE GO AWAY".

MUSIC: LOVE GO AWAY PIPERS

(APPLAUSE)

TALK SPOT

-6-

MERCER: WENDELL, MY FRIEND -- WHAT HAVE YOU BEEN DOING AROUND
THE MUSIC SHOP TODAY? MAKING YOURSELF USEFUL, I TRUST?

NILES: OH SURE, BOSS --- I SPENT ALL THIS MORNING TAKING
INVENTORY.

MERCER: BEASTLY STUFF. I TAKE IT MYSELF OCCASSIONALLY....FOR
CHEST COLDS, YOU KNOW.

NILES: NO, JOHNNY -- I WAS GOING OVER OUR STOCK HERE IN THE
STORE.

MERCER: I SEE. AND HOW ARE WE FIXED FOR MUSICAL TIDBITS TO
TANTALIZE THE CUSTOMERS?

NILES: OH FINE, JOHN. WE'VE GOT A WONDERFUL SELECTION OF MUSIC.

MERCER: THAT REMINDS ME.... I MUST TAKE TEN MINUTES OFF AND WRITE
A COUPLE OF NEW SONGS PRESENTLY.

NILES: I'M GLAD YOU MENTIONED THAT, JOHNNY -- BECAUSE IT SO
HAPPENS THAT THIS MORNING I MADE A GREAT CONTRIBUTION TO
THE WORLD OF MUSIC.

MERCER: YOU TOO HAVE PENNED A PRICELESS DITTY?

NILES: NO -- I JUST BURNED TWO THOUSAND COPIES OF "THAT OLD BLACK
MAGIC".

MERCER: WHY YOU ARSONOUS UPSTART. PUTTING THE MATCH TO MY
BRILLIANT BALLAD IS INDEED A SAD COMMENTARY ON YOUR
MUSICAL JUDGMENT. ~~I SUPPOSE YOU REALIZE THIS MAY COST
YOU YOUR JOB?~~

NILES: YOU MEAN YOU'D FIRE ME?

MERCER: AND WHY NOT?

NILES: WELL, I'M A MONKEY'S UNCLE!

MERCER: OH. WELL, IN THAT CASE I'LL KEEP YOU ON. I DIDN'T
REALIZE YOU WERE SUPPORTING YOUR RELATIVES.

NILES: ~~THANK YOU.~~

MERCER: HOW ABOUT YOU, JO STAFFORD? I HOPE YOU'VE BEEN
CONDUCTING YOURSELF SOMEWHAT MORE PROFITABLY.

STAFFORD: WELL, AS A MATTER OF FACT, JOHNNY - I SORT OF CLEANED OUT
THE STOCK ROOM.

MERCER: A COMMENDABLE OCCUPATION. I MYSELF CLEANED OUT THE CASH
REGISTER. BUT WHAT DID YOU ACCOMPLISH WITH YOUR DELVING
IN OUR MUSICAL STORE ROOM.

STAFFORD: I CAME UP WITH JOHNNY BURKE'S AND JIMMY VAN HUESEN'S
LOVELY BALLAD -- "IT COULD HAPPEN TO YOU",

MERCER: WELL ALL RIGHT - I SUGGEST YOU DEMONSTRATE IT FOR THE
CUSTOMERS AT YOUR EARLIEST OPPORTUNITY. WHICH IS
OBVIOUSLY RIGHT NOW.

MUSIC: "IT COULD HAPPEN TO YOU"

(APPLAUSE)

CLOSING:

-8-

MERCER: THANK YOU, JO. WELL, FRIENDS -- THAT JUST ABOUT WINDS UP YOUR MONDAY NIGHT VISIT TO THE CHESTERFIELD MUSIC SHOP. BUT DON'T FORGET US THE REST OF THE WEEK, CAUSE WE GOT A LOT OF GOOD SOLID LISTENIN' ON THE CALENDAR. READ US THE CALENDAR, WILL YOU, WENDELL?

NILES: SURE THING, JOHNNY. TOMORROW NIGHT -- THAT'S TUESDAY -- WE'RE GOING TO HAVE RKO'S LOVELY ACTRESS, JUNE DUPREZ.

MERCER: I THINK I'LL GO FOR THAT. HOW ABOUT WEDNESDAY?

NILES: WEDNESDAY WE'LL HEAR A BRAND NEW SONG BY JOHNNY MERCER.

MERCER: IF I GET IT FINISHED IN TIME. THURSDAY?

NILES: THURSDAY -- JERRY COLONNA!

MERCER: GOOD OLD WHISKER CHOPS. FRIDAY?

NILES: FRIDAY, THE CHESTERFIELD MUSIC SHOP JOURNEYS TO ~~CAMP~~

Hospital in Long Beach *The Naval* TO ENTERTAIN THE BOYS.

MERCER: THANKS WENDELL. WELL, FOLKS -- YOU CAN SEE WHAT A BIG WEEK WE ^{have} ~~SET~~ LINED UP FOR YOU, SO TRY TO BE HERE, WILL YOU? TILL TOMORROW, THEN -- GET NEXT TO SOME CHESTERFIELDSYOU'LL LIKE 'EM. NOW, FOR JO STAFFORD, PAUL WESTON, THE PIED PIPERS AND MYSELF, THIS IS JOHNNY MERCER SAYING GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME:

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER -- BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY. RIGHT COMBINATION -- WORLD'S BEST TOBACCOS.

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

f

Agency
Music

THE CHESTERFIELD MUSIC SHOP

#12

JUNE 27, 1944

1. OPENING.....PIPERS, MERCER, NILES
2. "SUGAR".....MERCER, ORCH.
3. COMMERCIAL.....NILES
4. " _____ ".....PIPERS, ORCH.
5. GUEST SPOT - JUNE DUPREZ.....MERCER, NILES
6. "I WOKE UP AND STARTED DREAMING".....STAFFORD, ORCH
7. CLOSING.....MERCER, NILES, ORCH, PIPERS

CHESTERFIELD MUSIC SHOP
OPENING

-1-

MUSIC: THEME.....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER --
 WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED
 PIPERS WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES.
 AND NOW HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS JUNE
 DUPREZ.

(APPLAUSE)

MUSIC: THEME OUT

MERCER: WELL HERE WE ARE - WITH THE CHESTERFIELD MUSIC SHOP OPEN
 FOR BUSINESS AGAIN -- READY TO TAKE UP WHERE WE LEFT OFF
 YESTERDAY. OUT REGULAR GROUP - ~~THAT'S JO STAFFORD, PAUL~~
 ~~WESTON'S LADS, AND THE PIED PIPERS~~ - HAS BEEN HAPPILY
 AUGMENTED TONIGHT BY A VERY TALENTED GIRL FROM RKO. MISS
 JUNE DUPREZ. ~~SO, WITH THE ROLE PROPERLY CALLED AND~~
 EVERYONE ACCOUNTED FOR, MAY I SUGGEST YOU GET ACQUAINTED
 WITH A CHESTERFIELD, WHILE PAUL WESTON'S INSTRUMENTALISTS
 AND MYSELF GET ACQUAINTED WITH "SUGAR".

MUSIC: "SUGAR".....MERCER, ORCH.

(APPLAUSE)

CHESTERFIELD MUSIC SHOP
COMMERCIAL INTRODUCTION

-2-

MERCER: ~~FROM "SUGAR", IT'S A VERY SMALL STEP TO THAT SUGAR-THROATED~~
~~ORATOR - WENDELL NILES.~~

*now Wendell lives with a marriage which
is to go on to now.*

(COMMERCIAL PAGE 3)

CHESTERFIELD MUSIC SHOP
COMMERCIAL

June 27, 1944

-3-

NILES: One of the swellest recollections of my small fry days is sitting in mom's cool, kitchen watching her dish out big, luscious sun-ripe, ~~red raspberries~~ ^{strawberries} - just picked from the fields. What a picture they made - nestled in a pale green bowl with a huge pitcher of heavy, golden cream beside them! Makes your mouth water, just thinking about it, doesn't it? Well, friends, just as those ~~raspberries~~ ^{strawberries} were picked at the prime of their flavor, so every leaf of the choice tobaccos used in Chesterfield is allowed to ripen in the sunny fields until exactly the right hour, before it is picked, ^{aged} and finally blended into the Right Combination which makes Chesterfields the cigarette which really Satisfies. C. L. Whitehurst, tobacco farmer of Stokes, North Carolina, has a word to say about Chesterfield's fine tobacco. He says, "When I have good, ripe, sweet tobacco, the Chesterfield buyers are right after it. They pay the price to get it, too." That's right, friends, Right Combination - World's Best tobaccos. Make your next pack Chesterfields and see for yourself what genuine smoking pleasure a milder, cool, better-tasting Chesterfield will give.

MERCER: WENDELL, THAT IS MUSIC TO THESE EARS...AS IS THE FOLLOWING
INTERLUDE INVOLVING THE PIED PIPERS AND ~~A VERY LOVELY SONG,~~
" The Cowboy Song from " *Howdy Doody Show*

MUSIC: " Cowboy Song " _____

(APPLAUSE)

MERCER: NOT LONG AGO, MY GOOD FRIEND HOAGY CARMICHAEL TOLD ME ABOUT A CHARMING YOUNG GIRL FROM ENGLAND WHOM HE THOUGHT WAS A VERY CLEVER SONG WRITER. NATURALLY, WHEN THE MAN *was* WROTE SUCH TUNES AS "STARDUST" SPOKE WELL OF AN UP-AND-COMING YOUNG COMPOSER, I WAS INTERESTED. AND MY INTEREST WAS HARDLY LESS WHEN I LEARNED THAT JUNE DUPREZ - THE GIRL IN QUESTION - WAS A BEAUTIFUL AND TALENTED YOUNG STARLET *actor* OVER AT R.K.O. IN FACT, STARLET ~~IS HARDLY THE WORD FOR~~ MISS DUPREZ, ~~AS SHE~~ *she* JUST FINISHED PLAYING THE FEMININE LEAD OPPOSITE CARY GRANT IN "NONE BUT THE LONELY HEART". NOW JUST SO THEY'LL KNOW I WASN'T KIDDING ABOUT THAT "BEAUTIFUL" PART, COME OUT HERE AND MEET THE FOLKS, JUNE.

DUPREZ: THANK YOU, JOHNNY.

(APPLAUSE)

MERCER: WELL, WE'RE MIGHTY GLAD TO HAVE YOU, MISS DUPREZ.

DUPREZ: SO THIS IS THE CHESTERFIELD MUSIC SHOP?

MERCER: THIS IS IT, JUNE. HOW DO YOU LIKE IT?

DUPREZ: OH, I THINK IT'S A MOST ATTRACTIVE STORE, MR. MERCER. AND ~~YOU HAVE SUCH A NICE LOT OF EQUIPMENT.~~ *...and all that.*

MERCER: THANK YOU, JUNE -- AND MAY I SAY THE SAME ABOUT YOU.

NILES: YOU MUST HAVE A PRETTY BUSY TIME OF IT, JUNE -- BEING BOTH AN ACTRESS AND A SONG WRITER.

DUPREZ: OH, I DO, MR. NILES. I LEAD WHAT YOU CALL A VARIED EXISTENCE.

NILES: WERE YOU PRETTY EXCITED WHEN YOU LEARNED YOU WERE TO PLAY THE LEAD IN "NONE BUT THE LONELY HEART"?

DUPREZ: OH, NATURALLY.

MERCER: HOW DID YOU FEEL, JUNE, AT THE THOUGHT OF BEING CRUSHED IN THE STRONG, MANLY ARMS OF CARY GRANT? WERE YOU THRILLED?

DUPREZ: I'LL SAY I WAS. I THOUGHT, "OH BOY! WHAT A CHANCE TO PLUG MY NEW SONG."

NILES: YOU KNOW, JUNE, I WAS JUST THINKING - YOU JUST FINISHED MAKING A PICTURE WITH CARY GRANT, AND NOW YOU'RE HERE TALKING TO ME.

DUPREZ: YES - I TOLD YOU I LED A VARIED EXISTENCE.

NILES: WELL, WHAT I MEANT WAS THAT ALL THE WOMEN COMPARE ME WITH CARY GRANT.

DUPREZ: BUT CARY GRANT IS DARK AND HANDSOME.

NILES: WELL, I'M DARK AND HANDSOME.

DUPREZ: WHAT?

MERCER: WHAT HE MEANS IS - HE'S HANDSOME IN THE DARK ... BUT KIDDING ASIDE, JUNE - I UNDERSTAND CARY GRANT DID HEAR YOUR TUNE AND WAS VERY ENCOURAGING ABOUT IT.

DUPREZ: YES, WHILE WE WERE SHOOTING THE PICTURE, HE USED TO PLAY IT ON THE PIANO BETWEEN TAKES. AFTER HE PLAYED IT A FEW TIMES, EVERYONE ON THE SET WAS WHISTLING IT.

MERCER: HOW DID YOU HAPPEN TO WRITE IT, JUNE?

DUPREZ: I DON'T KNOW. IT CAME TO ME SUDDENLY ONE DAY AS I WAS BRUSHING MY TEETH.

MERCER: ISN'T THAT FUNNY? I WRITE A LOT OF MY SONGS WHILE I'M DRIVING MY CAR. WHAT DO YOU SUPPOSE ACCOUNTS FOR THINGS LIKE THAT?

DUPREZ: WELL, IN YOUR CASE IT'S PROBABLY AUTO-SUGGESTION.

CHESTERFIELD MUSIC SHOP
GUEST SPOT

-7-

MERCER: I NEVER THOUGHT OF THAT. BUT TELL ME, JUNE - WHEN YOU ACTUALLY WRITE DOWN YOUR WORDS AND MUSIC, DO YOU HAVE TO HAVE THE PROPER SETTING OR ANYTHING?

DUPREZ: NO - MOSTLY I JUST SCRIBBLE THEM DOWN ON THE BACK OF AN OLD ENVELOPE.

MERCER: YOU KNOW, I ONCE WROTE A SONG ON THE BACK OF A GAS BILL. I FORGOT ABOUT IT AND MAILED THE BILL IN TO THE GAS COMPANY.

DUPREZ: WHAT DID THEY DO?

MERCER: TURNED OFF MY GAS. AFTER THEY SAW THE KIND OF SONGS I WROTE, THEY WERE AFRAID I MIGHT DO AWAY WITH MYSELF.

NILES: YOU KNOW, JOHNNY - NOW THAT YOU TWO SONG WRITERS HAVE MET LIKE THIS, IT SEEMS TO ME YOU OUGHT TO GET TOGETHER ON SOMETHING.

DUPREZ: THAT'S ALL RIGHT WITH ME. WHY DON'T YOU COME OVER TO MY HOUSE SOME NIGHT, JOHNNY? WHO KNOWS - WE MIGHT ARRIVE AT SOMETHING TRULY INSPIRATIONAL.

MERCER: YEAH - THAT'S A GOOD IDEA, JUNE. AND WHILE I WAS THERE, WE MIGHT EVEN WRITE A SONG OR TWO ... BUT IF THE ONE YOU BROUGHT ALONG TONIGHT IS ANY INDICATION, JUNE - YOU DO ALL RIGHT ON YOUR OWN. AS IT'S A BALLAD, WE'VE ASKED JO STAFFORD TO SING IT FOR THE FOLKS. IF YOU WILL, JO

NILES: (OVER INTRO) LADIES AND GENTLEMEN .. JO STAFFORD BRINGS US THE LOVELY BALLAD - "I WOKE UP AND STARTED DREAMING" - WITH WORDS AND MUSIC BY OUR GUEST TONIGHT - JUNE DUPREZ.

MUSIC: "I WOKE UP AND STARTED DREAMING"STAFFORD, ORCHESTRA
(APPLAUSE)

CLOSING

MERCER: THANKS, JO. AND THANKS, JUNE DUPREZ, FOR ADDING A SWELL TUNE TO OUR LIST OF SPECIALS. THAT, PIPPLE, FINISHES OFF OUR TUESDAY'S SESSION. WE GOTTA' FOLD UP THE ^{Music Shop} MUSIC SHOP NOW AND PUT IT BACK IN THE BOX...BUT ONLY TILL TOMORROW. ON THAT OCCASION I'M GONNA' HIT YOU WITH A NEW TUNE OF MY OWN. THURSDAY BRINGS US THAT FUNNY FELLOW, JERRY COLONNA - AND FRIDAY WE VISIT THE NAVAL HOSPITAL AT LONG BEACH. MAKE A NOTE OF THAT TIME TABLE, WILL YOU? AND MAKE A NOTE TO BUY YOURSELVES SOME CHESTERFIELDS TOO. TILL TOMORROW, FOR JO STAFFORD, PAUL WESTON, AND THE PIED PIPERS - THIS IS JONATHAN Q. MERCER SAYING GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER--BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY. RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

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H. G. H. H.
as Best

THE CHESTERFIELD MUSIC SHOP

#13

JUNE 28, 1944

1. OPENING.....PIPERS, MERCER, NILES
2. "DANCING DAFFODILS".....WESTON, ORCHESTRA
3. COMMERCIAL.....NILES
4. "SILVER THREADS".....STAFFORD, ORCH
5. CAST SPOT.....MERCER, STAFFORD, NILES
6. "JUNE COMES AROUND EVERY YEAR".....MERCER, ORCH
7. CLOSING.....MERCER, NILES, PIPERS, ORCH

CHESTERFIELD MUSIC SHOP
INTRODUCTION TO COMMERCIAL

-2-

MERCER: THANK YOU, PAUL - THAT KIND OF STUFF IS HARD TO BEAT....
 AS IS THE FOLLOWING, OFFERED BY WENDELL NILES.

(INSERT COMMERCIAL)
P.3

CHESTERFIELD MUSIC SHOP
6/28/44

-3-

COMMERCIAL

NILES: THANKS JOHNNY... WE KNOW THAT SOME OF YOU SMOKERS MAY BE
 HAVING A LITTLE TROUBLE GETTING YOUR REGULAR SUPPLY OF
 CHESTERFIELDS...AND HERE'S THE REASON...WE, OF COURSE, ARE
 FIRST FILLING THE HUGE ORDERS PLACED BY OUR ARMED FORCES,
 WITH ALL THE CHESTERFIELDS THEY WANT, IN ADDITION TO THE
 MILLION CIGARETTES WE SEND OVER SEAS EACH WEEK ABSOLUTELY
 FREE. QUITE NATURALLY, THOSE MEN IN UNIFORM MUST COME
 BEFORE YOU REGULAR SMOKERS HERE AT HOME, AND THE THOUSANDS
 OF SMOKERS WHO ARE CHANGING TO MILDER, COOLER, BETTER
 TASTING CHESTERFIELDS.

 THIS GREAT SWING TO CHESTERFIELD HAS COME ABOUT BECAUSE
 NATURE AND SCIENCE UNITE IN MAKING CHESTERFIELD A BETTER
 CIGARETTE. NATURE, WITH THE FARMER'S HELP, GROWS THE
 WORLD'S BEST TOBACCOS. SCIENCE THEN TAKES A HAND AND BLENDS
 THEM TOGETHER IN CHESTERFIELDS RIGHT COMBINATION TO GIVE
 YOU THE CIGARETTE THAT'S MILDER--THAT TASTES BETTER. SO,
 NEXT TIME, ASK FOR CHESTERFIELDS...THE CIGARETTE THAT REALLY
 SATISFIES.

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CHESTERFIELD MUSIC SHOP
MEMORY SONG

-4-

~~MERCER: VERY SOLID ADVICE, WENDELL...I'M SURE THE FOLKS WILL TAKE
KINDLY TO IT.~~

MUSIC: MEMORY THEME

MERCER: EVERY WEDNESDAY 'LONG ABOUT HERE, US FOLKS IN THE MUSIC
SHOP PAUSE FOR A MOMENT TO REMINISCE. WE JUST SIT AND
LISTEN AND DREAM A BIT AS LOVELY JO STAFFORD MAKES AN OLD
SONG LIVE ANEW. TONIGHT SHE REACHES WAY WAY BACK...TO
BRING US ONE OF THE SWEETEST AND TENDEREST LOVE SONGS
OF ALL TIME.

MUSIC: "SILVER THREADS".....(UNANNOUNCED).....STAFFORD, ORCH.
(APPLAUSE)

CHESTERFIELD MUSIC SHOP
CAST SPOT

-5-

NILES: SAY BOSS --

MERCER: WHAT IS IT, WENDELL MY LAD?

NILES: I'VE BEEN THINKING ... WOULDN'T IT BE A GOOD IDEA IF WE
SET UP A LITTLE KITCHEN IN THE BACK ROOM OF THE MUSIC SHOP?
YOU KNOW - A PLACE WHERE WE COULD CATCH A BITE BETWEEN
CUSTOMERS.

~~MERCER: DON'T TELL ME YOU'VE BEEN BITING THE CUSTOMERS, OLD BOY?~~

~~NILES: NO, NO, JOHNNY - I MEAN A SMALL STORE AND AN ICEBOX IN
THE BACK ROOM IN CASE WE GET HUNGRY.~~

MERCER: THE IDEA HAS MERIT, SON - I WOULDN'T MIND A TASTY SNACK
NOW AND THEN, BUT WHO'S GONNA' PREPARE THESE SUMPTIOUS
REPASTS?

NILES: I AM, JOHN. I'M A WONDERFUL COOK. WHY I'VE BEEN COOKING
FOR TWENTY YEARS.

MERCER: DO TELL? WELL, YOU OUGHTA BE DONE BY NOW, SHOULDN'T YOU?

~~NILES: NO KIDDING, JOHN - YOU JUST NAME YOUR FAVORITE DISH AND
I'LL FIX IT ANYWAY YOU WANT.~~

~~MERCER: WELL, I LIKE TOMATOES, WENDELL - JUST CRAZY ABOUT TOMATOES.~~

~~NILES: OKAY. HOW DO YOU LIKE EM?~~

~~MERCER: TALL, BLONDE, AND UNMARRIED.~~

NILES: YOU WOULDN'T TALK LIKE THAT IF YOU'D EVER TASTED ONE OF
MY CULINARY MASTERPIECES. TAKE THE WENDELL NILES SURPRISE,
FOR INSTANCE ... YOU MAKE IT WITH THREE POUNDS OF
HUNGARIAN GOULASH, FOLLOWED BY A DASH OF MARINATED HERRING,
FOLLOWED BY A DASH OF RHUBARB, FOLLOWED BY A DASH OF
CHOPPED LIVER.

MERCER: FOLLOWED, I PRESUME, BY A DASH FOR THE DOOR.

NILES: NOT AT ALL. YOU MIX ALL THE INGREDIENTS WITH SOME LEFT-
OVER POTATO SALAD -- ADD SOME VINEGAR ... AND WHAT HAVE
YOU GOT?

CHESTERFIELD MUSIC SHOP
6/28/44

-5A-

MERCER: PTOMAIN POISONING.
NILES: OKAY IF YOU'RE GONNA' TAKE THAT ATTITUDE.
MERCER: WELL ANYWAY WENDELL, PEOPLE WILL THINK THIS IS A
RESTAURANT - NOT A MUSIC SHOP.
NILES: WITH ALL THE EGGS YOU LAY IT'S A NATURAL MISTAKE.
MERCER: WELL THERE'S NO SHORTAGE OF HAM EITHER.
NILES: DON'T LOOK AT ME.
MERCER: WENDELL ARE YOU REALY AS GOOD A COOK AS YOU SAY?

(CONT)

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MERCER: PTOMAINE POISONING.

NILES: OKAY - IF YOU'RE GOING TO TAKE THAT ATTITUDE.

MERCER: I'M SORRY, WENDELL - ARE YOU REALLY AS GOOD A COOK AS YOU SAY?

NILES: WELL, I DON'T LIKE TO BRAG, BUT LAST SUNDAY I BAKED MYSELF A CAKE.

MERCER: DID YOU HAVE ANY TROUBLE?

NILES: A LITTLE. YOU SEE, I USED SOME NEW QUICK-RISING YEAST AND I'M AFRAID IT ROSE PRETTY FAST.

MERCER: COULDN'T STOP IT, EH?

NILES: OH, YES - I FINALLY TRAPPED IT IN THE VESTIBULE AND BEAT IT TO DEATH WITH A CLUB.

MERCER: WELL, FROM THE SOUND OF THINGS - YOUR CAKE MUST HAVE TURNED OUT A LITTLE HEAVY.

NILES: I DON'T KNOW WHETHER THE CAKE WAS HEAVY OR NOT, JOHN - BUT I NOW HAVE THE ONLY BOWLEGGED STOVE IN BEVERLY HILLS.

MERCER: HOW ABOUT YOU, JO STAFFORD. DO YOU EVER DO ANY BAKING?

STAFFORD: OH SURE. I MADE A CAKE LAST WEEK. AND YOU KNOW, THE FROSTING WAS SO PRETTY, IT LOOKED JUST LIKE PLASTER OF PARIS.

MERCER: WHAT DID IT TASTE LIKE?

STAFFORD: PLASTER OF PARIS.

MERCER: WELL, I CAN SEE OUR LITTLE GROUP HERE ISN'T TOO VERSATILE ON THE DOMESTIC SIDE, SO I THINK WE BETTER GET BACK TO OUR MUSIC. TONIGHT I GOT A NEW TUNE FOR YOU THAT I SCRIBBLED IN ONE OF MY ODD MOMENTS. YOU'LL BE HEARING IT SOON IN THE PARAMOUNT PICTURE, "OUT OF THIS WORLD", BUT JUST SO YOU'LL KNOW WHAT TO EXPECT - ^{use our program to see it through it} ~~HERE IT IS~~. IT'S CALLED "JUNE COMES AROUND EVERY YEAR".

MUSIC: "JUNE COMES AROUND EVERY YEAR". . . . MERCER, ORCHESTRA
(APPLAUSE)

CHESTERFIELD MUSIC SHOP
CLOSING

MERCER: THANK YOU, FOLKS, FOR DROPPING IN. SORRY WE GOTTA GO SO
SOON, BUT IT'S TIME TO LOCK UP ^{Chesterfield Music Shop} THE PLACE TILL TOMORROW.
COME BACK THEN, WON'T YOU? WE'RE GONNA HAVE THAT WILD
AND WOOLY COMEDIAN FROM THE BOB HOPE SHOW - JERRY COLONNA.
UNTIL TOMORROW THEN - THINK OF US. ^{While you're thinking} ~~IF YOU CAN'T THINK OF~~
~~US - THINK OF CHESTERFIELD. THIS IS JOHNNY MERCER ON~~
~~BEHALF OF JO STAFFORD, PAUL WESTON, AND THE PIED PIPERS,~~
~~SAYING GOOD NIGHT.~~

(APPLAUSE)

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER -
BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY. RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

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#14

June 29th

Agency

-1-

OPENING

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER - WITH
JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPER'S
WITH JUNE HUTTON--AND YOURS TRULY, WENDELL NILES. AND HERE'S
JOHNNY MERCER, WHO'S GUEST TONIGHT IS JERRY COLONNA!

MUSIC: THEME OUT

(APPLAUSE)

MERCER: HELLO, PEOPLE. WELCOME TO OUR LITTLE THURSDAY NIGHT GET-TO-
GETHER IN THE CHESTERFIELD MUSIC SHOP. WE GOT A LOT OF
MUSIC AND FUN LINED UP FOR YOU HERE, SO IF YOU'LL JUST LIGHT
YOURSELF A CHESTERFIELD, WE'LL START THINGS ROLLIN'. FIRST
OFF, COME THE PIED PIPERS WITH, "I'LL GET BY"...

MUSIC: I'LL GET BY PIPERS AND ORCH.

(APPLAUSE)

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COLONNA SPOT ON MERCER SHOW

-2-

NILES: JOHNNY, LOOK OUT THERE...WE MAY HAVE A CUSTOMER...THERE'S
SOMEONE OUT THERE WITH HIS FACE PRESSED AGAINST THE WINDOW.

MERCER: GEE, IT LOOKS LIKE PROFESSOR COLONNA...
(APPLAUSE)

MERCER: SAY, PROFESSOR, STOP PRESSING UP AGAINST THAT WINDOW AND
COME IN..WE SELL EVERYTHING HERE...RECORDS, PHONOGRAPH
MACHINES, NEEDLES, RADIOS....

SOUND: TERRIFIC CRASH OF GLASS

COLONNA: (ON MIKE)...FIRST AID KITS, TOO?!!.....HAD TROUBLE GETTING
THROUGH THE DOOR!

MERCER: WELL, I HAVE A PECULIAR KNOB!

COLONNA: WELL..WEAR A HAT AND NOBODY'LL NOTICE!!....SAY, MERCER, I
WANT THIS HARP WRAPPED AT ONCE AND SENT ON A VACATION.

MERCER: YOU WANT THIS HARP SENT ON A VACATION? WHY?

COLONNA:HAVEN'T YOU HEARD...HOLLIDAY FOR STRINGS!!

MERCER: COLONNA, STOP HUGGING THAT BASS FIDDLE!

COLONNA: OH, IS THIS A BASS FIDDLE?

MERCER: CERTAINLY!

COLONNA: (PAUSE...WELL...I'LL TAKE BACK MY FRATERNITY PIN!

MERCER: JERRY..WHY DID YOU DROP INTO THE MUSIC SHOP ANYWAY?

COLONNA: WELL, I WANT TO LEARN TO PLAY THE TRUMPET LIKE HARRY JAMES.
HE PLAYS THE TRUMPET AND GOT A GIRL WITH A SHAPE LIKE BETTY
GRABLE!

MERCER: (SARCASTIC)...AND I SUPPOSE YOUR GIRL HAS A SHAPE LIKE THE
TRUMPET.

COLONNA: NO....LIKE HARRY JAMES!!

MERCER: I ADMIT BETTY GRABLE IS NICE, BUT WHAT'S WRONG WITH THE
GIRL YOU HAVE NOW?

COLONNA:JEALOUS OF MY MOUSTACHE.

MERCER: WHY?

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COLONNA:LONGER THAN HERS!!.....I SHOULDN'T HAVE SAID THAT...
AH, YOU SHOULD SEE HER...SHE'S A REAL SWATTER GIRL!

MERCER: YOU MEAN.....SWEATER GIRL!

COLONNA: ...NO...SHE ATTRACTS FLIES!!

MERCER: I SUPPOSE YOU TWO ARE GOING TO SETTLE DOWN AND RAISE LITTLE
CANS OF FLIT!

COLONNA: EGAD, HE SOUNDS LIKE HOPE...BUT HE DOESN'T LOOK LIKE HOPE..
HOPE'S GOT A ZOOT SNOOT...YOU'RE JUST AN UG WITH A PUG!!

MERCER: NEVER MIND THE INSULT, LACE FACE, YOU'LL NEVER LEARN HOW TO
PLAY THE TRUMPET...WITHOUT A GOOD TEACHER.

COLONNA: WHY. I'M GOING OVER TO TAKE MY FIRST LESSON RIGHT NOW.
I HAVE A WONDERFUL TRUMPET TEACHER.....

MERCER: IS HE ANY GOOD?

COLONNA: GOOD... TO GIVE YOU A ROUGH IDEA, HE LIVES IN POMONA AND HE
CAN PLAY A TRUMPET IN GLENDALE!

MERCER: BUT GLENDALE IS FIFTEEN MILES FROM POMONA...HOW CAN HE DO
THAT?

COLONNA: ..HIS MOTHER WAS FRIGHTENED BY A UBANGI!!

MERCER: WHILE THE PROFESSOR VENTURES FORTH TO FURTHER THE
DEVELOPMENT OF HIS MUSICAL GENIUS, WE HEAR A FEW WORDS
FROM OUR OWN WENDELL NILES!

(INSERT COMMERCIAL)

CHESTERFIELD MUSIC SHOP
COMMERCIAL
6-29-44

- 4 -

NILES: FRIENDS, NATURE AND SCIENCE UNITE IN MAKING CHESTERFIELD
A BETTER CIGARETTE, AND HERE'S JUST HOW THAT WORKS OUT...
FIRST NATURE, WITH THE FARMER'S CAREFUL HELP, GROWS THE
WORLD'S BEST TOBACCOS - THE ONLY KIND OF TOBACCOS THAT
ARE BOUGHT FOR - OR USED IN THE MAKING OF YOUR CHESTERFIELD -
THEN SCIENCE TAKES A HAND, IN THE ROLL OF THE SKILLED
CHESTERFIELD BLENDERS, WHOSE YEARS OF EXPERIENCE GUARANTEES
THAT THOSE TOBACCOS ARE BLENDED TOGETHER IN JUST THE RIGHT
COMBINATION TO GIVE YOU THE GENUINE SATISFACTION YOU GET
WHEN YOU LIGHT A CHESTERFIELD. SO FRIENDS, THE NEXT TIME
YOU STEP UP TO A TOBACCO COUNTER, ASK FOR CHESTERFIELD..
THE CIGARETTE THAT REALLY SATISFIES....THEIR FIVE KEY
WORDS TELL YOU WHY --- RIGHT COMBINATION - WORLD'S BEST
TOBACCOS.

MERCER: THANK YOU, WENDELL. RIGHT HERE WE CALL ON MISS JO STAFFORD WHO COMES UP WITH, "TIME WAITS FOR NO ONE"....

MUSIC: "TIME WAITS FOR NO ONE" STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: THAT WAS LOVELY, JO.... AND NOW WE TURN TO....

SOUND: PHONE RINGS PHONE UP

MERCER: I'LL GET IT. (RECEIVER UP) HELLO.

COLONNA: (ON FILTER)IS THIS JOHNNY?

MERCER: YES.

COLONNA: LET ME SPEAK TO MERCER.

MERCER: COLONNA, THIS IS JOHNNY, AND IT'S MERCER, TOO!

COLONNA: WELL, WHADDYA KNOW....TWINS!

MERCER: JERRY - WHERE ARE YOU?

COLONNA: I'M OVER HERE PLAYING THE BAGPIPES.

MERCER: YOU'RE PLAYING THE BAGPIPES?

COLONNA: YES. LISTEN.

SOUND: FOUR SQUIRTS INTO BUCKET

COLONNA: (LAUGHS)....TURNED OUT TO BE A COW WEARING KILTS!

MERCER: BUT, PROFESSOR, I THOUGHT....

COLONNA: QUIET, MERCER, I'M JUST ABOUT TO COMPOSE A NEW TUNE.

MERCER: STOP BEING RIDICULOUS...WHAT KIND OF A TUNE CAN YOU COMPOSE ON A COW?

COLONNA:MILKMAN KEEP THOSE BOTTLES QUIET!!

MERCER: COLONNA, I THOUGHT YOU WERE GOING TO LEARN HOW TO PLAY THE TRUMPET....

COLONNA: I AM.....I'M OVER HERE IN CHICAGO.....,

MERCER: CHICAGO.....HOW'S THE WEATHER THERE, COLONNA?

COLONNA:A LITTLE DEWEY RIGHT NOW.....BUT IT'S REALLY WONDERFUL HERE, MERCER....I CAN PLAY THE TRUMPET WITHOUT BLOWING.

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MERCER: YOU CAN PLAY THE TRUMPET WITHOUT BLOWING...WHERE ARE YOU GETTING ALL THE WIND FROM?

COLONNA: ...OVERFLOW FROM THE CONVENTION!!

MERCER: COLONNA, WHAT'S WRONG WITH YOU ANYWAY?

~~COLONNA: WELL, IT'S A LONG, LONG STORY...~~

MERCER: WELL, TELL IT TO ME....

COLONNA: ...CAN'T.

MERCER: WHY NOT?

COLONNA: ~~...THIS IS ONLY A FIFTEEN-MINUTE PROGRAM!~~ BUT SERIOUSLY, JOHNNY, LIFE HASN'T ALWAYS BEEN KIND TO ME... YOU SEE...I WAS BORN 16 TIMES!

MERCER: YOU WERE BORN 16 TIMES... HOW COME?

COLONNA: ...STORK STUTTERED!....

MERCER: COLONNA, STOP THE NONSENSE AND COME HERE AT ONCE!

COLONNA: OKAY. *Hee... hee...*

SOUND: LOUD SCREECH OF BRAKES

COLONNA: WELL, HERE I AM, JOHNNY....JUST ARRIVED BY GREYHOUND.

MERCER: WHY'D IT TAKE SO LONG?

COLONNA:HAD TO STOP AT AZUSA TO SCRATCH IT'S FLEAS!!....WELL, I'M AN EXPERT TRUMPET PLAYER NOW, JOHNNY...I JUST FINISHED LEARNING ALL THE NOTES ON THE TRUMPET.

MERCER: GREAT...LET ME HEAR 'EM.

COLONNA: OKAY....

MUSIC: NOTE...

COLONNA: (EXPLAINING) THAT WAS C!

MUSIC: ANOTHER NOTE

COLONNA: ...THAT WAS E.

MUSIC: REVEILLE

MERCER: WHAT WAS THAT?

COLONNA:I A!!

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NILES: (CONFIDENTIAL) SAY, JOHNNY, HOW ABOUT SLIPPING THE PROFESSOR THAT LOADED TRUMPET....

MERCER: (CONFIDENTIAL) ...SWELL IDEA, WENDELL....I JUST FINISHED POURING A WHOLE BOTTLE OF INK IN IT!...(LOUDER) WELL, HERE'S THE TRUMPET, PROFESSOR!

COLONNA: OKAY....I WILL NOW PLAY "OLD MAN RIVER".

SOUND: SQUIRTING AND LOUD GUSH

COLONNA: WELL, WHADDYA KNOW...LOOK WHAT CAME OUT...THE BLUE DANUBE!!

MERCER: WELL, I DON'T KNOW, JERRY...I THINK YOU'RE TRUMPET PLAYING IS RAUCOUS, DISCHORDANT, AND ACOUSTICALLY UNHARMONIC.

COLONNA: THANK YOU.....I SING EQUALLY WELL...

MERCER: AS A MATTER OF FACT, WE CAN DO WITHOUT YOUR SINGING, TOO...

COLONNA: VERY WELL...IF YOU INSIST.....SOME MUSIC, MAESTRO!!

MUSIC: I LOVE YOU

(APPLAUSE)

*Mercer: ...the blue Danube... sounds like a...
Colonna: ...the blue Danube... sounds like a...
Mercer: ...the blue Danube... sounds like a...
Colonna: ...the blue Danube... sounds like a...
Mercer: ...the blue Danube... sounds like a...
Colonna: ...the blue Danube... sounds like a...
Mercer: ...the blue Danube... sounds like a...
Colonna: ...the blue Danube... sounds like a...
Mercer: ...the blue Danube... sounds like a...
Colonna: ...the blue Danube... sounds like a...*

SOUND: PHONE RINGS...RECEIVER UP:

MERCER: HELLO....YES...OH I SEE...OKAY.

SOUND: RECEIVER DOWN:

COLONNA: WHO WAS THAT - ONE OF MY FANS?

MERCER: NO - THE S.P.C.A. THEY HEARD YOUR SONG AND THOUGHT
SOMEONE WAS BEATING A DOG.

COLONNA: ~~VERY WELL...I SHALL TAKE MY LEAVE.~~

MERCER: DON'T GO AWAY MAD, JERRY ... YOU WERE WONDERFUL. COME
BACK ANYTIME. WELL, FOLKS, I GUESS THAT FINISHES UP
ANOTHER SESSION HERE IN THE CHESTERFIELD MUSIC SHOP....
WE HOPE YOU'LL BE HERE WITH US TOMORROW WHEN WE'RE GONNA
PACK THE PLACE UP AND MOVE IT DOWN TO THE NAVAL
HOSPITAL IN LONG BEACH. TILL THEN....TRY ONE OF THOSE
MILDER, BETTER TASTING CHESTERFIELDS, WON'T YOU? NOW,
ON BEHALF OF THE WHOLE GANG, THIS IS JOHNNY MERCER SAYING
GOODNIGHT....

(APPLAUSE)

NILES:

*The mid. Jerry Colonna on a...
THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY. RIGHT COMBINATION..WORLD'S BEST TOBACCOS.*

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THE CHESTERFIELD MUSIC SHOP

with

JOHNNY MERCER

JUNE 30, 1944

MUSIC: THERE...FADE FOR :

NILES: FROM THE NAVAL HOSPITAL IN LONG BEACH, CALIFORNIA, IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER - WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. THANK IT JOHNNY.

(APPLAUSE)

MUSIC: THERE OUT

MERCER: GREETINGS GOOD PEOPLE - AND HELLO TO ALL YOU NAVY MEN HERE IN LONG BEACH. AS IS OUR CUSTOM OF / FRIDAY, WE'VE PUT THE CHESTERFIELD MUSIC SHOP ON WHEELS AND RO LED THE WHOLE WORKS TO A SERVICE CAMP. IT'S JUST OUR WAY OF SAYING THANKS TO A GREAT BUNCH OF FELLOWS. LOOKING AT THE LINE-UP HERE, I THINK WE GOT OURSELVES A PRETTY SHARP GROUP OF DITTIES TO WARBLE AT YOU - SO WITHOUT FURTHER ADO WE PROCEED TO DO JUST THAT. PAUL WESTON AND HIS VERY MUSICAL MUSICIANS HAVE AGREED TO LET ME CHIEE IN WITH THEM ON A FAST-MOVING OLDIE CALLED "CRAZY RHYTHM". IF YOU WILL, PROFESSOR...

MUSIC: "CRAZY RHYTHM".....MERCER, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU PAUL; YOU REALLY HIT ME WHERE I LIVE. NOW HERE'S THE MAN FROM CHESTERFIELD WITH SOME RIGHT SHARP ADVICE.

NILES: LAST NIGHT AFTER LOCKED UP THE MUSIC SHOP JOHN, JERRY COLONNA AND SOME OF THE GANG DROPPEDIN AT MY HOUSE IN THE VALLEY AND WE HAD SUPPER OUT UNDER THE STARS. THE GIRLS HAD SABED UP THEIR POINTS AND WE BARBECUED SOME STEAKS OVER THE OPEN FIRE AND I WANT TO TELL YOU NIGHT AIR JUICY STEAK SIZZLING OVER CHARCOAL..BROTHER THAT'S LIVIN! AFTER*

BILLY: ONE THING LACKING FOR GOLD COUNTRY IS THE GOLD COUNTRY TRIP
 WHEN HE PASSED THROUGH THE FIELD. THE GOLD COUNTRY TRIP IS
 A REALLY MILD GOLD-TASTING CIGARETTE WITH A GOLD MEAL..ON MY
 TIME FOR THAT BETTER! CRESTFIELD IS DOING SOMETHING FOR YOU...THEY
 SATISFY. IT'S YOUR MAKING PLEASURE AND YOUR MAKING PLEASURE TO THE
 GOLD TASTING PLEASURE AND YOUR MAKING PLEASURE TO THE GOLD
 IT'S BEST ALL RIGHT, LISTEN TO THE GOLD COUNTRY TRIP, OF
 CRESTFIELD, YOURS ALL OVER THE GOLD COUNTRY TRIP, YOURS ALL
 TOBACCO. NORTH CAROLINA HAS TO SAY: I DON'T BELIEVE IN ANY OF
 ANY OTHER TOBACCO BUT THE GOLD COUNTRY TRIP. THE GOLD COUNTRY TRIP
 OUR GOLD COUNTRY TRIP IS THE GOLD COUNTRY TRIP, YOURS ALL OVER THE
 JUST RIGHT TOBACCO AND YOURS ALL OVER THE GOLD COUNTRY TRIP, YOURS
 TOBACCO. THE GOLD COUNTRY TRIP IS THE GOLD COUNTRY TRIP, YOURS ALL
 KEY WORDS THEN YOU'D FIND IN ANY OTHER CIGARETTE. THE GOLD COUNTRY TRIP,
 YOU'LL SEE!

MERCER: THANK YOU WEND. ALL FRIENDS, IF YOU'VE LISTENED TO ANY OF
 THE RECENT GOINGS ON HERE IN THE MUSIC WORLD, YOU'VE HEARD THE GOLD
 THEY HEAVILY IN THE VOCAL DEPARTMENT ON THESE BOYS AND GO TO
 GO UNDER THE COLLECTIVE TITLE OF THE GOLD COUNTRY TRIP, YOURS ALL
 RIGHT HERE AND NOW TO BRING US THE GOLD COUNTRY TRIP, YOURS ALL
 "MILKMAN KEEP THEM SO VES QUIET".

MUSIC: "MILKMAN KEEP THEM SO VES QUIET" PIPER'S NEW RECORDS
 (APPLE USE)

MERCER: THE GOLD COUNTRY TRIP IS THE GOLD COUNTRY TRIP, YOURS ALL
 EVERY, THE GOLD COUNTRY TRIP IS THE GOLD COUNTRY TRIP, YOURS ALL
 THE LOVELLY GOLD COUNTRY TRIP IS THE GOLD COUNTRY TRIP, YOURS ALL
 ONE AND ONLY GOLD COUNTRY TRIP IS THE GOLD COUNTRY TRIP, YOURS ALL
 AND ONLY GOLD COUNTRY TRIP IS THE GOLD COUNTRY TRIP, YOURS ALL

CRESTFIELD IS DOING SOMETHING FOR YOU...THEY SATISFY.

MERCER: IN THE HISTORY OF OUR COUNTRY WHICH FOLLOWS HERE YOU ARE SO BUSY
WORKING RIGHT NOW - I DON'T THINK THERE'S ANYTHING THAT'S PLAYED
A MORE IMPORTANT PART MUSICALLY THAN IN OUR MOUNTING, MINOR MELODIES
BEHIND AS THE "BLUES". DOWN SOUTH, WHERE I COME FROM, FOLKS TUNED
TO THE BLUES AS A MEANS OF EXPRESSING EVERY KIND OF EMOTION, FROM
THE DEEPEST GRIEF TO THE DEEPEST JOY. ALL OF US HERE IN THE
CHRISTENFIELD MUSIC SHOP ARE COMING OUT TOGETHER RIGHT NOW TO BRING
YOU ONE OF THE MOST FAMOUS OF THESE EXPRESSIVE SONGS. AND IF ANY
OF YOU ARE FROM MEMPHIS - WELL THIS IS ESPECIALLY FOR YOU.

MUSIC: "TREATING MENNY" MEMBER STATION PIED PIPERS & OJCE.
(1:28:44)

MERCER: THANK YOU FOLLOWS AND WE WOULD LIKE TO CONGRATULATE OFFICER PAUL M.
MILKIGHT AND INSURGENT COMPANY MINE ROBERT W. O'NEIL OF THE NAVAL
HOSPITAL. WELL I GUESS THAT SOME OF THEM ARE UP TO THE LINE OF THE LINE.
ALL OF US FOLKS HERE IN THE CHRISTENFIELD MUSIC SHOP HAVE ENJOYED EVERY
MINUTE OF OUR VISIT TONIGHT. AND JUST SO YOU DON'T FORGET US, WE'RE
GONNA SEE THAT EACH OF YOU CALLERS HERE AT THE HOSPITAL GETS A PACK
OF THOSE SATISFYING CHRISTENFIELDS. WE HOPE YOU'LL KEEP LISTENING
IN ON THE MUSIC SHOP DURING THE WEEK - AND JUST SO'S YOU KNOW WHAT
TO EXPECT NEXT WEEK I'LL TELL YOU THAT YOU'RE GONNA BE VISITED BY A
PRETTY LITTLE SINGER, EILEEN BRADY, AND THAT MOVIE MAN ABOUT TOWN,
BICK POWELL SO KEEP IN TOUCH WITH US MEN - WE'LL BE THINKING OF YOU.
NOW UNTIL MONDAY ON BEHALF OF THE STATION, PAUL MILKIGHT, THE PIED PIPERS
AND ED JENNY WITCHE SAYING GOOD NIGHT AND GOOD LUCK.
(1:30:00)

MUSIC: "TREATING MENNY"

MILKIGHT: THIS IS GEMMELL MILKIGHT REMINDING YOU TO ASK FOR WILDER BATTER-TASTING
CHRISTENFIELDS. THEIR FIVE KEY NOTES TELL YOU WHY. RIGHT COMBINATION

MONDAY, JULY 3, 1944

CHESTERFIELD MUSIC SHOP
OPENING

Announcer

MUSIC: THEME.....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER --
 WITH JO STAFFORD--PAUL WESTON'S ORCHESTRA -- THE PIED
 PIPERS WITH JUNE HUTTON -- AND YOUR ANNOUNCER, WENDELL
 NILES. AND HERE'S OUR SINGING PROPRIETOR, JOHNNY MERCER.
 (APPLAUSE)

MUSIC: THEME OUT

MERCER: WON'T YOU COME IN, FOLKS? IT'S MONDAY NIGHT AGAIN IN THE
 CHESTERFIELD MUSIC SHOP, WHEN ALL OF US BEGIN ANOTHER WEEK
 FOR ALL OF YOU -- A WEEK OF MUSIC AND CHATTER AND SUCH
 WHERE WE GET TO KNOW EACH OTHER BETTER. IN FACT, JUST
 ABOUT WHAT YOU'D EXPECT TO FIND IN ANY UP AND COMING MUSIC
 SHOP. JUST TO GET THE WEEK STARTED RIGHT AND PROPER LIKE,
 PAUL WESTON'S LADS AND YOURS TRULY ARE GONNA OPEN UP WITH
 A HOSPITABLE LITTLE OPUS CALLED "OPEN UP THAT DOOR AND LET
 ME IN".

MUSIC: OPEN UP THAT DOOR AND LET ME IN MERCER...ORCHESTRA
 (APPLAUSE)

MERCER: NOW, IF EVERYTHIN' IS RUNNIN' ACCORDING TO SCHEDULE, WE'RE
DUE TO HEAR A SATISFYIN' WORD OR TWO FROM MR. WENDELL NILES.

(INSERT COMMERCIAL - PAGE 3)

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CHESTERFIELD MUSIC SHOP
COMMERCIAL
7/3/44

-3-

NILES: FRIENDS, DID YOU KNOW THAT THE ENJOYMENT THE SMOKING PLEASURE YOU GET FROM EVERY PACK OF CHESTERFIELDS IS THE DIRECT RESULT OF NATURE AND SCIENCE WORKING TOGETHER TO MAKE CHESTERFIELD A BETTER CIGARETTE? FOR YOU SEE ... NATURE, WITH THE FARMERS HELP, GROWS THE WORLD'S BEST TOBACCO - THEN THE MEN OF SCIENCE TAKE A HAND. THEIR JOB IS TO BLEND THESE FRAGRANT, SUN-RIPENED TOBACCOS INTO THE FAMOUS CHESTERFIELD RIGHT COMBINATION TO GIVE YOU REAL MILDNESS, A COOLER SMOKE ... WITH A TASTE THAT TRULY SATISFIES. SO, NEXT TIME YOU STEP UP TO YOUR FAVORITE TOBACCO COUNTER ASK FOR CHESTERFIELD - FIND OUT FOR YOURSELF HOW REALLY GOOD A CIGARETTE CAN BE ... RIGHT FROM THE START YOU'LL KNOW THE FULL FLAVORED MEANING OF THOSE FIVE KEY CHESTERFIELD WORDS. RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

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MUSIC: DON'T BLAME ME (UNANNOUNCED) ORCHESTRA

(APPLAUSE)

MERCER: THAT -- IN CASE YOU HAVEN'T ALREADY SURMISED AS MUCH -- WAS
OUR OWN PAUL WESTON AND COMPANY WITH "DON'T BLAME ME." I'M
SURE NOBODY IS GONNA BLAME ANYBODY RIGHT NOW IF WE STEP ON
INTO THE HARMONY DEPARTMENT HERE IN THE ^{chesterfield} MUSIC SHOP, AND
SET THE SCENE FOR A LITTLE FAST MOVIN' VOCALIZIN'. SAID
SINGIN' AND SWINGIN' INVOLVES THE PIED PIPERS WITH JUNE
HUTTON, WHO GROUP THEMSELVES GRACEFULLY AROUND A COPY OF
"COME OUT WHEREVER YOU ARE."

MUSIC: COME OUT WHEREVER YOU ARE PIPERS..ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, PIPERS. ^{Recently} ~~LAST WEEK~~ JO STAFFORD SANG US ALL A NEW
BALLAD BY DUKE ELLINGTON THAT WE JUST GOT ON OUR SHELVES.
~~EVERYBODY AROUND THE SHOP LIKED IT SO WELL, WE SORTED OF~~
HINTED TO JO THAT WE WERE STRONG FOR HAVIN' HER RUN THROUGH
IT AGAIN. MISS STAFFORD NOT ONLY TOOK THE HINT, BUT SHE ALSO
PERSUADED OUR VERY OBLIGING PIED PIPERS TO JINE UP WITH HER.
SO HERE IT IS -- THEIR REPEAT PERFORMANCE OF DUKE ELLINGTON'S
NEWEST BALLAD -- "I DIDN'T KNOW ABOUT YOU."

MUSIC: I DIDN'T KNOW ABOUT YOU STAFFORD, ORCHESTRA
(APPLAUSE)

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MERCER: IT SEEMS LIKE EVERY TIME WE ALL GET GOIN' GOOD HERE IN THE MUSIC SHOP, IT'S TIME TO SAY GOOD NIGHT. BUT WELL... WE'LL BE COMIN' YOUR WAY AGAIN TOMORROW NIGHT AND ALL THE REST OF THE WEEK, SO I GUESS WE SHOULDN'T FEEL TOO BAD ABOUT LEAVIN'. AND SPEAKIN' OF THE REST OF THE WEEK, I BELIEVE OUR ERUDITE WENDELL NILES HERE HAS IT ALL WRIT DOWN IN BLACK AND WHITE. AM I CORRECT, MR. N.?

NILES: YOU SURE ARE, JOHNNY. TOMORROW NIGHT IN THE MUSIC SHOP WE'RE WELCOMING A CUTE AND TALENTED LITTLE GAL NAMED EILEEN BARTON.

MERCER: MMMMMM. WEDNESDAY?

NILES: WEDNESDAY? WHY JOHN -- YOU CAN'T HAVE FORGOTTEN. WEDNESDAY IS THE NIGHT YOU ALWAYS WRITE A NEW SONG FOR US.

MERCER: MAYBE I SHOULDN'T HAVE MENTIONED IT. HOW ABOUT THURS?

NILES: THURS, JOHN -- BRINGS US THAT MAN OF THE MOVIES -- DICK POWELL.

MERCER: WELL, GOOD, GOOD. AND FRIDAY WE VISIT A SERVICE CAMP -- YES?

NILES: RIGHT, JOHN. IT'S THE Home of the Blue
AT Uptonville.

MERCER: WELL, NEIGHBORS, -- YOU SEE WHAT WE GOT IN STORE FOR YOU THIS WEEK, SO WE HOPE YOU'LL MAKE YOUR PLANS ACCORDINGLY. NATURALLY, WE ALSO CHERISH THE FOND HOPE THAT THOSE PLANS'LL INCLUDE SOME OF THOSE REALLY SATISFYIN' CHESTERFIELDS. SO UNTIL TOMORROW THEN, THIS IS JOHNNY MERCER, SAYING FOR JO STAFFORD, PAUL WESTON, THE PIED PIPERS AND MYSELF, GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER --
BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION -- WORLD'S BEST TOBACCOS.

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

Handwritten signature or scribble

THE CHESTERFIELD MUSIC SHOP

#17

July 4, 1944

1. OPENING.....MERCER, NILES, ORCH. PIPERS
2. INTRO TO STAFFORD NUMBER.....MERCER
3. "EVERY DAY OF MY LIFE".....STAFFORD & ORCH.
4. COMMERCIAL.....NILES
5. INTRODUCTION TO MERCER NUMBER.....MERCER
6. "CAN'T GET THE ONE I WANT".....MERCER & ORCH
7. GUEST SPOT - EILEEN BARTON.....MERCER & BARTON
8. "PATTY CAKE".....BARTON & ORCH
9. CLOSING.....CAST

CHESTERFIELD MUSIC SHOP
OPENING

-1-

MUSIC: THEME....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER WITH
 JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPER'S
 WITH JUNE HUTTON --- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S JOHNNY MERCER WHOSE GUEST TONITE IS EILEEN BARTON!

MUSIC: THEME OUT

(APPLAUSE)

MERCER: HAPPY 4TH GOOD PEOPLE. THIS IS YOUR OLD MUSIC SHOP
 PROPRIETOR JUST SITTING HERE MULLIN' OVER THE PROBLEM OF
 MUSICAL ENTERPRENEW - THAT'S ME. BUT THEY'RE REALLY
 NOTHING TO WORRY ABOUT, NOT AS LONG AS WE GOT SUCH RIGHT
 SMART FOLKS AS YOU TO DROP IN THE SHOP. AND CERTAINLY
 NOT AS LONG AS WE GOT SUCH TALENTED GALS AS JO STAFFORD
 JUST WAITING TO SELL THOSE DREAMY BALLADS. SELL THE FOLKS
 THAT NEW ONE WE GOT IN TODAY, JO...."EVERY DAY OF MY LIFE".

MUSIC: "EVERY DAY OF MY LIFE".....STAFFORD, ORCH.

(APPLAUSE)

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CHESTERFIELD MUSIC SHOP

-2-

MERCER: WENDELL NILES, WHO REPRESENTS THE FOLKS WHO MAKE THE
SMOKES, DOES A LITTLE REPRESENTIN' RIGHT HERE AND NOW.

(INSERT COMMERCIAL P.3)

(REVISED)

-3-

ANNCR: TO TELL THE STORY OF CHESTERFIELD'S DELIGHTFUL MILDNESS AND COOLER SMOKING BETTER TASTE, I KNOW OF NO BETTER WAY THAN TO EMPHASIZE THE FIVE KEY WORDS TO CHESTERFIELD'S GENUINE SMOKING PLEASURE...RIGHT COMBINATION....WORLD'S BEST TOBACCOS. YOU SEE, NATURE AND SCIENCE WORK HAND IN HAND TO MAKE CHESTERFIELD A BETTER CIGARETTE. FIRST, NATURE WITH THE FARMERS HELP, GROWS THE WORLD'S BEST TOBACCOS.....THEN THE CHESTERFIELD MASTER BLENDERS, MEN WITH YEARS OF SCIENTIFIC TRAINING, STEP IN AND CAREFULLY MIX THESE FLAVORFUL, SUNRIPENED TOBACCOS INTO THE FAMOUS CHESTERFIELD RIGHT COMBINATION....THE BLEND THAT CAN'T BE COPIED..... NOW, TO LEARN THE FULL FLAVORED MEANING OF RIGHT COMBINATION...WORLD'S BEST TOBACCOS, NEXT TIME SAY "CHESTERFIELDS PLEASE". LET THOSE FIVE KEY CHESTERFIELD WORDS SHOW YOU THE WAY TO SATISFYING MILDNESS AND COOL SMOKING, BETTER TASTE. YES, TO FIND OUT HOW REALLY GOOD A CIGARETTE CAN BE, MAKE THE CHANGE TO CHESTERFIELDS.

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MERCER: THAT'S MIGHTY POWERFUL PERSUADIN', WENDELL - THANK YOU.
EVERY SO OFTEN HERE AROUND THE SHOP, THE BOARD OF
DIRECTORS TOSSES AWAY IT'S MUSICAL SCRUPLES AND ALLOWS
ME TO SING. THIS BEING INDEPENDENCE DAY THEY'VE PUT THE
OKAY ON A FAST TWO CHORUSES OF "CAN'T GET THE ONE I WANT"
- ON CONDITION THAT I SING SOFT AND THE PIED PIPERS
DROWN ME OUT.

MUSIC: "CAN'T GET THE ONE I WANT"MERCER & ORCH.
(APPLAUSE)

CHESTERFIELD MUSIC SHOP
GUEST SPOT

-5-

MERCER: THE OTHER EVENING I VISITED ONE OF THE LOCAL SPOTS KNOWN, QUAINLY ENOUGH, AS "SLAPSIE MAXIE'S" - WHEN I HEARD A VERY PRETTY LITTLE RED-HEADED GAL SING A SONG AS I LIKE TO HEAR A SONG SONG. SO, WITHOUT FURTHER DELAY, I ASKED HER TO COME OVER AND DO LIKEWISE FOR YOU MUSIC SHOP CUSTOMERS. HERE SHE IS - MISS EILEEN BARTON.

(APPLAUSE)

BARTON: THANK YOU, JOHNNY.

MERCER: YOU KNOW, EILEEN, FOR A GIRL AS YOUNG AND PRETTY AS YOU ARE, I'D LIKE TO SAY THAT YOU PUT OVER A SONG IN A VERY PROFESSIONAL MANNER.

BARTON: THANKS AGAIN, MR. MERCER. IT'S THINGS LIKE THAT THAT MAKE ME THINK PERHAPS I'M IN THE RIGHT PROFESSION AFTER ALL.

MERCER: WHAT DO YOU MEAN?

BARTON: WELL, FOR A LONG WHILE I DIDN'T KNOW WHETHER OR NOT I WANTED TO GO INTO SHOW BUSINESS. IN FACT, BEFORE I DECIDED, I THOUGHT IT OVER FOR TWO AND A HALF YEARS.

MERCER: TWO AND A HALF YEARS? YOU REALLY TOOK YOUR TIME. HOW OLD WERE YOU WHEN YOU FINALLY MADE UP YOUR MIND?

BARTON: TWO AND A HALF.

MERCER: I SEE. I WAS A LITTLE SLOWER GETTING STARTED. I DIDN'T EVEN WRITE MY FIRST SONG UNTIL I WAS THREE. BUT TELL ME, EILEEN - WHAT OCCASIONED YOUR DEBUT INTO SHOW BUSINESS?

BARTON: WELL, DAD AND MOTHER WERE IN VAUDVILLE, AND A REPORTER WHO WAS INTERVIEWING THEM HEARD ME SING IN THE DRESSING ROOM. ~~I WAS ONLY TWO AND A HALF AND HE DARED THEM TO PUT ME INTO THE ACT.~~

Mercer:
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of course you singing should be

Barton says he was always used as a "the Triangle" but was the only one who could - then to

MERCER: ISN'T THAT FUNNY? PEOPLE HAVE BEEN DARING ME TO SING FOR YEARS.

BARTON: LATER ON - WHEN I WAS FOUR - I PLAYED AT THE PALACE WITH TED HEALY. THE CHILD LABOR LAWS WOULDN'T ALLOW ME TO SING, SO I TOLD JOKES.

MERCER: A COMEDIENNE AT FOUR? I SHOULD THINK THE JOKES WOULD HAVE BEEN OLDER THAN YOU WERE.

BARTON: WELL, TO GIVE YOU AN IDEA - HEALY WOULD SAY, "YOU KNOW, LITTLE GIRL - YOU'RE CUTE ENOUGH TO BE TWINS". AND I'D COME RIGHT BACK WITH "WELL, MOTHER HAS A PICTURE OF ME WHEN I WAS TWO".

BOTH: (LAUGH)

MERCER: I SUPPOSE, EILEEN, BEING IN VAUDEVILLE, YOU WENT TO SCHOOL ALL OVER THE COUNTRY.

BARTON: YES - I MOVED AROUND SO MUCH I WORE OUT NINE TRUANT OFFICERS.

MERCER: WHAT WAS YOUR FAVORITE SUBJECT IN SCHOOL?

BARTON: LUNCH.

MERCER: I MAJORED IN RECESS MYSELF. HOW LONG HAVE YOU BEEN IN HOLLYWOOD, EILEEN?

BARTON: TWO MONTHS.

MERCER: LIKE IT?

BARTON: ON, I'M QUITE IMPRESSED. THE ONLY THING IS - I DIDN'T EAT FOR TWO WEEKS AFTER I ARRIVED.

Barton: MERCER: WELL, ALL THE RESTAURANTS OUT HERE ARE DRIVE-INS AND I DIDN'T HAVE A CAR.

MERCER:(?) YOU COULD HAVE CALLED A TAXI.

BARTON: OH, I'M LEARNING TO DRIVE NOW. I PRACTICE EVERY DAY IN FRONT OF THE BEVERLY HILLS HOTEL.

MERCER: WHY THERE?

BARTON: OH I DON'T KNOW. I FIND I RUN INTO A BETTER CLASS OF PEOPLE.

MERCER: I SEE. WELL BEFORE WE BOTH HAVE VAUDEVILLE TURNING OVER IN ITS GRAVE HERE, SUPPOSE WE BLEND GRACEFULLY INTO YOUR SONG.

BARTON: THAT'S OKAY WITH ME. I'D LIKE TO SING A NUMBER THAT'S SORT OF A SPECIALTY OF MINE - IT'S CALLED "PATTY CAKE"^{W/...}

MERCER: WELL, I'M SURE MR. WESTON WILL OBLIGE. OBLIGE THE LADY WILL YOU, PAUL?

MUSIC: "PATTY CAKE".....BARTON-ORCH.

(APPLAUSE)

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CLOSING

MERCER: THANK YOU, FOLKS - AND THANK YOU, EILEEN. WE'VE HAD A LOT OF FUN HERE TONIGHT *in the Chesterfield Music Shop* AS WE DO EVERY P.M. ABOUT THIS TIME.... AND WE HOPE YOU *good people around* CAN ALL SAY THE SAME. IN CASE YOU'RE WONDERING ABOUT TOMORROW, LET ME SAY THAT ON THAT AUSPICIOUS OCCASION I'M GONNA SING YOU ANOTHER ONE OF MY NEW SONGS. DON'T SAY I DIDN'T WARN YOU. THINGS BRIGHTEN UP ON THURSDAY, HOWEVER, CAUSE WE HEAR DICK POWELL IS GONNA DROP IN. NATURALLY, WE WANT YOU TO DROP IN ANY DAY OF THE WEEK, SO DON'T FAIL US. *Drop in any day with me!* UNTIL TOMORROW, THEN - ~~LIGHT UP A CHESTERFIELD. NOW FOR JO STAFFORD, PAUL WESTON, THE PIED PIPERS AND MYSELF, THIS IS JOHNNY MERCER SAYING~~ *on this... - to you!* ~~GOOD NIGHT.~~ *hope you're all very well indeed. Good night.*

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY. RIGHT COMBINATION ... WORLD'S BEST TOBACCOS.

ANNC: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

G

THE CHESTERFIELD MUSIC SHOP

#18

July 5, 1944

1. OPENING.....MERCER, NILES, ORCH., PIPERS
2. BAND NUMBER.....WESTON & ORCHESTRA
3. COMMERCIAL.....NILES
4. "CARRY ME BACK TO OLD VIRGINNY".....STAFFORD & ORCH.
5. CAST SPOT.....NILES & MERCER
6. "ATCHINSON, TOPEKA, AND SANTA FE".....MERCER & ORCH.
7. CLOSING.....MERCER, NILES, ORCH., PIPERS

CHESTERFIELD MUSIC SHOP
OPENING

-1-

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER WITH
 JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
 WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. AND
 HERE'S OUR SINGING PROPRIETOR, JOHNNY MERCER.

MUSIC: THEME OUT

(APPLAUSE)

MERCER: THANK YOU, CITIZENS. AND OUR BEST WEDNESDAY GREETINGS TO
 YOU ALL. WE SUGGEST YOU PULL UP A CHESTERFIELD AND SIT
 DOWN WHILE US PEOPLE HERE IN THE MUSIC SHOP GET SET TO
 COME AT YA' WITH SOME MUSICAL TID-BITS AND ~~PANTALIZIN'~~ ^{contrapuntal}
~~TINTINNABULATIONS.~~ ^{calap... from} (I MADE ~~IT~~ ^{that one}) FIRST OFF WE HEAR PAUL
 WESTON AND HIS CHESTERFIELD BLUE BLOWERS WHO WRAP
 THEMSELVES AROUND " ^{a little number called} Monday Date ".

MUSIC: " Monday Date ".....ORCH.

(APPLAUSE)

MERCER: WENDELL NILES - ~~THAN WHOM THERE IS NONE WHOMER~~ - STEPS
 UP ON THE MUSIC SHOP COUNTER NOW TO PROCLAIM IN
 WELL-MODULATED ~~PEAR-SHAPED TONES AS FOLLOWS...~~ ^{a message clear to} ~~our hearts.~~

(INSERT COMM'L PAGE TWO)

Thank you John -

NILES: You know FRIENDS, the Chesterfield story is really a pleasure to tell...for it's a sincere statement of all the cigarette facts you ought to know about. To start with ... there's that concise five word statement about Chesterfield's genuine smoking pleasure that goes - right combination world's best tobaccos. Yes, nature and science unite in perfect harmony to make Chesterfield a better cigarette. First, nature with the farmer's help, grows the world's best tobaccos...then the men of science take over, and blend these mild, sun-ripened tobaccos into the ~~secret can't be copied~~ right combination, that makes every Chesterfield milder, cooler-smoking, and better to your taste. To find out how really good a cigarette can be, make the change to Chesterfields. You'll find "They Satisfy" is not a slogan, but a fact. At the same time ^{you'll} discover the full flavored meaning of those five key Chesterfield words - Right combination - World's best Tobaccos.

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MUSIC: MEMORY THEME

MERCER: THAT, IN CASE YOU DON'T ALREADY KNOW - IS WHAT WE REFER TO AROUND THE MUSIC SHOP AS OUR MEMORY THEME. A DREAMY BIT OF MELODY THAT KINDA' EASES US ALL INTO A NOSTALGIC MOOD. JUST TO SHOW YOU THE EFFECT IT HAS ON MISS JO STAFFORD, SHE SLIPS AS GRACEFUL AS YOU PLEASE, INTO AN OLD SONG THAT'LL STAND REPEATING FOR MANY YEARS TO COME.

MUSIC: "CARRY ME BACK TO OLD VIRGINNY".....STAFFORD, ORCH.

(APPLAUSE)

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MERCER: WENDELL, MY BOY - WHAT HAVE YOU BEEN DOING TO MAKE YOURSELF USEFUL AROUND THE MUSIC SHOP LATELY?

NILES: WELL, I'LL TELL YOU, JOHNNY - I'VE BEEN WORKING ON MY NEW MUSICAL INVENTION.

MERCER: MUSICAL INVENTION?

NILES: YES - IT'S A JUKE BOX THAT PLAYS NOTHING BUT JOHNNY MERCER RECORDS. AND, CONFIDENTIALLY, THE GOVERNMENT HAS OFFERED ME FIFTY THOUSAND DOLLARS FOR IT.

MERCER: OH - MORALE BOOSTER?

NILES: NO - SECRET WEAPON.

MERCER: YOU KNOW, WENDELL - THAT REMARK ALONE MAKES ME DOUBT THE VALUE OF YOUR MUSICAL ABILITY. I'M NOT SO SURE YOU BELONG IN A MUSIC SHOP.

NILES: WHAT DO YOU MEAN? WHY, I'M A MUSICIAN OF LONG STANDING.

MERCER: LONG STANDING? WELL, PULL UP A CHAIR...TELL ME ABOUT YOUR MUSICAL BACKGROUND, SON.

NILES: WELL, JUST TO GIVE YOU AN IDEA, LAST MONTH STOKOWSKI OFFERED ME A JOB IN HIS BRASS SECTION, AND I TURNED IT DOWN.

MERCER: TURNED IT DOWN?

NILES: YEAH - THERE'S NO FUTURE IN POLISHING SPITOONS.

MERCER: I SEE. WELL, IF YOU'RE SUCH A MUSICAL GENIUS, I SUPPOSE YOU'RE FAMILIAR WITH BEETHOVEN?

NILES: AM I? WHY, I HAD DINNER WITH HIM JUST THE OTHER NIGHT.

MERCER: BUT, WENDELL, OLD BOY - BEETHOVEN'S DEAD.

NILES: HMMM. NO WONDER HE DIDN'T EAT MUCH.

MERCER: WENDELL - I SEE YOU HAVE A SAD LACK OF MUSICAL TRAINING.

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NILES: IS THAT SO? WHY, FOR SIX YEARS I PLAYED TRUMPET FOR THE PHILADELPHIA SYMPHONY, I ALSO DOUBLED UP ON THE FRENCH HORN.

MERCER: MAYBE YOU BLEW TOO HARD.

NILES: YES...NO - NO...I MEAN I PLAYED BOTH INSTRUMENTS. YOU SEE, I HAVE A DUAL PERSONALITY.

MERCER: THAT'S NOT SO GOOD, WENDELL. A DUAL PERSONALITY CAN GET YOU INTO A LOT OF TROUBLE.

NILES: BUT IF I'VE ALREADY GOT A DUAL PERSONALITY, WHAT CAN I DO?

MERCER: WHY DON'T YOU GO CHASE YOURSELF?

NILES: BUT, BOSS - YOU DON'T MEAN YOU'D FIRE ME?

MERCER: AND WHY NOT?

Niles: *Well, I'd be a monkey's uncle!*

MERCER: OH. WELL, IN THAT CASE I'LL KEEP YOU ON. I DIDN'T KNOW YOU WERE SUPPORTING YOUR RELATIVES.

NILES: OH, THANK YOU, JOHN - IT MEANS A LOT TO ME.

MERCER: WELL, DON'T JUST STAND THERE. IF YOU'RE STILL THE ANNOUNCER, START ANNOUNCIN'.

NILES: YES, BOSS...VERY GOOD, BOSS... LADIES AND GENTLEMEN, JOHNNY MERCER, WHO WRITES A NEW SONG FOR THE CHELSTERFIELD MUSIC SHOP CUSTOMERS EVERY WEEK, BRINGS US HIS LATEST "YOU GOT ME WHERE YOU WANT ME", WRITTEN IN COLLABORATION WITH HARRY WARREN.

MERCER: AHHH...HE ONLY WROTE THE MUSIC!

MUSIC: "YOU GOT ME WHERE YOU WANT ME".....MERCER, ORCH

(APPLAUSE)

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FIRST SHOW - JULY 5th, 1944 - 4:00 PM PWT

-6-

I GUESS THAT BRINGS US TO THE END OF LINE FOR TONIGHT.

TOMORROW NIGHT OUR GUEST WILL BE DICK POWELL.

THANK YOU VERY MUCH, JOHNNY. I'M GLAD TO BE HERE.

WHY, DICK POWELL!

(APPLAUSE)

I HATE TO TELL YOU THIS, DICK -- BUT YOU'RE NOT ON TILL TOMORROW NIGHT.

WELL, NOW THAT I'M HERE -- AREN'T YOU GOING TO LET ME DO ANY-
THING?

WHY SURE, DICK -- YOU'RE JUST IN TIME TO SAY GOODNIGHT TO THE
FOLKS.

HOW DO YOU LIKE THAT? GOOD NIGHT, FOLKS. (FADING) I KNOW I
SHOULD HAVE WOUND MY CALENDAR.

(APPLAUSE)

THERE

THIS IS WENDELL NILES REMINDING YOU TO HEAR DICK POWELL ON THE
CHESTERFIELD MUSIC SHOP TOMORROW. IN THE MEANTIME, REMEMBER
CHESTERFIELDS. THEY SATISFY.

THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.

THIS IS THE NATIONAL BROADCASTING COMPANY.

NILES: IS THAT SO? WHY, FOR SIX YEARS I PLAYED TRUMPET FOR THE PHILADELPHIA SYMPHONY. I ALSO DOUBLED UP ON THE FRENCH HORN.

MERCER: MAYBE YOU BLEW TOO HARD.

NILES: YES...NO - NO...I MEAN I PLAYED BOTH INSTRUMENTS. YOU SEE, I HAVE A DUAL PERSONALITY.

MERCER: THAT'S NOT SO GOOD, WENDELL. A DUAL PERSONALITY CAN GET YOU INTO A LOT OF TROUBLE.

NILES: BUT IF I'VE ALREADY GOT A DUAL PERSONALITY, WHAT CAN I DO?

MERCER: WHY DON'T YOU GO CHASE YOURSELF?

NILES: BUT, BOSS - YOU DON'T MEAN YOU'D FIRE ME?

MERCER: AND WHY NOT?

MERCER: OH. WELL, IN THAT CASE I'LL KEEP YOU ON. I DIDN'T KNOW YOU WERE SUPPORTING YOUR RELATIVES.

NILES: OH, THANK YOU, JOHN - IT MEANS A LOT TO ME.

MERCER: WELL, DON'T JUST STAND THERE. IF YOU'RE STILL THE ANNOUNCER, START ANNOUNCIN'.

NILES: YES, BOSS...VERY GOOD, BOSS... LADIES AND GENTLEMEN, JOHNNY MERCER, WHO WRITES A NEW SONG FOR THE CHELSTERFIELD MUSIC SHOP CUSTOMERS EVERY WEEK, BRINGS US HIS LATEST "YOU GOT ME WHERE YOU WANT ME", WRITTEN IN COLLABORATION WITH HARRY WARREN.

MERCER: AHHH...HE ONLY WROTE THE MUSIC!

MUSIC: "YOU GOT ME WHERE YOU WANT ME".....MERCER, ORCH

(APPLAUSE)

MERCER:

I GUESS THAT BRINGS US TO THE END OF THE LINE FOR TONIGHT. TOMORROW NIGHT DICK POWELL IS GONNA' BE HERE, SO KEEP IN TOUCH WITH US, THEN AND FRIDAY TOO, WHEN WE VISIT THE BOYS THE ARMY AIR BASE IN VICTORVILLE. MEANTIME GET YOURSELF A PACK OF CHESTERFIELDS. AND NOW FOR JO STAFFORD, ~~AND~~ PAUL WESTON, THE PIED PIPERS AND MYSELF - THIS IS JOHNNY MERCER SAYING GOODNIGHT.

MUSIC:

THEME

NILES:

THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY. RIGHT COMBANATION...WORLD'S BEST TOBACCOS.

NBC ANNCR:

THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

NILES:

What's the reason?

LOOK AROUND YOU, FRIENDS, AND WATCH THE MIGHTY SWING TO CHESTERFIELD THAT'S TAKING PLACE ALL OVER THE COUNTRY. WHAT'S THE REASON? WHY, IT'S ALL BECAUSE "CHESTERFIELDS REALLY SATISFY". YES, CHESTERFIELDS ARE MADE FROM THE RIGHT COMBINATION OF THE WORLDS BEST CIGARETTE TOBACCOS - THAT'S WHY YOU GET REAL MILDNESS - NEVER FLAT, NEVER STRONG - COOLER SMOKING - REFRESHING AS A COOL EVENING BREEZE - AND A BETTER TASTE THAT'S JUST RIGHT, CHESTERFIELD AFTER CHESTERFIELD. THE GOOD THINGS THAT SATISFY ARE THERE IN EVERY CHESTERFIELD BECAUSE NATURE AND SCIENCE UNITE IN MAKING CHESTERFIELD A BETTER CIGARETTE. FIRST NATURE, WITH THE FARMERS HELP, GROWS THE WORLDS BEST TOBACCOS, THEN SCIENCE TAKES A HAND IN THE ROLL OF THE SKILLED CHESTERFIELD BLENDERS, WHO MIX THE MILD, SUN-RIPENED TOBACCOS IN THE FAMOUS CHESTERFIELD RIGHT COMBINATION. SO TO SEE HOW REALLY GOOD A CIGARETTE CAN BE, - STEP UP TO YOUR FAVORITE TOBACCO COUNTER AND SAY - "CHESTERFIELD PLEASE". FROM THE FIRST SATISFYING PACK YOU'LL KNOW THE FULL-FLAVORED MEANING OF THOSE FIVE KEY CHESTERFIELD WORDS - RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

MERCER: THANK YOU, WENDELL -- THAT'S REALLY TELLIN' 'EM WHAT
 THEY OUGHTA KNOW. . . . *Now Jo Stafford sings I'll be*
~~WHENEVER FOLKS ASK ME TO SING~~
~~"SOME OTHER TIME", THEY MEAN LATER ON -- MUCH LATER ON.~~
 BUT WHEN WE ASK MISS JO STAFFORD TO SING "SOME OTHER
 TIME", WE MEAN THE VERY LOVELY NEW BALLAD BY THAT TITLE.
 AND WE MEAN RIGHT HERE AND NOW.

MUSIC: *Singin' You*
~~SOME OTHER TIME~~ *I'll Be Singin' You* STAFFORD, ORCH.

(APPLAUSE)

r

DICK POWELL SPOT

-4-

MERCER: THANK YOU, JO. WE HEAR NOW FROM . . .

POWELL: PARDON ME, BUT IS THIS THE CHESTERFIELD MUSIC SHOP?

MERCER: WHY, DICK POWELL! COME RIGHT IN.

(APPLAUSE)

POWELL: HELLO, JOHNNY.

MERCER: HELLO DICK. WHAT BRINGS YOU TO OUR MUSICAL EMPORIUM?

POWELL: WELL, I ~~HATE TO SAY THIS, JOHN...BUT, WELL~~ . . . I'VE WRITTEN A SONG.

MERCER: OH. WELL DON'T WORRY, DICK -- I'LL KEEP IT QUIET.

POWELL: BUT THAT'S JUST IT, JOHNNY -- I DON'T WANT YOU TO KEEP IT QUIET. IN FACT, I THOUGHT MAYBE YOU OWNING A MUSIC SHOP AND EVERYTHING . . . WELL, YOU MIGHT PUBLISH MY SONG FOR ME AND SELL IT HERE IN THE SHOP.

MERCER: ~~WELL, I DON'T KNOW, DICK. WHAT'S THE TITLE OF YOUR SONG?~~

POWELL: OH IT'S A SIMPLE LITTLE TITLE. IT'S CALLED "I WANNA GO BACK TO MY LITTLE GRASS SHACK IN EAST GUTBUCKET, SOUTH CAROLINA, WHERE THE HONEYSUCKLE TWINES AROUND THE DOORWAY IF YOU DON'T FORGET TO WATER IT -- BLUES."

MERCER: THAT'S THE TITLE?

POWELL: YES.

MERCER: WHAT ABOUT THE WORDS?

POWELL: NO ROOM FOR WORDS.

MERCER: MAYBE IT'S JUST AS WELL. HOW DOES THE MELODY GO?

POWELL: I'M AFRAID IT DOESN'T GO.

MERCER: DOESN'T GO?

POWELL: NO -- YOU HAVE TO PUSH IT.

MERCER: WELL, ~~LET'S HEAR IT ANYWAY.~~ *get behind it & shove.*

POWELL: O.K. -- I'LL SING IT FOR YOU. (TUNES UP) MI..MI..MI...

MERCER: WHAT'S THAT?

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POWELL: OH, I'M JUST LOOSENING UP.

MERCER: OH. I THOUGHT YOU WERE FALLING APART.

POWELL: LOOK, JOHN - HERE'S THE SONG. MAYBE YOU BETTER SING IT.

MERCER: OH, I COULDN'T SING IN FRONT OF ALL THESE PEOPLE. YOU SEE, I DO MY BEST SINGING IN THE SHOWER.

POWELL: WHAT?

MERCER: I SAID I HAVE TO HAVE A SHOWER.

POWELL: WELL, IF YOU NEED ONE - TAKE ONE.

MERCER: NO - YOU SEE, I MEAN ... OH, LET IT GO.

POWELL: WELL, ALL I WANT TO KNOW IS - WILL YOU PUBLISH MY SONG
~~OR NOT?~~

MERCER: ~~I'LL TELL YOU, DICK - SEEING YOU'RE AN OLD FRIEND OF MINE
AND EVERYTHING, I'LL PUBLISH YOUR DISMAL DIRGE ON ONE
CONDITION.~~

POWELL: WHAT'S THAT?

MERCER: YOU GET ME INTO THE MOVIES.

POWELL: GET YOU INTO THE MOVIES?

MERCER: YES.

POWELL: OKAY. IT'S A DEAL. HERE'S SEVENTY-FIVE CENTS.

MERCER: ~~SEVENTY-FIVE CENTS? WHAT'S THIS FOR?~~

POWELL: THAT'LL GET YOU INTO ANY MOVIE IN TOWN.

MERCER: YOU DON'T UNDERSTAND, DICK. I WANT TO ACT IN THE MOVIES - YOU KNOW, BE A BIG PICTURE STAR LIKE YOU.

POWELL: BUT JOHN - YOU'RE A SONG WRITER, NOT AN ACTOR. YOU'D NEVER BE ANY GOOD AT ALL IN PICTURES.

MERCER: IS THAT SO? WELL, IT SO HAPPENS THAT I'M JUST AS GOOD AN ACTOR AS I AM A SONG WRITER.

POWELL: THAT'S WHAT I MEAN.

MERCER: HUH?

O

POWELL: AND ANOTHER THING -- DO YOU REALIZE WHAT A TOUGH BUSINESS I'M IN? WHY, I PUT IN TEN HOURS A DAY WORKING OVER ON THE RKO LOT.

MERCER: WHAT'S SO HARD ABOUT PARKING CARS?

POWELL: I MEAN MY PICTURE WORK. (PARKING CARS IS JUST A SIDELINE.) AND ON TOP OF THAT, I GET A BIG DEMAND FOR PERSONAL APPEARANCES.

MERCER: YOU DO?

POWELL: WHY SURE -- PEOPLE ARE ALWAYS WRITING IN SAYING THEY'D LIKE TO SEE ME OFF THE SCREEN. (I WONDER HOW THEY MEAN THAT?)

MERCER: WELL, HOW ABOUT OUR DEAL, DICK -- DO YOU THINK YOU CAN GET ME INTO PICTURES?

POWELL: JOHNNY, I DON'T KNOW. YOU SEE, FOR MY NEXT PICTURE, I NEED SOMEONE WHO CAN ACT LIKE ^{Sammy Davis} WALTER PIDGEON, SING LIKE BING CROSBY, AND TELL JOKES LIKE BOB HOPE.

MERCER: HOW MUCH CAN YOU PAY A MAN LIKE THAT?

POWELL: SIX DOLLARS A WEEK.

MERCER: I'LL TAKE IT. . . . ~~BUT WAIT A MINUTE, DICK. I DON'T THINK YOU REALIZE WHAT YOU'RE DOING, OFFERING ME SIX DOLLARS A WEEK. THINK OF MY SINGING VOICE.~~

POWELL: YOU'RE RIGHT, JOHN. I CAN'T GIVE YOU A CENT OVER FOUR NINETY-EIGHT.

MERCER: ~~WELL, I'M AFRAID THAT KILLS THE WHOLE DEAL THEN.~~

POWELL: BUT MY SONG -- AREN'T YOU GOING TO DO ANYTHING WITH IT?

MERCER: YES I AM -- AS SOON AS I CAN FIND A MATCH. BUT AS LONG AS YOU'VE COME ALL THE WAY OVER HERE TO THE MUSIC SHOP, ^{would} ~~we'd~~ LIKE TO HEAR YOU SING A NUMBER YOU DID IN ONE OF YOUR PICTURES NOT LONG AGO. IT WAS CALLED "HIT THE ROAD TO DREAMLAND."

L

~~POWELL: O.K. DO YOU HAVE A COPY OF IT?~~
~~MERCER: BY AN ODD COINCIDENCE, I DO. HERE YOU ARE.~~
~~POWELL: OH OH.~~
~~MERCER: WHAT'S THE MATTER?~~

POWELL: BY AN ODD COINCIDENCE, IT'S WRITTEN BY JOHNNY MERCER.
MERCER: WHY SO IT IS, I MUST GIVE MY SONG PLUGGER A BONUS.
If you know the lyrics
POWELL: ~~WHILE YOU'RE AT IT,~~ YOU MIGHT AS WELL GIVE ME A HAND ON
THE SINGING, WILL YOU?
MERCER: IF YOU INSIST, OLD BOY.
MUSIC: HIT THE ROAD TO DREAMLAND POWELL, MERCER, ORCH.
(APPLAUSE)

MERCER: THANK YOU, DICK POWELL -- IT WAS SWELL HAVING YOU. I GUESS THAT WINDS UP OUR LITTLE SESSION IN THE CHESTERFIELD MUSIC SHOP FOR TONIGHT. TOMORROW WE VISIT THE ARMY AIR BASE AT VICTORVILLE, CALIFORNIA, SO BE WITH US THEN, WILL YOU. AND IN THE MEANTIME, GET NEXT TO A PACK OF THOSE VERY TASTY CHESTERFIELDS. NOW, FOR JO STAFFORD, PAUL WESTON, THE PIED PIPERS AND MYSELF, THIS IS JOHNNY MERCER SAYING GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION -- WORLD'S BEST TOBACCOS.

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

agency subject
Henry King

THE CHESTERFIELD MUSIC SHOP

#20

July 7, 1944

1. OPENINGCAST
2. "SAM GOT HIM".....MERCER, ORCHESTRA
3. COMMERCIAL.....NILES
4. "STOMP, MR. HENRY LEE".....ORCHESTRA
5. "I WALK ALONE".....STAFFORD, ORCHESTRA
6. "TAKIN' A CHANCE ON LOVE".....CAST
7. CLOSING.....CAST

MUSIC: THEME...FADE FOR:

NILES: FROM THE UNITED STATES ARMY AIR BASE IN VICTORVILLE,
CALIFORNIA, IT'S THE CHESTERFIELD MUSIC SHOP, STARRING
JOHNNY MERCER, WITH JO. STAFFORD - PAUL WESTON'S ORCHESTRA -
THE PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S OUR SINGING PROPRIETOR -
JOHNNY MERCER!
(APPLAUSE)

MUSIC: THEME OUT

MERCER: HIYA, FELLAS. WE'RE ALL READY AND WAITIN' HERE TO OPEN UP
OUR SPECIAL VICTORVILLE BRANCH OFFICE OF THE CHESTERFIELD
MUSIC SHOP. SO IF YOU GUYS ARE ALL SET, AND IF YOU FOLKS
AT HOME HAVE THOSE CHESTERFIELDS HANDY - I'LL CUT LOOSE
WITH A LITTLE G.I. OPUS OF MY OWN CALLED "SAM'S GOT HIM".

MUSIC: "SAM'S GOT HIM".....MERCER, ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU. RIGHT HERE, ACCORDING TO OUR TIME TABLE,
WE HEAR A FEW WORDS OF WISDOM FROM OUR OWN WENDELL NILES.

(INSERT COMMERCIAL)

PAGE TWO

NILES: THANK YOU, JOHN. FRIENDS, JUST AS JOHN AND ALL OF THE
MUSIC SHOP GANG LOOK FORWARD TO PLAYING AND SINGING FOR
THE BOYS, DURING THESE WEEKLY CAMP VISITS, THE EMPLOYEES
OF CHESTERFIELD LOOK FORWARD TO THE DAY EACH WEEK WHEN THEY
STACK UP A MILLION OF THOSE SATISFYIN' CIGARETTES FOR
SHIPMENT OVERSEAS..... AS THEIR GIFT TO OUR BOYS IN
UNIFORM. NOW, IF YOU ADD TO THIS MILLION ALL OF THE
CHESTERFIELDS ORDERED BY OUR ARMED FORCES, AND ALL OF THE
CHESTERFIELDS ENJOYED BY OUR REGULAR SMOKERS - PLUS THE
THOUSANDS OF NEW SMOKERS WHO ARE CHANGING TO CHESTERFIELDS
EACH WEEK, IT'S EASY TO UNDERSTAND WHY YOUR FAVORITE
CIGARETTE COUNTER MAY OCCASIONALLY BE OUT OF CHESTERFIELDS.
FOR TODAY, THE CIGARETTE THAT SATISFIES IS MORE POPULAR
THAN EVER BEFORE..... AND THE REASON IS AS PLAIN AS THE
NOSE ON YOUR FACE..... CHESTERFIELDS REALLY SATISFY. ONLY
FIVE KEY WORDS ARE NEEDED TO TELL YOU WHY. THEY ARE ...
RIGHT COMBINATION - WORLDS BEST TOBACCOS. YES, IT'S THE
FAMOUS CAN'T-BE-COPIED BLEND OF THE BEST CIGARETTE TOBACCOS
GROWN, THAT MAKES EVERY CHESTERFIELD SO MUCH Milder -
COOLER-SMOKING AND BETTER-TASTING. BUY A PACK ... TRY A
PACK -- YOU'LL LIKE CHESTERFIELDS.

MUSIC: "SQUIGGLE".....(LONATONWOOD).....CHO 1978

KECK : WELL, WE'VE I GUESS YOU ALL RECOGNIZED "SQUIGGLE" AS PERFORMED BY PAUL WATSON AND THE BAND. NOW WE CALL IN A VERY NICE JO STAFFORD, OF OUR BALLAD DEPARTMENT, TO GIVE YOU HER TREATMENT OF "I'LL WALK ALONE".

MUSIC: "I'LL WALK ALONE".....STAFF PR, ORCHESTRA

(APPROX)

REVISED 4

MERCER: VERY HIGH WALKING JO, BUT DON'T GO AWAY, CAUSE JIMMY HOPKINS IS GOING TO
START US OFF WITH "TAKING A CHANCE IN LOVE", AND WE'LL ALL JOE UP WITH A
LITTLE ADDITIONAL LYRICISM!

MUSIC: "TAKING A CHANCE IN LOVE"..... CAST

MURGER: WELL, I GUESS THAT WINDS UP OUR LITTLE VISIT TO VICTORVILLE FOR TWITE, PHILAS. SEE YOU SOONER LEAVE TO GO TO THE B. BOLD AND LARRY G. KENNEDY AND MT. DE. BTH HAVE BE FOR ALL OF THEIR HELP AND INVITE EACH MAN IN THE SHOP TO HAVE A PACK OF THOSE SATISFYIN' CHESTERFIELDS - ON US OF COURSE. HOPE YOU G.I. GUYS WILL KEEP IN TOUCH WITH US. AND SAY YOU FOLKS AT HOME - I HOPE YOU'RE KEEPIN' IN TOUCH WITH THAT BOY OF YOURS IN THE SERVICE. AND USING Y-MAIL TO DO IT. IT'S A-1 PRIORITY ASSURES SPEEDY DELIVERY AND SAVES VALUABLE CARGO SPACE ON OUR PLANES. TELL 'EM DAY, THEN, THIS IS JOHNNY MURGER SAYING, FOR CHESTERFIELD AND THE MOUNT SHOP STAFF - GOOD NIGHT.

(APPLAUSE)

MUSIC: TIME

NINES: THIS IS AN EXCEL NINE REMINDING YOU TO ASK FOR BILDER, BENTER - TASTING CHESTERFIELDS. THEIR NINE ANY WORDS TELL YOU WHY. RIGHT ONE NATION ... WORLDS BEST TOBACCOES.

NBC ANNOR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE ARMY AIR FIELD AT VICTORVILLE, CALIFORNIA.

THIS IS THE NATIONAL BROADCASTING COMPANY.

COMMERCIAL

ANNCR:

WE AMERICANS ARE GREAT ONES FOR COMBINATIONS - HAM AND EGGS, DOUGHNUTS AND COFFEE, AND THAT OLD FAVORITE, A WEDGE OF APPLE PIE WITH A MOUND OF ICE CREAM ON TOP - THE RIGHT COMBINATION FOR A COOL, REFRESHING TREAT. WELL FRIENDS, CHESTERFIELD'S Milder, BETTER TASTE IS APPLE PIE FOR SMOKERS, AND ON TOP OF THAT, THEY'RE COOL AND REFRESHING. CHESTERFIELD BUYS THE WORLD'S BEST TOBACCOS - LISTEN TO WHAT TOBACCO FARMER BLAIR MOTLEY OF CHATHAM, VIRGINIA, SAYS ABOUT THAT: "YEAR IN AND YEAR OUT, CHESTERFIELD BUYS A GREAT DEAL OF MY BEST TOBACCO. MONEY NEVER STOPS CHESTERFIELD BUYERS WHEN THEY SEE A BASKET OF MILD, RIPE, SWEET, SELECT SMOKING TOBACCOS" THEN CHESTERFIELD BLENDS THOSE TOBACCOS, SCIENTIFICALLY INTO JUST THE RIGHT COMBINATION. YES, THERE YOU HAVE IT - THOSE FIVE KEY WORDS - RIGHT COMBINATION....WORLD'S BEST TOBACCOS. MAKE YOUR NEXT PACK CHESTERFIELD AND ENJOY ITS Milder, BETTER TASTE - AND THE COOL WAY IT SMOKES.

j

MUSIC: I'M IN THE MOOD FOR LOVE (UNANNOUNCED) WESTON, ORCH
(APPLAUSE)

MERCER: THAT WAS PAUL WESTON AND HIS ABLE CREW WITH "I'M IN THE MOOD FOR LOVE". SAID MOOD TO BE IMMEDIATELY SHATTERED, BATTERED AND BRUISED BY MY OWN BARGAIN BASEMENT BARITONE, AS FOLLOWS...

MUSIC: IS YOU IS OR IS YOU AIN'T MERCER, ORCH
(APPLAUSE)

MERCER: WELL, THAT JUST ABOUT ACCOUNTS FOR EVERYONE AROUND THE SHOP HERE TODAY BUT MISS JO STAFFORD. FAR BE IT FROM US TO OVERLOOK OUR NUMBER ONE SINGING GAL ... ESPECIALLY, WHEN SHE, *has her most fetchin' bein'* ~~IS SHE READY TO TAKE THE US HERE STAFFORD AMERICAN MOST ALL READY TO TAKE TREATMENT OF "AMOR" - THOSE BE THE PIPERS~~ *as to - - "AMOR?"* ~~CHIMNEY IN ON THE BACKGROUND.~~

MUSIC: "AMOR" - - - - STAFFORD, PIPERS, ORCH
(APPLAUSE)

**
Miles: say about, and you know about
the way that at home
& moved into
Miles: say Kendall did you know?
Miles: you're there
Miles: only mainly*

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MERCER: THANK YOU, JO. AND THANKS A LOT, FOLKS, FOR DROPPIN' IN.
WE ALL AIM TO SATISFY AROUND HERE LIKE A SATISFYIN'
CHESTERFIELD ... AS EVIDENCED BY THE LINE-UP WE GOT FOR
YOU THE REST OF THE WEEK. READ THE FOLKS THE LINE-UP,
WILL YOU, WENDELL?

NILES: OKAY, JOHNNY. TOMORROW NIGHT OUR GUEST IS SINGER
DAVE STREET OF THE ~~JOAN DAVIS SHOW~~ *Seaside Village Store*.

MERCER: VERY GOOD - PRAY CONTINUE.

NILES: WEDNESDAY WE HAVE A NEW SONG WRITTEN BY JOHNNY MERCER.

MERCER: I SHOULD BE ABLE TO SWIPE ONE BY THEN. HOW ABOUT THURSDAY?

NILES: THURSDAY WE HAVE THAT BEAUTIFUL SCREEN STAR - GLORIA
DE HAVEN.

MERCER: HMMM. I'M GONNA LIKE THURSDAY. AND FRIDAY WE VISIT A
SERVICE CAMP - RIGHT?

NILES: RIGHT, IT'S *The Naval Air Station*
AT *Santa Ana, California*.

MERCER: WELL, YOU SEE HOW IT IS, FOLKS. WE'RE COUNTIN' ON YOU
TO BE WITH US THE REST OF THE WEEK. TILL TOMORROW, THEN,
ON BEHALF OF JO STAFFORD, PAUL WESTON, THE PIED PIPERS
AND MYSELF, THIS IS JOHNNY MERCER SAYING GOOD NIGHT.
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS
TELL YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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CHESTERFIELD
July 11, 1944

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ANNCR:

Right down - -
SMOKERS, IN JUST FIVE KEY WORDS -- RIGHT COMBINATION....
WORLD'S BEST TOBACCOS - CHESTERFIELD GIVES YOU THE REAL
FACTS ON GENUINE SMOKING PLEASURE. EXAMINE THOSE FIVE
WORDS FROM EVERY ANGLE, FRIEND, AND IT'S EASY TO
UNDERSTAND WHY CHESTERFIELDS ARE SO MUCH Milder, COOLER
SMOKING AND BETTER-TASTING. FIRST, RIGHT COMBINATION...
THAT'S THE CAN'T-BE-COPIED CHESTERFIELD BLEND THAT BRINGS
OUT THE VERY BEST SMOKING QUALITIES OF EACH OF THE
PEDIGREED CHESTERFIELD TOBACCOS - AND SECOND, THE WORLD'S
BEST TOBACCOS, THEMSELVES - SUN-RIPENED CROPS FROM THE
ROLLING HILLS OF OUR OWN TOBACCOLAND - AND TINY, SPICY
LEAVES OF TURKISH FROM THE EASTERN MEDITERRANEAN. AND
THERE YOU HAVE IT ALL, SMOKER - RIGHT COMBINATION.....
WORLD'S BEST TOBACCOS.....SCIENCE AND NATURE UNITING TO
MAKE EVERY CHESTERFIELD A BETTER CIGARETTE. TO PROVE THE
FULL-FLAVORED MEANING OF THESE FIVE KEY WORDS....IS EASY
INDEED! JUST BUY A PACK....AND - SEE FOR YOURSELF HOW
~~CHESTERFIELDS SATISFY YOUR TASTE - RIGHT DOWN TO THE LAST~~
~~GOOD PUFF! SO HOW ABOUT IT, FRIENDS, SAY CHESTERFIELDS~~
~~PLEASE - FIND OUT FOR YOURSELF HOW REALLY GOOD A~~
CIGARETTE CAN BE! *Yes friends Chesterfields*
really satisfy.

f

CHESTERFIELD MUSIC SHOP

(REVISED)

-3-

7/11/44

MUSIC: STEAMBOAT BILL " (FADE FOR)

MERCER: RIGHT HERE PAUL WESTON AND HIS LADS PUT ON THEIR
RIVERBOAT CLOTHES AND PADDEE ME ALONG WITH THAT OLD TIMER
YOU ALL REMEMBER AS "STEAMBOAT BILL".

MUSIC: "STEAMBOAT BILL" TO FINISH. . MERCER, ORCHESTRA

APPLAUSE

G

DAVE STREET SPOT

MERCER: THANK YOU. THERE ARE TIMES AROUND THE CHESTERFIELD MUSIC SHOP WHEN WE LIKE TO

STREET: (INTERRUPTING) EXCUSE ME -- ARE YOU JOHNNY MERCER?

MERCER: WHY YES I AM, MY BOY. HOW COULD YOU TELL?

STREET: OH, I HAVE A GOOD DEAL OF MUSICAL TRAINING.

MERCER: (PLEASED) OH, I SEE.

STREET: I CAN TELL A LOUSY VOICE ANYWHERE.

MERCER: NOW JUST A MINUTE HERE. WHO ARE YOU ANYWAY?

STREET: I'M DAVE STREET. I'M THE SINGER ON THE SEALTEST VILLAGE STORE PROGRAM.

MERCER: WELL SO YOU ARE. COME RIGHT IN.

(APPLAUSE)

MERCER: WELL, WE'RE GLAD TO HAVE YOU WITH US, DAVE -- BUT DID YOU HAVE TO INSULT MY VOICE?

STREET: OH, I WOULDN'T THINK OF INSULTING YOU, MR. MERCER. YOU SEE, I CAME OVER HERE LOOKING FOR A JOB.

MERCER: BUT I THOUGHT YOU WERE WORKING FOR JOAN DAVIS.

STREET: THAT'S RIGHT. I'M SORT OF A HANDY MAN OVER THERE. I DO ALL THE DIRTY WORK SCRUB THE FLOORS EMPTY THE WASTEBASKETS *once I even had to* AND TAKE JOAN DAVIS OUT ON DATES.

MERCER: AND YOU'D LIKE THE SAME KIND OF JOB OVER HERE?

STREET: YES.

MERCER: HOW DO YOU KNOW I'M YOUR TYPE.

STREET: WELL, *any way* ~~I DON'T CARE~~. I HAVE TO PUT UP WITH TOO MUCH FROM MISS DAVIS. SHE EVEN MADE ME GROW THIS MOUSTACHE.

MERCER: OH IS THAT WHAT IT IS?

STREET: SURE.

MERCER: I THOUGHT YOU WERE EATING ~~A CATERPILLAR~~. *as a cedar nut.*

G

STREET: ~~IT'S NOT VERY LONG, IS IT?~~ *I think it's pretty good. Look how long it is.*

MERCER: LONG? I'VE SEEN MORE FUZZ ON A PIECE OF KLEENEX.

~~STREET: WELL, MISS DAVIS THOUGHT IF WE WERE GOING OUT TOGETHER, IT WOULD MAKE ME LOOK OLDER.~~

MERCER: I 'SUPPOSE BEFORE THAT, PEOPLE USED TO THINK SHE WAS YOUR MOTHER.

~~STREET: NO -- MY FATHER.~~

MERCER: *the way* DOES JOAN *Davis* KNOW YOU'RE TRYING TO GET ANOTHER JOB ON THE SIDE?

STREET: OH NO. DO YOU THINK ANYONE IS LISTENING?

MERCER: JUST MY IMMEDIATE FAMILY BUT TELL ME, DAVE -- IF I DID PUT YOU ON HERE, WHAT ABOUT SALARY?

STREET: I DON'T KNOW -- BUT I'M GETTING TIRED OF WORKING FOR PEANUTS.

MERCER: OH WELL, I WOULDN'T ASK YOU TO DO THAT.

STREET: WHAT WOULD YOU PAY ME, MR. MERCER?

MERCER: WALNUTS. (NOW AND THEN I MAY EVEN THROW IN AN OLD CHESTNUT.) OF COURSE DAVE, YOU REALIZE THAT ANYONE WHO WORKS IN A MUSIC SHOP SHOULD KNOW SOMETHING ABOUT MUSIC.

STREET: OH, I'LL BE GLAD TO TEACH YOU IN MY SPARE TIME.

MERCER: I DON'T MEAN THAT. ANYWAY, DAVE -- YOU MAY BE TOO YOUNG AFTER ALL. JUST HOW OLD ARE YOU?

STREET: WELL I'LL NEVER SEE NINE AGAIN.

MERCER: NOT WITH THAT MOUSTACHE YOU WON'T. OF COURSE, IT MIGHT BE SMART BUSINESS TO HIRE YOU. WE COULD USE A GOOD VOICE AROUND THE PLACE.

STREET: OH I DON'T THINK YOU'RE AS BAD AS PEOPLE SAY.

MERCER: THANK YOU, SON.

STREET: HOW COULD YOU BE?

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MERCER: WELL, IF YOU MUST GET TECHNICAL, YOUNG MAN -- I THINK IT'S TIME WE PUT YOUR VOICE TO THE TEST. *Sealtest! Seal it!*

STREET: ALL RIGHT, JOHNNY -- BUT DON'T BE TOO HARD ON ME. I'D LIKE TO SING "GOOD NIGHT WHEREVER YOU ARE".

MERCER: GO RIGHT AHEAD, DAVE.

MUSIC: GOOD NIGHT WHEREVER YOU ARE STREET, ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU, DAVE STREET. THERE'S A JOB OPEN HERE FOR YOU ANYTIME NOW, BEFORE WE CLOSE UP HERE IN THE CHESTERFIELD MUSIC SHOP, I'VE GOT A PIECE OF INFORMATION FOR ALL THE G.I.'S LISTENING IN. UNCLE SAM WANTS ALL OF YOU ARMY MEN TO KNOW THAT THE CALL IS OUT ONCE MORE FOR VOLUNTEERS IN THE PARACHUTE TROOPS. SO IF YOU'RE HANKERIN' TO WEAR THE FAMOUS BOOTS AND WINGS OF A PARATROOPER -- IN ADDITION TO DRAGGIN' DOWN THAT EXTRA FIFTY SMACKERS A MONTH -- NOW'S YOUR CHANCE. ~~TO JOIN UP WITH THOSE RUGGED LADS, YOU GOTTA BE UNDER THIRTY-TWO, LESS THAN SIX FEET TALL, AND NOT OVER ONE HUNDRED EIGHTY-FIVE POUNDS. IF THAT DESCRIPTION FITS YOU, AND YOU WANT THE FINEST TRAINING A SOLDIER CAN GET -- THAT OF A~~ PARATROOPER -- CHECK WITH YOUR COMPANY COMMANDER RIGHT AWAY. GOOD NIGHT.

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION -- WORLD'S BEST TOBACCOS. DAVE STREET APPEARED THROUGH THE COURTESY OF THE SEALTEST VILLAGE STORE PROGRAM.

ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

G

Agency As Best

THE CHESTERFIELD MUSIC SHOP

July 12, 1944

#23

1. OPENING CAST
2. "IT HAD TO BE YOU" WESTON, ORCHESTRA
3. COMMERCIAL NILES
4. "ALONE TOGETHER" STAFFORD, ORCHESTRA
5. TALK SPOT NILES, MERCER
6. "ATCHISON, TOPEKA, AND SANTA FE".MERCER, ORCHESTRA
7. CLOSING CAST

L

MUSIC: THEME....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER, WITH
 JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
 WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S OUR SINGING PROPRIETOR, JOHNNY MERCER.

MUSIC: THEME OUT

(APPLAUSE)

MERCER: HOW ARE YOU, PEOPLE? THIS IS OLD JOHN MERCER READIN' THE
 MINUTES OF OUR UMTEENTH MEETING HERE IN THE CHESTERFIELD
 MUSIC SHOP. WE GOT ALL SORTS OF THINGS AND STUFF STASHED
 AWAY FOR YOU THIS P.M., INCLUDIN' A GOODLY SUPPLY OF
 THOSE VERY SATISFYIN' CHESTERFIELDS. FIRST OFF, HOWEVER,
 WE OPEN FOR BUSINESS WITH "~~IT HAD TO BE YOU~~", AS PLAYED
 BY PAUL WESTON AND HIS ~~SINGLEM LACERATORS~~. *Handsome Heart Breaker.*

MUSIC: "~~IT HAD TO BE YOU~~" *How Many Hearts Has He Broken -* WESTON, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, PAUL. NOW MR. WENDELL NILES *gives us the* WHO TELLS US THAT
don't we rning news about -
~~IT HAS TO BE CHESTERFIELD.~~

(INSERT COMM'L)

Thank you, Lehigh -

NILES:

RIGHT COMBINATION - WORLD'S BEST TOBACCOS. THAT FRIENDS,
 IS CHESTERFIELDS FIVE WORD HEADLINE TO GENUINE SMOKING
 PLEASURE - AND A GOOD LEAD TO FOLLOW WHEN YOU WANT A
 MILDER, COOLER, BETTER TASTING CIGARETTE -- YES THE
 CHESTERFIELD STORY IS PAGE ONE NEWS FOR SMOKERS EVERYWHERE,
 BECAUSE NATURE AND SCIENCE UNITE IN MAKING CHESTERFIELD
 A BETTER CIGARETTE. FIRST NATURE, WITH THE FARMERS HELP,
 GROWS THE WORLD'S BEST TOBACCO - THAT'S TOBACCO LIKE
 MR. S.C. PAGE RAISES, WHO LIVES IN WILSON, NORTH CAROLINA.
 MR. PAGE SAYS, AND I QUOTE, "I KNOW WHEN I'M TAKING
 TOBACCO TO MARKET THAT ~~WAS~~ CHESTERFIELD WILL BE INTERESTED
 IN...IT'S THE RIPER MILDER TYPE OF GOOD CIGARETTE TOBACCO.
 AND FRIENDS, AFTER CHESTERFIELD BUYS THE WORLD'S BEST
 TOBACCOS, THEIR MEN OF SCIENCE TAKE OVER AND BLEND THESE
 TASTY SUN-RIPENED LEAVES INTO THE FAMOUS CHESTERFIELD
 RIGHT COMBINATION...THE BLEND THAT CAN'T BE COPIED.
 NOW, ALL OF THIS ADDS UP TO MORE SMOKING PLEASURE FOR YOU
 AND ME...YES, REAL MILDNESS, GOOD TASTE, AND A COOL
 REFRESHING SMOKE THAT REALLY SATISFIES DAY IN AND ^{day} /OUT.
 SO NEXT TIME SAY -- "CHESTERFIELD, PLEASE"...AND LEARN
 THE FULL MEANING OF THAT FIVE WORD CHESTERFIELD
 HEADLINE --- RIGHT COMBINATION, WORLD'S BEST TOBACCOS.

MUSIC: MEMORY THEME

MERCER: JO STAFFORD TAKES US BACK NOW - AS SHE DOES EVERY WEEK
 ABOUT THIS TIME - TO ONE OF THE SONGS THAT ~~HAVE~~ ^{As}
 ESTABLISHED A PERMANENT PLACE FOR ~~THEMSELVES~~ ^{Itself} IN THE
 REALM OF POPULAR MUSIC. IF YOU'LL THINK REAL HARD,
 YOU'LL RECALL THAT IT WASN'T SO LONG AGO WE WERE ALL
 SINGING "ALONE TOGETHER".

MUSIC: "ALONE TOGETHER" STAFFORD, ORCH.

(APPLAUSE)

TALK SPOT

-4-

NILES: SAY, JOHNNY, I SEE THIS NEW SONG YOU'VE WRITTEN FOR THE CUSTOMERS THIS WEEK IS CALLED "THE ATCHISON, TOPEKA AND SANTA FE". MUST BE ABOUT A RAILROAD.

MERCER: YOUR POWERS OF DEDUCTION ARE AMAZING, SON. I DASHED IT OFF WHILE WAITING IN LINE AT A TICKET WINDOW. I WAS TRYING TO BUY A ROUND-TRIP TICKET.

NILES: WHERE TO?

MERCER: BACK HERE, SILLY.

NILES: DO YOU DO MUCH TRAVELLING, JOHN?

MERCER: WELL, I DID BEFORE THE WAR, WENDELL. I WAS A WANDERING ADVENTURER...AN ITINERANT WAYFARER ON THE BROAD HIGHWAYS OF LIFE.

NILES: I HAVE AN UNCLE WHO'S A BUM, TOO.

MERCER: NOT "BUM", WENDELL. I'M WHAT YOU CALL A SEASONED TRAVELLER.

NILES: DO YOU LIKE THAT SORT OF THING, JOHNNY?

MERCER: WHY CERTAINLY, SON - I NEVER GO ANY PLACE WITHOUT TRAVELLING *with jokes like that you better keep moving!*
... INCIDENTALLY, I HAD THE GOOD FORTUNE TO BE ONE OF THE PASSENGERS ON THE MAIDEN JOURNEY OF THE TWENTIETH CENTURY LIMITED. YOU'RE FAMILIAR WITH THAT STREAMLINED CONVEYANCE?

NILES: OH, ~~SURE~~ *Notch!*...BEST TRAIN I EVER RODE UNDER. (I MEAN ON.) BUT THEY'RE NOT ALL LIKE THE TWENTIETH.

MERCER: VERY TRUE, WENDELL. THE LAST TIME I WENT BACK HOME I HAD AN AWFUL TRIP. I COULDN'T GET A BERTH AND I HAD TO SIT UP ALL THE WAY. I WAS IN THAT CAR RIGHT BEHIND THE ENGINE.

NILES: TENDER?

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MERCER: YOU'RE DARN RIGHT I WAS...(I HAD CALLOUSES ALL THE WAY FROM MEMPHIS TO MOBILE.) AND SLOW? THAT TRAIN WAS SO SLOW, WHEN WE WENT THROUGH DAIRY COUNTRY, THE PASSENGERS WOULD LEAN OUT THE WINDOWS AND MILK THE COWS.

N:
NILES: *What utter nonsense!*
I HOPE YOU FINALLY GOT HOME ALL RIGHT.

MERCER: YES - I JUST WIRED MY FATHER I'D BE A LITTLE LATE.

NILES: DID YOUR FATHER MEET YOU AT THE STATION?

MERCER: OH, NO. WE'D KNOWN EACH OTHER FOR YEARS.

NILES: WELL YOU KNOW, JOHNNY - I'M QUITE A TRAVELLER, MYSELF. IN FACT, I'VE BEEN AROUND SO MUCH, I JUST GOT AN OFFER OF A GOVERNMENT JOB.

MERCER: WHAT SORT OF A GOVERNMENT JOB, SON?

NILES: WELL, YOU SEE, THEY FIGURE WITH ALL MY TRAVELLING EXPERIENCE I COULD RELEASE MRS. ROOSEVELT FOR ACTIVE DUTY.

MERCER: WELL, WHILE YOU'RE PONDERING YOUR NEW JOB, ^{*The Pipers &*} WENDELL A I ^{*will now*} ~~BELIEVE I'LL~~ TAKE THE CUSTOMERS ON A TRIP WITH THIS NEW ^{*from the forthcoming picture "The Harvey Girls"*} RAILROAD SONG OF MINE. ^ "THE ATCHISON, TOPEKA AND SANTA FE"
~~... ALL ABOARD, MR. WESTON.~~

MUSIC: "ATCHISON, TOPEKA AND SANTA FE". MERCER, ORCHESTRA

N: *Didn't you write that with Harry Warren?*
M: *oh he only wrote the music.*
N: *I'm sorry.*
M: ~~*All aboard Mrs. Weston Paul!*~~

MERCER: THANK YOU, CUSTOMERS. IT'S BEEN MIGHTY NICE HAVIN' YOU AROUND TONIGHT, AS IT IS EVERY NIGHT HERE IN THE CHESTERFIELD MUSIC SHOP. WE JUST KNOW YOU'RE GONNA' MAKE A SPECIAL EFFORT TO BE ON HAND TOMORROW, WHEN WE TELL YOU OUR GUEST WILL BE THE VERY LOVELY MOVIE STAR -- GLORIA DE HAVEN. AND ~~YOU WON'T BE AS SURE~~ IF YOU TIE INTO A PACK OF CHESTERFIELDS IN THE MEANTIME. TILL TOMORROW THEN, ON BEHALF OF JO STAFFORD, PAUL WESTON, THE PIED PIPERS AND MYSELF, THIS IS JOHNNY MERCER SAYING GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

Agency

THE CHESTERFIELD MUSIC SHOP

#24

July 13, 1944

1. OPENINGCAST
2. "SAN FERNANDO VALLEY"MERCER, ORCHESTRA
3. COMMERCIAL.....NILES
4. "SOMEONE TO LOVE".....STAFFORD, ORCHESTRA
5. GUEST SPOT (GLORIA DE HAVEN)....NILES, MERCER
6. " _____ ".....DE HAVEN & ORCH.
7. CLOSING.....CAST

OPENING

-1-

MUSIC: THEME.....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE
PIED PIPERS WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL
NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT
IS GLORIA DE HAVEN!

MUSIC: THEME OUT:

(APPLAUSE)

MERCER: JUST SO NO ONE WILL BE IN THE DARK ^{and} ~~AND~~ HERE, ALLOW ME TO
REMINDE YOU THAT IT'S THURSDAY IN THE OLD CHESTERFIELD
MUSIC SHOP. WE GOT SOME VERY TASTY DISHES JUST WAITIN'
TO BE SERVED UP ALONG WITH SOME OF THOSE GRAND
CHESTERFIELDS. ~~BUT BEFORE WE GET TO THE ENTERTAINMENT~~
~~PART OF THE SHOW,~~ ^{Right here the manager will present} WE PRESENT JOHN H. MERCER, THE ONLY
GUY IN THE WORLD WHO CAN SING ABOUT THE BEAUTIFUL SAN
FERNANDO VALLEY AND HAVE IT COME OUT SOUNDIN' LIKE THE
LABREA TAR PITS!

MUSIC: "SAN FERNANDO VALLEY"MERCER, ORCHESTRA

(APPLAUSE)

MERCER: NOW, FOR FOLKS WHO LIVE IN THE VALLEY, OR THE HILL, OR IN
BETWEEN, HERE'S WENDELL NILES WITH SOME NICE ADVICE.

(INSERT COMMERCIAL)

f

COMMERCIAL

NILES:

That you know
Before I come down to the Music Shop each morning I like to get in an hour or so in my victory garden. It's plenty warm where I live and friends - when the Missus meets me on the back porch with a frosty glass of iced tea, I'm ready for it, believe me. I add lots of lemon, a teaspoon and a half of sugar, just enough of each to bring out the full flavor, - then I really go to it - that refreshing drink, seasoned to my taste - hits just the right spot. Well, smokers, the right seasoning can make ~~just as much~~ *a terrific* difference in the taste of a cigarette as it does in making iced tea. When Chesterfield says the WORLD'S BEST TOBACCOS ...they mean the choicest of the domestic varieties seasoned with just the right amount of the tiny, spicy Turkish leaves. That Turkish tobacco pulls all the flavor together so that the result is a cigarette that gives you the full benefit of the world's best tobaccos. Yes, it's the right combination of the world's best ~~cigarette~~ tobaccos that makes every Chesterfield milder, cooler, and better tasting...the things you want when you light a cigarette. Make your next pack Chesterfield, and see for yourself how really good a cigarette can be...Remember, friends - Chesterfields satisfy because they're made from -
Right Combination - World's Best Tobaccos.

Here's where
MERCER: ~~RIGHT HERE~~ JO STAFFORD COMES UP WITH A VERY CHOICE BIT OF
VOCALIZING IN "SOMEONE TO LOVE".

MUSIC: "SOMEONE TO LOVE" STAFFORD, ORCH.

(APPLAUSE)

j

CHESTERFIELD MUSIC SHOP
GUEST SPOT

-4-

MERCER: ANYONE WHO GOES TO THE MOVIES THESE DAYS - AND WHO DOESN'T?
---- MUST HAVE RUN INTO A PERT AND PRETTY LITTLE LASS WHOSE
SIGNATURE ON HER MGM CONTRACT READS "GLORIA de HAVEN".
INASMUCH AS THIS SIGNATURE SERVES ONLY TO TELL US THAT
GLORIA'S THE DAUGHTER OF A FAMOUS THEATRICAL FAMILY, WE'VE
ASKED HER TO DROP INTO THE MUSIC SHOP TONIGHT AND MEET YOU
CUSTOMERS IN PERSON. STEP RIGHT UP HERE, GLORIA, AND SAY
HELLO.

(APPLAUSE)

DEHAVEN: THANK YOU, JOHNNY.

MERCER: GLORIA - THE LAST TIME I SAW YOU WAS IN "TWO GIRLS AND A
SAILOR", YOU SEEMED PRETTY PREOCCUPIED WITH SAILORS IN
THAT PICTURE.

DEHAVEN: WELL, *I was only playing a*
~~THAT'S WHAT THE~~ PART CALLED FOR.

MERCER: TELL ME - WHAT IS A GIRL LIKE YOU INTERESTED IN IN REAL
LIFE?

DEHAVEN: SAILORS.

MERCER: I SEE. WELL, ~~GLORIA~~ - DO YOU LIKE THE KIND OF SAILOR WHO
TRIES TO HUG ~~YOU~~ AND KISS YOU THE FIRST TIME HE TAKES YOU
OUR?

DEHAVEN: IS THERE ANOTHER KIND?

MERCER: WELL, THERE'VE BEEN RUMORS. I TAKE IT YOU'VE ENTERTAINED
AT A LOT OF SERVICE CAMPS, GLORIA.

DEHAVEN: OH YES. *besides* AND I'VE BEEN KNITTING SWEATERS FOR THE BOYS, ~~too~~.
2 months ago - I SENT A SWEATER TO CAMP HAHN ~~TWO MONTHS AGO~~.

MERCER: WELL, GOOD.

DEHAVEN: ~~NO~~ NOT SO GOOD. THEY HAVEN'T BEEN ABLE TO USE THE
SWEATER YET.

MERCER: HOW COME?

DEHAVEN: THEY'RE STILL LOOKING FOR A SOLDIER WITH THREE ARMS.

MERCER: WELL, IF I SHOULD RUN INTO AN OCTOPUS. I'LL GIVE HIM YOUR NAME.

CHESTEFIELD MUSIC SHOP
GUEST SPOT

-5-

NILES: I SUPPOSE YOU WRITE A LOT OF LETTERS TO FELLOWS IN THE SERVICE DON'T YOU GLORIA?

DEHAVEN: OH YES, MR. NILES. I HAVE ONE HERE FROM A FELLOW ON A BATTLESHIP.

MERCER: WHAT'S YOUR FRIEND DOING IN THE NAVY?

DEHAVEN: I THINK HE'S DOING DENTAL WORK?

MERCER: DENTAL WORK?

DEHAVEN: YES, HE SAYS HE'S JUST BEEN ASSIGNED TO WORK ON THE CAPTAINS' BRIDGE.

NILES: MAYBE HE'S JUST FILLING IN FOR A FRIEND.

MERCER: PLEASE, WENDELL. THIS BOY-FRIEND OF YOURS IN THE NAVY, GLORIA - DOES HE HAVE A COMMISSION?

DEHAVEN: OH NO - ~~THE~~ HE GETS A REGULAR SALARY.

MERCER: I SEE.

DEHAVEN: ANYWAY - HE SAYS HERE HE'S BENDING OVER BACKWARDS TO PLEASE HIS SUPERIOR OFFICERS.

MERCER: BENDING OVER BACKWARDS?

NILES: SURE - HOW ELSE CAN A SAILOR BEND IN THOSE TIGHT PANTS.

MERCER: DOESN'T IT WORRY YOU, GLORIA, TO THINK OF YOUR BOY-FRIEND IN THE NAVY?

DEHAVEN: WHY?

MERCER: WELL, JUST THINK OF THOSE ENORMOUS THIRTY FOOT WAVES.

DEHAVEN: I'M MORE WORRIED ABOUT THOSE CUTE LITTLE FIVE FOOT WAVES.

MERCER: YOU KNOW, TALKING ABOUT THE NAVY LIKE THIS REMINDS ME OF THE FIRST TIME I WENT FROM OMAHA TO KANSAS CITY BY STEAMER.

NILES: OMAHA TO KANSAS BY STEAMER. THAT'S ALL DRY LAND.

MERCER: ALL RIGHT - SO IT WAS A STANLEY STEAMER.

NILES: OH, JOHNNY - I DON'T THINK YOU KNOW SO MUCH ABOUT SEAMANSHIP.

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DEHAVEN: I DON'T THINK EITHER ONE OF YOU KNOWS MUCH ABOUT IT.

NILES: OH NO? WHY ONLY LAST WEEK I WAS IN THE MIDDLE OF A BIG
NAVAL ENGAGEMENT. BATTLESHIPS ON EACH SIDE OF ME...
AIRCRAFT CARRIERS -- CRUISERS BY THE DOZEN.

DEHAVEN: GOSH!

NILES: THEN, JUST AS THE TWO GREAT FLEETS WERE ABOUT TO LOCK IN
DEADLY COMBAT, CATASTROPHE STRUCK.

DEHAVEN: WHAT HAPPENED?

NILES: SOMEONE PULLED THE PLUG OUT OF THE BATHTUB.

MERCER: WELL, YOU SEE HOW IT IS AROUND HERE, GLORIA. IF WE'RE NOT
CAREFUL, WENDELL WILL GO ON LIKE THIS ALL NIGHT.

DEHAVEN: ~~GOSH - WHAT THE HELL WE DO?~~ *see that's not a lot to look forward*
to -

MERCER: MAYBE IF WE IGNORE HIM, HE'LL GO AWAY. WHY DON'T YOU SORT
OF SLIP INTO THAT SONG OF YOURS AS IF NOTHING HAD
HAPPENED?

DEHAVEN: OKAY. I'D LIKE TO SING "*I See Your Face Before Me*"

MUSIC: "*I See Your Face Before Me*".....DEHAVEN & ORCH
(APPLAUSE)

j

CHESTERFIELD MUSIC SHOP
CLOSING

-7-

MERCER: THANK YOU, GLORIA, YOU WERE GLORIOUS. TOMORROW NIGHT,
FOLKS, THE CHESTERFIELD MUSIC SHOP PACKS UP BAG AND
BAGGAGE AND SETS UP SHOP DOWN IN THE NAVAL AIR STATION,
SANTA ANA, CALIFORNIA, WHERE WE'RE GONNA' GET ACQUAINTED
WITH THE BOYS. IN THE MEANTIME WE HOPE YOU'LL GET
ACQUAINTED WITH CHESTERFIELD. ALL OF US WILL SEE YOU
TOMORROW, SO UNTIL THEN FOR JO STAFFORD, PAUL WESTON,
THE PIED PIPERS AND MYSELF - GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY:

RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

glorious taste appeared thru the courtesy of Metro-
Goldwyn-Mayer producers of the "technicolor"
musical "Nothing But a Beautiful Thing"

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.

THIS IS THE NATIONAL BROADCASTING COMPANY.

THE CHESTERFIELD MUSIC SHOP

JULY 14, 1944

MUSIC: THEME...FADE FOR:

NILES: FROM THE NAVAL AIR STATION AT SANTA ANA, CALIFORNIA, IT'S
THE CHESTERFIELD MUSIC SHOP, STARRING JOHNNY MERCER, WITH
JO STAFFORD, PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
HERE'S OUR SINGING PROPRIETOR -- JOHNNY MERCER!

MUSIC: THEME OUT

(APPLAUSE)

MERCER: THANK YOU FELLAS. ~~I'M GLAD TO SEE YOU'RE NOT BASHFUL,~~
~~GAUSE WE WANT YOU TO COME RIGHT IN AND MAKE YOURSELF AT-~~
~~HOME HERE IN~~ THE CHESTERFIELD MUSIC SHOP. YOU'LL FIND IT'S
^{ship store}
SORT OF A MUSICAL ~~FA~~. THAT CARRIES EVERYTHING FROM A
DREAMY BALLAD TO A FAST CHORUS OF "MAIRZY DOATES". TO SAY
NOTHING OF OUR ~~BIG~~ STOCK OF CHESTERFIELDS WE'RE AIMIN' TO
DISTRIBUTE AMONG YOU ^{men} ~~LADS~~ BEFORE WE LEAVE. AT THE MOMENT,
HOWEVER, MYSELF, ALONG WITH PAUL WESTON AND HIS ^{musical} ~~MUSICAL~~
^{musical} ~~SAD SACKS~~ HIT YOU WITH "BUTTON UP YOUR OVERCOAT".

MUSIC: "BUTTON UP YOUR OVERCOAT" WESTON, ORCHESTRA

(APPLAUSE)

MERCER: NOW A SATISFYIN' WORD ON A SATISFYIN' SUBJECT. IF YOU
PLEASE, WENDELL NILES...

(INSERT COMM'L)

L

NILES: TONIGHT, I'D LIKE TO HAVE YOU LISTEN FOR A MOMENT TO WHAT MR. E.P. ROGERS, VETERAN TOBACCO GROWER OF MULLINS, SOUTH CAROLINA HAS TO SAY ABOUT THE TOBACCOS THAT GO INTO THE CHESTERFIELDS YOU SMOKE. "THE CHESTERFIELD BUYERS KNOW WHAT THEY WANT AND BUY IT. IT'S JUST AS FINE CIGARETTE TOBACCO AS THERE IS GROWN." NATURE, WITH THE AID OF FARMERS LIKE MR. ROGERS, GROWS THE WORLD'S BEST TOBACCOS. THEN SCIENCE TAKES A HAND BY BLENDING THEM IN CHESTERFIELD'S RIGHT COMBINATION - THE PERFECTLY BALANCED BLEND FOR MORE SMOKING PLEASURE. NATURE AND SCIENCE HAVE UNITED TO MAKE CHESTERFIELD THE MOST SATISFYING CIGARETTE THAT MONEY CAN BUY. NEXT TIME YOU LAY THAT CASH ON THE LINE - ASK FOR CHESTERFIELD. THEY'RE Milder - THEY'RE BETTER-TASTING. MOST OF ALL - THEY REALLY SATISFY, ~~AND~~ THE REASON AGAIN - THIS TIME IN JUST FIVE KEY WORDS - RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

MERCER: VERY NICE ELOCUTIN', WENDELL. AND ACCORDING TO MY
CALCULATIONS ^{feels} THAT BRINGS US RIGHT SMACK UP AGAINST THOSE
VERY POWERFUL PIED PIPERS WITH JUNE HUTTON. THEY BRING
US WHAT SEEMS TO BE SOME RATHER ^{ambiguous} INCOHERENT ADVICE....

"STRAIGHTEN UP AND FLY RIGHT." *which is quite a trick
if you can do it.*

MUSIC: "STRAIGHTEN UP AND FLY RIGHT" PIPERS, ORCH.

(APPLAUSE)

*music: ...
...
Mercer: (after music) ...
...
... difference ...*

MERCER: ~~EVERY TIME US FOLKS HERE IN THE CHESTERFIELD MUSIC SHOP
PACK UP TO VISIT A SERVICE CAMP, WE ALWAYS MAKE DOUBLY SURE
THAT JO STAFFORD CAN MAKE IT. CAUSE IT JUST WOULDN'T BE
A MUSIC SHOP WITHOUT HER. TO PROVE OUR POINT, WE OFFER
MISS STAFFORD'S VERSTON OF "WHAT A DIFFERENCE A DAY MAKES."~~

~~MUSIC: "WHAT A DIFFERENCE A DAY MAKES" STAFFORD, ORCH.
(APPLAUSE)~~

m

MERCER: THANK YOU, JO. ~~THAT BRINGS US RIGHT DOWN TO A NUMBER WHERE~~
~~THE WHOLE GANG GETS TO JOIN IN.~~ ^{Now} WITH THE CO-OPERATIVE
ASSISTANCE OF JO, PAUL, THE PIPERS, AND JUNE, WE ~~CRAWL~~ ^{WALK} RIGHT
^{& start on whistle + a d} ~~UP IN YOUR LAPS TO~~ TELL YOU ABOUT "JAMBOREE JONES."

MUSIC: "JAMBOREE JONES",CAST, ORCH.

(APPLAUSE)

m

CLOSING

MERCER: THANK YOU, FELLAS - WE'VE ENJOYED EVERY MINUTE OF IT. ^{here at the} RIGHT
~~Now it appears like we gotta beat ourselves a strategic~~
~~retreat here bein' as we're fresh outa minutes.~~ ^{means to Capt. W. R. Peice & Ensign Donald Gardner for} IF YOU
~~like our brand of music keep in touch with us every night~~
~~on the wireless. and if you like our brand of cigarettes -~~
~~keep in touch with Chesterfields. till Monday, then, is is~~
~~J. Mercer sayin' we're awfully glad we could come~~ ^{to Santa Ana} AND WE'LL
~~be seein' you. good night and good luck.~~

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
 BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU
 WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.
 (P.L.L. use)

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP ^{came} ~~COMES~~ TO YOU FROM ^{The Santa Ana Air Station,} ~~HOLLYWOOD.~~
~~Santa Ana, California.~~
 THIS IS THE NATIONAL BROADCASTING COMPANY.

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NILES: As you may have heard, most of the quality manufacturers of America do not place new products on the market blindly any more. They make up a series of samples, ship them to various test areas, have them tried out for a while, and then re-model the product according to the public reaction. I was interested to learn the other day that Chesterfields were the result of a similar national test. What was wanted was the best cigarette money could buy - an exceedingly fine quality cigarette which would smoke cooler, be very mild, and yet have flavor which would be entirely satisfying. After a long series of trials, one blend of the best domestic tobaccos combined with the finest Turkish types was tried out and almost without exception came back the following report: "This blend is satisfying." So there was born the cigarette we know today as Chesterfield, and also, by the way, the famous slogan, "THEY SATISFY".

To be of the best quality, to be cool, to be mild, and yet to have the taste that SATISFIES, that is and always will be the aim of Chesterfield.

MUSIC: HIT AND FADE

MERCER: NOW WE TURN TO A BRAND NEW DITTY, AS WARBLD BY OUR
MUSIC SHOP SONGSTRESS - JO STAFFORD. AS FAR AS WE KNOW,
IT'S THE FIRST TIME ON THE AIR FOR THE TITLE SONG FROM
THAT NEW PICTURE - "OUR HEARTS WERE YOUNG AND GAY".
GO TO IT, JO.

MUSIC: OUR HEARTS WERE YOUNG AND GAY STAFFORD, ORCH
(APPLAUSE)

MERCER: NOW WE'RE FIXIN' TO COME AT YOU WITH THE "G.I. JIVE".

NILES: JUST A MINUTE, JOHN, BOY - AREN'T YOU GOING TO TELL THE
FOLKS WHO WROTE THIS "G.I. JIVE"?

MERCER: I'D LIKE TO, WENDELL, BUT MODESTY FORBIDS ME.

NILES: WELL, IT DOESN'T FORBID ME. LADIES AND GENTLEMEN -
"G.I. JIVE", A BIG HIT ALL OVER THE COUNTRY, WAS WRITTEN
BY JOHNNY MERCER! I CAN'T UNDERSTAND YOUR ATTITUDE, JOHN.
WHY, EVERY TIME YOU SING IT, THE FOLKS JUST SCREAM FOR
MERCER.

MERCER: YOUR EARS PLAY YOU TRICKS, OLD BOY. IF YOU LISTEN CLOSELY,
YOU'LL DISCOVER THEY'RE REALLY SCREAMING FOR MERCY. I
SHALL DEMONSTRATE AS FOLLOWS...

MUSIC: G.I. JIVE MERCER, ORCHESTRA
(APPLAUSE)

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MERCER: THANK YOU. I GUESS THAT WRAPS UP THE CHESTERFIELD MUSIC SHOP TILL TOMORROW NIGHT. WHO'RE WE GONNA HAVE HERE TOMORROW, WENDELL?

NILES: OH, I'LL BE HERE.

MERCER: I MEAN BESIDES THAT.

NILES: ISN'T THAT ENOUGH?

MERCER: IT'S ALMOST TOO MUCH.

NILES: WELL, BESIDES OUR REGULAR GANG TOMORROW, WE'LL HAVE ROBERTA LEE, A CUTE YOUNG SINGER FROM THE TROCADERO.

MERCER: WELL, GOOD. WHAT DO WE HAVE OF INTEREST WEDNESDAY?

NILES: A NEW SONG BY JOHNNY MERCER.

MERCER: I'LL BELIEVE THAT WHEN I HEAR IT. THURSDAY?

NILES: THURSDAY, BING CROSBY.

MERCER: BING CROSBY'S COMING HERE?

NILES: THAT'S RIGHT.

MERCER: WELL, THAT'S THE WAY IT GOES. YOU GIVE THE BOY A COUPLE OF VOCAL LESSONS AND HE HOUNDS YOU THE REST OF YOUR LIFE ... FRIDAY WE VISIT A SERVICE CAMP, YES?

NILES: UH HUH. THE Redistribution Center
AT Santa Monica.

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MERCER: WELL, THAT'S THE LINE-UP, FOLKS. WE HOPE YOU'LL BE WITH US ALL THE REST OF THE WEEK, 'CAUSE WE THINK WE GOT SOME RIGHT SMART STUFF LINED UP. NOW ON BEHALF OF JO STAFFORD, PAUL WESTON, THE PIED PIPERS AND MYSELF, THIS IS JOHNNY MERCER SAYING GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

Received at 11:30 AM

CHESTERFIELD MUSIC SHOP

Tuesday, July 18, 1944

4:00 - 4:15 PM PWT

MUSIC: THEME ... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER, WITH
 JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
 WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. NOW
 HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS ROBERTA LEE.

MUSIC: THEME OUT

(APPLAUSE)

MERCER: HAPPY JULY 18TH, PEOPLE. OUR CHESTERFIELD GANG HERE IS
 JUST WAITIN' TO CUT LOOSE WITH SOME PLAIN AND FANCY,
 MUSICAL CAPERS, SO IF YOU'LL JUST LEAN BACK AND LIGHT
 YOURSELVES UP A CHESTERFIELD, WE'LL PROCEED WITH THE
 PROCEEDIN'S. THE FIRST OF WHICH INVOLVES THE PIED PIPERS
 AND MYSELF, WITH A NUMBER DEDICATED TO THE NYLON SHORTAGE.

MUSIC: "I'M GONNA' DANCE WITH THE DOLLY WITH THE HOLE IN HER
 STOCKIN'". ...MERCER, PIPERS, ORCHESTRA

(APPLAUSE)

MERCER: WENDELL NILES TAKES THE FLOOR NOW WITH A FEW CHOICE WORDS
 OF WISDOM.

m

Chesterfield - 7/18/44

-2-

NILES: One of the best-known qualities of Chesterfield is its BALANCED BLEND. If you're in a fact-collecting mood tonight, you might ask me - "Niles, what does this really mean? Why balance it, anyway?" Well, ~~I'd give you right back,~~ the point is that the overwhelming majority of American smokers insist upon an exceedingly mild, cool-smoking cigarette. ~~But~~ if you simply took one type of the mildest tobacco leaf grown, aged and mellowed it perfectly, then sliced it up and made yourself a cigarette - it might smoke coolly, all right, and even be mild, but it would taste as flat as a cold pancake!

So Chesterfield begins with the mildest tobacco - the finest Southern Bright; Burley, Maryland leaf, and then carefully blends in with it, by a secret process, exactly the right amount of imported tobaccos to make every puff of Chesterfield rich with the body and flavor that satisfies, and at the same time ^{satisfies} the all-essential mildness.

All of which explains why Chesterfields satisfy. Now smokers, this Chesterfield story can be summed up in just five key words - RIGHT COMBINATION - WORLD'S BEST TOBACCOS. So, buy a pack of Chesterfields, ~~smokers,~~ and see how really good a cigarette can be.

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MERCER: THANK YOU, WENDELL. THIS COMING THURSDAY, WE'VE BOOKED A RACE-TRACK BARITONE WHO BILLS HIMSELF AS BINGE CROVENY OR SOMETHING. JUST TO GIVE YOU AN IDEA OF THE KIND OF STUFF THIS BOY DOES, WE'VE ASKED OUR OWN JO STAFFORD TO SING A SONG FROM HIS LATEST PICTURE. IT'S "THE DAY AFTER FOREVER", FROM "GOING MY WAY."

MUSIC: "THE DAY AFTER FOREVER" STAFFORD, ORCHESTRA
(APPLAUSE)

MUSIC: "THE DAY AFTER FOREVER" STAFFORD, ORCHESTRA
(APPLAUSE)

CHESTERFIELD MUSIC SHOP
GUEST SPOT

-4-

MERCER: THE OTHER EVENING I FOUND MYSELF AT ONE OF OUR LOCAL SPOTS-
THE TROCADERO, TO BE EXACT - AND WAS GREATLY INTRIGUED, AS
I KNOW YOU WILL BE, BY THE SINGING OF A TALENTED LITTLE
MISS NAMED ROBERTA LEE. SO, WITHOUT FURTHER ADO, I ASKED
ROBERTA TO STOP IN HERE AT HER EARLIEST CONVENIENCE, WHICH
IS RIGHT NOW. HERE SHE IS-ROBERTA LEE.
(APPLAUSE)

LEE: THANK YOU, JOHNNY.

~~MERCER: WELL, ROBERTA - HOW DO YOU LIKE OUR MUSIC SHOP?~~

NILES: YES, ROBERTA - HOW DO YOU LIKE OUR MUSIC SHOP?

LEE: OH, I THINK IT'S VERY NICE.

MERCER: WE'RE GLAD YOU LIKE IT.

NILES: YES - WE'RE GLAD YOU LIKE IT.

LEE: IS THERE AN ECHO IN HERE?

MERCER: OH, THAT'S WENDELL NILES.

LEE: HOW DO YOU DO, MR. NILES.

NILES: PRETTY GOOD - AND I'LL BET YOU DON'T DO SO BAD YOURSELF.

LEE: YOU KNOW, JOHNNY - HE LOOKS VERY FAMILIAR.

MERCER: YEAH - A LOT OF THE GIRLS SAY HE'S TOO FAMILIAR.

LEE: I MEAN I THINK I'VE SEEN HIM SOMEWHERE BEFORE.

NILES: WELL, THAT'S UNDERSTANDABLE, ROBERTA - I'M AT THE TROCADERO
EVERY NIGHT.

LEE: OH YES. I GUESS I DIDN'T RECOGNIZE YOU WITHOUT YOUR
WAITERS UNIFORM.

MERCER: WHERE'D YOU GET A NAME LIKE ROBERTA LEE, ROBERTA?

LEE: WELL, MY PARENTS NAMED ME AFTER THE OLD STEAMSHIP, ROBERT
E. LEE.

V

NILES: I FIGURED YOU WERE NAMED AFTER A BOAT.

LEE: YOU DID?

NILES: YEAH - I KNOW A STREAMLINED HULL WHEN I SEE ONE,

MERCER: WENDELL'S RIGHT, ROBERTA. WE MIGHT BE ABLE TO USE YOU
AROUND THE MUSIC SHOP.

LEE: WELL, I DON'T KNOW -- I ALREADY HAVE A JOB.

NILES: LOOK, JOHN - IF YOU WANT TO HIRE THE GIRL, I'M THE GUY TO
TALK BUSINESS WITH HER.

MERCER: WELL, ALL RIGHT ... GO AHEAD.

NILES: OKAY...ROBERTA, HOW ABOUT A DATE TONIGHT?

LEE: I THOUGHT YOU WANTED TO TALK BUSINESS?

~~NILES: WELL, I MEAN BUSINESS.~~

MERCER: ~~YOU BETTER LET ME HANDLE THIS, WENDELL. ROBERTA, HOW DID
YOU HAPPEN TO BREAK INTO NIGHT CLUB SINGING IN THE FIRST
PLACE?~~

LEE: WELL, I WAS ON THE AIR IN MY HOME TOWN - DAYTON, OHIO,
WHEN ONE OF THE LOCAL ORCHESTRA LEADERS HAPPENED TO HEAR
ME.

MERCER: I SEE.

LEE: HE WAS IN A BUTCHER SHOP, AND THE BUTCHER HAD HIS RADIO
TUNED TO MY PROGRAM.

MERCER: YOU MUST HAVE BEEN PRETTY GOOD TO COMPETE WITH ALL THOSE
COLD CUTS.

LEE: IT WAS A LITTLE TOUGH, BUT SINCE ~~I GOT~~ INTO THE
ENTERTAINMENT BUSINESS, I'VE RUN INTO PLENTY OF HAMS.

CHESTERFIELD MUSIC SHOP
GUEST SPOT (CONT'D)

-6-

MERCER: OH, YOU MUSTN'T JUDGE US ALL BY WENDELL NILES.

NILES: MR. MERCER - CALLING ME A HAM IS AN INSULT!

MERCER: OKAY. I'LL APOLOGIZE TO THE FIG....RIGHT NOW, HOWEVER,
WE'RE GONNA HAVE ROBERTA LEE GIVE OUT WITH A NUMBER THAT
HELPS PACK 'IM IN AT THE TROCADERO ^{and} "IT HAD TO BE YOU."

MUSIC: "IT HAD TO BE YOU".....LEE, ORCHESTRA
(APPLAUSE)

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CLOSING

-7-

MERCER: THANK YOU, ROBERTA ^{ASS} YOU WERE GREAT. ALL OF WHICH SEEMS TO USE UP OUR TUESDAY ALLOTMENT OF TIME HERE IN THE CHESTERFIELD MUSIC SHOP. BUT WE HOPE YOU'LL BE CHECKING WITH US ~~ALL~~ THE REST OF THE WEEK, WHEN WE'LL ALL BE ON HAND. AND MAKE A SPECIAL NOTE TO DIG US THURSDAY, WILL YOU? THAT'S THE NIGHT BING CROSBY THREATENS TO DROP IN. TILL TOMORROW, THEN, KEEP US IN MIND...AND KEEP A PACK OF THOSE CHESTERFIELDS HANDY, TOO. NOW FOR JO STAFFORD, PAUL WESTON, THE PIED PIPERS AND MYSELF, THIS IS JOHNNY MERCER SAYING GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC

ANNOUNCER: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

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CHESTERFIELD MUSIC SHOP
Wednesday, July 19, 1944

Agency

#27

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
AND HERE'S OUR SINGING PROPRIETOR, JOHNNY MERCER!

MUSIC: THEME OUT

(APPLAUSE)

MERCER: WELL, OPEN UP THE DOOR AND COME RIGHT IN, FOLKS. JUST
While you're waiting up a Chesterfield the
~~IN CASE YOU MISSED THAT FLAMBOYANT OPENING, LET ME INFORM~~
Red Pipers about the million to
~~YOU THAT YOUR WIRELESS HAS REACHED RIGHT OUT AND GRABBED~~
since those containers -
~~YOU THE CHESTERFIELD MUSIC SHOP. YES, THIS IS THE PLACE~~
WHERE ALL THE TALENT HANGS OUT EVERY NIGHT ABOUT THIS
TIME. AND JUST TO PROVE IT, WE PRESENT OUR MAESTRO,
PAUL WESTON, WHO DONE WRIT HISSELF A TUNE. WITHOUT
FURTHER ADO, PAUL ALL HIS BOYS OFFER THIS TENDER LITTLE
OPUS FOR YOUR DELECTATION.

"

"

MUSIC: *William Tell Overture "Quiet"* WESTON AND ORCH

(APPLAUSE)

MERCER: WENDELL NILES FAVORS US NOW WITH A FRIENDLY WORD TO THE
WISE.

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NILES: There was a day here in America when a man who grew tobacco would load some into his wagon, go off to the county seat and use it to pay his taxes with! For tobacco was ^{once} used as money in ^{the south.} ~~Virginia once, and was recognized as legal tender.~~

Fine tobacco has always been an exceedingly valuable crop here - in fact, it now brings a much higher return to the farmer, per acre, than corn or cotton or wheat ~~or~~ ~~virtually any of the other familiar crops.~~ This has come about in part from the tremendously keen competition buyers have caused, by only purchasing the very best of the tobacco harvest each year. Since Chesterfield must always maintain the highest quality through war or peace, the Chesterfield buyers spend the better part of their lives in Tobaccoland. They watch the tobacco crop through every stage of growth, ~~making notes on which farmers have the better tobacco for sale. Then when it comes to~~ ~~only then are they~~ ~~auction time they are~~ prepared to bid for and get the very best of these fine tobaccos. Yes, the secret Chesterfield formula demands the world's finest tobaccos. These tobaccos, blended in the famous Chesterfield right combination, give you a smoke that's mild and cool, with a rich flavor that's really tops in taste. Join the change to Chesterfields, friends, and see how really good a cigarette can be.

Wesley: Thank you Mr. Dell. Now just to prove to you that the only tobacco grown in the place, we present our master Paul Weston who does not insist on a name. He calls it "Rockin' Eagles".

music: "Rockin' Eagles" Weston, Ore.

(segue)

MUSIC: MEMORY THEME

MERCER: EVERY WEDNESDAY ABOUT THIS TIME, THAT BIT OF MOOD MUSIC SORTA SNEAKS UP ON US HERE IN THE SHOP TO INTRODUCE JO STAFFORD AND SOME NOSTALGIC DITTY THAT'S STOOD THE TEST OF TIME. THERE'S HARDLY ANY NUMBER IN THE REALM OF MUSIC THAT FITS THAT DESCRIPTION LIKE THE ONE MISS JO HAS SELECTED TONIGHT. FROM "ROBERTA", IT'S THE JEROME KERN CLASSIC - "YESTERDAYS"...

MUSIC: "YESTERDAYS" STAFFORD, ORCH

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NILES: WELL, JOHN - I SUPPOSE YOU HAVE A NEW SONG OF YOUR OWN FOR THE CUSTOMERS THIS WEEK.

MERCER: I DO BELIEVE I HAVE, WENDELL.

~~NILES: I SURE TAKE A GREAT INTEREST IN YOUR NEW COMPOSITIONS, JOHNNY.~~

MERCER: THANK YOU, WENDELL. IT SEEMS EVERYONE IS CURIOUS ABOUT MY SONGS.

NILES: I GUESS THEY WANT TO KNOW HOW YOU WRITE 'EM, HUH?

MERCER: NO - THEY WANT TO KNOW WHY I WRITE 'EM.

NILES: WELL, WHY DO YOU?

MERCER: MUSICAL COMPOSITION, WENDELL, AFFORDS AN OUTLET FOR THE SUPPRESSED YEARNINGS OF MY ARTISTIC SOUL.

NILES: THAT'S WONDERFUL, JOHN.

~~MERCER: BESIDES THAT - IT KEEPS ME EATIN' REGULAR.~~

~~NILES: WELL, WHAT ABOUT TONIGHT'S SONG, JOHN?~~

How about telling us something about it?
Harold asked & I wrote it for
MERCER: IT'S FROM THE PICTURE, "HERE COME THE WAVES". IT'S SORT OF LIKE A SPIRITUAL AND IT'S CALLED "ACCENTUATE THE POSITIVE."

~~NILES: JUST ONE MORE THING - ARE YOU GOING TO SING IT BY NOTE OR BY EAR.~~

MERCER: BY EAR - WHY?

~~NILES: OKAY, JOHN - BUT REMEMBER, WE HAVE TO LISTEN THE SAME WAY.~~

MUSIC: "ACCENTUATE THE POSITIVE".MERCER, ORCH.

(APPLAUSE)

MERCER: WELL, WENDELL - THAT SEEMS TO BRING US TO THE END OF THE CHAPTER FOR TONIGHT. I SUPPOSE YOU KNOW WHO WE GOT SCHEDULED FOR TOMORROW.

NILES: YES, JOHN - NONE OTHER THAN BING CROSBY.

MERCER: VERY WELL, WENDELL - BUT I WANT YOU TO REMEMBER TOMORROW THAT ALTHOUGH HE'S OUR GUEST, I AM STILL YOUR BOSS, AND THE SINGER ON THIS PROGRAM.

NILES: YES, BOSS.

MERCER: NOW LET'S SEE IF YOU HAVE THAT STRAIGHT. WHO IS YOUR BOSS?

NILES: JOHNNY MERCER.

MERCER: AND WHO DO YOU TAKE ORDERS FROM AROUND HERE?

NILES: JOHNNY MERCER.

MERCER: AND TOMORROW WHEN BING CROSBY GETS HERE, WHO WILL BE THE BEST SINGER ON THIS PROGRAM.

NILES: ARE YOU KIDDING?

MERCER: WE'LL SEE ABOUT THAT TOMORROW. GOOD NIGHT, EVERYONE.
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

THE CHESTERFIELD MUSIC SHOP

Monday, July 24th, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP...STARRING JOHNNY MERCER, WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA, THE PIED PIPERS WITH JUNE HUTTON...AND YOURS TRULY, WENDELL NILES. AND HERE'S OUR SINGING PROPRIETOR, JOHNNY MERCER!

MUSIC: THEME OUT
(applause)

MERCER: THANK YOU FOLKS. THIS IS JOHNNY MERCER POINTING TO OUR GREAT BIG SIGN OUT IN FRONT THAT TELLS YOU THIS IS INDEED THE CHESTERFIELD MUSIC SHOP... AN INFORMAL LITTLE ESTABLISHMENT WHERE PEOPLE DROP IN, IN SEARCH OF A PLEASING TUNE OR A SATISFYIN' CHESTERFIELD. IN THE FIRST CATEGORY COMES OUR FIRST NUMBER, WITH PAUL WESTON'S LADS BEARING UP ADMIRABLY UNDER THE STRAIN OF MY OWN UNTUTORED TENOR.

MUSIC: "I CAN'T HELP IT" MERCER AND ORCHESTRA

(applause)

MERCER: (OVER MUSIC) RIGHT HERE PAUL WESTON'S ABLE GIP COMES TO FROM "OUT OF NOWHERE".

MUSIC: "OUT OF NOWHERE" ORCHESTRA

(Applause)

NILES: YOU KNOW, LIKE MOST OF THE EASILY OBTAINED LUXURIES OF LIFE, WE HARDLY THINK ABOUT A CIGARETTE UNTIL WE CAN'T GET ONE. I WELL REMEMBER A CERTAIN FISHING TRIP INTO THE MOUNTAINS, WHEN WE ALL RAN OUT OF CIGARETTES WE FLIPPED A COIN TO ELECT THE MAN WHO WAS TO GET BACK AND GET SOME, AND I WON THIS DOUBTFUL HONOR BY A LANDSLIDE. I ENDED TO A LOGGING CAMP, WHERE I WAS ABLE TO PICK UP A CARTON OF CHESTERFIELDS FOR THE GANG. THE REASON FOR GETTING CHESTERFIELDS WAS BECAUSE WE WERE CERTAIN THAT EVEN THOUGH WE BOUGHT IN AN OUT OF THE WAY PLACE, CHESTERFIELDS WOULD BE FRESH AND MILD. SINCE THEN I HAVE LEARNED THAT THE TRULINESS THAT WE COUNTED UPON AND GOT WAS NOT ENTIRELY DUE TO THE FACT THAT THERE WAS A RAPID TURN-OVER BUT WAS DUE TO THE SECRET CHESTERFIELD BLEND. THE TOBACCO IN YOUR CHESTERFIELD IS ACTUALLY THE BEST IN THE WORLD. THOSE WHO SMOKE CHESTERFIELD KNOW THIS AND THOSE WHO MAKE CHESTERFIELD BELIEVE IT IS. MORE NEW SMOKERS ARE CHANGING TO CHESTERFIELDS THAN EVER BEFORE. THIS HAS COME ABOUT NOT THROUGH A LOT OF CLAIMS BUT SIMPLY BECAUSE CHESTERFIELDS REALLY SATISFY. YES FRIENDS, THE FIVE KEY WORDS TELL THE REASON: RIGHT COMBINATION, WORLD'S BEST TOBACCOS.

MERCER: MRS. JO STAFFORD...WHO CONTRIBUTES A POWERFUL PARCEL OF VALUABLE
VOCALIZIN' HERE IN THE MUSIC SHOP EACH WEEK....CONTRIBUTES SOME NOS.
IT'S A VERY PRETTY BALLAD I THINK YOU'LL LIKE: "I WALK ALONE".

MUSIC: "I WALK ALONE" STAFFORD, ORCHESTRA

(Applause)

MERCER: EVERY SO OFTEN HERE IN THE SHOP, THE WHOLE GANG OF US GETS TOGETHER
AND TRIES TO DROWN EACH OTHER OUT. THAT'S WHAT WE'RE FINAIN' TO DO RIGHT
NOW, IN FACT. JO STAFFORD, PAUL HENSON'S ORCHESTRA, THE PIED PIPERS
WITH JUNE HUTTON AND MYSELF DEDICATE THIS NEXT NUMBER TO THE FATHER
WHO WAS HERE IN CALIFORNIA. IT'S THE OLD FAVORITE, "SINGIN' IN THE RAIN".

MUSIC: "SINGIN' IN THE RAIN" EVERYBODY

(Applause)

MERCER: WELL THAT BRINGS US TO THE END OF OUR TONIGHT SESSION HERE IN THE CHESTERFIELD MUSIC SHOP. BUT DON'T GO AWAY 'CAUSE WE'D LIKE TO TELL THE REST OF THE WEEK WHAT'S IN STORE FOR YOU. HOW ABOUT THAT WENDELL?

NILES: WELL I KNOW THAT WEDNESDAY WE CAN EXPECT ANOTHER NEW SONG BY JOHNNY MERCER.

MERCER: YES YOU CAN EXPECT IT TUE RIGHT. I'M NOT SURE YOU'LL GET IT. HOW ABOUT THURSDAY?

NILES: WHY YOU KNOW JOHN, THURSDAY, BIG CROSBY.

MERCER: YOU TOLD US THAT LAST WEEK.

NILES: I WENT BUT I WERE OUT OF THE AT THURSDAY BECAUSE OF THE DEMOCRATIC CONVENTION.

MERCER: OH SO I SEE. CROSBY IT IS THEN FOR THIS THURSDAY. FRIDAY?

NILES: FRIDAY THE CHESTERFIELD MUSIC SHOP GOES TO ROOSEVELT BASE, TERMINAL ISLAND.

MERCER: THERE'S JUST ONE THING SON. HOW ABOUT TUESDAY? YOU KNOW TOMORROW.

NILES: TOMORROW? OH YLS...TOMORROW YOU'RE INTERVIEWING BEULAH, FIBBER MCGEE AND AND MOLLY'S MAID FOR A JOB AT YOUR HOUSE.

BEULAH: I SOMEONE LOOKING FOR BEULAH?

MERCER: HELLO BEULAH.

BEULAH: WELL I'M HERE AND READY TO GO TO WORK MY MAJESTY.

MERCER: BUT BEULAH YOU WEREN'T SUPPOSED TO GET HERE TILL TOMORROW.

BEULAH: I WASEN'T?

MERCER: NO. BUT YOU KNOW GETTING HERE A DAY EARLY LIKE THIS YOU REMIND ME OF THOMAS EDISON.

BEULAH: I REMIND YOU OF THOMAS EDISON?

MERCER: YEAH, YOU WERE BOTH AHEAD OF YOUR TIME.

BEULAH: (LAUGHS) I LOVE THAT MAN!

NILES: TUNE IN TOMORROW; FORAS WHEN JOHNNY'S GUEST WILL BE BEULAH.

MERCER: GOOD NIGHT.

(Applause)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDLY BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION WORLD'S BEST TOBACCOS!

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD. THIS IS NBC.

CHESTERFIELD MUSIC SHOP
OPENING -- JULY 25, 1944

Revised -1-

MUSIC: THEME.... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER, WITH
 JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
 WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. AND
 HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS FIBBER
 MCGEE'S MAID - BEULAH!

MUSIC: THEME OUT

MERCER: WELL, THANK YOU KINDLY PEOPLE. WE'RE GLAD YOU COULD COME.
 LIKE THE MAN JUST TOLD YOU, THIS IS THE CHESTERFIELD MUSIC
 SHOP WHERE WE DISH OUT A LITTLE OF THIS AND THAT EVERY
 P.M. FOR YOUR DELECTATION AND AMUSEMENT. RIGHT HERE AT
 THE TOP OF THE LIST WE RUN INTO THOSE POTENT PIED PIPERS
 AND THE STORY OF "SNOQUALLIMIJOJO" ..

MUSIC: "SNOQUALLIMIJOJO" PIPERS, ORCHESTRA
 (APPLAUSE)

MERCER: ON BEHALF OF CHESTERFIELD NOW, WE OFFER OUR OWN WENDELL
 NILES.

(INSERT COMMERCIAL)

G

THE CHESTERFIELD MUSIC SHOP
COMMERCIAL - TUES. OR WED.
7/25/44

-2-

NILES: THANK YOU, JOHNNY. THERE'S A TOBACCO FARMER DOWN IN
 MULLINS, SOUTH CAROLINA, FRIENDS...MR. E.P. ROGERS BY
 NAME...WHO KNOWS AS MUCH ABOUT GOOD TOBACCO AS ANYBODY IN
 ALL TOBACCOLAND...NOW, HE'S BEEN SELLING TOBACCOS TO
 CHESTERFIELD FOR MANY YEARS AND HERE'S WHAT HE HAS TO SAY
 ABOUT THE QUALITY OF THE TOBACCO THAT IS PURCHASED FOR THE
 CIGARETTE THAT SATISFIES. "THE CHESTERFIELD BUYERS KNOW
 WHAT THEY WANT AND BUY IT. IT'S JUST AS FINE CIGARETTE
 TOBACCO AS THERE IS GROWN". AND, SMOKERS, MR. ROGERS'
 STATEMENT IS SOLID SUPPORT TO THOSE FIVE KEY WORDS ABOUT
 CHESTERFIELDS GENUINE SMOKING PLEASURE...RIGHT COMBINATION
 ...WORLD'S BEST TOBACCOS....THAT'S THE FIVE WORD
 HEADLINE THAT MAKES THAT CHESTERFIELD PHRASE "THEY
 SATISFY" NOT A SLOGAN, BUT A POSITIVE FACT. YOU'LL
 FIND THAT OUT FOR YOURSELF, SMOKERS...WHEN YOU LIGHT UP
 YOUR FIRST Milder, BETTER-TASTING CHESTERFIELD...FOR
 THERE'S NO DENYING THAT THE RIGHT COMBINATION...~~THE~~
 ~~PERFECT BLEND~~...OF THE WORLD'S BEST ~~CIGARETTE~~ TOBACCOS
 REALLY MAKES A DIFFERENCE THAT PAYS OFF IN GENUINE
 SMOKING PLEASURE ~~FOR YOU~~. SO NEXT TIME, FRIENDS, SAY
 "CHESTERFIELD PLEASE" -- SEE HOW REALLY GOOD A CIGARETTE
 CAN BE!

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Music! ~~.....~~

MERCER: (OVER MUSIC) TURNING WITHOUT FURTHER ADO, WE DISCOVER
JO STAFFORD OF OUR BALLAD DEPARTMENT, PREPARING TO EASE
INTO "I DREAM OF YOU".

MUSIC: "I DREAM OF YOU" STAFFORD, ORCHESTRA
(APPLAUSE)

NILES: SAY JOHN - THERE'S SOMEONE OUTSIDE TO SEE YOU. SAYS SHE'S
FIBBER McGEE'S MAID, AND SHE HAS AN APPOINTMENT WITH YOU.

MERCER: THAT'S RIGHT, WENDELL - HER NAME'S BEULAH. ~~SEND HER IN...~~

BEULAH: (FADING IN) IS SOMEONE LOOKING FOR BEULAH? ~~WELL, HERE
I IS IN THE FRESH!~~

(APPLAUSE)

MERCER: HELLO, BEULAH. SO YOU'D LIKE TO BE MY NEW MAID?

BEULAH: I HAS INCLINATIONS IN THAT DIRECTION, YES SIR.

MERCER: I SEE ... AND HOW MUCH MONEY WOULD YOU EXPECT ME TO PAY
YOU EACH WEEK?

BEULAH: WELL, I HAVE TWO PRICES. TWENTY DOLLAS AND THIRTY DOLLARS.

MERCER: WHAT'S THE DIFFERENCE?

BEULAH: FOR THIRTY DOLLARS IT COSTS YOU MORE.

MERCER: FORGIVE ME FOR NOT KNOWING.

BEULAH: TELL ME, MR. MERCER - WHAT IS YOUR OCCUPATION?

MERCER: MY OCCUPATION?

BEULAH: YES SIR - WHAT DOES YOU DONE DO WHEN YOU DOES IT?

MERCER: I'M A SONG WRITER.

BEULAH: WELL IN THAT CASE I'LL WORK FOR TWENTY A WEEK... TILL YOU
GET A STEADY JOB.

MERCER: I UNDERSTAND YOU LAST WORKED FOR FIBBER McGEE AND MOLLY.

BEULAH: THAT'S RIGHT. I AM THE TIDY LITTLE PIXIE WHO MADE THEIR
HALL CLOSET WHAT IT IS TODAY.

MERCER: I'M AFRAID I'LL WANT MY HOUSE KEPT A LITTLE NEATER THAN
McGEE'S HALL CLOSET.

BEULAH: OH, I'M A REAL GOOD HOUSEKEEPER. I CAN CLEAN A BOOKCASE
TILL IT SPARKLES ... I CAN CLEAN A RUG TILL IT GLEAMS...
AND I CAN CLEAN A CHAIR TILL IT SHINES.

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MERCER: WELL, THAT'S FINE. HOW ARE YOU ON A SOFA?

BEULAH: MY BOY-FRIEND SAYS I AIN'T BAD.

MERCER: OH, THEN YOU HAVE A BOY FRIEND, BEULAH?

BEULAH: LAND SAKES, YES. AND HE'S SO ROMANTIC - LAST NIGHT HE TOOK ME TO THE NICEST CAFE. WE ATE DINNER IN ONE OF THOSE LITTLE BOOTHS, AND HELD HANDS.

MERCER: DID HE KISS YOU?

BEULAH: DID HE? WHY, AFTER WE'D FINISHED EATIN' I DIDN'T HAVE ENOUGH PUCKER LEFT TO WHISTLE FOR THE WAITER. INCIDENTALLY MR. MERCER - IF I DO WORK FOR YOU, DO YOU HAPPEN TO HAVE A SWIMMING POOL?

MERCER: WHY YES, I HAVE.

BEULAH: IS IT A HEATED POOL?

MERCER: YES - WHY?

BEULAH: I JUST CAN'T STAND COLD WATER... YOU KNOW, I FELL IN THE POOL OVER AT MR. McGLEE'S HOUSE.

MERCER: GOOD HEAVENS! WERE YOU HURT?

BEULAH: NO - BUT IT SURE DAMPENED MY ENTHUSIASM...HOPE YOU DON'T MIND MY SINGIN' AROUND THE HOUSE.

MERCER: OH, I DON'T THINK I WILL. WHAT KIND OF A VOICE DO YOU HAVE?

BEULAH: I'M A COLORATURA.

MERCER: UH HUH. LET ME HEAR YOU SING.

BEULAH: WELL, TELL THE MAN TO GET ME READY.

MERCER: GET HER READY, PROFESSOR.

MUSIC: PIANO

BEULAH: (SINGS BLUES)

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MERCER: OH, WAIT A MINUTE, BEULAH, YOU CAN'T SING THAT KIND OF STUFF.

BEULAH: DON'T YOU LIKE PRETTY MUSIC?

MERCER: THAT'S WHAT I MEAN - SOMETHING A LITTLE MORE HIGH-CLASS.

BEULAH: OH, I KNOW ONE OF THEM CLASSIC THINGS. IT GOES SOMETHING LIKE THIS...(SINGS IL BACIO)

MERCER: HOLD ON THERE, BEULAH - DON'T YOU KNOW SOMETHING IN BETWEEN?

BEULAH: YOU MEAN THAT JUKE BOX STUFF?

MERCER: YEAH, DO YOU KNOW THAT NEW NUMBER? - "IS YOU IS OR IS YOU AIN'T MY BABY".

BEULAH: OH, I'LL TRY ANYTHING.

MERCER: OKAY - I'LL PLAY THE PART OF THE BOY AND YOU PLAY THE PART OF THE GIRL.

BEULAH: OH, WE'RE GONNA DO SOME ACTIN'? WELL, LET'S GO...

MUSIC: "IS YOU IS OR IS YOU AIN'T MY BABY". . .MERCER, BEULAH,
ORCHESTRA

(APPLAUSE)

CLOSING

MERCER: THANK YOU, BEULAH. NOW HOW ABOUT THE JOB?

BEULAH: WELL I'LL TELL YOU, MR. MERCER - I'LL BE GLAD TO WORK FOR YOU (VOICE CHANGES TO NORMAL) IF YOU THINK YOU COULD PUT UP WITH A FELLOW LIKE ME.

MERCER: WAIT A MINUTE HERE. WHAT HAPPENED TO BEULAH?

BEULAH: I HATE TO DISAPPOINT YOU, JOHNNY - BUT MY NAME ISN'T BEULAH AND I'M NOT A MAID.

MERCER: HUH?

BEULAH: MY NAME IS MARLIN HURT - I JUST PLAY BEULAH ON THE RADIO.

MERCER: BUT I NEED A MAID - WHO'S GONNA SWEEP MY FLOORS AND KEEP MY HOUSE CLEAN?

BEULAH: (AS BEULAH) I GUESS YOU'LL JUST HAVE TO RAISE YOUR VOICE LIKE THIS AND DO IT YOURSELF.

MERCER: WELL ANYWAY, MARLIN HURT, THANKS FOR COMING OVER. BE WITH US TOMORROW, WILL YOU, FOLKS? AND DON'T FORGET THURSDAY WHEN OUR GUEST IS BING CROSBY. NOW FOR ALL OF US THIS IS JOHNNY MERCER SAYING GOODNIGHT.

(APPLAUSE)

make a note of this... call it a job... head!

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ~~ASK FOR MILDER,~~ BETTER ~~TASTING CHESTERFIELDS.~~ THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS.

ANNCR: ~~THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.~~ THIS IS THE NATIONAL BROADCASTING COMPANY.

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THE CHESTERFIELD MUSIC SHOP

WEDNESDAY

7-26-44

#

1. OPENING.....CAST, ORCHESTRA
2. "CRAZY RHYTHM".....MERCER, ORCHESTRA
3. MEMORY THEME & INTRO.....CAST
4. "I'M FOREVER BLOWING BUBBLES".....PIPERS, ORCHESTRA
5. COMMERCIAL.....NILES
6. TALK SPOT.....NILES, MERCER
7. "JAVA JUNCTION".....ORCHESTRA
8. NEW SONG INTRO.....NILES, MERCER
9. "LET'S TAKE THE LONG WAY HOME".....STAFFORD, ORCHESTRA
10. CLOSING.....CAST

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OPENING

-1-

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER, WITH
 JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
 WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. AND
 HERE'S OUR SINGING PROPRIETOR, JOHNNY MERCER.

MUSIC: THEME OUT

(APPLAUSE)

MERCER: COME ON IN, FOLKS - WE BEEN EXPECTIN' YOU. "WE" MEANING,
 THE COMBINED PERSONNEL HERE IN THE CHESTERFIELD MUSIC SHOP.
 OUR PURPOSE, AS YOU MUST KNOW BY NOW, IS TO ACQUAINT YOU
 WITH A FEW TASTY TUNES, AS WELL AS THE MERITS OF THOSE
 SATISFYIN' CHESTERFIELDS. IN THE TUNE DEPARTMENT NOW,
 YOU'RE ABOUT TO BE SUBJECTED TO MY OWN MIDDLE-OF-THE-WEEK
 TREATMENT OF "CRAZY RHYTHM." THOSE GOOD NOTES YOU HEAR
 WILL BE PAUL WESTON'S BOYS.

MUSIC: "CRAZY RHYTHM" MERCER, ORCHESTRA

(APPLAUSE)

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MUSIC: MEMORY THEME

MERCER: "I HEAR A SONG IN THE NIGHT" ...THAT'S THE LITTLE MUSIC SHOP ORIGINAL THAT MEANS A MEMORY TUNE IS COMING UP. TONIGHT IT'S THE PIED PIPERS WITH JUNE HUTTON WHO DO A LITTLE ^{fancy} MUSICAL DELVING INTO THE PAST. AND BELIEVE ME, THEY REALLY HAD TO DO SOME DELVIN' TO COME UP WITH THIS ^{little} OLDIE. SHOW THE FOLKS WHAT YOU DONE DELVED, PIPERS.

MUSIC: "I'M FOREVER BLOWING BUBBLES"PIPERS, ORCH.

(APPLAUSE)

MERCER: THANK YOU PIPERS. ^{Wendell Niles} YOU BLOW A MEAN BUBBLE. WENDELL NILES NOW SINGS A LITTLE NUMBER CALLED "I'M FOREVER SMOKING CHESTERFIELDS."

(INSERT COMMERCIAL)

CHESTERFIELD MUSIC SHOP
TUES. OR WED. COMMERCIAL
7/25/44

-3-

NILES: THANK YOU, JOHN. TO TELL THE WHOLE STORY OF CHESTERFIELD'S DELIGHTFUL MILDNESS AND COOL SMOKING GOOD TASTE, I KNOW OF NO BETTER WAY THAN TO EMPHASIZE THE FIVE KEY WORDS TO CHESTERFIELD'S GENUINE SMOKING PLEASURE.... RIGHT COMBINATION ... WORLD'S BEST TOBACCOS. THAT'S EASILY SAID, FRIENDS, BUT IT REQUIRES YEARS OF WORK TO MAKE THAT FIVE WORD STATEMENT COME TRUE! OVER A HUNDRED EXPERT BUYERS ALL OVER TOBACCO-LAND BEGIN WATCHING THE TOBACCO CROP.... EVEN WHEN THE TINY PLANTS ARE STILL GROWING IN THE FARMERS' SEED BEDS... WATCHING THE WEATHER, DAY BY DAY, FOR ITS EFFECT UPON THE CROP! THEN HARVESTING, GRADING, CURING... DEALING WITH FARMERS ALL OVER TOBACCO-LAND WHO HAVE STUDIED TOBACCO FOR GENERATIONS: ABOUT EACH OF THESE THINGS, CHESTERFIELD MUST MAKE CERTAIN, SO THAT THEY KNOW WHOSE TOBACCO TO BUY AT AUCTION TIME. FINALLY, IN CHESTERFIELD'S WAREHOUSES, LABORATORIES, FACTORIES ... COMES THE AGEING, THE TESTING, THE BLENDING, AND ONLY AT THE VERY END OF THIS LONG PERIOD, COMES THE MAKING OF THE CIGARETTE THAT SATISFIES. ALL OF THIS REQUIRES A COMPLETE STAFF OF EXPERTS RANGING FROM AGRICULTURAL SPECIALISTS TO LABORATORY SCIENTISTS. ~~ALL OF THESE MEN,~~ WORKING THROUGH THE YEARS, WATCH THE QUALITY OF ~~EVERY ONE OF~~ THE TWENTY CHESTERFIELDS IN YOUR PACK. AND WHY ALL OF THIS EFFORT? SIMPLY TO MAKE CERTAIN THAT THE FIVE WORD STATEMENT WE MAKE ABOUT CHESTERFIELD IS ALWAYS TRUE -- RIGHT COMBINATION ... WORLD'S BEST TOBACCOS.

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CHESTERFIELD MUSIC SHOP

REVISED 4

MERCER: Right along in here, now, Paul Weston's Chesterfield
Philharmonic comes up with a little girl we all know
as "Louise".

MUSIC: "LOUISE".....ORCHESTRA
(APPLAUSE)

NILES: WELL, JOHN - WHERE'S ~~YOUR~~ YOUR NEW SONG FOR THIS WEEK,
WRITTEN BY JOHNNY MERCER?

MERCER: I'M SORRY, WENDELL - BUT I'M GOING TO HAVE TO DISAPPOINT
YOU.

NILES: I SUPPOSE YOU LEFT IT HOME.

MERCER: NO - I BROUGHT IT WITH ME. BUT JUST SO IT WON'T BE TOO
MUCH OF A DISAPPOINTMENT, I'VE ASKED JO STAFFORD TO SING
IT. IT'S FROM "HERE COME THE WAVES", AND IT'S CALLED
"LET'S TAKE THE LONG WAY HOME".

MUSIC: "LET'S TAKE THE LONG WAY HOME" STAFFORD, ORCH
(APPLAUSE)

MERCER: THANK YOU, CUSTOMERS. AND I HOPE YOU'LL ALL MAKE A POINT OF DROPPING IN TOMORROW WHEN OUR GUEST WILL BE BING CROSBY.

NILES: SAY, JOHNNY - IS BING CROSBY REALLY COMING OVER HERE TO SEE YOU TOMORROW?

MERCER: WHY, OF COURSE, WENDELL. BING AND I ARE OLD FRIENDS. FEW PEOPLE KNOW THIS, BUT I TAUGHT HIM HOW TO SING.

NILES: YOU DID?

MERCER: CERTAINLY, SON. I WORKED WITH BING FOR YEARS...HE COPIED EVERY NOTE JUST THE WAY I SANG IT. I THINK I MAY SAFELY SAY, WENDELL, THAT I GAVE BING CROSBY MY VOICE.

NILES: YOU GAVE BING YOUR VOICE?

MERCER: THAT'S RIGHT.

NILES: I'M GLAD YOU TOLD ME, JOHN - I ALWAYS WONDERED WHERE IT WENT.

MERCER: WE'LL SEE ABOUT THAT WHEN BING GETS HERE TOMORROW. GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS.

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.⁵
Radio City
THIS IS THE NATIONAL BROADCASTING COMPANY.

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Crosby

CHESTERFIELD MUSIC SHOP

THURSDAY, JULY ²⁹ 29, 1944

4:00 - 4:15 PM PWT

MUSIC: THEME ... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES,
AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS BING
CROSBY!

MUSIC: THEME OUT

(APPLAUSE)

MERCER: WELL, OPEN UP THE DOOR AND COME RIGHT IN, FOLKS. JUST IN
CASE YOU MISSED THAT FLAMBOYANT OPENING, LET ME INFORM
YOU THAT YOUR WIRELESS HAS REACHED RIGHT OUT AND GRABBED
YOU THE CHESTERFIELD MUSIC SHOP. ~~YES, THIS IS THE PLACE~~
~~WHERE ALL THE TALENT HANGS OUT EVERY NIGHT / ABOUT THIS~~
TIME. ~~AND SPEAKING OF TALENT,~~ ^{and off here is} WE OFFER JO STAFFORD AND
THE PIED PIPERS WITH " LOVE IS JUST AROUND THE CORNER".

MUSIC: "LOVE IS JUST AROUND THE CORNER"....STAFFORD, PIPERS, ORCH.

(APPLAUSE)

MERCER: NOW HERE'S WENDELL NILES WITH A FEW WORDS ON ^{our} ~~his~~
FAVORITE SUBJECT.

CHESTERFIELD MUSIC SHOP
COMMERCIAL

NILES: FROM THE MAIL CHESTERFIELD RECEIVED FROM AMERICAN SERVICE MEN AND WOMEN AROUND THE WORLD, WHERE OUR PROGRAMS ARE RE-BROADCAST BY SHORT-WAVE, IT SEEMS THAT MOST OF THEM HAVE TWO CONSTANT DESIRES: THE FIRST, OF COURSE, IS FOR A LETTER FROM HOME, THE SECOND - IS INVARIABLY FOR MORE CIGARETTES. NOW THE BOYS AND GIRLS ARE CERTAINLY ENTITLED TO ALL WE CAN GIVE THEM OF THE LITTLE COMFORTS OF LIFE, AND THE BUSINESS OF CHESTERFIELD IS TO HELP PROVIDE THEM WITH THE FINEST CIGARETTE IT IS POSSIBLE TO MAKE. ~~THEY DO NOT WANT TO BE BORED~~ HERE'S HOW THEY DO IT!

LET'S START WITH THE IMPORTANT JOB OF THE TOBACCO FARMER. JUST THE PAINSTAKING CARE, FROM THE PEDIGREED TOBACCO SEED HE PLANTS IN HIS SEED BED, RIGHT THROUGH ITS TRANSPLANTING, GROWING, HARVESTING AND PROPER CURING MAKE HIS TOBACCO ELIGIBLE FOR PURCHASE BY CHESTERFIELD BUYERS AT AUCTION TIME. AFTER AGEING THESE FINE PEDIGREED TOBACCOS, CHESTERFIELD SCIENTIFICALLY CONDITIONS AND BLENDS THEM WITH JUST ENOUGH TURKISH TOBACCO TO MEET THE REQUIREMENTS OF THE EXACT CHESTERFIELD FORMULA - YES, CHESTERFIELDS ARE Milder AND BETTER-TASTING, AND ALTHOUGH ^{THE FINE} THIS IS A SECRET PROCESS OF BLENDING, THE MAIN RECIPE FOR A CHESTERFIELD IS NOW AS ALWAYS: RIGHT COMBINATION -
WORLD'S BEST TOBACCOS.

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CHESTERFIELD MUSIC SHOP
CROSBY SPOT

-3-

NILES: SAY, JOHN - WHAT'S ALL THIS TALK ABOUT BING CROSBY COMING
OVER TO VISIT THE MUSIC SHOP?

MERCER: THAT'S CORRECT, WENDELL. YOU KNOW, BING IS THE KIND OF
A FELLOW WE NEED AROUND HERE TO GIVE THE PLACE CLASS.
BESIDES BEING A SINGER, ^{Bing Crosby's} ~~HE'S~~ A DYNAMIC PERSONALITY, A
MAN AMONG MEN, AND A VERITABLE MOLDER OF CHARACTER.

CROSBY: IS SOMEONE LOOKING FOR A MOULDY CHARACTER?
(APPLAUSE)

MERCER: I HATE TO SEEM INQUISITIVE, STRANGER, BUT WHO ARE YOU?

CROSBY: CROVENY'S THE NAME, SON - HARRY CROVENY. I HEARD YOU
NEEDED A NEW SINGER AROUND HERE.

MERCER: WHO TOLD YOU THAT?

CROSBY: NOBODY.

MERCER: THEN HOW DO YOU KNOW WE NEED A NEW SINGER?

CROSBY: I'VE HEARD YOUR SHOW.

MERCER: OH YOU HAVE?

CROSBY: SURE. I GOT EARS, AINT I?

MERCER: I WON'T ARGUE WITH YOU THERE....BUT I WAS EXPECTING BING
CROSBY.

CROSBY: ^{Be so free with your money - Mr. Mercer.}
~~DON'T THROW YOUR DOUGH AWAY, SON.~~ I SING TWICE AS LOUD
FOR HALF AS MUCH.

MERCER: WHERE'D YOU EVER SING BEFORE?

CROSBY: I ONCE SANG IN THE HOLLYWOOD BOWL.

MERCER: YOU SANG IN THE BOWL?

CROSBY: YUP.

MERCER: HOW'D YOU MAKE OUT?

CROSBY: WOUND UP IN THE DRAIN.

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MERCER: WELL, AS LONG AS YOU'RE HERE, I SUPPOSE YOU MIGHT AS WELL SHOW US WHAT YOU CAN DO.

CROSBY: OH THANK YOU, GOOD SIR. YOUR GREAT KINDNESS SHALL NOT GO UNREWARDED.

MERCER: OKAY. STOP LICKING MY HAND...I SUPPOSE YOU BROUGHT A SUITABLE PIECE OF MUSIC FOR THIS AUDITION?

CROSBY: YES, IT'S A LITTLE NUMBER I ^{fixed up} WROTE MYSELF, ENTITLED "WHEN THE WESKIT BUILDS HIS NESKIT IN THE BROOM TREE, I'LL COME HOME AND BORAH MINEVITCH WITH YOU."

MERCER: ALL RIGHT. LET'S HEAR IT ANYWAY.

CROSBY: VERY WELL. I'LL HAVE A GO AT IT.....

MUSIC: *m: solo... anyway C: up you to singer,*
"I'LL GET BY".....CROSBY, ORCH.

(APPLAUSE)

CROSBY: WELL, WHAT DID YOU THINK OF IT?

MERCER: OH, IT WASN'T TOO BAD...EXCEPT FOR ONE THING.

CROSBY: WHAT'S THAT?

MERCER: YOU SOUND TOO MUCH LIKE BING CROSBY.

CROSBY: I SOUND LIKE CROSBY?

MERCER: YEP.

CROSBY: HOW DO YOU LIKE THAT GUY? BETWEEN HIM AND DICK TODD, A GUY CAN'T MAKE AN HONEST LIVING. *will pick up a careful quarter.*

MERCER: I'M SORRY, SON, BUT I'M AFRAID I CAN'T USE YOU.

CROSBY: CAN'T USE ME? WHY, WHEN I FIRST STARTED TO SING, MY VOICE STARTLED THE MUSICAL WORLD.

MERCER: I CAN BELIEVE THAT IT SURE STARTLED ME --

CROSBY: MAYBE YOU STARTLE EASY.

MERCER: LOOK - IN ORDER TO SING PROPERLY, YOU'VE GOT TO FOLLOW ONE OF THE MUSICAL THEORIES. WHAT SYSTEM DO YOU USE NOW?

CROSBY: SYSTEM?

MERCER: YES. *System?*

CROSBY: I JUST CLOSE MY EYES AND STICK A PIN IN THE RACING FORM.

MERCER: NO, NO. I MEAN YOUR METHOD OF SINGING. YOU SEE AS AN ACCOMPLISHED MUSICIAN, THE NOTES SHOULD COME FROM YOUR DIAPHRAM.

CROSBY: *Start em in my diaphragm*
~~BUT IT AIN'T ME DIAGRAM THAT'S BOTHERING ME...I HAVE~~ *not*
have TROUBLE GETTIN' 'EM PAST MY GIRDLE.

MERCER: LOOKS - WHERE DID YOU LEARN TO SING, ANYWAY? DID YOU ATTEND MUSIC SCHOOL?

CROSBY: NATURALLY.

MERCER: WHAT'S THE NAME OF IT?

CROSBY: STREPTOKOWSKI'S CONSERVATORY, TAP ROOM AND SNOOKER PALACE.

MERCER: I DON'T BELIEVE I'VE EVER HEARD OF IT.

CROSBY: OH, IT'S JUST AN INFORMAL PLACE. EVERY SATURDAY NIGHT A FEW OF THE BOYS DROP OVER....(SIGHS) FAITH, AN' IT WOULD DO YOUR HEART GOOD TO SEE 'EM LAYIN' THERE.

MERCER: I DON'T KNOW, MR. CROVENY. YOU, SEE, I'M LOOKING FOR SOMEONE WHO CAN REALLY SING....SOMEONE LIKE JOHNNY MERCER.

CROSBY: WELL MAKE UP YOUR MIND - WHICH DO YOU WANT?

MERCER: OH I WOULDN'T SAY THAT - MERCER DOES ALL RIGHT.

CROSBY: MY SCOUTS TELL ME DIFFERENT. *What to say*

MERCER: IS THAT SO? WHY NOT LONG AGO, MERCER WROTE A SONG CALLED "SMALL FRY" THAT ~~HE~~ *Mercer* AND BING CROSBY MADE A RECORD OF. IT WAS A BIG SELLER.

CROSBY: G'WAN! I'LL BET YOU AND I COULD DO AS WELL RIGHT NOW.

MERCER: HAVE YOU EVER MADE ANY RECORDS?

CROSBY: I GOT FOUR BOYS.

MERCER: THAT'S NO RECORD.

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CROSBY: CAN YOU BEAT IT?

MERCER: I PASS. BUT IF YOU REALLY THINK WE COULD SING THAT SONG
LIKE CROSBY AND MERCER, LET'S GIVE IT A TRY.

CROSBY: OKAY. I THINK IT WENT SOMETHING LIKE THIS...

MUSIC: "SMALL FRY" CROSBY, MERCER, OCH

(APPLAUSE)

CHESTERFIELD MUSIC SHOP
CLOSING

-7-

*It's always nice to have
the Chesterfield
show*

MERCER: THANK YOU, BING CROSBY, FOR DROPPING IN TONIGHT. WE HOPE
YOU'LL MAKE IT A HABIT. RIGHT HERE'S WHERE WE RING DOWN
THE CURTAIN ON OUR THURSDAY SOIREE, AND PREPARE FOR A
LITTLE JAUNT ON THE MORROW TO THE ~~REDISTRIBUTION CENTER~~
Small Craft Parcel Store
~~IN SANTA MONICA. YES, TOMORROW, AS ON EVERY FRIDAY,~~
Center at Terminal Station
~~YOU'LL FIND ALL OF US GIVING OUR ALL FOR THE BOYS IN THE~~
Swim out with the boys & family
SERVICE. SO, TILL THEN, TRY A CHESTERFIELD. ~~THIS IS~~
~~JOHNNY MERCER ON BEHALF OF JO STAFFORD, PAUL WESTON, AND~~
~~THE PIED PIPERS SAYING GOOD NIGHT.~~

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

(APPLAUSE)

*Niles: Bing Crosby appeared thru the courtesy of the
Adapt Co.*

MUSIC: THEME UP AND UNDER

NBC: ANNCR: ~~THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.~~
THIS IS THE NATIONAL BROADCASTING COMPANY

Al Saxe

CHESTERFIELD MUSIC SHOP

THURSDAY, JULY 28, 1944

4:00 - 4:15 PM PWT

MUSIC: THEME ... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES,
AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS BING
CROSBY!

MUSIC: THEME OUT
(APPLAUSE)

MERCER: WELL, OPEN UP THE DOOR AND COME RIGHT IN, FOLKS. JUST IN
CASE YOU MISSED THAT FLAMBOYANT OPENING, LET ME INFORM
YOU THAT YOUR WIRELESS HAS REACHED RIGHT OUT AND GRABBED
YOU THE CHESTERFIELD MUSIC SHOP. ~~YES, THIS IS THE PLACE~~
~~WHERE ALL THE TALENT HINGS OUT EVERY NIGHT ABOUT THIS-~~
~~TIME. AND SPEAKING OF TALENT, WE OFFER~~ *Just off here is* JO STAFFORD AND
THE PIED PIPERS WITH " LOVE IS JUST AROUND THE CORNER".

MUSIC: "LOVE IS JUST AROUND THE CORNER"....STAFFORD, PIPERS, ORCH.
(APPLAUSE)

MERCER: NOW HERE'S WENDELL NILES WITH A FEW WORDS ON HIS ~~own~~ *own*
FAVORITE SUBJECT.

CHESTERFIELD MUSIC SHOP
COMMERCIAL

NILES: FROM THE MAIL CHESTERFIELD RECEIVED FROM AMERICAN SERVICE MEN AND WOMEN AROUND THE WORLD, WHERE OUR PROGRAMS ARE RE-BROADCAST BY SHORT-WAVE, IT SEEMS THAT MOST OF THEM HAVE TWO CONSTANT DESIRES: THE FIRST, OF COURSE, IS FOR A LETTER FROM HOME, THE SECOND - IS INVARIABLY FOR MORE CIGARETTES. NOW THE BOYS AND GIRLS ARE CERTAINLY ENTITLED TO ALL WE CAN GIVE THEM OF THE LITTLE COMFORTS OF LIFE, AND THE BUSINESS OF CHESTERFIELD IS TO HELP PROVIDE THEM WITH THE FINEST CIGARETTE IT IS POSSIBLE TO MAKE. ~~AND~~ ~~THEY DO THIS.~~ AND HERE'S HOW THEY DO IT!

LET'S START WITH THE IMPORTANT JOB OF THE TOBACCO FARMER. JUST THE PAINSTAKING CARE, FROM THE PEDIGREED TOBACCO SEED HE PLANTS IN HIS SEED BED, RIGHT THROUGH ITS TRANSPLANTING, GROWING, HARVESTING AND PROPER CURING MAKE HIS TOBACCO ELIGIBLE FOR PURCHASE BY CHESTERFIELD BUYERS AT AUCTION TIME. AFTER AGEING THESE FINE PEDIGREED TOBACCOS, CHESTERFIELD SCIENTIFICALLY CONDITIONS AND BLENDS THEM WITH JUST ENOUGH TURKISH TOBACCO TO MEET THE REQUIREMENTS OF THE EXACT CHESTERFIELD FORMULA - YES, CHESTERFIELDS ARE Milder AND BETTER-TASTING AND ALTHOUGH ^{their} ~~THIS~~ IS A SECRET PROCESS OF BLENDING, THE MAIN RECIPE FOR A CHESTERFIELD IS NOW AS ALWAYS: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

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CHESTERFIELD MUSIC SHOP
CROSBY SPOT

-3-

NILES: SAY, JOHN - WHAT'S ALL THIS TALK ABOUT BING CROSBY COMING
OVER TO VISIT THE MUSIC SHOP?

MERCER: THAT'S CORRECT, WENDELL. YOU KNOW, BING IS THE KIND OF
A FELLOW WE NEED AROUND HERE TO GIVE THE PLACE CLASS.
BESIDES BEING A SINGER, ^{Bing Crosby's} ~~HE'S~~ A DYNAMIC PERSONALITY, A
MAN AMONG MEN, AND A VERITABLE MOLDER OF CHARACTER.

CROSBY: IS SOMEONE LOOKING FOR A MOULDY CHARACTER?
(APPLAUSE)

MERCER: I HATE TO SEEM INQUISITIVE, STRANGER, BUT WHO ARE YOU?

CROSBY: GROVENY'S THE NAME, SON - HARRY GROVENY. I HEARD YOU
NEEDED A NEW SINGER AROUND HERE.

MERCER: WHO TOLD YOU THAT?

CROSBY: NOBODY.

MERCER: THEN HOW DO YOU KNOW WE NEED A NEW SINGER?

CROSBY: I'VE HEARD YOUR SHOW.

MERCER: OH YOU HAVE?

CROSBY: SURE. I GOT EARS, AINT I?

MERCER: I WON'T ARGUE WITH YOU THERE....BUT I WAS EXPECTING BING
CROSBY.

CROSBY: ^{be so free with your money croc-pond!}
DON'T ~~THROW YOUR DOUGH AWAY, SON.~~ I SING TWICE AS LOUD
FOR HALF AS MUCH.

MERCER: WHERE'D YOU EVER SING BEFORE?

CROSBY: I ONCE SANG IN THE HOLLYWOOD BOWL.

MERCER: YOU SANG IN THE BOWL?

CROSBY: YUP.

MERCER: HOW'D YOU MAKE OUT?

CROSBY: WOUND UP IN THE DRAIN.

MERCER: WELL, AS LONG AS YOU'RE HERE, I SUPPOSE YOU MIGHT AS WELL SHOW US WHAT YOU CAN DO.

CROSBY: OH THANK YOU, GOOD SIR. YOUR GREAT KINDNESS SHALL NOT GO UNREWARDED.

MERCER: OKAY. STOP LICKING MY HAND...I SUPPOSE YOU BROUGHT A SUITABLE PIECE OF MUSIC FOR THIS AUDITION?

CROSBY: YES, IT'S A LITTLE NUMBER I ^{filed up} ~~WROTE~~ MYSELF, ENTITLED "WHEN THE WESKIT BUILDS HIS NESKIT IN THE BROOM TREE, I'LL COME HOME AND BORAH MINEVITCH WITH YOU."

MERCER: ALL RIGHT. LET'S HEAR IT ANYWAY.

CROSBY: VERY WELL. I'LL HAVE A GO AT IT.....
m! "Feb" hear it anyway. c: Oh you're too eager.

MUSIC: "I'LL GET BY".....CROSBY, OPCH.

(APPLAUSE)

CROSBY: WELL, WHAT DID YOU THINK OF IT?

MERCER: OH, IT WASN'T TOO BAD...EXCEPT FOR ONE THING.

CROSBY: WHAT'S THAT?

MERCER: YOU SOUND TOO MUCH LIKE BING CROSBY.

CROSBY: I SOUND LIKE CROSBY?

MERCER: YEP.

CROSBY: HOW DO YOU LIKE THAT GUY? BETWEEN HIM AND DICK TODD, A GUY CAN'T MAKE AN HONEST LIVING. *can't pick up a careful quarter.*

MERCER: I'M SORRY, SON, BUT I'M AFRAID I CAN'T USE YOU.

CROSBY: CAN'T USE ME? WHY, WHEN I FIRST STARTED TO SING, MY VOICE STARTLED THE MUSICAL WORLD.

MERCER: I CAN BELIEVE THAT IT SURE STARTLED ME --

CROSBY: MAYBE YOU STARTLE EASY.

MERCER: LOOK - IN ORDER TO SING PROPERLY, YOU'VE GOT TO FOLLOW ONE OF THE MUSICAL THEORIES. WHAT SYSTEM DO YOU USE NOW?

CROSBY: SYSTEM?

MERCER: ~~yes~~ *System.*

CROSBY: I JUST CLOSE MY EYES AND STICK A PIN IN THE RACING FORM.

MERCER: NO, NO. I MEAN YOUR METHOD OF SINGING. YOU SEE AS AN ACCOMPLISHED MUSICIAN, THE NOTES SHOULD COME FROM YOUR DIAPHRAM.

CROSBY: ~~BUT IT AIN'T ME DIAGRAM THAT'S BOTHERING ME...I HAVE~~ *I start em in my* ~~but I~~
have TROUBLE GETTIN' 'EM PAST MY GIRDLE.

MERCER: LOOK - WHERE DID YOU LEARN TO SING, ANYWAY? DID YOU ATTEND MUSIC SCHOOL?

CROSBY: NATURALLY.

MERCER: WHAT'S THE NAME OF IT?

CROSBY: STREPTOKOWSKI'S CONSERVATORY, TAP ROOM AND SNOOKER PALACE.

MERCER: I DON'T BELIEVE I'VE EVER HEARD OF IT.

CROSBY: OH, IT'S JUST AN INFORMAL PLACE. EVERY SATURDAY NIGHT A FEW OF THE BOYS DROP OVER....(SIGHS) FAITH, AN' IT WOULD DO YOUR HEART GOOD TO SEE 'EM LAYIN' THERE.

MERCER: I DON'T KNOW, MR. CROVENY. YOU, SEE, I'M LOOKING FOR SOMEONE WHO CAN REALLY SING....SOMEONE LIKE JOHNNY MERCER.

CROSBY: WELL MAKE UP YOUR MIND - WHICH DO YOU WANT?

MERCER: OH I WOULDN'T SAY THAT - MERCER DOES ALL RIGHT.

CROSBY: MY SCOUTS TELL ME DIFFERENT.

MERCER: IS THAT SO? WHY NOT LONG AGO, ~~MERCER~~ *Here was Mercer* WROTE A SONG CALLED "SMALL FRY" THAT ~~HE~~ AND BING CROSBY MADE A RECORD OF. IT WAS A BIG SELLER.

CROSBY: G'WAN! I'LL BET YOU AND I COULD DO AS WELL RIGHT NOW.

MERCER: HAVE YOU EVER MADE ANY RECORDS?

CROSBY: I GOT FOUR BOYS.

MERCER: THAT'S NO RECORD.

j

CROSBY: CAN YOU BEAT IT?

MERCER: I PASS. BUT IF YOU REALLY THINK WE COULD SING THAT SONG
LIKE CROSBY AND MERCER, LET'S GIVE IT A TRY.

CROSBY: OKAY. I THINK IT WENT SOMETHING LIKE THIS...

MUSIC: "SMALL FRY" CROSBY, MERCER, ORCH
(APPLAUSE)

CHESTERFIELD MUSIC SHOP
CLOSING

-7-

MERCER: THANK YOU, BING CROSBY, FOR DROPPING IN TONIGHT. WE HOPE
YOU'LL MAKE IT A HABIT. RIGHT HERE'S WHERE WE RING DOWN
THE CURTAIN ON OUR THURSDAY SOIREE, AND PREPARE FOR A
LITTLE JAUNT ON THE MORROW TO THE ~~REDISTRIBUTION CENTER~~ *Small Craft Boat Training*
Center at Terminal Island
~~IN SANTA MONICA.~~ YES, TOMORROW, AS ON EVERY FRIDAY,
YOU'LL FIND ALL OF US ~~GIVING OUR ALL~~ *given out with some plain & fancy ceps* FOR THE BOYS IN THE
SERVICE. SO, TILL THEN, TRY A CHESTERFIELD. ~~THIS IS~~
~~JOHNNY MERCER ON BEHALF OF JO STAFFORD, PAUL WESTON, AND~~
~~THE PIED PIPERS SAYING GOOD NIGHT.~~

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

(APPLAUSE)

Niles: Bing Crosby appeared thru the courtesy of the Kraft
MUSIC: THEME UP AND UNDER *Cheese Co.*

NBC: ANNCR: ~~THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM HOLLYWOOD.~~

THIS IS THE NATIONAL BROADCASTING COMPANY

COMMERCIAL

NILES: Each week a million Chesterfields go overseas as a free gift to the men in uniform from our sponsors. The soldier really asks for very few things ... a pretty girl's photograph; V-mail from home; hot coffee, and always, for his American cigarettes. The Navy is a huge user of Chesterfields...That friendly white pack is almost standard equipment with the boys of the greatest Navy on earth. By the millions the Air Corps enjoys Chesterfields for the quick relaxation and comfort of a fresh, cool smoke isn't a luxury to a flyin' man - it is a necessity, Chesterfields go into hospitals behind battlefields everywhere on earth. The simple moments of real smoking pleasure a Chesterfield always brings are valued like medicine by the fighting man. The Chesterfield people make a serious and earnest job out of supplying cigarettes to the boys and girls in uniform - and its other serious and earnest work is to keep on using in Chesterfield only the finest tobaccos, only the most skilled ageing and blending that Science and research can provide. Yes, wherever on earth you find a pack of Chesterfields - you find a cigarette that really Satisfies -- and for this definite reason - RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

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MUSIC: IT HAD TO BE YOU (UNANNOUNCED) ORCHESTRA

(APPLAUSE)

MERCER: THAT, AS YOU SURELY MUST KNOW, WAS PAUL WESTON'S BOYS
PLAYING "IT HAD TO BE YOU".

I DON'T THINK ANY OF US HERE AROUND THE ^{chestnutfield} MUSIC SHOP WILL
EVER GET TIRED OF LISTENING TO THE KIND OF SINGING WE CAN
ALWAYS LOOK FORWARD TO FROM JO STAFFORD. ESPECIALLY WHEN
MISS JO PICKS SUCH SURE-FIRE BALLADS AS "I'LL BE SEEING
YOU".

MUSIC: I'LL BE SEEING YOU STAFFORD, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, JO. YOU WERE SWELL. AND FOLLOWING THAT SOFT
AND SOOTHING BALLAD, WE TURN TO A MORE RHYTHMICAL OPUS
AS TREATED BY THE PIED PIPERS WITH JUNE HUTTON. HAVE YOUR
FARES READY, CUSTOMERS, 'CAUSE IT'S THE "TROLLEY SONG",
FROM "MEET ME IN ST. LOUIS".

MUSIC: TROLLEY SONG PIPERS, ORCH

(APPLAUSE)

MERCER: THANK YOU, PIPERS. YOUR "TROLLEY SONG" SEEMS TO HAVE BROUGHT US TO THE END OF THE LINE FOR TONIGHT. BUT WITHOUT GIVING AWAY ANY TRADE SECRETS, I THINK I CAN PROMISE YOU CUSTOMERS SOME MORE SOLID STUFF FOR THE REST OF THE WEEK, AM I RIGHT, WENDELL?

NILES: YES, JOHNNY. TOMORROW NIGHT WE HAVE ARTHUR TREACHER AS OUR GUEST.

MERCER: GOOD OLD TREACH. I GUESS I'LL HAVE TO REALLY LAY THE ENGLISH ON THAT BOY. HOW ABOUT WEDNESDAY?

NILES: WEDNESDAY -- A NEW SONG BY JOHNNY MERCER.

MERCER: O.K. -- BUT I'M GETTIN' TO THE BOTTOM OF THE TRUNK. THURSDAY?

NILES: THURSDAY, DIANA LYNN OF THE MOVIES.

MERCER: HMM. LOOKS LIKE THURS WILL BE MY BUSY DAY. AND FRIDAY WE VISIT WHAT SERVICE CAMP?

NILES: THE Minnie Bose AT El Tono.

MERCER: WELL, THAT'S THE WAY IT IS, FOLKS. WE DO HOPE YOU CAN KEEP IN TOUCH WITH US THE REST OF THE WEEK, AND THAT EVERY WEEK YOU'RE DOIN' RIGHT BY THOSE GOOD OLD CHESTERFIELDS. NOW, FOR JO STAFFORD, PAUL WESTON'S ORCHESTRA, THE PIED PIPERS AND MYSELF, THIS IS JOHNNY MERCER SAYING GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION -- WORLD'S BEST TOBACCOS.

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

Agency

CHESTERFIELD MUSIC SHOP

Tuesday, August 1, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
 TONIGHT IS ARTHUR TREACHER!

MERCER: WELL, GREETINGS AND SALUTATIONS, GOOD PEOPLE. IN CASE WE
 FAILED TO MAKE IT PLAIN, THIS IS THE GOOD OLD CHESTERFIELD
 MUSIC SHOP, COMIN' AT YOU IN THE INTERESTS OF MUSICAL
 MUSIC AND FRIVOLOUS FRIVOLITY. RIGHT HERE AND NOW THE
 PIED PIPERS WITH JUNE HUTTON FLAUNT THE RESTRICTIONS OF
 THIS HERE MEATLESS TUESDAY TO BRING YOU A MEATY LITTLE
 SELECTION CALLED "STRAIGHTEN UP AND FLY RIGHT".

MUSIC: "STRAIGHTEN UP AND FLY RIGHT". PIPERS, ORCH
 (APPLAUSE)

MERCER: NOW IF I'M NOT MISTAKEN, THIS IS THE PLACE WE SAVED FOR
 WENDELL NILES TO GET UP ~~ON HIS HIND LEGS~~ AND SAY...

(INSERT COMMERCIAL)

NILES: Recently a national business survey was made in order to determine the buying tastes of ourselves, the American public. It showed what companies in our land of quick changes were really standing up successfully through the years, through good times and bad times.

Well, the fifty companies that were way out in front, the hands-down winners, were not those that made the flashiest products, or the loudest claims, or offered bargain-basement prices. The fifty most successful American companies were all alike in one thing - they offered fine quality, and stressed quality more than anything else. Incidentally, the makers of milder, better-tasting Chesterfields are definitely among the very sound and successful companies of America. And for the same reason. Quality. If I went into a lot of detail now, I couldn't add a thing to that very convincing reason for the success of a cigarette that is today winning more new smokers than at any time in its history. Just this five-word explanation for the thing that makes every Chesterfield an outstanding example of a QUALITY cigarette: RIGHT COMBINATION - WORLD'S BEST TOBACCOS!

MERCER: THANK YOU, WENDELL. FOLLOWING WHICH, I PROCEED TO INFLICT THE COUNTRYSIDE WITH A SAMPLE OF MY OWN ~~WAS A~~ ^{WAS A} ~~VISIOUS~~ VOCALIZIN'. IT'S A NEW SONG CALLED "I WISH YOU WERE WAITING FOR ME".

MUSIC: "I WISH YOU WERE WAITING FOR ME". MERCER, ORCH

(APPLAUSE)

MERCER: THANK YOU, ^{VERY MUCH} SAY, WENDELL...

NILES: YES, JOHNNY?

MERCER: DO YOU THINK YOU COULD TAKE CARE OF THE SHOP FOR A MINUTE? I'VE GOTTA GO BACK IN THE STOCK ROOM AND LOOK UP A TUNE.

NILES: GO RIGHT AHEAD, OLD BOY. I GUESS I CAN HANDLE THINGS AROUND HERE.

MERCER: (FADING OUT) OKAY - I'LL ONLY BE A MINUTE.

NILES: LADIES AND GENTLEMEN...AT THIS POINT, THE CHESTERFIELD MUSIC SHOP PRESENTS--

TREACHER: (INTERRUPTING) EXCUSE ME, OLD BOY...

NILES: UH...WHO ARE YOU?

TREACHER: MY NAME IS ARTHUR TREACHER.

(APPLAUSE)

TREACHER: TELL ME ^{OLD BOY} DID I SAY SOMETHING CLEVER OR SOMETHING?

NILES: NOT PARTICULARLY, NO.

TREACHER: THEN WHAT ~~ARE ALL THOSE SILLY PEOPLE~~ ^{IS THIS LARGE & INTELLIGENT AUDIENCE} APPLAUDING FOR?

NILES: I'M SURE I DON'T KNOW. NOW ^{JUST} WHAT WAS IT YOU WANTED?

TREACHER: WELL, BEFORE I GIVE YOU MY LIFE HISTORY, YOU MIGHT AT LEAST TELL ME YOUR NAME, OLD CHAP.

NILES: I'M WENDELL NILES.

TREACHER: HOW AWFUL ^{FOR YOU} WHAT ARE YOU DOING FOR IT?

NILES: DON'T TELL ME YOU CAME IN HERE JUST TO ASK ME THAT.

TREACHER: NO - AS A MATTER OF FACT, I'M LOOKING FOR A BUTLER.

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NILES: ARTHUR TREACHER LOOKING FOR A BUTLER? (LAUGHS)

TREACHER: YOU FIND THAT AMUSING?

NILES: I'LL SAY. ARTHUR TREACHER LOOKING FOR A BUTLER IS JUST LIKE A BIG HAM LOOKING FOR A PIECE OF BACON.

TREACHER: I'M NOT INTERESTED IN YOUR DIETARY HABITS...^{YOU KNOW} ANYWAY, THE CHAP WHOM I AM TO INTERVIEW AS MY NEW BUTLER PROMISED TO MEET ME HERE, AND I SHAN'T BUDGE UNTIL I SEE HIM.

NILES: BUT, MR. TREACHER - THIS ISN'T AN EMPLOYMENT AGENCY - IT'S A MUSIC SHOP. I WORK HERE.

TREACHER: ~~OH, THEN YOU MUST BE THE CLARK.~~ ^{Well, why don't you go away somewhere?} ~~OLD MAN~~

NILES: YOU MEAN CLERK.

TREACHER: ON THE CONTRARY. YOU SEE, IN ENGLAND, CLERK IS PRONOUNCED CLARK. THEREFORE, YOU ARE THE CLARK.

NILES: OKAY... WHAT CAN I DO FOR YOU, JARK?

TREACHER: MAY I ASK YOU A PERSONAL QUESTION?

NILES: SURE - GO RIGHT AHEAD.

TREACHER: IS THAT YOUR OWN FACE, OR DID YOU JUST GET BACK FROM A SCAVENGER HUNT?

NILES: VERY WELL - IF YOU WANT TO GET INSULTING -- (FADING OUT)
~~I GUESS I KNOW WHEN I'M NOT WANTED.~~

TREACHER: (TO HIMSELF) I WONDER WHERE THAT BUTLER CHAP CAN BE.

MERCER: (FADING IN) CAN I HELP YOU, MISTER?

TREACHER: AH - THIS MUST BE MY MAN NOW. WHAT IS YOUR NAME, MY DEAR CHAP?

MERCER: I'M JOHNNY MERCER.

TREACHER: WELL, DON'T LOOK SO SAD - IT COULD HAPPEN TO ANYONE...^{YOU KNOW}
NOW, WHAT ARE YOUR QUALIFICATIONS FOR THIS JOB?

MERCER: HUH?

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TREACHER: DON'T STAND THERE MUMBLING. TELL ME ABOUT YOUR PREVIOUS EMPLOYMENT.

MERCER: WELL, I'VE BEEN A SONGWRITER FOR TWELVE YEARS. BUT I DON'T SEE--

TREACHER: SONG WRITER, EH? HAVE YOU EVER DONE ANY HONEST WORK?

MERCER: I DON'T QUITE UNDERSTAND.

TREACHER: VERY WELL - WE'LL SKIP YOUR PREVIOUS EMPLOYMENT. HOW ARE YOU AROUND THE HOUSE? ^{I MEAN} DO YOU HAVE ANY BAD HABITS?

MERCER: WELL, IN THE EVENING I LIKE TO SIT AROUND IN MY STOCKING FEET.

TREACHER: I'M AFRAID THAT WON'T DO, OLD BOY. *No,*

MERCER: WON'T DO?

TREACHER: NO. YOU SEE, I'M LOOKING FOR A GENTLEMAN'S GENTLEMAN - NOT A BUM'S BUM.

MERCER: I SEE.

TREACHER: IF YOU WORK FOR ME, YOU MUST BE THE QUINTESSENCE OF SARTORIAL ELEGANCE.

MERCER: WHAT ARE YOU TALKING ABOUT?

TREACHER: MY GOOD MAN - I WAS REFERRING TO YOUR DRESS.

MERCER: DON'T BE SILLY, I HAVEN'T WORN A DRESS SINCE I WAS A BABY. *M: OH VERY FUNNY!* ANYWAY, WHAT ARE YOU DRIVING AT? YOU TALK AS IF I WERE A BUTLER OR SOMETHING.

TREACHER: WELL, AREN'T YOU?

MERCER: OF COURSE NOT.

TREACHER: THEN WHAT'S THE IDEA OF WASTING MY TIME LIKE THIS?

MERCER: WASTING YOUR TIME?

TREACHER: CERTAINLY. WHILE I'VE BEEN STANDING HERE TALKING TO YOU, I COULD HAVE BEEN HOME ENJOYING A LITTLE (MUMBLES TO HIMSELF) - DON'T YOU KNOW?

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MERCER: I SEE.

TREACHER: AFTER TWO OF THEM, I WOULDN'T HAVE CARED IF I HAD A BUTLER OR NOT.

MERCER: WELL, AS LONG AS YOU'RE HERE IN THE MUSIC SHOP, I THINK YOU COULD AT LEAST BUY SOME MUSIC OR SOMETHING.

TREACHER: YES - I SUPPOSE I MIGHT. ^{YES, THAT'S AN IDEA} DO YOU HAVE STRAVINSKY'S CONCERTO NUMBER FIVE IN G SHARP MINOR?

MERCER: NO - IS IT MISSING?

TREACHER: ^{RIDICULOUS FELLOW} NO NO NO - IT'S A FAMOUS CLASSICAL COMPOSITION, RECENTLY MADE INTO A POPULAR LOVE SONG BY ^{MY FRIEND} FREDDIE MARTIN.

MERCER: I DON'T THINK I'VE EVER HEARD OF IT.

TREACHER: OH, SURE YOU HAVE. ^{YOU KNOW} HE CALLED IT, WITH EXQUISITE SIMPLICITY, "MY OLD HORSE DIED WITH THE GLUNK". (A VERY TOUCHING THING, REALLY.)

MERCER: ^{I'M SURE OF IT} I'M SORRY - BUT WE DON'T HAVE IT. WOULDN'T YOU RATHER HEAR THE PIED PIPERS?

TREACHER: PIED PIPERS? ^{ARE THEY STILL ALIVE?} OH, YES - THEY'RE THE CHAPS WHO DROVE THE RATS OUT OF HAMLIN, AREN'T THEY?

MERCER: THAT'S RIGHT. PERHAPS THEY'LL HAVE THE SAME EFFECT ON YOU. ^{WILL YOU} HIT US WITH THAT ^{NEW} NUMBER YOU'VE BEEN REHEARSING, WILL YOU, PIPERS?

MUSIC: TISKET A TASKET PIPERS, ORCH

TREACHER: (INTERRUPTING) OH, COME NOW - THAT WILL NEVER DO!

MERCER: (Line omitted)

TREACHER: WELL, I MAY NOT BE A PIPER, AND I DON'T CLAIM TO BE THE LEAST BIT PIED, BUT AT LEAST I CAN SING THAT NUMBER BETTER THAN THAT.

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MERCER: YOU CAN?

TREACHER: WHY, CERTAINLY. IF THOSE ^{observing} ~~SO-CALLED~~ MUSICIANS WILL
~~GIVE~~ ^{lead} ME A HAND, I'LL SHOW YOU WHAT I MEAN. ^{YOU SEE IT GOES} ~~SOMETHING~~ LIKE THIS, ^{OLD MAN}

MUSIC: TISKET A TASKET TREACHER, PIPERS, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, ARTHUR TREACHER, FOR COMING OVER. RIGHT HERE, FOLKS, IS WHERE WE GOTTA PACK UP THE PLACE UNTIL TOMORROW. WE'RE MIGHTY GLAD YOU COULD MAKE IT, AND WE HOPE YOU'LL KEEP IN TOUCH WITH US ALL THE REST OF THE WEEK. AND, INCIDENTALLY, WE HOPE YOU'RE KEEPIN' IN TOUCH WITH THOSE SATISFYIN' CHESTERFIELDS. TILL TOMORROW, THEN - THIS IS JOHNNY MERCER SAYING GOOD NIGHT FOR THE CHESTERFIELD MUSIC SHOP.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE) *ARTHUR TREACHER OF THE CARSON SHOW APPEARED THROUGH THE COURTESY OF THE*

MUSIC: THEME UP AND UNDER *CAMABELL SOUP CO.*

NBC

ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

CHESTERFIELD MUSIC SHOP

AGENCY

Wednesday, August 2, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
AND HERE'S YOUR SINGING PROPRIETOR, JOHNNY MERCER!

MERCER: WELL, HAPPY WEDNESDAY, ALL YOU SOLID CITIZENS. THIS IS
J. H. MERCER AND COMPANY READY AND WAITIN' TO SELL YOU A
PARCEL OF TUNEFUL TUNES, ALONG WITH SOME OF THOSE
SATISFYIN' CHESTERFIELDS. BUT BEFORE WE GET TO THAT -
I GOT SOMETHIN' ELSE TO SELL HERE THAT'S A DARN SITE
MORE IMPORTANT. I'M SPEAKIN' OF THAT VERY SOLID
COMMODITY, U.S. WAR BONDS. JUST BECAUSE HE DOESN'T HAVE
A BIG DRIVE ON RIGHT NOW, UNCLE SAM DOESN'T WANT ANY OF
US TO LET UP ON SOCKIN' OUR DOUGH INTO THE SAFEST
INVESTMENT IN THE WORLD. REMEMBER, THOSE WAR BONDS PAY OFF
AT THE RATE OF FOUR BUCKS TO EVERY THREE - AND BELIEVE ME,
YOU WON'T GET BETTER ODDS ANYWHERE IN TOWN. SO, KEEP
RIGHT ON BUYIN' AS MANY AS YOU CAN. AND WHEN YOU GET 'EM,
HANG ON TO 'EM.

RIGHT HERE NOW, PAUL WESTON AND THE BOYS HAVE AGREED TO
TURN ME ^{of the Pipers} LOOSE ON A ~~NEW~~ LITTLE THING CALLED ^{How many heads} "MINDIN' MY
^{Have You Broken} BUSINESS" - SO DON'T SAY I DIDN'T WARN YOU.

MUSIC: "MINDIN' MY BUSINESS" MERCER, ORCH
(APPLAUSE)

MERCER: WENDELL NILES COMES UP NOW WITH A LITTLE BUSINESS OF
HIS OWN.

NILES:

Thank you, oblong!

Have you ever noticed that the real tip-off to the quality of a product can be seen in the manner in which it is advertised? The noisier the claims made, the less attention we pay to them. Still...if you have something good to offer you must tell people about it.

There was an old-time Broadway comedy in which the hero explained that the reason we don't eat DUCK EGGS in America is because when the duck lays an egg, she keeps quiet, but when a hen produces an egg, she cackles about it.

The hen, you see, goes in for a little advertising. So the makers of Chesterfield, while cheerfully telling about their product everywhere, see to it that their claims remain firmly in the realm of fact. That's why we don't say that your whole life will change when you switch to Chesterfield. But, when you switch to Chesterfield, you will find that - THEY SATISFY.

And anything that can inexpensively and pleasurably help us relax these days is really worth talking about. If you get the habit of deliberately taking it easy when you light up a Chesterfield, and smoking it slowly so that you can enjoy the fragrance and flavor of the tobaccos that are blended together in it, then this fine cigarette can be really valuable to you - and by "fine" I mean that a Chesterfield really does have RIGHT COMBINATION...WORLD'S BEST TOBACCOS!

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MERCER: VERY WELL PUT, WENDELL---I COULDN'T HAVE SAID IT BETTER MYSELF.

NILES: THANK YOU, JOHN.

MERCER: RIGHT HERE WE'RE GOING TO PUT THE LISTEN ON PAUL WESTON'S GROUP FOR A TUNE CALLED "COFFEE CROSSROADS."

NILES: "COFFEE CROSSROADS"?

MERCER: I WAS ONLY BEING WHIMSICAL, WENDELL--THE REAL TITLE IS "JAVA JUNCTION".

NILES: THEN WHY DID YOU SAY "COFFEE CROSSROADS"?

MERCER: I'M SORRY--I JUST THREW IT IN.

NILES: WELL, THROW IT OUT.

MERCER: YES SIR.

NILES: I SUPPOSE THIS "JAVA JUNCTION" IS YOUR NEW TUNE FOR THE WEEK.

MERCER: NO, WENDELL--I DIDN'T WRITE IT. IT WAS WRITTEN BY HARRY WARREN.

NILES: WELL, WHY DIDN'T YOU SAY SO?

MERCER: I WOULD HAVE WENDELL, BUT HE ONLY WROTE THE MUSIC.

MUSIC: "JAVA JUNCTION".....ORCHESTRA
(APPLAUSE)

*Mercer: I never saw a man so worried by that
have had a single word said to him.
The music is called "Java Junction".
I hope*

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MUSIC: MEMORY THEME:

MERCER: I GUESS I HARDLY NEED TELL YOU THAT LITTLE TUNE MEANS MEMORY TIME AROUND THE MUSIC SHOP. AND I'M SURE NONE OF US COULD HAVE A NICER MEMORY THAN THAT OF JO STAFFORD SINGING "TOGETHER".

MUSIC: "TOGETHER".....STAFFORD, ORCH.
(APPLAUSE)

MERCER: HAVING BILLED MYSELF AS A SONG-WRITER AROUND TOWN, SOMETIMES I HAVE A HARD TIME LIVING UP TO IT. JUST HOW HARD IS EVIDENCED BY THIS NEXT THING OF MINE CALLED *"Swimming from Berlin"* "THERE'S A FELLOW WAITIN' IN POUGHKEEPSIE".

MUSIC: ~~"THERE'S A FELLOW WAITIN' IN POUGHKEEPSIE"~~ *"Swimming from Berlin"*.....ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU, PEOPLE, FOR BEARING WITH US THIS P.M. AND SAY DON'T PASS US UP TOMORROW, 'CAUSE WE'VE GOT A TALENTED LITTLE MISS FROM THE CINEMA DROPPING IN---THAT WOULD BE DIANA LYNN. SO ~~TELL THEM~~ *Will they* KEEP THOSE HOME FIRES BURNIN', WILL YOU? ALONG WITH A FEW OF THOSE SATISFYIN'

Now as our way of saying goodbye, all like to have the Red Pipers give us their augmented final-ment of our melodic little theme, if you will please.
CHESTERFIELDS. NOW THIS IS JOHNNY MERCER FOR THE WHOLE GANG HERE IN THE SHOP---SAYIN' GOODNIGHT.

MUSIC: THEME:

MILES: THIS IS WENDELL NILES *in the Chesterfields Music Shop* REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER:

NBC
ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

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AGENCY

CHESTERFIELD MUSIC SHOP
Thursday, August 3, 1944

(REVISED)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
 TONIGHT IS DIANA LYNN.

MERCER: YES, THAT'S WHAT IT IS - THE CHESTERFIELD MUSIC SHOP,
 STILL DOIN' BUSINESS AT THE SAME OLD STAND. SO LIFT UP
 THE LATCH AND COME ON IN, SATCH - ~~WE GOT PLENTY DOIN' HERE~~
 ~~IN THE SHOP TONIGHT, AND WE'D HATE TO HAVE YOU MISS A NOTE~~
 ~~OF IT. UNLESS YOU'D CARE TO OVERLOOK THE NOTES I~~ ^{I HOPE YOU'LL}
 CONTRIBUTE IN THIS FIRST LITTLE OPUS CALLED "MINDIN' MY
 BUSINESS".

MUSIC: "MINDIN' MY BUSINESS"MERCER, PIPERS, ORCH

(APPLAUSE)

MERCER: WENDELL NILES TAKES THE FLOOR NOW WITH A WORD TO
 THE WISE.

(COMMERCIAL)

NILES: Looking at a single cigarette drawn out of a pack of Chesterfields, one wouldn't realize that the pleasure you get is the result of years of painstaking effort. Literally hundreds of professional careers are based upon the exact degree of mildness and smoking pleasure which we expect and get from each Chesterfield we light up. Most Chesterfield experts grow up on a tobacco plantation - learning to plant, harvest, cure and prepare the leaves for the market right at home. Finally, such a man may get a job with Chesterfield - and will probably be placed in the Leaf Department. After years of apprenticeship he is able to spot the all-essential quality tobaccos Chesterfield insists upon. As one of the men charged with buying the world's best cigarette tobaccos he shares with the Chesterfield blenders the responsibility for the pleasure we get from this fine cigarette. But the things the tobacco expert is always looking for are the same qualities we smokers want when we touch a match to a Chesterfield; extreme mildness; cool and even burning; a touch of the Turkish type aroma for spice - and the taste that SATISFIES!

This is the description of a fine cigarette, and the exact description of...a CHESTERFIELD.

MERCER: VERY WELL PUT, WENDELL. RIGHT HERE WE TURN TO A GAL WE JUST COULDN'T DO WITHOUT AROUND THE MUSIC SHOP. IT'S MISS JO STAFFORD, WHO DEMONSTRATES HER INDISPENSABILITY WITH "IT COULD HAPPEN TO YOU".

MUSIC: "IT COULD HAPPEN TO YOU". STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU, JO. IT COULDN'T HAVE HAPPENED TO A NICER PERSON.
TONIGHT AS OUR GUEST HERE IN THE CHESTERFIELD MUSIC SHOP WE HAVE A TALENTED LITTLE GAL FROM OVER PARAMOUNT WAY, DIANA LYNN. I'M SURE YOU REMEMBER HER AS BETTY HUTTON'S YOUNGER SISTER IN "THE MIRACLE OF MORGAN'S CREEK" - AND, IF YOU'RE UP ON YOUR NEWER MOVIES, YOU'VE PROBABLY CAUGHT HER SOLID PERFORMANCE IN THAT CURRENT HIT, "AND THE ANGELS SING". SO WITHOUT FURTHER ADO, I'D LIKE HER TO STEP UP HERE AND SAY HELLO. DIANA LYNN!
(APPLAUSE)

LYNN: THANK YOU, MR. MERCER.

MERCER: OH, DON'T CALL ME MR. MERCER - THAT'S TOO FORMAL.

LYNN: ALL RIGHT. WHAT DO YOUR FRIENDS CALL YOU?

MERCER: WELL, THEY ALL SAY... NO, I GUESS NOT. YOU'RE TOO YOUNG FOR THAT KIND OF LANGUAGE. MAYBE YOU JUST BETTER CALL ME JOHNNY.

LYNN: (VERY SWEETLY) ALL RIGHT...JOHNNY. I THINK THAT'S A LOVELY NAME.

MERCER: WELL, I LIKE THE NAME DIANA, TOO, MISS LYNN...I MEAN DIANA.

LYNN: DO YOU REALLY?

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MERCER: OH, YES...YOU KNOW, IN ANCIENT MYTHOLOGY, DIANA WAS A BEAUTIFUL GODDESS...THE GODDESS OF THE HUNT.

NILES: (OFF) EXCUSE ME, JOHN.

MERCER: OH-OH!

LYNN: WHAT'S THE MATTER?

MERCER: HERE COMES THE GAME WARDEN.

NILES: HOW ARE YOU, JOHN?

MERCER: OKAY.

NILES: WELL?

MERCER: WELL?

NILES: WELL, I'D LIKE AN INTRODUCTION.

MERCER: DON'T BE SILLY, WENDELL - YOU'VE KNOWN ME FOR YEARS.

NILES: NOT TO YOU - THE ICKCHAY!

MERCER: OH! DIANA LYNN, THIS IS WENDELL NILES.

NILES: HELLO.

LYNN: HELLO.

NILES: MY, SHE'S A SWEET YOUNG THING. ~~HOW OLD ARE YOU, DIANA?~~

LYNN: ~~SEVENTEEN.~~

NILES: ~~WELL, WELL...SEVENTEEN?~~ (SIGHS) AH, ME! YOUTH IS A WONDERFUL THING, ISN'T IT?

LYNN: YES - WASN'T IT?

NILES: OH, NOW, I'M NOT SO OLD. IF I DO SAY SO MYSELF, I'M A YOUNGSTER OF ONLY TWENTY-TWO SUMMERS.

MERCER: MAN, YOU MUST HAVE HAD SOME AWFULLY TOUGH WINTERS.

NILES: PAY NO ATTENTION TO HIM, DIANA. I'M THE IMPORTANT GUY ON THIS SHOW. WHY, IF YOU STICK WITH ME, I CAN GET YOU IN THE MOVIES.

LYNN: BUT I'M ALREADY IN THE MOVIES.

NILES: OH, WELL GOOD - DO YOU SUPPOSE YOU COULD GET ME IN?

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MERCER: WHY DON'T YOU JUST IGNORE THIS BOY, DIANA, AND TELL US SOMETHING ABOUT YOUR PICTURE WORK?

LYNN: WELL, IN THIS LAST PICTURE, "AND THE ANGELS SING", I'M PART OF A SISTER ACT.

MERCER: IS THAT SO? YOU KNOW, WENDELL AND I USED TO DO A BROTHER ACT. BUT I BROKE IT UP.

LYNN: WASN'T IT SUCCESSFUL?

MERCER: YEAH - BUT I WAS AFRAID PEOPLE'D THINK HE WAS REALLY MY BROTHER.

LYNN: I GUESS A THING LIKE THAT COULD GIVE A WHOLE FAMILY A BAD NAME.

MERCER: YOU KNOW, DIANA - IT SEEMS TO ME THAT EVERY TIME I SEE YOU IN THE MOVIES, YOU'RE SOMEBODY'S SISTER. DO YOU FIND THOSE SISTER PARTS HARD TO PLAY?

LYNN: OH, NO. WHY, IF YOU AND I GOT TO KNOW EACH OTHER BETTER, I COULD EVEN BE A SISTER TO YOU.

MERCER: YOU COULD?

LYNN: OH HUH.

MERCER: ~~OH, SISTER!~~ ... BUT, DIANA, I UNDERSTAND THAT BEFORE YOU GOT INTO PICTURES, YOU STUDIED TO BE A CONCERT PIANIST.

LYNN: THAT'S RIGHT, JOHNNY.

MERCER: YOU KNOW, WITH YOUR MUSICAL BACKGROUND, I MIGHT BE ABLE TO USE YOU AROUND THE MUSIC SHOP.

LYNN: OH, ARE YOU INTERESTED IN CLASSICAL MUSIC?

MERCER: WHY, CERTAINLY.

LYNN: THEN I SUPPOSE YOU ENJOY LISTENING TO MENDELSSOHN?

MERCER: OH HE'S GOOD, YES - BUT I PREFER H. V. KALTENBORN.

LYNN: YOU DON'T SOUND VERY MUSICAL.

MERCER: ~~I DON'T?~~

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LYNN: NO. DO YOU KNOW WHAT IT MEANS WHEN A SCHERZO IS MARKED
"ALLEGRETTO CON MOTO, CON BRIO DIMINUENDO PRESTO
A CAPELLA"?

MERCER: SURE - "BEAT ME LIGHTLY, DADDY - I BRUISE EASY".

LYNN: ~~OH, NO! I DON'T THINK YOU KNOW ANYTHING ABOUT MUSIC~~

MERCER: IS THAT SO? LISTEN TO THIS. (HUMS)

LYNN: WHAT'S THAT?

MERCER: THAT'S MOZART. HERE'S ANOTHER. (HUMS)

LYNN: WHAT'S THAT?

MERCER: THAT'S HAYDN.

LYNN: I DON'T BLAME IT.

MERCER: WELL, I GUESS I SHOULD HAVE KNOWN BETTER THAN TO TRY AND
TALK MUSIC WITH A REAL MUSICIAN, DIANA. BUT I'M NOT SO
TONE-DEAF I CAN'T ENJOY YOUR FINE PIANO PLAYING. WHAT SAY
YOU TREAT THE FOLKS TO THAT LITTLE NUMBER YOU BROUGHT ALONG
BY OUR GOOD FRIEND, VICTOR YOUNG.

LYNN: ALL RIGHT, JOHNNY.

MERCER: LADIES AND GENTLEMEN - DIANA LYNN, THE ACTRESS, BECOMES
DIANA LYNN, THE PIANIST, TO BRING US "PEARLS ON VELVET".

MUSIC: "PEARLS ON VELVET. LYNN, ORCHESTRA
(APPLAUSE)

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MERCER: THANK YOU, DIANA LYNN. THAT WAS INDEED LOVELY. WELL,
THAT'S ABOUT ALL WE GOT TIME FOR TONIGHT, FOLKS. BUT
WE HOPE YOU'LL BE KEEPING US AND CHESTERFIELDS IN MIND
TILL TOMORROW AT THE SAME TIME, WHEN THE CHESTERFIELD
MUSIC SHOP SETS UP FOR BUSINESS AT THE MARINE BASE IN
EL TORO. SEE YOU THEN. GOOD NIGHT.
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS
TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

NILES: DIANA LYNN WILL SOON BE SEEN IN THE PARAMOUNT PICTURE
"OUR HEARTS WERE YOUNG AND GAY".

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

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AGENCY
AS BROADCAST

CHESTERFIELD MUSIC SHOP
Friday, August 4, 1944

MUSIC: THEME...FADE FOR:

NILES: FROM THE MARINE ^{COAST AIR STATION} ~~BASE~~-AT EL TORO, CALIFORNIA, IT'S THE
CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER, WITH
JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
AND HERE'S JOHNNY MERCER.

MUSIC: THEME TO FINISH

MERCER: WELL, WELL - ^{HERE} ~~LOOK WHERE~~ WE ARE! ^{WITH THE MARINES AT EL TORO!} ~~AT THE EL TORO MARINE~~
~~BASE!~~ YES, THE CHESTERFIELD MUSIC SHOP HAS DONE SOME
TRAVELLIN' TODAY - ON PURPOSE TO MEET UP WITH ALL YOU
MARINES. WE GOT WHAT WE THINK IS A PRETTY SHARP LINE-UP
THIS P.M., AND WE HOPE YOU TAKE KINDLY TO IT. JUST TO
GET IT OUT OF THE WAY NOW, I'M GONNA SAIL RIGHT INTO OUR
OPENER HERE WITH THOSE HARMONIZIN' PIED PIPERS.

MUSIC: "I CAN'T GET THE ONE I WANT" MERCER, PIPERS, ORCH

(APPLAUSE)

MERCER: RIGHT HERE WENDELL NILES TELLS US ^{ALL FACTS ABOUT} ~~ABOUT THE STUFF THAT~~
^{CHESTERFIELDS} ~~PAYS THE RENT.~~

NILES: The first cigarettes to appear in America were made by some unknown experimenter who decided he wanted a cooler, more refreshing smoke, that he could turn to when he wanted just a few minutes of relaxation. So he used some small bits of tobacco wrapped up in a larger tobacco leaf. Your Chesterfield smoker today, comparing his cigarette with those his grandpa carried around in a heavy silver case, would certainly find his modern Chesterfield infinitely better in every respect. In a Chesterfield cigarette he will find a purity and cleanliness unobtainable only a few years ago. He will find moisture controlled by machinery that wasn't even invented then. He will find each Chesterfield uniform in quality, for Chesterfield uses a modern electronic packaging device that automatically rejects every cigarette that is not up to its standard. Above all, the modern smoker will find in Chesterfield the WORLD'S BEST TOBACCOS. For generations, experiments with tobaccos have been going on; by State colleges, universities, and the U.S. Department of Agriculture, that have greatly improved the whole tobacco crop itself...so that the Chesterfield you buy at the stand now, in its familiar white and gold package, with its mild, fragrant, neatly-packed rows of cigarettes is an accepted pleasure of life today. So, you see, the modern Chesterfield is a product of scientific control...and it contains: RIGHT COMBINATION, WORLD'S BEST TOBACCOS.

MUSIC: "MONDAY DATE" (UNANNOUNCED). WESTON, ORCHESTRA
(APPLAUSE)

MERCER: THAT WAS PAUL WESTON'S GROUP, WHO LOST THEIR CALENDAR,
PLAYING "MONDAY DATE".
NOW ~~UP STEPS~~ ^{WE GIVE YOU MARINES} THAT STAFFORD GAL - NAME OF JO - ~~TO EASE US~~ ^{WHO EASES}
INTO ONE OF THOSE BALLAD ~~STHINGS~~ SHE SINGS LIKE NOBODY ELSE:
^{IT'S CALLED}
"DON'T TAKE YOUR LOVE FROM ME".

MUSIC: "DON'T TAKE YOUR LOVE FROM ME". STAFFORD, ORCH
(APPLAUSE)

MERCER: THANK YOU, JO. THAT'S REALLY SELLIN' A SOLID SONG.
BUT DON'T GO AWAY, NOW, 'CAUSE RIGHT HERE THE ENTIRE
"ENSEMBLE" - THAT MEANS THE WHOLE BUNCH OF US - IS FIXIN'
TO GANG UP ON AN OLD TUNE AND TEAR THE JOINT INSIDE OPEN.
SO, IF THOSE PIED PIPERS AND MR. WESTON'S BOYS ARE READY,
WE'LL PROCEED TO DEMONSTRATE "AS FOLLOWS"...

MUSIC: "LULLABY OF BROADWAY". . . . PIPERS, MERCER, STAFFORD, ORCH
(APPLAUSE)

MERCER: WELL, THERE YOU ARE, GENTS. THAT'S ALL WE GOT BEHIND THE COUNTER FOR TONIGHT HERE IN THE CHESTERFIELD MUSIC SHOP. WE ALL LOOK FORWARD TO THESE FRIDAY VISITS TO YOU GUYS IN THE SERVICE, AND BELIEVE ME, WE SURE ENJOYED THIS ONE. BEFORE WE PACK UP AND CALL IT A DAY, I'D LIKE TO OFFER OUR SPECIAL THANKS TO COL. WM. V. FOX, CAPT NORVAL B. PADEK AND LT. VIRGINIA PEARSON FOR HELPING TO MAKE OUR STAY A PLEASANT ONE. AND, OH YES, JUST SO'S YOU FELLAS WON'T FORGET US, WE'RE GONNA SEE THAT ALL OF YOU GET A PACK OF THOSE EVER-LOVIN' ^{SATISFYIN'} CHESTERFIELDS. NOW, UNTIL WE MEET YOU AGAIN ON THE KILOCYCLES, THIS IS JOHNNY MERCER, ON BEHALF OF JO STAFFORD, PAUL WESTON'S BOYS, THE PIED PIPERS AND MYSELF, SAYING GOODNIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

MUSIC: THEME UP AND UNDER
 THE CHESTERFIELD MUSIC SHOP CAME TO YOU
 FROM THE MARINE AIR STATION AT EL TORO
 NBC
 ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY

As recorded

THE CHESTERFIELD MUSIC SHOP

Monday, August 7, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER, WITH
 JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
 WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S JOHNNY MERCER !

MUSIC: THEME TO FINISH

MERCER: HELLO THERE, ALL YOU CASH CUSTOMERS. DON'T KNOCK, JUST
 WALK RIGHT IN --- WE'VE BEEN EXPECTING YOU. NOW THAT YOU'RE
 HERE, WE'RE GONNA GET TO WORK ON SOME OF THOSE TUNEFUL
 TUNES WE GOT STACKED AWAY BEHIND THE COUNTER.

 THE FIRST ONE I PICK UP HERE CALLS FOR ME TO ~~DELIVER A~~ ^{DELIVER ONE}
 ~~ZOOLOGICAL CHALK TALK ON THE "TEDDY BEAR."~~ ^{THESE SOUND LIKE}
 ~~THESE SOUND LIKE~~ ^{THESE SOUND LIKE}

MUSIC: "TEDDY BEAR" MERCER, ORCHESTRA

(APPLAUSE)

MERCER: WE HAVE A FEW SATISFYIN' WORDS OF WISDOM NOW FROM MR.
 WENDELL NILES.

(COMMERCIAL)

CHESTERFIELD MUSIC SHOP
AUG. 8, 44

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COMMERCIAL

NILES: Thank you, Johnny, just how important do you think a cigarette is? Certainly it isn't as important as the food we eat, or water ^{WE} ~~to~~ drink, or sleep, or health, or the other fundamental needs of living. But I think, after these, almost any smoker will place the importance of his inexpensive, easily obtained cigarette very high in the list of the things he values. ^{FOR F. G.} The moments of contentment, the friendliness of conversation over a Chesterfield, the relaxation it brings to a crowded day. ~~These are not unimportant at all.~~

~~What is important to~~ ^{FEEL IT} ~~the makers of Chesterfield,~~ ^T ~~is that~~ ^{IS PARAMOUNT IMPORTANCE THAT} ~~the cigarette in the clean white package that bears~~ ^{IN} ~~their name, be the finest combination of tobaccos that they can possibly produce. Just as the balance wheel of a watch keeps it from running too fast or too slow, so is the BALANCED blend of these tobaccos, ^{AND} ~~as~~ important a factor in ^{YOUR} ~~smoking pleasure as anything could be. Of equal importance~~ ^{THE FINE TOBACCOS USED} ~~is the element of time--that means we use the natural ingredients of a~~ ^{IN} ~~^~~ [^] ~~Chesterfield until they have been aged in modern storage houses for at least two years or longer, which insures you that a Chesterfield will always be a cooler smoking, milder, better-tasting cigarette. Make your next pack Chesterfields, and you will find they satisfy. And after all, that is the most important thing about any cigarette.~~~~

MUSIC: "AMOR" (ESTABLISHED PADE FOR I)

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MUSIC: BAND NUMBER (UNANNOUNCED).....ORCHESTRA

(APPLAUSE)

MERCER: THAT WAS PAUL WESTON AND HIS SOOTHING SYMPHONISTS WITH
" " "

MERCER: THERE'S A LATIN TUNE AROUND TOWN THAT'S BEEN GETTING QUITE
(OVER MUSIC) A PLAY LATELY, CALLED "AMOR." A LOT OF PEOPLE SING IT,
BUT I DON'T BELIEVE ANYONE GETS QUITE AS MUCH OUT OF IT AS
OUR OWN JO STAFFORD.

MUSIC: "AMOR".....STAFFORD, ORCHESTRA

(APPLAUSE)

MERCER: A COUPLE OF YEARS AGO, HAROLD ARLEN AND I GOT TOGETHER ON
A TUNE THAT SEEMS TO HAVE DONE PRETTY WELL FOR ITSELF.
TONIGHT, UNDER THE COMBINED URGING OF JO STAFFORD, PAUL
WESTON, AND THE PIED PIPERS WITH JUNE HUTTON. I'VE BEEN
PERSUADED TO JOIN IN WITH THE AFOREMENTIONED GROUP AND
GIVE IT A ONCE OVER LIGHTLY. IT'S ALL ABOUT THOSE
"BLUES IN THE NIGHT."

MUSIC: "BLUES IN THE NIGHT".....MERCER, STAFFORD, PIPERS, ORCH.

(APPLAUSE)

MERCER: *Up until now these harmonizers
(ped pipers) have just been lurking
in the background here. But
now they step out front & center
with an opus dedicated to the
Japanese Navy - "Come Out
Wherever You Are."*

MUSIC: "COME OUT WHEREVER YOU ARE
Pipers, Arlen.
(APPLAUSE)

MERCER: THANK YOU, FOLKS. AND WITH THAT, I'M AFRAID WE'LL HAVE TO PUT THE STUFF BACK IN THE BOX TILL TOMORROW. AND SAY -- YOU'LL WANT TO BE WITH US ON THAT HAPPY DAY, 'CAUSE WE GOT OURSELVES A DATE WITH THAT MUSICAL GAL OF THE MOVIES -- SUSANNA FOSTER.

WENDELL, I TAKE IT YOU'LL BE ON HAND?

NILES: I SURE WILL, JOHNNY. I DON'T WANT TO MISS HER.

MERCER: AND HOW ABOUT WEDNESDAY, WENDELL? YOU KNOW, THAT'S WHEN I TROT OUT ONE OF MY NEW SONGS.

NILES: OH, I'LL BE HERE...ANYWAY.

MERCER: THURSDAY WE HAVE.....?

NILES: ROY ROGERS, KING OF THE COWBOYS.

MERCER: AND FRIDAY WE VISIT THE Coast Guard Base
AT Wilmington, Calif..
SO THAT JUST ABOUT GETS IT, PEOPLE. WE HOPE YOU'LL BE WITH US ALL THE REST OF THE WEEK, WITH YOUR CHESTERFIELDS BY YOUR SIDE. NOW, TILL TOMORROW, THIS IS JOHNNY MERCER IN THE CHESTERFIELD MUSIC SHOP SAYING GOODNIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

Tuesday, August 8, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
 TONIGHT IS SUSANNA FOSTER!

MUSIC: THEME TO FINISH

MERCER: YES, THIS IS THE PLACE. IT'S THE GOOD OLD CHESTERFIELD
 MUSIC SHOP YOU'VE DONE RUN INTO. AND LINED UP HERE JUST
 AWAITIN' YOUR APPROVAL, ARE A LOT OF CHOICE AND SUCCULENT
 TID-BITS WE HOPE YOU'RE GONNA LIKE. AS A SUBSTANTIAL
 SAMPLE OF SAME, WE OFFER OUR OWN JO STAFFORD WITH THE
 PIED PIPERS SINGING "WALK A LITTLE, TALK A LITTLE".

MUSIC: "WALK A LITTLE, TALK A LITTL". . . STAFFORD, PIPERS, ORCH
 (APPLAUSE)

MERCER: THANK YOU, JO. RIGHT HERE WE CALL ON WENDELL NILES TO
 TALK A LITTLE MORE.

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NILES: *Thank You John*

We who have the pleasant job of selling Chesterfields often turn for advice to the learned words of the great man for whom our satisfying cigarette is named -- Lord Chesterfield. For example, among the famous letters to his son, he wrote:

"A tradesman who would succeed must begin by establishing a character of integrity, for without integrity, nobody would go to his shop twice. But he may avail himself of the humor, the whims, the tastes of his customers; but what he warrants to be good must really be so."

Well, a lot of water has gone under the bridge since Lord Chesterfield sat down and penned that rule out in 1750, but the modern cigarette that bears his name today truly does represent the same reasoning.

^{FOR} The taste of the customer today is for extremely mild tobaccos. Chesterfield goes over nearly every foot of the American tobaccoland to find them ~~for him~~. Our taste ^{also} is for a cool-smoking cigarette ~~also~~, so Chesterfield's conditioning process was developed to control the moisture in the tobaccos, which is one of the secrets of cooler smoking. Lord Chesterfield, by the way, finished up that letter of advice by saying that if this rule of honesty were followed, his son was sure to succeed. Today, Chesterfield is one of the outstanding successes of the whole tobacco industry, with thousands switching to them every week. So ^{GET A PACK OF} ~~when you light up a~~ Chesterfields, ^{YOU CAN'T BUY A BETTER CIGARETTE} ~~the smoking pleasure you'll receive at once will tell you the whole story.~~

MERCER: VERY WELL PUT, WENDELL.
 NOT LONG AGO, ^{A SCAREE} I WROTE MYSELF A TREATISE ON THE VARIOUS AND
 SUNDRY MANIFESTATIONS OF THE SELECTIVE SERVICE ACT. SO,
 IF YOU'LL ALL BEAR WITH ME, I'LL BE GLAD TO GIVE YOU A
 FAST READING OF THIS WAR-TIME SAGA, ^{IT'S CALLED} ~~WHICH I'VE ENTITLED~~
^{SIMPLY} ~~SIMPLY~~ - "SAM'S GOT HIM".

MUSIC: "SAM'S GOT HIM" MERCER, ORCHESTRA

(APPLAUSE)

MERCER: ^{THANK YOU}
 THOSE OF YOU MUSIC SHOP CUSTOMERS WHO SAW UNIVERSAL'S
 RECENT TECHNICOLOR OFFERING, "PHANTOM OF THE OPERA",
 WILL CERTAINLY RECALL THE BEAUTIFUL VOICE OF OUR GUEST
 TONIGHT - ~~SUSANNA FOSTER~~. AND IN RECALLING HER VOICE,
 YOU SHOULD HAVE LITTLE TROUBLE IN REMEMBERING WHAT GOES
 WITH IT. BUT JUST TO REFRESH YOUR MEMORY ON BOTH OF
 THESE DELIGHTFUL TOPICS, HERE SHE IS - SUSANNA FOSTER.

(APPLAUSE)

FOSTER: THANK YOU, JOHNNY. THAT WAS A VERY NICE THING TO SAY.

MERCER: WELL, I KNOW A NICE THING WHEN I SEE IT. TELL ME,
 SUSANNA, WHAT HAVE YOU BEEN DOING OVER AT THE STUDIO SINCE
 "PHANTOM OF THE OPERA"?

FOSTER: OH, I JUST FINISHED ANOTHER SCAREY ONE, JOHNNY, ^{CALLED "THE CLIMAX"} THIS TIME
 IT'S WITH BORIS KARLOFF.

MERCER: UH HUH. SAY, DO YOU THINK I'D BE ANY GOOD IN THOSE
 HORROR PICTURES?

FOSTER: I DON'T THINK SO, JOHNNY.

MERCER: WHY NOT?

FOSTER: WELL, AFTER ALL - THERE'S A LIMIT TO WHAT PEOPLE CAN
 STAND!

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MERCER: I SUPPOSE YOU'RE RIGHT, ^{AT THAT} BUT I SAW A PICTURE THE OTHER DAY THAT HAD 'EM ALL BEAT FOR SHEER HORROR.

"DR. GILLESPIE'S MUMMY MEETS FRANKENSTEIN'S OTHER WIFE."

~~FOSTER: I DON'T CARE, I LIKE THOSE WEIRD STORIES. I'M CRAZY ABOUT GHOSTS AND SPOOKS.~~

~~MERCER: HOW DO YOU FEEL ABOUT ZOMBIES?~~

~~FOSTER: WELL, AFTER A COUPLE, I GET NOISY.~~

NILES: YOU KNOW, SPEAKING OF HORROR PICTURES AND THINGS --

MERCER: YES, WENDELL?

NILES: WELL, YOU MAY NOT KNOW THIS, ^{JOHN} BUT I USED TO PLAY ^{THE PART OF} A WOLF IN THE MOVIES.

MERCER: DO TELL?

NILES: YEAH...THE ONLY TROUBLE WAS, THE MANAGER KEPT THROWING ME OUT. *M: SHOULD WE START FROM THE BEGINNING?*

MERCER: TOO BAD YOU ALWAYS LANDED ON YOUR FACE, OLD MAN...BUT NOW THAT YOU'VE BARGED IN HERE LIKE THIS, I GUESS I'LL HAVE TO INTRODUCE YOU TO OUR GUEST. SUSANNA, THIS IS WENDELL NILES. *N: No! M: YOU GIVE ME THAT LINE AGAIN. N: OK! M: SOME BOSS COST MORE THAN OTHERS!*

FOSTER: HELLO!

NILES: WELL, HOW DO YOU DO. CAN'T WE TALK THIS OVER IN SOME QUIET PLACE - *SAY ON MY BACK PORCH?* ~~SAY ON MY SOFA?~~

MERCER: WENDELL, SHE'S A SINGER.

NILES: HMM?

MERCER: I SAID SUSANNA HAS A GREAT PAIR OF PIPES.

NILES: WELL, SHAKE HANDS WITH AN OLD PLUMBER.

MERCER: IGNORING THIS CHARACTER, SUSANNA - I'D LIKE TO ASK YOU SOMETHING ABOUT YOUR VOICE. IN "PHANTOM OF THE OPERA" YOU SANG ONE NOTE THAT WAS HIGHER THAN ANYTHING I'VE EVER HEARD. HOW'D YOU DO IT, ANYWAY?

CHESTERFIELD
AUGUST 8, 1944

(REVISED) 4-A

MERCER: ~~NO, WENDELL. WE WERE TALKING ABOUT~~ ^{LET'S LET BACK TO THOSE} HORROR PICTURES AND
BORIS KARLOFF.

NILES: ~~WELL I CAN TALK ABOUT HORROR PICTURES, TOO.~~

^{WELL} HOW DO YOU FEEL ABOUT ZOMBIES, JOHN?

MERCER: WELL AFTER A COUPLE, I GET NOISY. ^{BUT} IGNORING THIS
CHARACTER, SUSANNA -- I'D LIKE TO ASK YOU SOMETHING
ABOUT YOUR VOICE. IN "PHANTOM OF THE OPERA" YOU SANG
ONE NOTE THAT WAS HIGHER THAN ANYTHING I'VE EVER HEARD.
HOW'D YOU DO IT, ANYWAY?

FOSTER: WELL, CONFIDENTIALLY...

MERCER: YES?

FOSTER: I STOOD ON A CHAIR.

MERCER: NO, SERIOUSLY, SUSANNA - I'D LIKE TO KNOW.

FOSTER: I DON'T KNOW. I JUST OPEN MY MOUTH AND OUT IT COMES.

MERCER: ISN'T THAT FUNNY? I TRY THE SAME THING, BUT EVERY TIME I OPEN MY MOUTH, I PUT MY FOOT IN IT.

FOSTER: WELL, THERE'S YOUR TROUBLE RIGHT THERE.

MERCER: I GUESS YOU'RE RIGHT. AFTER ALL, WHAT KIND OF NOTES CAN A GUY SING WITH HIS FOOT IN HIS MOUTH?

NILES: FOOTNOTES.

MERCER: WENDELL - MUST YOU PERSIST, OLD FELLOW? *STOP STANDING ON YOUR HEAD.*

NILES: I'M SORRY, JOHN. I JUST THREW THAT IN.

MERCER: WELL, THROW IT OUT.

NILES: (FADING OUT) OKAY...I'LL GO...IT'S JUST PROFESSIONAL JEALOUSY, THAT'S ALL. *I KNOW WHEN I'M NOT WANTED.*

MERCER: NOW, TO GET BACK TO YOUR SINGING, SUSANNA. PERSONALLY, I THINK IT'S THE QUINTESSENCE OF CONTRAPUNTAL VIRTUOSITY.

FOSTER: MAYBE SO, JOHNNY - BUT IT'S A LIVING.

MERCER: YOU DON'T UNDERSTAND - I WAS SPEAKING FROM THE STANDPOINT OF AN ACCOMPLISHED MUSICIAN.

FOSTER: OH, ANYONE I KNOW?

MERCER: NO, I MEANT-- OH, LET IT GO. I GUESS THE FOLKS WOULD RATHER HEAR YOUR VOICE THAN HEAR ME TALK ABOUT IT, ANYWAY.

FOSTER: WELL, JOHNNY - I'D LIKE TO SING SOMETHING FROM MY NEW PICTURE, "THE CLIMAX", IF I MAY.

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MERCER: ^{Get Right} YOU GO RIGHT AHEAD, SUSANNA - AND IF IT'LL HELP YOU GET INTO THE SPIRIT OF THE PICTURE ANY, I'LL SIT HERE AND PRETEND I'M BORIS KARLOFF.

FOSTER: OKAY!

NILES: HUH! PRETEND, HE SAYS!

MUSIC: "SOMEBODY I KNOW" FOSTER, ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU, SUSANNA FOSTER. THAT WAS INDEED LOVELY.

NOW, FOLKS, AS THEY SAY ON THE RADIO, IT'S TIME FOR US TO
SIGN OFF. WHICH WE DO WITH THE FOND HOPE THAT, COME
TOMORROW, YOU'LL BE RIGHT BACK HERE DIGGIN' US AGAIN.
IN THE MEANTIME, LIGHT YOURSELVES A CHESTERFIELD AND
FIND OUT JUST HOW SATISFYIN' A CIGARETTE CAN BE. NOW.

FOLKS WE'RE A LITTLE LATE NOW SO
TILL TOMORROW, THIS IS JOHNNY MERCER SAYIN' GOODNIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS
TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCS!

(APPLAUSE)

NILES: SUSANNA FOSTER ~~APPEARED THROUGH THE COURTESY OF~~

WILL SOON BE SEEN STARRING IN
Universal's Technicolor Production - "THE CLIMAX"

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP

Wednesday, August 9, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S OUR SINGING PROPRIETOR,
 JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: YES, YOU'RE IN THE RIGHT PLACE. IT'S THE CHESTERFIELD
 MUSIC SHOP AND TAFFY PULL THROWING OPEN THE DOORS FOR
 ANOTHER SESSION OF THINGS AND STUFF. ~~SO WITHOUT FURTHER~~
 ~~ADO, YOUR OLD SINGING PROPRIETOR GETS UP ON THE COUNTER~~

MUSIC: "BETTER DO IT NOW. MERCER, ORCH

(APPLAUSE)

IT'S CUSTOMARY AROUND THESE PARTS FOR ME TO GET MY SINGING
DONE FIRST. SOMEHOW IT SEEMS TO MAKE THE REST OF THE
CAST SOUND BETTER. SO IF I'M GONNA DO IT, I'D BETTER DO
IT NOW.

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MUSIC: MEMORY THEME

MERCER: "I HEAR A SONG IN THE NIGHT..." THAT'S OUR MUSIC SHOP
MEMORY THEME THAT WE TROT OUT EVERY WEDNESDAY HERE TO
MOOD YOU INTO THE PROPER FRAME OF MIND FOR REMINISCING.
SO, IF YOU'RE ALL PROPERLY PREPARED, I'M GONNA CALL ON
THE PIED PIPERS TO TAKE YOU BACK TO THE "BEAUTIFUL OHIO".

MUSIC: "BEAUTIFUL OHIO"PIPERS, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, PIPERS, THAT WAS SWELL. AND WITH THAT WE ^{WALK} ~~EASE~~
GRACEFULLY ^{LEAVE} ~~INTO~~ WENDELL NILES - OUR MAN WITH A MESSAGE.

NILES: ~~One of the things that somewhat astonishes me about our otherwise very indulgent sponsor, is that they never seek to buy a bargain. Instead, you will see announcements that Chesterfield has paid the highest prices for tobaccos in years; that in bidding at the auctions a certain Chesterfield buyer has out-bid every other buyer present.~~

~~Friend, there's~~ ^{CHESTERFIELD}
~~All this is due to a basic truth in connection with the making of a quality cigarette - which is that no scientific process has ever been invented by man which can make cheap second-rate tobacco smoke like an expensive top-grade leaf.~~

The Chesterfields ^{you} ~~we~~ buy are invariably of superb quality.

Quality in a cigarette means cooler smoke, ^{INC} extreme mildness, and a blending process ^{WHICH BRINGS OUT ALL THE BEST} for flavor. ^{REAL TOBACCO} Chesterfield's tobaccos are dearly ^{AT TOP PRICES} bought, from every leading tobacco center of the world - but the result is one of the greatest successes ever achieved by any cigarette known - for every ^{SATISFYING} Chesterfield ^{YOU'LL FIND} is ~~the result of~~ RIGHT COMBINATION...WORLD'S BEST TOBACCOS!

MERCER: VERY WELL PUT, WENDELL. I COULDN'T HAVE DONE IT BETTER MYSELF. AS AN ILLUSTRATION OF THE RESOURCEFULNESS AND INGENUITY OF OUR LITTLE GROUP HERE IN THE MUSIC SHOP, PAUL WESTON, CHANGING TO FIND HIMSELF IN THE LITTLE HAMLET OF EAGLE ROCK A COUPLE OF FORTNIGHTS AGO - CAME BACK WITH A VERY WORTHWHILE OPUS BY NONE OTHER THAN PAUL WESTON, CALLED WITH DEVASTATING LOGIC, "ROCKIN EAGLES". PROCEED TO ROCK SAME, WILL YOU, PAUL?

MUSIC: "ROCKIN EAGLES" WESTON, ORCH

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MUSIC: ROCKIN' EAGLES

(APPLAUSE)

MERCER: ~~THAT OF COURSE WAS PAUL WESTON AND HIS SOLID GROUP WITH A NUMBER PAUL HIMSELF WROTE, THE HE CALLS ROCKIN' EAGLES.~~
HAVING COMMITTED MYSELF TO COME UP WITH A TUNE OF MY OWN EVERY WEEK - I GUESS THERE'S NOTHING FOR US TO DO BUT GET ON WITH IT. TONIGHT IT'S A DREAMY BALLAD SORT OF THING I WROTE WITH HAROLD ARLEN FOR THE PARAMOUNT PICTURE, "OUT OF THIS WORLD". AND BY AN ODD COINCIDENCE, THAT'S ALSO THE TITLE OF THE SONG. RATHER THAN INFLICT YOU WITH MY OWN VERSION OF THIS LITTLE OPUS, I'VE PERSUADED JO STAFFORD TO SING IT FOR YOU REAL PRETTY-LIKE. IF YOU WILL, JO.

MUSIC: "OUT OF THIS WORLD"STAFFORD, ORCHESTRA

(APPLAUSE)

MERCER: WELL, THAT - AS THE SAYING GOES - IS THAT. YES, WE'VE COME TO THE END OF THE ROAD ONCE MORE HERE IN THE CHESTERFIELD MUSIC SHOP ON THIS AUSPICIOUS WEDNESDAY. TOMORROW, UNLESS MY CALENDAR DECEIVES ME, SHOULD BE THURSDAY. YOU KNOW, THAT'S THE DAY WE PROMISED TO BRING AROUND MR. ROY ROGERS. OR, TO GIVE HIM HIS ROYAL TITLE: THE KING OF THE COWBOYS. TRY TO MAKE IT, WILL YOU? *AND BRING YOUR CHESTERFIELDS WITH YOU.* UNTIL THEN, THIS IS THAT OLD TENDERFOOT FROM THE RANCHO GRANDE, JOHNNY MERCER - SAYING, ON BEHALF OF THE CHESTERFIELD MUSIC SHOP GANG - GOODNIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP

Thursday, August 10, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
TONIGHT IS ROY ROGERS!

MERCER: YES, THAT'S WHAT THE MAN SAID - ROY ROGERS. IT SEEMS
AS HOW THE OLD CHESTERFIELD MUSIC SHOP DONE GONE WESTERN
THIS P.M., PODNER. SO, WHILE I GO BACK IN SOME QUIET
CORNER AND PRACTICE UP ON MY COWBOY DIALECT, WE OFFER
MISS JO STAFFORD AND THE PIED PIPERS WITH "TUMBLING
TUMBLEWEED".

MUSIC: "TUMBLING TUMBLEWEED" STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU, JO. NOW, MR. WENDELL NILES - IT'S ALL YOURS...

MERCER: YES, THAT'S WHAT THE MAN SAID - ROY ROGERS....THE FELLOW
 FROM THOSE WIDE OPEN SPACES OUT AT REPUBLIC ^{STUDIOS} PICTURES.
 JUST TO SHOW HIM HOW GLAD WE ARE TO HAVE HIM DROP IN HERE
 TONIGHT, WE'RE CALLIN' ON THAT JO STAFFORD GAL TO GET US
 ALL INTO THE MOOD FOR A LITTLE ROPIN' AND A-BRANDIN' WITH
 A COWBOY BALLAD. THE PIED PIPERS ARE GONNA HELP HER
 SADDLE UP A TUNE THAT USED TO BE ROY ROGER'S THEME SONG
 WHEN HE SANG ON THE AIR WITH THE SONS OF THE PIONEERS.
 IT'S CALLED "TUMBLIN' TUMBLEWEED."
 SO, WHILE YOU FOLKS LIGHT UP A CHESTERFIELD, AND I GO
 BACK IN SOME QUIET CORNER AND PRACTICE UP ON MY COWBOY
 DIALECT, LET'S GIVE MISS JO AND COMPANY OUR INDIVIDUAL
 ATTENTION.

MUSIC: "TUMBLIN' TUMBLEWEED" STAFFORD, ORCH

MERCER: THANK YOU, JO. NOW WENDELL NILES - IF I'M NOT SADLY
 MISTAKEN, YOU'RE DUE TO STEP UP HERE AND INFORM THE
 ASSEMBLAGE OF THE TOPIC OF THOSE SATISFYIN' CHESTERFIELDS.

Chesterfield - 8/10/44

(REVISED)

-2-

THANK YOU + TONIGHT
NILES: Tonight, Johnny, I want to come right to the point, and tell the folks about the tobaccos from which Chesterfields are made, and the way these tobaccos are blended.

There is no method in the world that can make a good cigarette out of second-rate tobacco. That's why the Chesterfield people always buy the world's best tobaccos. Right for mildness...right for taste...and right for cooler smoking.

After buying these fine tobaccos, ^{CHESTERFIELD} they begin the process that will transform them into milder, better-tasting ^{CIGARETTES.} Chesterfields. ^{FIRST EVERY LEAF IS CAREFULLY INSPECTED} Rigid inspection of every leaf; then the mellowing process, ^{BEANS} that long period when the tobaccos are being aged by nature in huge storehouses until they are in perfect condition for Chesterfield's famous can't-be-copied blend.

REMEMBER These three ^{ALL-IMPORTANT} big steps: FIRST, buying the world's best tobaccos; SECOND, ageing them to perfection; [✓] THIRD, blending them to bring out the special good smoking qualities of each type of tobacco - these are the steps that guarantee that every time you ask for Chesterfields, you will receive RIGHT COMBINATION, WORLD'S BEST TOBACCOS. For that's the reason why - Chesterfields satisfy!

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MERCER: THANK YOU, WENDELL. OVER IN THE SAN FERNANDO VALLEY - THAT PLACE PEOPLE KEEP SINGIN' ABOUT - THE FOLKS WHO MAKE REPUBLIC PICTURES THINK VERY HIGHLY OF OUR GUEST HERE IN THE SHOP TONIGHT. AS, NEEDLESS TO SAY, DO THOUSANDS OF MOVIEGOERS FROM HERE TO STATEN ISLAND. SO, LET'S GET HIM OUT HERE TO SAY HELLO - "THE KING OF THE COWBOYS" --

ROY ROGERS:

(APPLAUSE)

ROGERS: HELLO, JOHNNY.

Howdy-Howdy There Johnny

MERCER: WE'RE MIGHTY GLAD TO HAVE YOU WITH US, ROY. I HOPE WE CAN MAKE YOU FEEL AT HOME HERE IN THE MUSIC SHOP.

ROGERS: OH, I TOOK CARE OF THAT, JOHNNY. I BROUGHT A SONG WITH ME ~~A FRIEND OF MINE WROTE - TIM SPENCER, HE'S ONE OF THE FAMOUS THAT I WROTE MYSELF.~~ *SOME OF THE PIONEERS THAT I STARTED OUT IN THE SONG PIONEER WITH IN 1931.*

MERCER: IS IT PRETTY GOOD?

ROGERS: FOLKS TELL ME IT'S AS GOOD AS THE SONGS YOU WRITE.

MERCER: OH NO, ROY - IT CAN'T BE THAT BAD!

ROGERS: WELL, I GUESS YOU'LL HAVE TO JUDGE FOR YOURSELF ^{JOHNNY} - IT'S IN ~~MY~~ *MY LAST PICTURE* IS CALLED THE "COW POKE POLKA", ~~AND~~ IT GOES SOMETHING LIKE

THIS...

MERCER: All Right Roy - I'll grab a handful of leather & deer
MUSIC: "COW POKE POLKA". ROGERS, ORCHESTRA

(APPLAUSE)

Seat & set this one out while you face up & paw it in the back.

MERCER: YOU NEEDN'T HAVE ANY DOUBTS ABOUT ^{That} YOUR SONG WRITING, ROY -
THAT WAS SWELL.

ROGERS: THANK YOU, JOHN ✓✓.

MERCER: I WOULD LIKE TO ASK YOU SOMETHING, THOUGH. WHY IS IT THAT
IN YOUR PICTURES, YOU DO MOST OF YOUR SINGING ON A HORSE?

ROGERS: WELL, WITH A VOICE LIKE MINE, I FIND IT PAYS TO KEEP
MOVIN'.

MERCER: IN THAT CASE, I OUGHTA DO ALL MY WARBLIN' IN A P-38 ... BUT,
YOU KNOW, ROY, I'M GLAD TO FIND YOU SUCH AN EASY-GOIN',
SCFT-SPOKEN FELLOW. A LOT OF COWBOYS I KNOW SEEM SO
HARD AND CALLOUSED.

ROGERS: WELL, YOU'D BE CALLOUSED TOO IF YOU RODE A HORSE AS MUCH
AS ^{we} I DO.

MERCER: I GUESS YOU THINK A LOT OF YOUR HORSE, TRIGGER, DON'T YOU,
ROY?

ROGERS: I SURE DO. HE'S JUST LIKE ONE OF THE FAMILY.

MERCER: I KNOW JUST HOW YOU FEEL. I HAD A NAG ONCE I WAS CRAZY
ABOUT. I WAS REALLY ATTACHED TO THAT HORSE.

ROGERS: YOU WERE?

MERCER: YEAH, THAT WAS THE ONLY WAY I COULD STAY ON HIM.

ROGERS: YOU WOULDN'T HAVE THAT TROUBLE WITH MY HORSE, TRIGGER,
JOHNNY. HE'S JUST AS GENTLE AS A BABY. HERE - I BROUGHT
A PICTURE OF HIM AND ME STANDIN' SIDE BY SIDE.

MERCER: ^{Real} THIS IS A PRETTY GOOD PICTURE, ROY...BUT WHY ARE YOU
WEARING A SADDLE?

ROGERS: NO...NO. THAT'S ME - OVER THERE.

MERCER: WELL, WHO'S THIS GIRL STANDING ON THE OTHER SIDE OF YOU?

ROGERS: WHERE?

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MERCER: RIGHT HERE. BOY, SHE SURE HAS A BEAUTIFUL FIGURE.

ROGERS: LET'S SEE...OH SHUCKS! - THAT'S MY GUITAR.

MERCER: WHY, SO IT IS! BUT, ROY - I KNOW ALL YOUR TIME ISN'T TAKEN UP SINGING SONGS IN YOUR PICTURES. YOU DO SOME MIGHTY HARD RIDING, TOO.

ROGERS: YES, AND SOMETIMES IT GETS ^{KIND A} ROUGH. ONE TIME I WAS RIDING HARD AND FAST ACROSS THE PRAIRIE WHEN ALL OF A SUDDEN THE CINCH STRAP BROKE. ^{Boy} I TELL YOU, I HAD TO THINK AND THINK FAST.

MERCER: GOOD HEAVENS - WHAT DID YOU DO?

ROGERS: WHAT COULD I DO? I FELL OFF.

MERCER: A RIGHT SMART MOVE, PODNER. BUT I KNOW WHAT IT MEANS TO POUND LEATHER ALL DAY.

ROGERS: YOU DO?

MERCER: ^{Why} SURE. ~~WHY~~, I ONCE RODE A HORSE TWO HUNDRED AND FIFTY MILES IN ONE DAY?

ROGERS: TWO HUNDRED AND FIFTY MILES?

MERCER: YES, FIFTY STRAIGHT AHEAD, AND TWO HUNDRED UP AND DOWN.

ROGERS: YOU KNOW, JOHNNY, YOU DON'T SOUND LIKE ^{you'd be} MUCH OF A COWBOY.

MERCER: I GUESS YOU'RE RIGHT, ROY. I WOULDN'T KNOW A CORRAL IF ONE CAME UP AND BIT ME IN THE LEG.

ROGERS: ANYWAY, JOHN, YOU KNEW ENOUGH TO WRITE A MIGHTY POPULAR COWBOY SONG - ^{It's called} "I'M AN OLD COWHAND".

MERCER: WELL, THANK YOU KINDLY, STRANGER.

ROGERS: I'D LIKE TO SING IT WITH YOU.

MERCER: OKAY. WE'LL GET THE PIED PIPERS TO JOIN US. ~~YOU~~ ^{I'll} START UP THE CANYON AND ~~FALL~~ ^{You} HEAD ~~YOU~~ ^{the} OFF AT THE PASS.

^{ROGERS:} WHICH WAY DID THEY GO? ^{HE} ~~THEY~~ WENT THIS O. WAY.
MUSIC: "I'M AN OLD COWHAND". ROGERS, MERCER, ORCH

(APPLAUSE)

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MERCER: THANK YOU, ROY ROGERS. IT WAS SWELL HAVING YOU. WE GOTTA
~~CLINK~~^{to} IN THE SADDLE AND HEAD FOR HOME NOW, FOLKS - BUT
 WE HOPE YOU'LL REMEMBER TO CHECK BACK WITH US TOMORROW
 HERE IN THE CHESTERFIELD MUSIC SHOP. THAT'S WHEN WE'LL BE
 COMING AT YOU FROM THE COAST GUARD BASE AT WILMINGTON,
 MEANWHILE ~~TEV A PAIR~~ ^{OF THOSE SMOKEVIN' CHESTERFIELDS,}
 CALIFORNIA. ~~TILL THEN,~~ ^{TOMORROW} THIS IS JOHNNY MERCER, YOUR OLD
 SINGIN' PROPRIETOR, SAYING GOODNIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
 BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS
 TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS:

(APPLAUSE)

NILES: ROY ROGERS ^{IS CURRENTLY STARRING IN THE} ~~APPEARED THROUGH THE COURTESY OF~~

Tommye Pierce "Song of the Sea"

MUSIC: THEME UP AND UNDER

NBC
 ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP

Friday, August 11, 1944

MUSIC: THEME, ...FADE FOR:

NILES: FROM THE COAST GUARD BASE AT WILMINGTON, CALIFORNIA, IT'S
THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER, WITH
JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES.

AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

~~MERCER: YES, THAT'S WHERE WE'RE AT, PEOPLE -- RIGHT IN AMONG THESE
SOLID COAST GUARD MEN AND THOSE EVER-LOVE' SPARS. SO, FOR
ALL OF YOU COAST GUARD GUYS AND GALS, WE'RE GONNA GET THINGS
ROLLIN' WITH "I MAY BE WRONG." THAT'LL BE ME AND THE PIED
PIPERS DOIN' THE SINGIN'.~~

~~MUSIC: "I MAY BE WRONG" MERCER, PIPERS, ORCHESTRA~~

~~(APPLAUSE)~~

~~MERCER: NOW I MAY BE WRONG, BUT I BELIEVE WENDELL NILES IS DUE
TO ADDRESS US AS FOLLOWS....~~

~~(COMMERCIAL)~~

Sir
MERCER: YES, THAT'S WHERE WE'RE AT, PEOPLE * RIGHT IN AMONG THESE SOLID
COAST GUARD MEN AND THOSE EVER-LOVIN' SPARS WHO ARE DOING SUCH A GREAT
JOB GUARDING EVERY COAST FROM THE NORMANDY BEACHES RIGHT ON THRU TO
GUAM AND SAIPAN, AND HELPING THE MARINES OPEN UP A FEW NEW BEACHES SO
THEY WILL HAVE MORE TO GUARD. SO FOR ALL YOU COAST GUARD GUYS AND
GALS, WE'RE GOING TO GET THINGS ROLLIN' WITH "I MAY BE WRONG."

That'll Be Me & The Red Pipers Doin' The Singin'.
MUSIC: "I MAY BE WRONG" MERCER, PIPERS, ORCH

(APPLAUSE)

MERCER: NOW I MAY BE WRONG, BUT I BELIEVE WERDEN L HILES IS DUE TO ADDRESS US
AS FOLLOWS:

HILAS:

Handwritten note: ~~It was during the last world war that American cigarettes became famous in Europe.~~

It was during the last world war that American cigarettes became famous in Europe. The first words of English learned by thousands of fighting Frenchmen were - "Have you a cigarette, Yankee?" Next the British Tommies got interested and it was ^{the} ~~the~~ ^{rate} - what'll you take for a packet of smokes?"

And today, smokers all over the world know that the United States has learned to make milder, better tasting, cooler smoking cigarettes. The Chesterfields we smoke today are a scientific miracle of blending, ageing, mellowing and conditioning tobaccos in such a way as to hold all the rich flavors of the leaf, while keeping it cool and delightful. The reason for the mighty change to Chesterfields taking place today is because Chesterfields contain the perfectly balanced blend of the finest of our native tobaccos, combined with just enough aromatic Turkish to give it fragrance and spice. With huge government orders going abroad to our men, you may have a little trouble obtaining all the Chesterfields you want - but whenever you do find Chesterfields, you've got a cigarette that really satisfies-- you can't buy a better cigarette!

WASIC: PMS Then You Find Me

Open

MERCER: WE CAN THANK PAUL WESTON AND HIS ^{Boys} ~~LADS~~ FOR THAT DELIGHTFUL MUSICAL INTERLUDE CALLED "AND THEN YOU KISSED ME." RIGHT HERE ~~NOW~~, WE ^{GIVE YOU COIT GUARDIANS THAT} ~~TURN TO OUR~~ VERY TALENTED AND LOVELY GAL WHO SO ABLY HANDLES THE BALLAD DEPARTMENT HERE IN THE ^{CHESTERFIELD} MUSIC SHOP. NONE OTHER THAN JO STAFFORD. JO EXPRESSES A THOUGHT THAT I JUST KNOW SHE CAN'T POSSIBLY MEAN ^{BECAUSE IT SAYS} ~~"I DON'T WANT TO LOVE YOU"~~.

MUSIC: "I DON'T WANT TO LOVE YOU" STAFFORD, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, JO -- THAT WAS ^{Wonderful} ~~SWELL~~. ~~THIS LITTLE EMPORIUM WE RUN HERE JUST WOULDN'T LIVE UP TO THE NAME OF MUSIC SHOP IF WE DIDN'T ALL GET TOGETHER ONCE IN A WHILE AND SING OURSELVES A LITTLE BLUES. TONIGHT WE REACHED WAY BACK AND COME UP WITH ONE THAT'S BECOME ^{kind of} ~~A~~ CLASSIC IN ITS FIELD. ~~SO~~, READING FROM LEFT TO RIGHT, YOU'LL FIND JO STAFFORD, PAUL WESTON'S BOYS, THE PIED PIPERS, WITH JUNE HUTTON, AND MYSELF, GROUPED AROUND A COPY OF THE "MEMPHIS BLUES".~~

MUSIC: "MEMPHIS BLUES" EVERYBODY

(APPLAUSE)

MERCER: WELL, THAT JUST ABOUT DOES IT, FRIENDS. NEEDLESS TO SAY,
WE'VE ALL HAD A GRAND TIME HERE WITH YOU COAST GUARD ~~BASES~~ ^{TACS}
AND ~~LASSIES~~, ^{SACS. OUR SPECIAL THANKS TO CAPT. W.F. TILL, DISTRICT COAST GUARD} AND WE HOPE WE'LL BE DIGGIN' YOU AGAIN SOON. ^{OFFICER} ~~FOR HIS~~ ^{HELP.}
IF NOT IN PERSON, AT LEAST OVER THE WIRELESS. JUST SO YOU
WON'T FORGET US WHEN WE LEAVE, WE'RE GONNA SEE THAT ^{EACH OF} YOU ~~ARE~~
GET A PACK OF THOSE SATISFYIN' CHESTERFIELDS TO REMEMBER US
BY. SO, UNLESS SOMEONE HAS ANY UNFINISHED BUSINESS TO BRING
UP AT THIS POINT, THIS IS YOUR OLD GRANDPAPPY ^{FATHER} MERCER IN
THE CHESTERFIELD MUSIC SHOP SAYING GOODNIGHT AND GOOD LUCK.
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE COAST
GUARD BASE AT WILMINGTON, CALIFORNIA.
THIS IS THE NATIONAL BROADCASTING COMPANY.

MERCER: THANK YOU. NOW FOR A MORE SOOTHING TYPE OF VOCALIZIN'
WE TURN, AS ALWAYS, TO OUR REAL SINGER HERE IN THE
CHESTERFIELD MUSIC SHOP -- MISS JO STAFFORD. JO SINGS ONE
THAT SHE REALLY PUTS HER HEART IN. THE BEAUTIFUL BALLAD
-- "DAY AFTER FOREVER".

MUSIC: "DAY AFTER FOREVER" STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANK YOU, JO. ALL OF WHICH BRINGS US, IN THE LOGICAL
ORDER OF THINGS, TO OUR GOOD FRIEND, WENDELL NILES.

(INSERT COMMERCIAL)

Chesterfield - 8/14/44

(REVISED)

3-

NILES: Thank you, Johnny - ~~and~~ tonight I want to tell the folks about the tobaccos from which Chesterfields are made, and the way these tobaccos are blended. There's ~~no~~ no method in the world that can make a good cigarette out of *ANYTHING* ~~second-rate~~ ^{BUT GOOD} tobacco, and that's why the Chesterfield people always buy the world's best tobaccos. Right for mildness...right for taste...and right for cooler smoking. After buying these fine tobaccos, Chesterfield begins the process that will transform them into milder, better-tasting cigarettes. First, every leaf is carefully inspected; then the mellowing process begins - that long period when the tobaccos are being aged by nature in huge storehouses until they are just right for Chesterfield's famous can't-be-copied blend.

Now, Remember these three all-important steps: FIRST, buying the world's best tobaccos; SECOND, ageing them to perfection; and, THIRD, blending them to bring out the special good smoking qualities of each type of tobacco - these are the steps that guarantee that every time you ask for Chesterfields, you will receive RIGHT COMBINATION, WORLD'S BEST TOBACCOS. For that's the reason - Chesterfields satisfy!

MUSIC: "Rain" (E. J. FAR): ORCH

MERCE: Right here Paul Weston & His Four
Loser
MUSIC) WEATHER GROUP BOSS THE HUMBOLDT
AROUND HERE WITH THEIR VERSION OF
"RAIN."

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~~MUSIC: "RAIN" (UNANNOUNCED)~~

~~ORCHESTRA~~

~~(APPLAUSE)~~

MERCER: ~~THAT AS EVIDENCED BY THE HUMIDITY AROUND HERE WAS~~
~~PAUL WESTON AND HIS FAIR WEATHER GROUP, PLAYING "RAIN".~~
THANKS, PIPERS
THROUGH SOME OVERSIGHT ON THE PART OF THE MANAGEMENT
HERE -- I SEEM TO BE SCHEDULED TO INFLICT YOU CUSTOMERS
WITH ANOTHER SONG. JUST SO THE WHOLE THING WON'T TURN OUT
TOO BADLY, I'VE PERSUADED THE PIED PIPERS WITH JUNE HUTTON
TO JINE IN AND DROWN ME OUT. IT'S CALLED "YOU GOT ME WHERE
YOU WANT ME".

MUSIC: "YOU GOT ME WHERE YOU WANT ME" MERCER, PIPERS, OP

(APPLAUSE)

MERCER: THANK YOU. ALONG ABOUT HERE IS WHERE WE SEEM TO HAVE USEL
UP OUR SHARE OF KILOCYCLES. BUT BEFORE WE PICK UP OUR
CHESTERFIELDS AND SCRAM, WE'D LIKE TO LET YOU KNOW WHAT'S
IN STORE FOR YOU THE REST OF THE WEEK. TUESDAY -- THAT'S
TOMORROW -- I'VE INVITED MY OLD FRIEND, JACK TEAGARDEN,
TO COME OVER AND GIVE US A FEW POINTERS ON THE TROMBONE.
AND ON WEDNESDAY.....LET ME SEE.....WEDNESDAY WE HAVE.....

NILES: A NEW SONG BY JOHNNY MERCER.

MERCER: OH, YES. I'M GLAD YOU REMINDED ME, WENDELL. I MIGHT HAVE
FORGOTTEN IT.

NILES: (ASIDE) I HAD TO OPEN MY BIG MOUTH.

MERCER: THURSDAY WE HAVE THAT COMEDIENNE OF THE CINEMA -- NANCY
WALKER. AND FRIDAY WE VISIT WHAT SERVICE CAMP, WENDELL?

NILES: THE *Naval Advance Base*
AT *Port Huenehne, Calif.*

MERCER: RIGHT. WELL, THAT -- AS THEY SAY DOWN AT THE POLICE COURT -- IS THE LINE-UP. WE HOPE YOU'LL BE WITH US ALL THE REST OF THE WEEK, WITH YOUR CHESTERFIELDS BURNING ^{BRIGHTLY} ~~BRIGHTLY~~. NOW ON BEHALF OF THE MUSIC ^{SHOP} ~~HALL~~ GANG, THIS IS JOHNNY MERCER SAYING GOODNIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As BROADCAST

THE CHESTERFIELD MUSIC SHOP

Tuesday, August 15, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS JACKSON
TEAGARDEN!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: COME RIGHT IN, CUSTOMERS --. THE CHESTERFIELD MUSIC SHOP
IS OPEN FOR BUSINESS. SUCH BUSINESS AS THIS FOLLOWING
LITTLE MATTER WHICH INVOLVES MYSELF AND A DOLLY WITH A RUN
IN HER NYLONS.

MUSIC: GONNA DANCE WITH THE DOLLY WITH THE HOLE IN HER STOCKING

MERCER, ORCHESTRA

(APPLAUSE)

MERCER: AFTER WHICH, WE'RE DUE TO HEAR FROM THE MAN WITH THE
CHESTERFIELDS IN HIS POCKET.

(COMM'L)

↓ We just been sittin' here puffin' on our Chester-
fields wishin' some of you folks would drop
in & keep us company. Now that you've
knocked on our door, the CHS is hereby open
for business. Such business as this following
little matter which involves June Jo Stafford in
the poetic ascertains, "Magic is the Moonlight."

MUSIC: "MAGIC IS THE MOONLIGHT" STAFFORD, ORCH

1 (APPLAUSE)

MERCER: After which we're due to hear from the man
with the Chesterfields in his pocket.

NILES: THANK YOU, JOHNNY. YOU KNOW, FRIENDS, CHESTERFIELD IS FAMOUS FOR THE QUALITY OF ITS TOBACCOS AND THE WAY THESE TOBACCOS ARE BLENDED. THERE IS NO METHOD YET DEvised BY SCIENCE THAT CAN MAKE A GOOD CIGARETTE OUT OF ~~SECOND-RATE~~ ^{ANYTHING BUT BEST} TOBACCO. THAT'S WHY THE CHESTERFIELD PEOPLE ALWAYS BUY THE WORLD'S BEST TOBACCOS. RIGHT FOR MILDNESS...RIGHT FOR TASTE...AND RIGHT FOR COOLER SMOKING. AFTER BUYING THESE FINE TOBACCOS, CHESTERFIELD BEGINS THE PROCESS THAT WILL TRANSFORM THEM INTO Milder, BETTER-TASTING CIGARETTES. FIRST, EVERY LEAF IS CAREFULLY INSPECTED; THEN THE MELLOWING PROCESS BEGINS -- THAT LONG PERIOD WHEN THE TOBACCOS ARE BEING NATURALLY AGED IN HUGE STOREHOUSES UNTIL THEY ARE IN PERFECT CONDITION FOR CHESTERFIELD'S FAMOUS CAN'T-BE-COPIED BLEND.

Now REMEMBER THESE THREE ALL-IMPORTANT STEPS IN THE MAKING OF A CHESTERFIELD: FIRST, BUYING THE WORLD'S BEST TOBACCOS: SECOND: AGEING THEM TO PERFECTION: AND, THIRD, BLENDING THEM TO BRING OUT THE SPECIAL GOOD SMOKING QUALITIES OF EACH TYPE OF TOBACCO - THESE ARE THE STEPS THAT GUARANTEE THAT EVERY TIME YOU ASK FOR CHESTERFIELDS, YOU WILL RECEIVE RIGHT COMBINATION, WORLD'S BEST TOBACCOS! FOR THAT'S THE REASON - CHESTERFIELDS SATISFY!

MERCER: THIS BEING A MUSIC SHOP, I CAN THINK OF NO ONE WHO SHOULD FEEL MORE AT HOME HERE THAN THE FELLOW I'VE INVITED OVER TONIGHT. HE'S ONE OF THE ^{Best} LADS WHO'S GROWN UP WITH JAZZ, AND HE AND HIS TROMBONE ^{50th} HAVE HAD A REALLY IMPORTANT PART IN THE DEVELOPMENT OF WHAT I LIKE TO THINK OF AS THE REAL FOLK MUSIC OF AMERICA. SO, LET'S GET HIM OUT HERE TO MEET YOU CUSTOMERS. HERE HE IS -- JACK TEAGARDEN.

(APPLAUSE)

MERCER: ~~HI YA JACKSON~~ -- IT'S GOOD TO SEE YOU.

TEAGARDEN: THANKS JOHNNY.

MERCER: SAY, JACK-- YOU'VE BEEN PLAYING THAT TROMBONE FOR A GOOD MANY YEARS NOW. I'VE OFTEN WONDERED JUST HOW LONG YOU TOOK LESSONS.

TEAGARDEN: YOU'VE HEARD ME ~~PLAY~~, HAVEN'T YOU?

MERCER: YES.

TEAGARDEN: WHAT MAKES YOU THINK I TOOK LESSONS?

MERCER: IT WAS JUST A WILD GUESS. BUT YOU CAN'T KNOCK YOUR PLAYING TO ME, JACK. IT'S REALLY TERRFIC. AND I THINK OUR MUSIC SHOP CUSTOMERS WILL AGREE WHEN THEY HEAR THE WAY YOU POLISH OFF THAT OLD FAVORITE, "DIANE".

~~TEAGARDEN: THANKS, JOHNNY.~~

MUSIC: "DIANE" TEAGARDEN, ORCH

(APPLAUSE)

MR. TEAGARDEN, THAT WAS MIGHTY FINE.

MERCER: ~~THAT WAS SWELL, JACKSON.~~ LIKE I'VE ALWAYS SAID -- THE TROMBONE IS A WONDERFUL INSTRUMENT.

TEAGARDEN: I'VE GOT EIGHT NEIGHBORS WHO DISAGREE WITH YOU.

MERCER: SHUCKS, WITH MY SINGIN' I DON'T EVEN HAVE NEIGHBORS... BUT JACK -- I'LL BET WHEN YOU FIRST STARTED TO STUDY MUSIC, THE FOLKS IN YOUR HOME TOWN WERE MIGHTY PROUD OF YOU.

TEAGARDEN: WELL, WHEN THEY SAW ME FOOLING WITH MY TROMBONE, THEY DID PREDICT A GREAT FUTURE FOR ME.

MERCER: AS A MUSICIAN?

TEAGARDEN: NO, -- AS A PLUMBER

MERCER: SAY, WHAT DOES IT TAKE TO PLAY THE SLIDE TROMBONE LIKE YOU DO, JACK?

TEAGARDEN: JUST A LONG REACH & A LOT OF BRASS.

MERCER: UH HUH.....WELL, I DON'T WANT TO CHANGE THE SUBJECT, BUT I THINK THE FOLKS WOULD LIKE TO KNOW SOMETHING ABOUT YOUR SINGING TOO.

TEAGARDEN: YOU KNOW, THAT'S A FUNNY THING, JOHNNY. A LOT OF MY FRIENDS TELL ME THAT I SING JUST LIKE YOU DO.

MERCER: THEY TELL YOU THAT?

TEAGARDEN: YEP!

WELL, JACK - I HAVE A T.I. FOR YOU.

MERCER: ~~BELIEVE ME, JACKSON~~ -- THEY'RE NOT YOUR FRIENDS.....YOU KNOW, THERE'S AN OLD CHINESE PROVERB THAT SAYS, "GUYS WHO SOUND LIKE MERCER JUST COULDN'T SING WORSE".

TEAGARDEN: WELL, PAUL WHITEMAN THOUGHT YOU WERE OKAY WHEN WE BOTH WORKED FOR HIM BACK IN 1933.

MERCER: YEAH, BUT YOU WERE ALWAYS THERE TO DROWN ME OUT.

TEAGARDEN: I'D BE GLAD TO ~~DO THE SAME~~ *DOWN YOU OUT* RIGHT NOW, TOO.

e

MERCER: OKAY, BUT THIS MAY BE THE END OF RADIO
YOUR OLD UNCLE JACKSON TEAGARDEN & OLD UNCLE J.
~~NEES:~~ LADIES AND GENTLEMEN ~~BY~~ ~~JOHNNY MERCER AND JACKSON~~
MERCER MOVE OUR WHEELCHAIRS UP TO THE MICROPHONE TO DO
~~TEAGARDEN REPEAT A NUMBER ^{WE} ~~BY~~~~ RECORDED IN 1933 WITH PAUL
WHITEMAN -- "FARE THEE WELL TO HARLEM".

MUSIC: "FARE THEE WELL TO HARLEM TEAGARDEN, MERCER, ORCH
(APPLAUSE)

MERCER: THANK YOU, JACK TEAGARDEN. I WISH WE HAD TIME FOR TWELVE MORE CHORUSES. INSTEAD, HOWEVER, I'M AFRAID THIS IS WHEN I'VE GOTTA CLOSE THE DOOR HERE IN THE CHESTERFIELD MUSIC SHOP, AND EXPRESS THE FOND HOPE THAT ALL YOU FOLKS WILL BE BACK ON HAND TOMORROW, ^{✓ DON'T FORGET YOUR CHESTERFIELDS.} SO, UNTIL THEN, THIS IS YOUR OLD SINGING PROPRIETOR SAYING GOODNIGHT.
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-- TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCO!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

CHESTERFIELD MUSIC SHOP
WEDNESDAY, AUGUST 16, 1944

MUSIC: THEME.... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER WITH
 JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
 WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S OUR SINGING PROPRIETOR, JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELL, WELL -- LOOK WHAT WE GOT HERE. IF MY EYES DON'T
 DECEIVE ME, IT'S THE CHESTERFIELD MUSIC SHOP ALL DRESSED
 UP IN ITS WEDNESDAY BEST. ^{SINCE} ~~SEEM' AS AROUND~~ HERE I'M
 ^{around here} BILLED AS THE SINGING PROPRIETOR, PERHAPS I BETTER STOP
 PROPRIETIN' AND START SINGIN'. THAT IS, IF THOSE
 POWERFUL PIED PIPERS WILL AGREE TO SHOULDER SOME OF THE
 RESPONSIBILITY. IT'S A TUNE YOU ALL PROBABLY REMEMBER
 CALLED "IF I KNEW THEN".

MUSIC: "IF I KNEW THEN".....MERCER, PIPERS, & ORCH.

(APPLAUSE)

MUSIC: MEMORY THEME

MERCER: THAT LITTLE BIT OF MELODY -- AS YOU ^{UNDoubtedly} PROBABLY KNOW BY NOW,
~~IS A REGULAR WED. FEATURE~~
~~WHICH INTRODUCES~~
~~COMES UP EVERY WEDNESDAY~~ HERE IN THE CHESTERFIELD MUSIC
SHOP TO ~~EASE THE MANAGEMENT INTO~~ SOME OUTSTANDING OLD TUNE
WE THINK YOU'D ALL LIKE TO HEAR AGAIN. TONIGHT IT'S MISS
JO STAFFORD WHO DOES THE HONORS -- AND WHAT COULD BE MORE
APPROPRIATE THAN "SOMETHING TO REMEMBER YOU BY".

MUSIC: "SOMETHING TO REMEMBER YOU BY" STAFFORD, & ORCH.

MERCER: THANK YOU, JO. WE TURN NOW FROM "SOMETHING TO REMEMBER
YOU BY" TO SOMETHING TO REMEMBER. IF YOU WILL, WENDELL
NILES.

(COMMERCIAL)

G

CHESTERFIELDS, JOHNNY MERCER
August 16, 1944

-3-

COMMERCIAL:

ANNCR:

Thank You Johnny

Tonight I want to come right to the point and tell the folks about the tobaccos from which Chesterfields are made and the way those tobaccos are blended. There's no method in the world that can make a good cigarette out of anything but good tobacco, and that's why the Chesterfield people always buy the worlds best tobaccos. Best for mildness...best for taste and best for cooler-smoking. After buying these fine tobaccos Chesterfield begins the process that will transform them into milder, better tasting cigarettes, first, Chesterfield tobaccos are carefully inspected and cleaned...then the mellowing process begins, that long period when the tobaccos are being aged by nature in ~~the~~ huge storehouses until they're in perfect condition for Chesterfields famous can't-be-copied blend. Now remember these three all important steps...first buying the world's best tobaccos, second, ageing them to perfection and third, blending them into the right combination to bring out the special good smoking qualities of each type of tobacco. That's why Chesterfields give to your smoking an enjoyment so complete, so full and so entirely different that there is only one way to describe it -- They satisfy.

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MERCER: VERY NICE, WENDELL. PAUL WESTON, WHOSE SOLID LITTLE GROUP CAN ALWAYS BE RELIED ON TO BRIGHTEN THINGS UP AROUND THE SHOP, BRIGHTENS THEM UP NOW WITH A LITTLE TOUR OF "KENTUCKY".

MUSIC: "KENTUCKY" WESTON, ORCHESTRA
(APPLAUSE)

MERCER: THAT WAS FINE, PAUL...VERY TASTY. FOR SOME TIME NOW, ONE OF THE SAX PLAYERS HERE IN PAUL WESTON'S BAND, ^{EDDIE MILLER BY NAME} HAS BEEN WALKING AROUND WITH AN ORIGINAL TUNE IN HIS ^{NOSE IN.} HEAD. EVER SINCE I FIRST HEARD THIS PROMISING OPUS, I'VE BEEN MEANING TO WRITE SOME WORDS TO GO WITH IT. LAST WEEK, WITH EDDIE AT MY SHOULDER, I SCRATCHED OUT SOME LYRICS ON THE BACK OF AN OLD RACING FORM. SO, AT THE RISK OF CONDEMNING EDDIE MILLER TO COMPLETE OBSCURITY, ^{I'VE ASKED HIM TO TROT OUT} I'M GONNA ^{THE SAYS I'VE DONE UP MY FEELING PREDICTION OF SOME.} DRAG 'EM OUT. ~~TO MATCH MY PROPENSITY FOR RELAXATION,~~ ^{WE CALL} I CALLED IT "IN A LAZY MOOD".

MUSIC: "IN A LAZY MOOD" MERCER, ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU. WELL, THAT SEEMS TO WIND UP OUR LITTLE SHINDIG
HERE TONIGHT IN THE CHESTERFIELD MUSIC SHOP. BUT I KNOW
YOU'LL WANT TO GET WITH US AGAIN TOMORROW AT THE SAME TIME
WHEN I TELL YOU WE'RE DUE FOR A VISIT FROM THAT SHARP
LITTLE COMEDIENNE OF THE MOVIES - NANCY WALKER. UNTIL
THEN, I'M COUNTIN' ON YOU TO KEEP THOSE CHESTERFIELDS
BURNIN'. SO TILL TOMORROW, THIS IS ^{Johnny} ~~YOUR OLD GRANDPAPPY~~
MERCER SAYIN' "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS
TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC

ANNCR: The Chesterfield Music Shop came to you from Hollywood.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP

Thursday August 17, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER, WITH
 JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
 WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. AND
 HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS NANCY WALKER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELL, DON'T JUST STAND THERE WITH YOUR NOSES PRESSED
 AGAINST THE WINDOW - COME ON IN! IT'S THE CHESTERFIELD
 MUSIC SHOP DOIN' BUSINESS AT THE SAME OLD STAND. AND IT'S
 MY SAME OLD GRAVEL VOICE THAT JOINS THE PIED PIPERS IN
 A FEW LAZY BARS OF "SINGIN' DOWN THE ROAD".

MUSIC: "SINGIN' DOWN THE ROAD" MERCER, PIPERS, ORCHESTRA

MERCER: RIGHT ^{As we're due to hear from} ~~HERE, WITH DUE REGARD FOR THE PRINCIPLES OF~~
 ~~PARLIAMENTARY PROCEDURE, THE CHAIR RECOGNIZES~~ WENDELL
 NILES.

(COMMERCIAL)

COMMERCIAL:

ANNCR: Tonight I want to come right to the point and tell the folks about the tobaccos from which Chesterfields are made and the way those tobaccos are blended. There's no method in the world that can make a good cigarette out of anything but good tobacco, and that's why the Chesterfield people always buy the worlds best tobaccos. Best for mildness...best for taste and best for cooler-smoking. After buying these fine tobaccos Chesterfield begins the process that will transform them into milder, better tasting cigarettes, first, Chesterfield tobaccos are carefully inspected and cleaned...then the mellowing process begins, that long period when the tobaccos are being aged by nature in the huge storehouses until they're in perfect condition for Chesterfields famous can't-be-copied blend. Now remember these three all important steps...first buying the world's best tobaccos, second, ageing them to perfection and third, blending them into the right combination to bring out the special good smoking qualities of each type of tobacco. That's why Chesterfields give to your smoking an enjoyment so complete, so full and so entirely different that there is only one way to describe it -- They satisfy.

f

MERCER: JO STAFFORD - A GAL OF WHOM WE ARE JUSTLY PROUD -
FETCHES HERSELF UP HERE TO BRING US ALL THE MEANING
WHICH THE COMPOSER WROTE INTO THAT LOVELY BALLAD,
"I REMEMBER APRIL."

MUSIC: "I REMEMBER APRIL" STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANK YOU, MISS JO - THAT WAS LOVELY.

NANCY WALKER SPOT

MERCER: OVER AT MGM, WHERE THE LION ROARS, THEY'VE GOT THEMSELVES A VERY SOLID PERFORMER BY THE NAME OF NANCY WALKER. SHE'S JUST ABOUT THE UP-AND-COMINGEST YOUNG COMEDIENNE IN THESE HERE PARTS - A FACT BORNE OUT IN HER COMEDY CONTRIBUTIONS TO SUCH BIG-TIME FILMS AS "BEST FOOT FORWARD" AND "BROADWAY RHYTHM". ~~NATURALLY, WHEN WE HEARD NANCY WAS GONNA DROP INTO THE CHESTERFIELD MUSIC SHOP TONIGHT, WE WERE MORE THAN DELIGHTED.~~ I'D LIKE YOU TO MEET HER - NANCY WALKER!

(APPLAUSE)

WALKER: HELLO, JOHNNY...

MERCER: WELL, COME RIGHT IN, NANCY - WE'RE REALLY GLAD TO HAVE YOU. WHAT HAVE YOU BEEN DOING WITH YOURSELF LATELY?

WALKER: I GOT A NEW JOB, JOHNNY. I'M A REPORTER FOR A SWING MAGAZINE NOW - AND I'D LIKE TO GET AN INTERVIEW FROM YOU.

MERCER: WELL, I'M HIGHLY FLATTERED. WHAT'S THE NAME OF YOUR MAGAZINE?

WALKER: ~~OH, IT'S AN UNPRETENTIOUS LITTLE THING. IT'S CALLED THE "AMALGAMATED JITTERBUG JOURNAL, JIVE GUIDE, AND GUTBUCKET GAZETTE".~~

MERCER: ^{That's} A VERY FETCHING TITLE. BUT IT MUST HAVE A SHORTER NAME THAN THAT. WHAT DO PEOPLE ASK FOR WHEN THEY STEP UP TO A NEWSSTAND?

WALKER: THE SATURDAY EVENING POST.

MERCER: WELL, I'LL BE GLAD TO GIVE YOU AN INTERVIEW, NANCY. YOU KNOW, I USED TO BE AN OLD NEWSPAPER MAN, MYSELF.

WALKER: HOW COME YOU GAVE IT UP?

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MERCER: ~~THERE WASN'T MUCH MONEY IN OLD NEWSPAPERS...~~ BUT TELL ME,
NANCY - WHAT ARE YOU CALLING THIS ARTICLE YOU'RE GOING TO
WRITE?

WALKER: "THE LIFE AND LOVES OF JOHNNY MERCER."

MERCER: OH, THAT'S GREAT.

WALKER: OR, "IT SHOULDN'T HAPPEN TO A DOG".

MERCER: I SEE. WELL, AREN'T THERE ANY QUESTIONS YOU'D LIKE TO
ASK ME?

WALKER: YEAH, WHAT ARE YOU DOIN' IN A MUSIC SHOP?

MERCER: ~~WELL, YOU SEE - AS THE PROPRIETOR, I HAVE TO BE HERE.~~
~~YOU MIGHT SAY THAT,~~ ^{WELL} MY VOICE IS PART OF THE MERCHANDISE.

~~WALKER: YOUR VOICE IS PART OF THE MERCHANDISE?~~

~~MERCER: CERTAINLY.~~

WALKER: BROTHER, IF YOU GET A GOOD OFFER - SELL!

MERCER: YES, BUT WHAT ABOUT THE INTERVIEW?

WALKER: OKAY. SUPPOSE YOU TELL ME ABOUT YOUR SCHOOLING. THAT IS,
IF YOU HAD ANY.

MERCER: WHY, CERTAINLY - AS A BOY I WON A PIN FOR BEING AT THE
HEAD OF MY CLASS.

WALKER: I GUESS THAT'S HOW YOU GOT YOUR NICKNAME, HUH?

MERCER: WHAT NICKNAME?

WALKER: PINHEAD MERCER.

~~MERCER: I'M AFRAID YOU DON'T UNDERSTAND, MISS WALKER.~~ ^{You Don't Know What a Hard Life We Led.} AS A BOY,
I WAS DESPERATELY POOR. I USED TO RUN AROUND THE STREETS
IN RAGS AND TATTERS, NOT KNOWING WHERE I'D SLEEP AT NIGHT
OR WHERE MY NEXT MEAL WAS COMING FROM.

WALKER: YOU POOR BOY.

MERCER: BUT I WORKED AND STRUGGLED TO GET AHEAD - AND NOW LOOK AT
ME TODAY. TELL ME - WHAT IS THE MORAL OF THAT STORY?

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Voiced:

~~NILES:~~ ONCE A BUM - ALWAYS A BUM.

WALKER: WHO'S THIS GUY?

NILES: MY GOOD WOMAN - SURELY YOU MUST RECOGNIZE THE GREATEST ANNOUNCER IN RADIO.

WALKER: WELL, WELL - THIS IS A SURPRISE. I'VE ALWAYS WANTED TO MEET KEN CARPENTER.

MERCER: NANCY - THIS IS WENDELL NILES.

NILES: PRECISELY, NANCY. AND IF YOU WANT TO INTERVIEW ANYONE AROUND HERE - I'M THE IMPORTANT ONE.

WALKER: WELL, AS A MATTER OF FACT, I WOULD LIKE TO ASK YOU A QUESTION.

NILES: I'LL BE HAPPY TO ANSWER IT.

WALKER: OKAY. IS THAT YOUR OWN FACE OR DID YOU JUST GET BACK FROM A SCAVENGER HUNT?

NILES: OH, NOW - WAIT A MINUTE. I'LL HAVE YOU KNOW I'VE COME A LONG WAYS ON MY FACE.

WALKER: WELL, YOU MUST HAVE BEEN OVER SOME AWFULLY BUMPY ROADS LATELY.

MERCER: NANCY - I THOUGHT THIS WAS SUPPOSED TO BE MY INTERVIEW.

WALKER: OH YES, JOHNNY.

MERCER: *Woman - how on earth*
~~WOULD YOU~~ LIKE TO HEAR ABOUT THE ONE GREAT LOVE IN MY LIFE?

WALKER: OH, LET'S NOT DRAG MONEY INTO THIS.

MERCER: *Deny. Mercier:*
ALL RIGHT. BUT YOU MAY BE INTERESTED IN THIS LITTLE-KNOWN FACT ABOUT ME. I GAVE MY FIRST PUBLIC PERFORMANCE AT THE AGE OF FOUR MONTHS.

WALKER: FOUR MONTHS? WHAT WAS THE NAME OF THE PLAY?

MERCER: WELL, IT WASN'T EXACTLY A PLAY.

WALKER: *You were in*
OH - I ~~SUPPOSE IT WAS~~ A CHILDREN'S RECITAL AT A LOCAL THEATRE?

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MERCER: *WINDSOR* *Really Great*
 THAT WAS SWELL, NANCY WALKER., ~~ANYTIME YOU FEEL LIKE~~
~~DROPPING OVER, FEEL FREE TO DO SO.~~ RIGHT HERE, HOWEVER,
 IS WHERE WE GOTTA CALL A HALT TO PROCEEDINGS AROUND HERE.
 BUT DON'T FEEL TOO BAD ABOUT IT - WE'LL BE COMIN' AT YOU
 AGAIN TOMORROW FROM THE NAVAL ADVANCE BASE AT PORT HUENEME,
 CALIFORNIA. TILL THEN, THIS IS JOHNNY MERCER IN THE
 CHESTERFIELD MUSIC SHOP SAYING GOODNIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
 BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
 YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

NILES: *Nancy Walker appeared thru the courtesy of*
Philie Goldwyn Mayer - Producer of "Dragons"

MUSIC: THEME UP AND UNDER

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY

As Requested

THE CHESTERFIELD MUSIC SHOP

Friday, August 18, 1944

MUSIC: THEME...FADE FOR:

NILES: FROM THE NAVAL ~~BASE~~ BASE AT PORT HUENEME, CALIFORNIA --
IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: ^{*This Must Be The Place.*} YES,, THIS IS YOUR CHESTERFIELD MUSIC SHOP, WITH ALL OUR
PROPERTIES AND APPURTENANCES SET UP REAL PROFESSIONAL-LIKE
FOR ~~ALL~~ YOU ^{*SEASIDES*} ~~SAILORS AND SAILORLADIES~~ HERE AT PORT HUENEME.
AND THIS IS YOUR OLD SALT WATER BARITONE, J. MERCER, ABOUT
TO KEEP QUIET WHILE PAUL WESTON'S BOYS REVIVE AN OLD ONE -
"YOU'RE A BUILDER UPPER".

MUSIC: "YOU'RE A BUILDER UPPER" WESTON, ORCH

(APPLAUSE)

MERCER: THANK YOU, PAUL. NOW, WITH THE RELUCTANT PERMISSION OF
THE MANAGEMENT I'M GOING TO RE-ACQUAINT YOU WITH A GAL WHO
USED TO GET QUITE A PLAY BACK IN THE GOOD OLD DAYS WHEN
JAZZ WAS JAZZ. YOU'LL ALL REMEMBER HER I'M SURE, AS
"SWEET LORRAINE."

MUSIC: "SWEET LORRAINE" MERCER, ORCH.

(APPLAUSE)

MERCER: FROM "SWEET LORRAINE" NOW, WE TURN TO LOVABLE WENDELL.
IF YOU WILL, WENDELL.

(COMM'L)

L

COMMERCIAL:

ANNCR:

THANK YOU, THANKS - IT'S THE STORY OF CHESTERFIELD TOBACCO
Tonight I want to come right to the point and tell the
~~folks about the tobaccos from which Chesterfields are~~
~~made~~ and the way those ^{FAMOUS} tobaccos are blended. There's no
method in the world that can make a good cigarette out
of anything but good tobacco, and that's why the
Chesterfield people always buy the worlds best tobaccos.
Best for mildness...best for taste and best for cooler-
smoking. After buying these fine tobaccos Chesterfield
begins the process that will transform them into milder,
better tasting cigarettes, first, Chesterfield tobaccos
are carefully inspected and cleaned...then the mellowing
process begins, that long period when the tobaccos are
being aged by nature in the huge storehouses until
they're in perfect condition for Chesterfields famous
can't-be-copied blend. Now remember these three all
important steps...first buying the world's best
tobaccos, second, ageing them to perfection and third,
blending them into the right combination to bring out
the special good smoking qualities of each type of tobacco.
That's why Chesterfields give to your smoking an
enjoyment so complete, so full and so entirely different
that there is only one way to describe it -- They
satisfy.

"Music - Long Ago & Far Away"
(ESTAB. FOR:)

f

MERCER: SUBSCRIBING TO THE THEORY THAT YOU NAVY MEN KNOW A SWELL
(OVER MUSIC) BALLAD SINGER WHEN YOU HEAR ONE, WE OFFER OUR OWN JO
STAFFORD WITH A SONG THAT'S BEEN DOING VERY WELL FOR ITSELF
THE PAST FEW MONTHS - "LONG AGO AND FAR AWAY".

MUSIC: "LONG AGO AND FAR AWAY" STAFFORD, ORCH.
(TO FINISH)
(APPLAUSE)

MERCER: ~~THE FOLKS HERE~~ ^{IN} ~~AROUND~~ THE CHESTERFIELD MUSIC SHOP, ^{WE} LIKE
NOTHING BETTER THAN TO SORT OF POOL OUR RESOURCES, ^{DECISIONS} ~~JUST TO~~
~~SEE WHAT HAPPENS WHEN WE GANG UP ON A REALLY SOLID TIME.~~
SO USING A TUNE OF MY OWN
AS AN ILLUSTRATION OF THIS COLLABORATION, UP STEPS JO
STAFFORD, PAUL WESTON'S ORCHESTRA, AND THE PIED PIPERS
WITH JUNE HUTTON TO GIVE YOU THEIR COMBINED VERSION OF
~~"ALEXANDER'S RAGTIME BAND."~~ ^{JAMES JONES} JUST SO I WON'T FEEL TOO
LONELY, I'M GONNA ^{TRY TO SING} CHIME IN ON THE EASIER PASSAGES.

MUSIC: ~~"ALEXANDER'S RAGTIME BAND"~~ ^{JAMES JONES} EVERYBODY
(APPLAUSE)

MERCER: AND SO, HAVING TAKEN CARE OF MR. ~~ALEXANDER~~ ^{JAMES JONES} AND HIS ~~LITTLE~~
~~GROUP~~, WE SEEM TO BE AT THE END OF THE LINE HERE IN THE
CHESTERFIELD MUSIC SHOP. SO, WITH YOUR PERMISSION, WE'RE
GONNA FOLD UP OUR ~~CHESTERFIELDS~~ ^{EQUIPMENT}, AND ~~JUST SO YOU WON'T~~
~~FORGET US, WE'RE LEAVING A FEW PACKS BEHIND FOR YOU TO~~ ^{OF CHESTERFIELDS FOR EACH}
~~ENJOY.~~ ^{OF YOU.} THANKS TO ALL YOU FELLOWS - AND ESPECIALLY TO
Com. Fredrick G. W. S. & Co. Having the honor
for your fine cooperation.
~~WE'VE HAD A SWELL TIME HERE TONIGHT.~~ KEEP IN TOUCH WITH
US OVER THE KILOCYCLES, WILL YOU? TILL MONDAY THEN, THIS
IS JOHNNY MERCER SAYING GOODNIGHT AND GOOD LUCK.

(APPLAUSE)

L

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder,
 BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
 YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS.
 (APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE NAVAL
 ADVANCE BASE AT PORT HUENEME, CALIFORNIA.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

L

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

Monday, August 21, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S OUR SINGING PROPRIETOR -
JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELCOME AGAIN TO THE CHESTERFIELD MUSIC SHOP, ALL YOU
JOYFUL CUSTOMERS! DON'T BE BASHFUL - STEP UP CLOSE TO
THE COUNTER! PREPARE TO LOSE THOSE MONDAY BLUES WHILE
ME AND THE PIED PIPERS SING AWAY A FREE SAMPLE OF OUR
MERCHANDISE. IT'S A ^{LIVELY} ~~PRETTY~~ DITTY KNOWN AS:" _____

Exactly Like You ."

MUSIC: "Exactly Like You" MERCER, PIPERS, ORCH

MERCER: AT THIS MOMENT IT WOULDN'T SURPRISE ME AT ALL IF
WENDELL NILES WARBLLED A ^{Friendly} WORD ABOUT CHESTERFIELDS.

(INSERT COMMERCIAL, PAGE 2)

NILES:

Thank You Johnny. I'd Like
~~I want~~ to say this to every smoker...three things set
 Chesterfield apart from any other cigarette you ever
 smoked. ONE...the outstanding quality of the Chesterfield
 tobaccos. TWO...the years of ageing these tobaccos to
 complete mellowness. THREE...the RIGHT COMBINATION of ~~the~~
 mellow tobaccos ~~in a blend that~~ ^{To} brings out all their
 finer qualities.

Chesterfield buys the world's best tobaccos...the mildest,
 best-tasting leaf from our own Tobaccoland and spicy,
 aromatic tobaccos from Turkey. Then comes Chesterfield's
 ageing process...Nature's way of mellowing the leaf to
 perfect condition for smoking. And last...the
 Chesterfield can't-be-copied blend...the RIGHT
 COMBINATION...WORLD'S BEST TOBACCOS...that brings out
 the fine qualities of each ~~and every~~ ^{TYPE} tobacco.

These ~~three~~ steps are ~~the~~ three basic reasons why you
 get in Chesterfields the three things that count most
 in smoking...mildness, a cooler smoke, and a better taste.
 They tell you why Chesterfield gives you a smoke so
 thoroughly enjoyable...so completely different from any
 other cigarette ~~you ever tried~~...that smokers have found
 just one way to describe it...THEY SATISFY.

0

MERCER: WELL SAID, WENDELL. RIGHT HERE WE RUN INTO OUR OWN
JO STAFFORD - A DELIGHTFUL ^{MARCELO} ~~GAL TO RUN INTO~~ - WHO COMES
FORWARD TO MURMUR A LOVELY SENTIMENT THAT COVERS A LOT OF
TERRITORY - "GOODNIGHT, WHEREVER YOU ARE".

MUSIC: "GOODNIGHT, WHEREVER YOU ARE" STAFFORD, ORCH
(APPLAUSE)

MERCER: THANK YOU, MISS JO. THAT WAS RIGHT SWEET. BY NOW I THINK
ALL YOU CUSTOMERS KNOW PAUL WESTON AND HIS BUNCH OF NOTE
NOODLERS OVER THERE IN THE CORNER. WELL, WE'VE DECIDED TO
HAVE YOU FOLKS MEET ONE OF THE COMPONENT PARTS OF THIS
BAND ^{From Time to Time} EACH MONDAY. TO BEGIN WITH, WE'VE SELECTED THE LAD
WHO ^{Plays} TICKLES THE TUNE-BOX, OR, AS IT'S OFTEN ERRONEOUSLY
CALLED - THE PIANO. ^{As you know, there are a lot of Piano Players} ~~Y'KNOW, MOST PIANISTS DEVELOP A GOOD~~
^{But as they say in the Trade, This Boy Plays with BOTH Hands} ~~RIGHT HAND OR GOOD LEFT HAND, BUT THIS BOY HAS BOTH.~~

STANLEY WRIGHTSMAN IS HIS NAME, AND HE CAN MAKE HIS FINGERS
RUN FASTER THAN A NAZI GENERAL. TO DEMONSTRATE WHICH,
STANLEY OFFERS "You Can Depend on Me".

MUSIC: "You Can Depend on Me" WRIGHTSMAN, ORCH
(APPLAUSE)

MERCER: THANK YOU, STANLEY. WELL, NEW SONGS COME AND GO, AND BEING
AS HOW SONGS ARE OUR PRINIPAL COMMODITY, WE'D LIKE TO
PRESENT A BRAND-NEW EFFORT BY
THE COMBINATION OF MY RUSTY PIPES AND THE PIED PIPERS WILL
TRY TO DO IT JUSTICE. IN CASE I GARBLE THE LYRICS, IT'S
CALLED "THERE GOES THAT SONG AGAIN".

MUSIC: "THERE GOES THAT SONG AGAIN" MERCER, PIPERS, ORCH
(APPLAUSE)

MERCER: ~~AS YOU FOLKS PROBABLY KNOW BY NOW~~, IT'S ONE OF THE
CUSTOMS AROUND THE ^{CHIFFENFIELD}MUSIC SHOP FOR ALL OF US - THAT'S
JO STAFFORD, PAUL WESTON, THE PIED PIPERS WITH JUNE
HUTTON AND MYSELF - TO GANG UP ON A NUMBER NOW AND
THEN. ~~THIS METHOD HAS THE ADVANTAGE OF SOUNDING LIKE~~
^{THE RESULT SOUNDS}
THE COMBINED EFFORTS OF THE PHILADELPHIA SYMPHONY AND
THE HALL-JOHNSON CHOIR. SEE IF YOU DON'T AGREE AS WE
SINK OUR TEETH IN ALEXANDER'S RAGTIME BAND.

MUSIC: "ALEXANDER'S RAGTIME BAND.....EVERYBODY:
(APPLAUSE)

f

MERCER: THANK YOU KINDLY. BUT NOW, GUYS AND GALS, WE COME TO THE
END OF ANOTHER SESSION OF THE CHESTERFIELD TATTING SOCIETY.

NILES: WAIT A MINUTE, JOHNNY, AREN'T YOU GOING TO GIVE THE AGENDA
FOR THE WEEK?

MERCER: I WOULDN'T THINK OF IT, WENDELL - BUT I'LL BE GLAD TO TELL
YOU WHAT'S GOING TO HAPPEN AROUND THE PLACE. ^{NILES: WELL, THAT'S BETTER THAN NOTHING.} TOMORROW
THOSE THREE SWEETHEARTS OF SWING ARE DROPPING IN - THE
~~SINGING SQUIRES~~
~~BARRY SISTERS.~~

NILES: AND WEDNESDAY, I PRESUME YOU'RE PRESENTING YOUR OWN
BRAND-NEW SONG FOR THE WEEK?

MERCER: THAT'S RIGHT, WENDELL - DON'T FAIL TO MISS IT! THURSDAY
WE'RE BEING VISITED BY THAT SAD AND FORLORN RUSSIAN, WHOSE
FACE IS SO LONG IT HAS TO BE DONE UP IN CURLERS -
MISCHA AUER!

NILES: THAT'S FINE, JOHN - AND WHAT COMES AFTER THURSDAY?

MERCER: UH...FRIDAY, OLD BOY.

NILES: I WAS A FOOL FOR ASKING.

MERCER: YES, FRIDAY - WHEN WE BROADCAST FROM The Ferrigno Division
of the Air Transport Command at Long Beach.
DON'T FORGET - THE PLACE OPENS AT THE SAME TIME TOMORROW,
SO DROP IN EARLY AND JUST SHOW YOUR CHESTERFIELDS AT THE
DOOR. TILL THEN, THIS IS YOUR OLD SINGIN' PROPRIETOR
JOHNNY MERCER SAYIN' "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY - RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

NBC
ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP

Tuesday, August 22, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP--STARRING JOHNNY MERCER, WITH
JO STAFFORD--PAUL WESTON'S ORCHESTRA--THE PIED PIPERS WITH
JUNE HUTTON--AND YOURS TRULY WENDELL NILES. AND HERE'S
JOHNNY MERCER WHOSE GUESTS TONIGHT ARE THE THREE BARRIES!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: COME RIGHT IN, PEOPLE. ^(COME RIGHT IN.) YOUR EARS DON'T DECEIVE YOU--THIS
IS THE CHESTERFIELD MUSIC SHOP. AS YOU KNOW, EVERY SO
OFTEN I GET THE URGE TO SING--IF YOU CAN CALL WHAT I DO,
SINGING. I DON'T KNOW JUST WHY I INSIST ON VOCALIZIN'.
I GUESS, LIKE IT SAYS HERE IN THIS SONG--"I CAN'T HELP IT"

MUSIC: "I CAN'T HELP IT" MERCER, ORCHESTRA

(APPLAUSE)

MERCER: WHICH BRINGS US ^{Up} TO THAT PURVEYOR OF SMOKIN' PLEASURE--
WENDELL NILES.

(COMMERCIAL)

Thank You, Johnny.

NILES:

THE FIRST THING OUR SPONSOR DOES IS TO BUY THE WORLD'S
BEST TOBACCOS FOR CHESTERFIELD...CHOICE LEAF THAT'S FULLY
RIPE, MILD AND GOOD-TASTING...THE BEST THAT MONEY CAN BUY.
THE NEXT STEP IS THE PROPER AGEING OF THESE TOBACCOS.....
THE MELLOWING PROCESS IN CHESTERFIELD'S BIG, MODERN STORAGE
PLANTS...NATURE'S SLOW BUT SURE WAY OF PUTTING THE TOBACCOS
IN PERFECT CONDITION FOR CHESTERFIELD'S UNIQUE AND SUPERIOR
BLEND.

THEN, AND ONLY THEN, THE MELLOW LEAVES ARE READY TO BE
MADE INTO CHESTERFIELD'S ^{*Famous*} RIGHT COMBINATION....~~WORLD'S~~
~~BEST TOBACCOS~~...THE RIGHT WAY TO BRING OUT ALL THEIR FINER
QUALITIES *OF THE WORLD'S BEST TOBACCOS.*

THESE THREE STEPS....BUYING THE WORLD'S BEST TOBACCOS....
AGEING THEM IN NATURE'S WAY...BLENDING THEM SCIENTIFICALLY,
MAKE CHESTERFIELDS Milder, BETTER-TASTING AND COOLER
SMOKING.

THAT'S WHY CHESTERFIELD GIVES YOU SMOKING PLEASURE SO
DIFFERENT....SO COMPLETE...THAT THERE IS ONLY ONE WAY TO
DESCRIBE IT: THEY SATISFY!

MERCER: HERE IN THE CHESTERFIELD MUSIC SHOP, WE LIKE TO THINK
 THAT WHAT MAKES A POPULAR SONG POPULAR, IS THE WAY A
 GAL LIKE OUR OWN JO STAFFORD SINGS IT. AS EVIDENCE OF
 WHICH, WE OFFER THE AFORESAID MISS JO WITH A VERY POPULAR
 BALLAD--"TIME WAITS FOR NO ONE."

MUSIC: "TIME WAITS FOR NO ONE" STAFFORD, ORCH
 (APPLAUSE)

MERCER: THANK YOU, JO. EVERY SO OFTEN, IN MY WANDERINGS THITHER AND YON, I HEAR SOME REAL MUSICAL TALENT THAT STRIKES ME AS STRICTLY BIG-TIME. NOT LONG AGO I FOUND MYSELF IN THE THRIVING LITTLE COMMUNITY OF CLEVELAND, OHIO... WHERE BY A HAPPY COINCIDENCE, I CAME ACROSS THREE TUNEFUL GALS WHO SING TOGETHER IN A MANNER MOST DELIGHTFUL. THEY CALL THEMSELVES THE THREE BARRIES. WHEN I HEARD THE OTHER DAY THAT THEY WERE HOLDING FORTH OVER AT THE FLORENTINE GARDENS RIGHT HERE IN HOLLYWOOD, I LOST NO TIME IN INVITING THEM OVER. FIRST OFF, THEY'RE GOING TO GIVE US THEIR VERY SMOOTH RENDITION OF AN OLD FAVORITE.. "I GET THE BLUES WHEN IT RAINS."

MUSIC: "I GET THE BLUES WHEN IT RAINS" BARRIES, ORCHE.
(APPLAUSE)

G--

MERCER: *BARRIES.*
VERY NICE, GIRLS. I MIGHT EVEN SAY IT WAS THE BERRIES
INCIDENTALLY, FOLKS...IN PASSING, I'D LIKE TO MENTION
THAT THESE THREE BARRIE GALS ARE THE ONLY GIRL SINGERS
IN CAPTIVITY THAT DON'T BILL THEMSELVES AS SISTERS. BUT
RIGHT HERE...AT THE RISK OF BREAKING UP THEIR LITTLE
GROUP FOR GOOD AND ALL...I'M GOING TO JOIN THESE SINGING
BARRIES IN THEIR NEXT NUMBER ALONG WITH THE PIED PIPERS.
IT'S A LITTLE THING CALLED "I'M NOT JEALOUS." HERE THEY
ARE, THE BARRIES, THE PIPERS, AND FRIEND.

MUSIC: "I'M NOT JEALOUS" BARRIES, MERCER, PIPERS, ORCH.

(APPLAUSE)

MERCER: THANK YOU, ^{LADIES} ~~GAIS~~, FOR COMING AROUND TONIGHT. AND FOR
LETTING ME SING WITH YOU. THAT JUST ABOUT TAKES CARE
OF TODAY'S LITTLE SESSION HERE IN THE CHESTERFIELD MUSIC
SHOP, SO IF THERE'S NO UNFINISHED BUSINESS LYING AROUND,
THE MEETING IS HEREBY ADJOURNED. NATURALLY, WE HOPE
YOU'LL BE BACK TOMORROW, WITH YOUR CHESTERFIELDS HANDY.
TILL THEN, THIS IS JOHNNY MERCER SAYING GOODNIGHT.
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS.

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

MUSIC: MEMORY THEME

MERCER: I'M SURE YOU ALL RECOGNIZE OUR MEMORY THEME BY NOW. IN
CASE YOU DON'T IT'S THAT, ^{FEEL} MELODY ^{DREAMY "I HEAR A SONG IN THE} PAUL WESTON AND HIS LADS
^{NIGHT."} ARE PLAYING. EACH WEDNESDAY IT REMINDS US TO REACH 'WAY
BACK ON THE DUSTY SHELVES FOR ^{ONE OF YOUR} ~~SOME~~ OLD FAVORITE SONG-HIT.
THIS EVENIN' THOSE ^{MELLOW TROUBADOURS} SMOOTHIES, THE PIED PIPERS, TILT THEIR
HEADS TOGETHER TO SHINE OUT WITH:-- "CAROLINA MOON"

MUSIC: "CAROLINA MOON" PIPERS, ORCH

MERCER: THANK YOU, PIPERS. AND AT THIS MOMENT WE'RE BROUGHT UP
TO DATE WITH A FEW CHOICE WORDS BY WENDELL NILES --

(COMMERCIAL)

V

CHESTERFIELD
8/23/44

-3-

ANNCR:

THANK YOU, THANNY.

Smokers, I'd like to point out to you tonight the three things set Chesterfield apart from any other cigarette ~~you ever smoked~~. ONE...the outstanding quality of the Chesterfield tobaccos. TWO...the years of ageing these tobaccos to complete mellowness. THREE...the RIGHT COMBINATION of the mellow tobaccos in a blend that brings out all their finer qualities.

YES.
Chesterfield buys the world's best tobaccos...the mildest, best-tasting leaf from our own Tobaccoland and spicy, aromatic tobaccos from Turkey. Then comes Chesterfield's ageing process...Nature's way of mellowing the leaf to perfect condition for smoking. And last...the Chesterfield can't-be-copied blend...the ^{FAMOUS} RIGHT COMBINATION...~~WORLD'S BEST TOBACCOS~~...that brings out the fine qualities of each ^{TYPE OF} ~~and every~~ tobacco.

These three steps are the ~~three basic~~ reasons why you get in Chesterfields the three things that count most in smoking...mildness, a cooler smoke and a better taste. They tell you why Chesterfield gives you a smoke so thoroughly enjoyable...so completely different ~~from any other cigarette you ever tried~~...that smokers have found just one way to describe it...THEY SATISFY.

MERCER: WELL SAID, WENDELL. Y'KNOW, ODDLY ENOUGH RIGHT NOW I FEEL
KINDA CONFIDENTIAL. SO I'D LIKE
~~TWO DEFINITE URGES. ONE IS TO TROUBLE YOUR PATIENT EARS~~
DOUBLE THE URGES. ADDITION OF I'M GONNA
WITH A HUSKY SOLO AND THE OTHER? "I WANT TO SEE MY BABY"
I'M GONNA

MUSIC: ~~"I WANT TO SEE MY BABY"~~ MERCER, ORCH

(APPLAUSE)

MERCER: THANK YOU ~~MUCHLY~~. SOMEHOW WORD SEEMS TO HAVE SPREAD OUT
OVER TOWN THAT I WRITE SONGS. AND THAT GIVES RISE TO ALL
SORTS OF THINGS. FOR INSTANCE NOW AND AGAIN SOMEONE ASKS
THAT ANCIENT QUERY: "WHICH COMES FIRST, THE WORDS OR THE
MUSIC?" I USUALLY ANSWER "BOTH"! SOMETIMES ^{IT'S A TITLE.} ~~A TIDY LITTLE~~
~~SOMETIMES IT'S A TUNE.~~
~~TUNE CATCHES UP WITH ME AND SOMETIMES IT'S A TITLE OR A~~
~~ANYWAY I JUST FINISHED THIS ONE WITH HAROLD PEELEN,~~
~~LYRIC. WELL, WITH THIS ONE I JUST FINISHED... IT WAS A~~
~~IT'S FROM A FORTHCOMING PICTURE CALLED "HERE~~
~~CASE OF TITLE AT FIRST SIGHT... I HAPPENED TO SEE A YOUNG~~
~~COME THE WAVES."~~
~~COUPLE MAKIN' WITH THE CALF EYES DEPARTMENT AND... WELL,~~
~~Miss~~
AND HERE'S OUR ~~MISTRESS OF MUSIC~~, JO STAFFORD, A VERY
PROMISING YOUNG GAL WHO SINGS ^{TO IT FOR YOU}, "I PROMISE YOU"

MUSIC: "I PROMISE YOU" STAFFORD, ORCH

Very Very Friendly, Miss Jo. I want to say Love.
MERCER: ~~THANK YOU. WELL, I REGRET TO STATE THAT'S ALL FOR THE~~
Week 17's
PRESENT TIME FOR THE OLD CHESTERFIELD MUSIC SHOP TO TURN
OUT THE LIGHTS. BUT WE'LL BE OPEN FOR BUSINESS AND WAITIN'
FOR YOU AT THE SAME TIME TOMORROW -- AND WAITIN' WITH US
WILL BE THAT LONG, LEAN AND LAUGHABLE STAR OF RADIO AND
PICTURES -- MISCHA AUER! SO UNTIL THEN -- ENJOY THOSE
Cooler
~~CLEAN~~ SMOKING CHESTERFIELDS. THIS IS *Jimmy* ~~OLD GRANDPAPPY~~ MERCER
SAYIN' "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: The Chesterfield Music Shop came to you from Hollywood.
THIS IS THE NATIONAL BROADCASTING COMPANY

Agency
As Broadcast

THE CHESTERFIELD MUSIC SHOP

Thursday, August 24, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 BRED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
 TONIGHT IS MISCHA AUER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: YES, THIS IS YOUR OLD SINGING PROPRIETOR ALL DRESSED UP
 IN HIS THURSDAY BEST TO GREET YOU AT THE DOOR OF THE
 CHESTERFIELD MUSIC SHOP. NOW - IF THE GENDARMES DON'T
 STOP ME, ^{THAT'S FRENCH FOR "THE LAW"} I'M DUE TO HIT YOU WITH A FEW CHORUSES OF
 "IS YOU IS OR IS YOU AIN'T MY BABY?"

MUSIC: "IS YOU IS OR IS YOU AIN'T MY BABY" MERCER, ORCH

(APPLAUSE)

MERCER: THANK YOU. WENDELL NILES STEPS UP HERE NOW TO INFORM
 THE POPULACE AS FOLLOWS...

NILES: The first thing our sponsor does is to buy the world's best tobaccos for Chesterfield...choice leaf that's fully ripe, mild and good-tasting...the best that money can buy. The next step is the proper ageing of these tobaccos... the mellowing process in Chesterfield's big, modern storage plants...Nature's slow but sure way of putting the tobaccos in perfect condition for Chesterfield's unique and superior blend.

Then, and only then, the mellow leaves are ready to be made into Chesterfield's ^{Process} RIGHT COMBINATION...~~WORLD'S BEST TOBACCOS~~...the right way to bring out all their finer smoking qualities. *It's The World's Best Tobacco.*

These three steps...buying the world's best tobaccos... ageing them in Nature's way...blending them scientifically ...make Chesterfield's Milder, Better-Tasting and Cooler-Smoking.

That's why Chesterfield gives you smoking pleasure so different...so complete...that there is only one way to describe it...THEY SATISFY.

MERCER: THANK YOU, WENDELL. MISS JO STAFFORD GATHERS THOSE
OH, WHAT AM I SAYING. THERE I GO AGAIN. SEE? ANYWAY SHE
^EVER-LOVIN' PIED PIPERS AROUND HER NOW TO OFFER

GATHERS THESE ONE AND ALL AN "INVITATION TO THE BLUES".

MUSIC: "INVITATION TO THE BLUES" STAFFORD. PIPERS, ORCH

(APPLAUSE)

Turne you. MISCHA AUER SPOT

MERCER: WE TURN NOW TO OUR NEXT OFFERING HERE IN THE MUSIC SHOP WHICH INVOLVES

AUER: PARDON ME, BUT IS THIS THE CHESTERFIELD MUSIC SHOP?

MERCER: WELL, MISCHA AUER! COME RIGHT IN.

(APPLAUSE)

AUER: (SAD) THANK YOU, JOHNNY. I'M VERY HAPPY TO BE HERE.

MERCER: WELL, YOU DON'T LOOK VERY HAPPY, MISCHA.

AUER: OF COURSE NOT. NOBODY COULD LOOK HAPPY WHO SUFFERS LIKE I DO. SUFFER, SUFFER, SUFFER. I GET UP AT FIVE O'CLOCK EVERY MORNING JUST SO I CAN SUFFER LONGER. YOU HAVE ONLY TO LOOK AT MY FACE TO SEE HOW MUCH I'VE SUFFERED.

MERCER: COME NOW, MISCHA -- NOBODY COULD HAVE SUFFERED THAT MUCH.

AUER: I'M SORRY YOU FEEL IN SUCH A WHIMSICAL MOOD, ^{MY} FRIEND, BECAUSE I HAVE COME HERE ON A MATTER OF GREAT IMPORTANCE. I AM NOW SELLING JUKE BOXES.

MERCER: JUKE BOXES?

AUER: EXACTLY.

MERCER: YOU MUST BE DOING A RECORD BUSINESS. (LAUGHS)

AUER: DID YOU HAVE TO SAY THAT?

MERCER: I'M SORRY -- I JUST THREW IT IN.

AUER: WELL, THROW IT OUT ... NOW THIS JUKE BOX I HAVE HERE IS JUST WHAT YOU NEED AROUND THIS MUSIC SHOP. IT'S SO RELIABLE. YOU PUT IN A NICKLE -- PUSH DOWN NUMBER 7, AND IT'S AMAZING HOW IT DOES IT.

MERCER: DOES WHAT?

AUER: PLAYS NUMBER 12.

MERCER: WHERE DID YOU GET SUCH A CONTRAPTION ANYWAY?

G

AUER: MY GOOD MAN -- THIS WONDERFUL DEVICE WAS INVENTED BY MY DEAR FATHER.

MERCER: YOUR FATHER WAS AN INVENTOR?

AUER: THEY CALLED HIM THE RUSSIAN DON AMECHE.

MERCER: WELL, FANCY THAT.

AUER: I LOVED MY FATHER, MR. MERCER. IN FACT, WE ALL LOVED HIM SO MUCH, WE TREATED HIM JUST LIKE ONE OF THE FAMILY.

MERCER: YOU AND HE MUST HAVE BEEN VERY CLOSE.

AUER: OH, YES -- WE WERE INSUFFERABLE -- YOU MAY NOT BELIEVE THIS, BUT EVERY SATURDAY NIGHT I WOULD GIVE MY FATHER A BATH.

MERCER: YOU GAVE HIM A BATH?

AUER: YES -- FOR TWENTY YEARS I SPONGED OFF THE OLD MAN.

MERCER: WELL, HOW DID HE HAPPEN TO INVENT THIS JUKE BOX YOU'RE SELLING?

AUER: AH, THAT IS A LONG STORY. ONE NIGHT HE CAME HOME FROM THE SALT MINES, AND HE

MERCER: HE WORKED IN THE SALT MINES?

AUER: YES ²⁰FOUR HOURS A DAY -- SOMETIMES LONGER. HE WOULD MINE THE SALT AT NIGHT AND SELL IT IN THE DAYTIME.

MERCER: I SEE..... HE WAS SORT OF A SALT-SELLER.

AUER: EXACTLY. AND ONE NIGHT HE CAME HOME DRIVING HIS BELOVED SAMOVAR, AND HE SAID ...

MERCER: DRIVING HIS SAMOVAR?

AUER: YES -- IT WAS AN EIGHT CYLINDER SAMOVAR WITH WIRE WHEELS ...AND HE LOOKED AT HIS LITTLE FAMILY AND SAID, "NESTRONOVITCH RUBINOFFSKI OFF THE RAFFSKAFFER, MINSKINNER PINSKINNER VARONYEJ." YOU CAN IMAGINE HOW WE FELT.

G

MERCER: NATURALLY. BUT WHAT DOES THAT MEAN IN ENGLISH?

AUER: ALAS! THE SAME THING IT MEANS IN RUSSIAN.

MERCER: THAT'S TOO BAD.

AUER: IT WAS TERRIBLE. HE GATHERED THE CHILDREN AROUND HIM -- BORRAVITCH, JOHNAVITCH, JOSAVITCH, AND MYSELF -- LITTLE MISCHAVITCH.

MERCER: HOW OLD WERE YOU AT THE TIME?

AUER: VERY YOUNG. VERY YOUNG. I WAS JUST A LITTLE SEVER YEAR ITCH.

MERCER: I MIGHT HAVE KNOWN.

AUER: AND MY FATHER SAID -- IN RUSSIAN OF COURSE -- "I AM GOING TO INVENT A JUKE BOX".... AND MY MOTHER SAID "WHY?"

MERCER: THEN WHAT DID HE SAY?

AUER: HE SAID -- "BECAUSE MUSIC DRAWS PEOPLE CLOSER TOGETHER".

MERCER: THEN WHAT DID SHE SAY?

AUER: SHE SAID -- "SO WHAT? SO DOES A GIRDLE!"

MERCER: IN RUSSIAN, I SUPPOSE?

AUER: CERTAINLY. AND WITH THAT, MY FATHER CRIED, "GIRDLES -- POOEY!" AND MY MOTHER HIT HIM ^{DUCK} ON THE HEAD WITH A GRANISOFFSKI.

MERCER: NOT A GRANISOFFSKI!

AUER: YES! *A DOUBLE GRANISOFFSKI WITH A BELT IN THE BACK.*

MERCER: BUT WHY?

AUER: BECAUSE -- BY CRITICIZING GIRDLES, HE HAD STRUCK AT THE VERY FOUNDATIONS OF WOMANHOOD.

MERCER: AND THAT'S HOW YOUR FATHER INVENTED THIS JUKE BOX?

AUER: EXACTLY.

MERCER: IT DOESN'T SEEM TO MAKE MUCH SENSE.

G

AUER: THAT'S BECAUSE I GAVE YOU THE RUSSIAN VERSION. BUT IF I EXPLAINED IT IN ENGLISH ^{To You} M: Yes? YOU WOULDN'T UNDERSTAND IT AT ALL.

MERCER: WELL, AS LONG AS YOU'VE GOT THE JUKE BOX WITH YOU, MAYBE IT WOULD BE SIMPLER TO JUST PUT A NICKLE IN IT.

AUER: OKAY. I WILL.

SOUND: TINNY CRASH....TINKLES....BROKEN GLASS, ETC.

MERCER: ^{MISCHA} WHAT ON EARTH WAS THAT?

AUER: SQUARE NICKEL.

SOUND: ELECTRIC MOTOR

AUER: QUIET. I THINK IT'S GOING TO PLAY.

MERCER: *What Record is it going to Play?*

MUSIC: "TSCHAIKOWSKI AND OTHER COMPOSERS" AUER, ORCH.

AUER: STRANGELY ENOUGH EVERY RECORD IS BY MISCHA AUER. MERCER: WELL, LET'S HEAR IT ANYWAY.

(APPLAUSE)
Thank You.

MERCER: THANK YOU, MISCHA AUER. I'LL ORDER SIX OF THOSE JUKE BOXES IN THE MORNING. RIGHT HERE, HOWEVER, WE'VE GOTTA CALL IT A DAY IN THE CHESTERFIELD MUSIC SHOP AND LEAVE YOU WITH THE FOND HOPE THAT YOU'LL JOIN US TOMORROW. THAT'S WHEN WE'LL BE COMIN' AT YOU FROM THE FERRYING DIVISION OF THE AIR TRANSPORT COMMAND AT LONG BEACH. TILL THEN, THIS IS JOHNNY MERCER SAYING GOODNIGHT. *FOR CHESTERFIELD FOLKS AND ALL THE GANG.*
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES, REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCO!

MUSIC: THEME UP AND UNDER

NILES: MISCHA AUER APPEARED THRU THE COURTESY OF TWENTIETH CENTURY FOX STUDIOS, PRODUCERS OF THE TECHNICOLOR PICTURE, *Dorell F. Zanuck's* *Production of* "WILSON".

ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

Friday, August 25, 1944

MUSIC: THEME...FADE FOR:

NILES: FROM THE FERRYING DIVISION BASE AT LONG BEACH, CALIFORNIA, IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER, WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. AND HERE'S THE SINGING SHOPKEEPER HIMSELF - JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: ^{GREETINGS, GREETINGS.} GREETINGS, AND A HAPPY WELCOME TO ALL YOU HIGH FLYERS WHO DROPPED OUT OF THE SKIES TO VISIT THE CHESTERFIELD MUSIC SHOP! YOU'RE JUST IN TIME TO TAKE OFF ON A DIFFERENT KIND OF CLOUD-HOPPIN' WITH THE PIED PIPERS AND ME. C'MON - LET'S GO "SWINGIN' ON A STAR".

MUSIC: "SWINGING ON A STAR" MERCER, PIPERS, ORCH

(APPLAUSE)

MERCER: AND PLANTING US FIRMLY BACK ON THE GROUND COMES WENDELL NILES WITH A FEW ~~GOOD~~ WORDS. *about Chesterfield.*

0

NILES:

Thank you, Johnny. I'd like to point out to you ^{again} ~~tonight~~
 the three things that set Chesterfield apart from any other
 cigarette ~~you ever smoked~~. ONE...the outstanding quality
 of the Chesterfield tobaccos. TWO...the years of ageing
 these tobaccos to complete mellowness. THREE...the
 RIGHT COMBINATION of the mellow tobaccos ~~in a blend that~~
^{To Bring}
~~brings~~ out all their finer qualities.

^{Yes} Chesterfield buys the world's best tobaccos...the mildest,
 best-tasting leaf from our own Tobaccoland and spicy,
 aromatic tobaccos from Turkey. Then comes Chesterfield's
 ageing process...Nature's way of mellowing the leaf to
 perfect condition for smoking. And last...the Chesterfield
 can't-be-copied blend...the ^{Famous} RIGHT COMBINATION...~~WORLD'S~~
~~BEST TOBACCOS~~...that brings out the fine qualities of
^{TYPE OF THE W.B.T.}
 each ~~and every~~ tobacco.

These three steps are the ~~three~~ basic reasons why you
 get in Chesterfields the ~~three~~ things that count most in
 smoking...mildness, a cooler smoke and a better taste.
 They tell you why Chesterfield gives you a smoke so
 thoroughly enjoyable...so completely different ~~from~~
~~any other cigarette you ever tried~~...that smokers have
 found just one way to describe it...THEY SATISFY.

MUSIC: DEKU THOUGHT OF YOU STRIPPED
 (ESTAB FORD)

MERCER: ~~THANK YOU, WENDELL.~~ AT THIS POINT IN THE PROCEEDINGS
(OVER WE CALL ON THAT CAPABLE ^{CHORUS} ~~AND CHARMING~~ GAL WITH THE
Music) SWEET VOICE. I AM REFERRING TO MISS JO STAFFORD.
JO COMES FORWARD TO TELL US WHAT'S LIKELY TO HAPPEN WITH -
"THE VERY THOUGHT OF YOU".

MUSIC: "THE VERY THOUGHT OF YOU" STAFFORD, ORCH
(APPLAUSE) *(TO FINISH)*

MERCER: ~~PLEASEING THINKING, JO. THANK YOU. Y'KNOW, ALL SORTS OF PEOPLE DROP IN ON US AT THE MUSIC SHOP. USUALLY, THEY'RE JUST A HAPPY-GO-LUCKY BUNCH OF CITIZENS - EVEN AS YOU AND I. BUT EARLY THIS A.M. COMES A VERY QUAINIT LITTLE CHARACTER. HE HAD A TOMAHAWK IN ONE HAND AND WORE MOCCASINS, WHICH LED ME TO SUSPECT HE MIGHT BE AN INDIAN. WE POW-WOWED WITH HIM FOR A SPELL AND NOW THE PIED PIPERS GATHER 'ROUND TO TELL YOU ABOUT HIM,~~ ^{INDIAN} ^{AND NOW} ^{Now.} HIS NAME IS:
^{SND} "SEQUALAMEJOJO":

MUSIC: ^{SND} "SEQUALAMEJOJO" PIPERS, ORCH

(APPLAUSE)

MERCER: *AMAZING* WELL TOLD, *AMAZING FELLOWS & GIRLS OF THE FERRYING* PIPERS, ALL YOU, GUYS AND GALS ARE PROBABLY *DO,*
 ACUTELY AWARE OF THE FACT THAT I LIKE TO BREAK OUT IN
 SOLO, OCCASIONALLY. THIS UNAVOIDABLE HAPPENSTANCE
 ALWAYS SEEMS TO OCCUR DURING ONE OF OUR MUSICAL MEETINGS.
 WELL, FAR BE IT FROM ME TO BREAK AN OLD CUSTOM - AND
 THERE'S NO BETTER MOMENT THAN THE PRESENT. SO, IF
 PAUL WESTON AND HIS LADS WILL BACK ME UP - *I'll TRY* ~~I'D LIKE TO~~
To Sinc
~~DISH~~ OUT THE "G.I. JIVE"!

MUSIC: "G.I. JIVE" MERCER, ORCH
 (APPLAUSE)

THANK YOU VERY MUCH.

MERCER:

MUCH AS I HATE TO SAY IT - IT LOOKS LIKE QUITTIN' TIME.

SO THANKS TO ALL YOU FELLOWS OF THE SIXTH FERRYING GROUP -
FERRYING DIVISION - AIR TRANSPORT COMMAND, AND OUR

SPECIAL THANKS TO COL. HARRY JOHNSON, MAJOR
TERRY HUNT & CAPT LEWIS LEDERER.

FOR THEIR HELP.

~~SEEMS LIKE WE NO SOONER TOOK OFF TOGETHER THAN WE HAD TO~~

~~LAND. BUT KEEP THAT OLD HANGAR DUSTED OUT FOR WE'LL BE~~

~~DROPPIN' IN ON YOU AGAIN SOME DAY. MEANWHILE, KEEP~~

~~CONTACT WITH US OVER THE AIR WAVES, WILL YOU? AND ANY~~

TIME YOU'RE IN THE NEIGHBORHOOD, GET IN THE GROOVE THAT

LEADS TO THE OLD MUSIC SHOP. WE HOPE YOU LIKED OUR

COMPANY AND WE KNOW YOU'RE GONNA LIKE THAT PACK OF

WE'RE LEAVING FOR EACH OF YOU. Memory
CHESTERFIELDS YOU'LL RECEIVE. SO, UNTIL NEXT TIME,

THIS IS JOHNNY MERCER SAYIN' GOODNIGHT AND - FLY RIGHT!

MUSIC: THEME

NILES:

THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,

BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS

TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

NILES:

THE CMS IS BE BROADCAST TO EVERY THEATER IN W.D.

MUSIC:

THEME UP AND UNDER

*FOR THE LISTENING PLEASURE OF ALL
MEN & WOMEN IN UNIFORM.*

NBC

ANNCR:

~~THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE~~

~~FERRYING DIVISION BASE AT LONG BEACH, CALIFORNIA.~~

THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

MONDAY, AUGUST 28, 1944

MUSIC: THEME....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP-- STARRING JOHNNY MERCER WITH
 JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
 WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELCOME, ALL YOU GOOD PEOPLE! IT'S ANOTHER HAPPY MONDAY
 EVENIN' AT THE CHESTERFIELD MUSIC SHOP! MUSIC ~~AND~~
 AND SHOPPING PLEASURE
 ~~HOSPITALITY~~ IS OUR STOCK IN TRADE. SO, FEEL FREE TO
 BROWSE AROUND WHILE THOSE CAPABLE PILOTS, THE PIED PIPERS,
 SNAP US OUT OUTTA THAT WEEK-END TAILSPIN WITH: "STRAIGHTEN
 UP AN' FLY RIGHT!"

MUSIC: "STRAIGHTEN UP AND FLY RIGHT." PIPERS, ORCH.

(APPLAUSE)

MERCER: THANK YOU, PIPERS. VERY SMOOTH FLYIN'. AND NOW IT
 WOULDN'T SURPRISE ME A BIT IF WE HEARD FROM WENDELL NILES.
 IF YOU WILL, WENDELL....

(COMMERCIAL)

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CHESTERFIELD MUSIC SHOP
8/28/44

M-W-F

-2-

The subject tonight John is quality - Quality has always been the guiding word in the making of Chesterfields....~~Yes, quality~~ every step of the way. First Chesterfield buys only the world's best tobaccos...tobaccos that are right for Mildness, right for Taste and right for Cooler smoking.

Then begins the ^{MELLOWING} process which transforms these fine tobaccos into the cigarette that's noted for its mildness and better taste....~~the mellowing process~~...that long period when the tobaccos are being aged by nature in huge modern storehouses until they are pronounced in perfect condition for Chesterfield's ~~world~~ famous blend.. Right Combination....World's Best Tobaccos.

And there you have the three important reasons why Chesterfield has the ~~three~~ qualities most important to all smokers - Mildness, Better-Taste and a cooler smoke. The world's best tobaccos, aged to perfection, and blended so that each tobacco brings out the finer qualities of all the rest...Right Combination - World's Best Tobaccos...That's the reason why Chesterfields give to your smoking an enjoyment so complete, so full, so different that there's only one way to describe it....They Satisfy.

p

MERCER: WELL PUT, WENDELL. IN THE HEART OF THAT QUAIN T VILLAGE,
NEW YORK, IS GRAND CENTRAL STATION. IT'S A LARGE AFFAIR
WHERE THOUSANDS OF PEOPLE WAIT FOR...WELL..THOUSANDS OF
OTHER PEOPLE! IT'S ALSO THE INSPIRATION FOR A WISTFUL
EARFUL YOURS TRULY WILL ATTEMPT TO RENDER CALLED, "I WISH
YOU WERE WAITING FOR ME."

MUSIC: "I WISH YOU WERE WAITING FOR ME" MERCER, ORCH.
(APPLAUSE)

p

MERCER: *Thank You.*
HERE IN THE CHESTERFIELD MUSIC SHOP THE CHARMING AND
TALENTED MISS JO STAFFORD PRESIDES OVER THE SHEET MUSIC
DEPARTMENT. PART OF HER DUTIES INCLUDES SINGING ^{SOME} LOVELY
BALLADS TO OUR PLEASED PATRONS. THIS TIME, AT THE HOPEFUL
REQUEST OF PAUL WESTON AND HIS INSTRUMENTAL GROUP, SHE
COMES FORWARD TO WARBLE A WARNING NOTE: "IT COULD HAPPEN
TO YOU."

MUSIC: "IT COULD HAPPEN TO YOU" STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANKS, MISS JO. VERY NICE INDEED. THE PIED PIPERS AND I
PONDERED THIS NEXT QUESTION BEFORE THE MEETING AND
FINALLY DECIDED TO COME RIGHT OUT AND ASK YOU. SO, THE
SMOOTH SINGIN' PIPERS AND MY OWN BARBER-SHOP BARITONE
WANT TO KNOW: "HOW MANY HEARTS HAVE YOU BROKEN?"

MUSIC: "HOW MANY HEARTS HAVE YOU BROKEN" PIPERS, MERCER, ORC

(APPLAUSE)

VERY PRETTY. VERY NICE.

WENDELL: OH, JOHNNY, YOU'RE GOING TO TELL THE FOLKS ABOUT THE REST OF THE WEEK, AREN'T YOU?

JOHNNY: BUT DEFINITELY. I'M GLAD YOU REMINDED ME, MR. NILES, FOR TOMORROW IS TO BE A GALA DAY WITH THAT FAMOUS STAR OF STAGE, SCREEN AND RADIO...JACK HALEY!

WENDELL: I'M SURE THE GANG WILL WANT TO MEET JACK -- AND ALSO DROP IN ON WEDNESDAY EVENING TO HEAR THAT NEW SONG YOU'VE WRITTEN, JOHNNY.

JOHNNY: WHAT'S FOR THURSDAY?

WENDELL: WE HAVE THAT VERY LOVELY SINGING ACTRESS, OVER AT COLUMBIA PICTURES - JANET BLAIR ^{FROM} ~~VISITS US TO~~ ^{OVER AT}

JOHNNY: WHICH BRINGS US, INEVITABLY, TO FRIDAY WHEN WE'LL BE COMIN' AT YOU FROM THE ^{MURDER ARMY AIR FIELD WAY OUT} ~~MARITIME TRAINING STATION ON~~ ^{IN THE MOJAVE DESERT.} ~~CATALINA ISLAND.~~ SO, TILL TOMORROW, THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDOR, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

NILES: THE CMS IS REBROADCAST TO EVERY THEATER OF WAR
MUSIC: THEME AND UNDER *FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM.*

NBC
ANNCR: ~~THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.~~

THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As BROADCAST

CHESTERFIELD MUSIC SHOP
Tuesday, August 29, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
TONIGHT IS JACK HALEY!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: COME RIGHT IN, PEOPLE. THIS IS THE CHESTERFIELD MUSIC
SHOP WITH YOUR OLD SINGING PROPRIETOR JUST SITTING HERE
~~IN HIS ROCKIN CHAIR WAITIN' FOR YOU. AND, INCIDENTALLY,~~
WAITIN' TO SLUG YOU WITH A FEW BARS OF "THE DOLLY WITH
THE HOLE IN HER STOCKIN'". THAT IS, IF THE PIPERS WILL
JOIN ME.

MUSIC: "DOLLY WITH THE HOLE IN HER STOCKIN'" MERCER, PIPERS,
ORCH

(APPLAUSE)

MERCER: RIGHT HERE THE CHAIR RECOGNIZES WENDELL NILES...

(COMMERCIAL)

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WELL, THANK YOU, JOHNNY.

NILES:

In just a few words, Johnny, I can give you the key facts about Chesterfields, but ~~the~~ making ~~of~~ the cigarette that satisfies is a long and complicated process requiring ~~no~~ ~~end~~ of experience, skill and care.

First, Chesterfield buys the world's best tobaccos... tobaccos that are fully ripe and mild ~~and~~ at the peak of their flavor and fragrance.

Then, Chesterfield ages these tobaccos just ^{as} ~~like~~ fine wines are aged. This is the mellowing process, nature's slow but sure way of getting rid of every trace of harshness or bite and bringing the leaf to perfect condition for smoking.

The final step is ~~the making of~~ Chesterfield's can't-be-copied blend...the RIGHT COMBINATION...WORLD'S BEST TOBACCOS. This process is the combining of flavor with flavor, aroma with aroma to bring out the finer qualities of each tobacco.

To sum up: Chesterfield buys the world's best tobaccos, ages them till they're mellow and prime and blends them the right way to give you today's Milder, Cooler and BETTER-TASTING cigarette. ~~And if a cigarette has these three qualities, that's all a smoker wants to know about it.~~

^{Yes} Chesterfields give to your smoking an enjoyment so complete, ~~so full~~, so different that there is only one way to describe it -- THEY SATISFY.

MERCER: THANK YOU, WENDELL. JO STAFFORD, OUR VERY CAPABLE
 SINGING GAL, DEMONSTRATES HER CAPABILITIES NOW WITH
 A BEAUTIFUL BALLAD - "A KISS TO REMEMBER".

MUSIC: "A KISS TO REMEMBER" STAFFORD, ORCH
 (APPLAUSE)

0

JACK HALEY SPOT

Thank You, To.

MERCER: I'M SURE THAT ALL YOU RADIO CUSTOMERS OF THE CHESTERFIELD MUSIC SHOP ARE FAMILIAR WITH THAT OTHER ENTERPRIZING RADIO EMPORIUM--THE SEALTEST VILLAGE STORE. TONIGHT WE HAVE A VISITOR FROM THAT ESTABLISHMENT, ^{JOHN DAVIS' BOYFRIEND} JACK HALEY--WHOSE ANTIQS ~~HAVE LONG BEEN FAMILIAR TO LISTENERS AND MOVIE GOERS FROM SCHENECTADY TO SAN LUIS OBISPO.~~ MORE RECENTLY, ~~HOWEVER,~~ JACK HAS BEEN SPENDING SOME TIME OVERSEAS ENTERTAINING OUR FIGHTING MEN IN ITALY. SO LET'S GIVE HIM A BIG WELCOME HOME. HERE HE IS--JACK HALEY!

(APPLAUSE)

HALEY: THANK YOU. HELLO, JOHNNY.

MERCER: HELLO, JACK. YOU KNOW, I THINK OUR CUSTOMERS WOULD LIKE TO KNOW SOMETHING ABOUT ^{YOUR} ~~YOUR~~ TRIP TO ITALY. FOR INSTANCE, WHAT SORT OF AN ACT DID YOU HAVE?

HALEY: WELL, IT WAS KIND OF A VARIETY ACT. I WORKED WITH FOUR GIRLS.

MERCER: THAT SHOULD BE ENOUGH VARIETY FOR ANYONE....WHAT DID YOU CALL YOUR LITTLE GROUP? JACK HALEY AND COMPANY?

HALEY: NO.....FOUR JILLS AND A JERK.

MERCER: A VERY FITTING TITLE... ^{JACK} BUT AFTER BEING WITH THOSE FELLAS FOR TWO MONTHS, JACK--WHAT'S YOUR OPINION OF THE AMERICAN FIGHTING MAN? CAN OUR BOYS REALLY TAKE IT?

~~HALEY: JOHNNY--AFTER SITTING THROUGH MY ACT, THEY CAN TAKE ANYTHING~~

MERCER: DID THE FELLOWS LIKE YOU OVER THERE, JACK?

HALEY: LIKE ME? JOHNNY--THEY WERE MAD ABOUT ME. WHY, I'D ONLY BEEN THERE TWO DAYS WHEN THEY NAMED ONE OF THEIR BIG DRIVES AFTER ME.

MERCER: IS THAT SO?

HALEY: WHY, SURE. ALL THEY TALKED ABOUT WAS HALEY'S OFFENSIVE...
HALEY'S OFFENSIVE. (SAY, I WONDER HOW THEY MEANT THAT?)

MERCER: I SUPPOSE YOU SPENT SOME TIME IN ROME AND NAPLES?

HALEY: OH, YES. I WENT TO ALL THOSE BIG CITIES. WHILE I WAS IN
ROME, I ASKED AN OFFICER WHEN WAS THE BEST TIME TO VISIT
FLORENCE.

MERCER: DID HE TELL YOU?

HALEY: YEAH. HE SAID, "ANYTIME HER OLD MAN ISN'T HOME...." *HALEY'S OFFENSIVE*
OFFENSIVE

~~BUT THE BIGGEST THRILL I GOT WAS PLAYING TO A BIG CROWD OF
SERVICEMEN IN ROME. WHEN I CAME OUT ON THE STAGE, THOSE
BOYS ROSE AND APPLAUDED AS ONE MAN.~~

MERCER: HOW MANY WERE THERE?

HALEY: ONE MAN....BUT JOHNNY, THERE'S ONE THING I GAINED IN ITALY
THAT I'LL NEVER FORGET--AND THAT'S AN APPRECIATION, FOR
GRAND OPERA.

MERCER: OPERA?

HALEY: ABSOLUTELY. ITALY WAS THE BIRTHPLACE OF OPERA, AND JUST
BEING THERE HAD A PROFOUND EFFECT ON ME. OUR SOLDIERS
ARE LEARNING TO APPRECIATE OPERA, TOO. WHY, WHERE ELSE
BUT IN OPERA CAN YOU FIND SUCH MUSIC, SUCH COLOR, SUCH
A LAVISH DISPLAY OF HIDDEN BEAUTY?

MERCER: HAVE YOU TRIED A BURLESQUE SHOW?

HALEY: I CAN SEE YOU DON'T GRASP THE IDEA, MY FRIEND. I WAS
SPEAKING OF THE CULTURAL BEAUTY OF THE GREAT OPERAS. ARE
YOU FAMILIAR WITH "MADAM BUTTERFLY"?

MERCER: CERTAINLY NOT. WE'RE HARDLY MORE THAN GOOD FRIENDS.

HALEY: YOU MUST HAVE HEARD OF THE OPERA "CARMEN".

MERCER: NOPE.

..

HALEY: WELL, SHE'S A GIRL WHO WORKS IN A CIGARETTE FACTORY, BUT SHE LEAVES HER JOB.

MERCER: HOW COME?

HALEY: WELL, YOU SEE--IT'S A ^{NOT CHESTERFIELD} CIGARETTE FACTORY....SO SHE ISN'T SATISFIED. BUT WHAT I CAME OVER FOR WAS TO INTEREST YOU IN AN OPERA I WROTE WHILE I WAS IN ITALY. YOU'VE HEARD OF THE GREAT OPERA, "THE FLYING DUTCHMAN"?

MERCER: YES.

HALEY: WELL, I'VE WRITTEN A NEW VERSION CALLED, "THE SMILING IRISHMAN."

MERCER: "THE SMILING IRISHMAN?" WHAT KIND OF AN OPERA IS THAT?

HALEY: WELL, IT'S SORT OF A SECOND-HAND "CARMEN".

MERCER: OH YOU CLEVER BOY--I WISH I'D SAID THAT.

HALEY: ^{I wish I hadn't} ~~SO DO I~~....NOW, IN THE FIRST ACT, THE HEROINE COMES OUT

~~AND PUSHES A LAWN-MOWER BACK AND FORTH ACROSS THE STAGE.~~

MERCER: LADY GARDNER?

HALEY: ~~NO....GRASS WIDOW. THEN, IN THE SECOND ACT, THE TRAGEDY~~ ^{Has Just Drunk} ~~CREEPS IN.~~ HER SIX MONTHS OLD DAUGHTER DRINKS A BOTTLE OF INK.

MERCER: ^{I see.} OH, THAT IS ~~IS~~ TRAGIC.

HALEY: ~~YES.~~ AND RIGHT THERE, THE MOTHER SINGS THAT BEAUTIFUL ARIA, "IS MY BABY BLUE TONIGHT."

MERCER: WHERE DID YOU SAY YOU GOT THIS OPERA?

HALEY: I DUG IT UP IN ITALY.

MERCER: MAY I SUGGEST YOU TAKE IT BACK AND BURY IT?

HALEY: DON'T TAKE THAT ATTITUDE, JOHN. IT GETS BETTER. IN THE THIRD ACT, THE HERO COMES OUT AND SINGS THE MOTIVATING THEME OF THE WHOLE OPERA, CALLED _____
(ITALIAN DOUBLE TALK)

MERCER: WHAT DOES THAT MEAN? ^{in English.}

WELL. TRANSLATED IT MEANS.

HALEY: "DON'T TRY TO BE KITTENISH, MOTHER--IT DOESN'T GO WELL WITH YOUR PUSS."

MERCER: I DON'T KNOW, JACK. THIS DOESN'T SOUND LIKE VERY HIGH CLASS STUFF.

HALEY: YOU HAVEN'T HEARD THE WONDERFUL CLIMAX OF THE OPERA, JOHN. YOU SEE, THE WHOLE THING TAKES PLACE IN MEDIEVAL TIMES, AND IN THOSE DAYS, NO GIRL DARED VENTURE FORTH WITHOUT HER GALLANT KNIGHT TO PROTECT HER. ALL THROUGH THE OPERA, OUR HEROINE IS ACCOMPANIED BY A BRAVE KNIGHT, BUT IN THE FINAL ACT SHE GOES OUT ALONE. ISN'T THAT WONDERFUL?

MERCER: WHAT'S SO WONDERFUL ABOUT THAT?

HALEY: DON'T YOU SEE, JOHN? AS THE CLIMAX OF THE OPERA, SHE'S RUNNING AROUND WITHOUT HER KNIGHTIE....WELL, HOW ABOUT IT, JOHN. WOULDN'T YOU LIKE TO SELL MY OPERA HERE IN THE MUSIC SHOP?

MERCER: I'M AFRAID NOT, JACK. YOU SEE, AROUND HERE--WE GO MORE FOR THE SWINGY STUFF, LIKE....WELL, "G.I. JIVE."

HALEY: BUT JOHN--"G.I. JIVE" IS A NATURAL FOR MY OPERA. WE COULD PUT IT RIGHT IN THE MIDDLE OF THE SECOND ACT.

MERCER: YOU'RE KIDDIN'.

HALEY: CERTAINLY NOT. GET A LOAD OF THIS.. *IF YOU PLEASE, PROFESSOR.*

MUSIC: OPERATIC VERSION OF "G.I. JIVE" MERCER, HALEY, ORCH
(APPLAUSE)

CHESTERFIELD - 8/29/44

(REVISED) -8-

MERCER: ^{THANKS A LOT!} THANK YOU, JACK ~~HALEY~~. DROP OVER AGAIN ANY TIME. *Will you?*

HALEY: THANK YOU, JOHNNY. AND NOW THAT I'VE GOT YOU BRUSHED UP ON YOUR OPERA, I'D LIKE TO INVITE YOU TO A LITTLE PARTY WE'RE GIVING IN THE SEALTEST VILLAGE STORE THIS THURSDAY.

MERCER: O.K. IT'S A DATE.

HALEY: AND OH YES, THIS MAY SOUND SILLY, BUT JOAN DAVIS SAID FOR YOU TO BRING A CHRISTMAS PRESENT WITH YOU.

MERCER: BUT WHY?

HALEY: SEARCH ME. I'LL SEE YOU THURSDAY

(APPLAUSE)

MERCER: WELL THAT'S GOT TO GET IT FOR TONIGHT, FOLKS. BUT WE HOPE YOU'LL CHECK WITH US TOMORROW, WHEN WE'LL BE SET UP FOR BUSINESS AT THE SAME OLD STAND. SO BRING YOUR CHESTERFIELDS WITH YOU AND WE'LL SEE YOU THEN. GOOD NIGHT. (APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

(REVISED)

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
WEDNESDAY, AUGUST 30, 1944

MUSIC: THEME ... FADE FOR

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER WITH
 JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
 WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S THAT SINGING SHOPKEEPER -- JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: THAT'S RIGHT, FRIEND! THE LATCH STRING IS OUT AND THE
 DOOR MAT SAYS WELCOME ONCE AGAIN TO THE CHESTERFIELD MUSIC
 SHOP -- WHICH IS QUITE A SPEECH FOR A DOOR MAT! HERE WE
 ARE SMACK DAB IN THE MIDDLE OF A WEEK OF MELODY SELLIN'.
 SO, AT THE RISK OF SPOILIN' OUR GOOD SALES RECORD WITH MY
 OLD GRAVEL VOICE, I'D LIKE TO PROMOTE A LITTLE OPUS RIGHT
 NOW. C'MON -- LET'S GO THUMBIN' DOWN THE ROAD WITH:
 "HIGHWAY POLKA!"

MUSIC: "HIGHWAY POLKA"

MERCER, ORCH.

(APPLAUSE)

MERCER: AND NOW WE GO FROM A ^{RATHER} VAGUE QUALITY IN VOICE TO A DEFINITE
 QUALITY IN CIGARETTES - WENDELL.

m

NILES: Right John. Quality has always been the guiding word in the making of Chesterfields....Yes, quality every step of the way. First Chesterfield buys only the world's best tobaccos....tobaccos that are right for Mildness, right for Taste and right for Cooler smoking. Then begins the ^{MELLOWING} process ~~which transforms these fine tobaccos into the cigarette that's noted for its mildness and better taste....the mellowing process...that long period when the tobaccos are being aged by nature in huge modern storehouses until they are pronounced in perfect condition for Chesterfield's world famous blend..Right Combination....World's Best Tobaccos.~~ ^{Can't Be Copied} ^{OF THE} World's Best Tobaccos.

And there you have the three important reasons why Chesterfield has ^{ALL} ~~these~~ qualities most important to ^{EVERY} ~~all~~ smokers - Mildness, Better-Taste and a cooler smoke. The world's best tobaccos, aged to perfection, and blended so that each tobacco brings out the finer qualities of all the rest...Right Combination - World's Best Tobaccos... That's the reason why Chesterfields give to your smoking an enjoyment so complete, so different that there's only one way to describe it....They Satisfy.

(REVISED)

-3-

MERCER: THANK YOU WENDELL. RIGHT NOW I LOOK OVER MY SHOULDER
TO FIND THOSE POWERFUL PIED PIPERS GAGIN' UP ON ME WITH A
HAPPY URGE TO HARMONIZE. SO GIVE OUT PIPERS ON
"I'LL GET BY".

MUSIC: "I'LL GET BY" PIPERS, ORCHESTRA

(APPLAUSE)

m

MUSIC: MEMORY THEME

MERCER: YES, FOLKS, IT'S MEMORY TIME. EACH WEDNESDAY WE REMIND YOU THAT AMONGST OUR BEST SELLERS ARE SOME OF YOUR OLD FAVORITES. TONIGHT A VERY PERSONABLE YOUNG LADY, JO STAFFORD BY NAME, STEPS FROM BEHIND THE COUNTER TO DO JUSTICE TO ONE OF THOSE VICTOR HERBERT EVERLASTING MELODIES. IT'S TITLED: "WHEN YOU'RE AWAY".

MUSIC: "WHEN YOU'RE AWAY" STAFFORD, ORCH.
(APPLAUSE)

MERCER: RECENTLY PAUL WESTON AND I DROPPED INTO THAT EMPORIUM OF
JIVE - THE PALLADIUM. BELIEVE ME, THE CAT'S WERE REALLY
JUMPIN'. WE GOT TO WONDERING WHAT KIND OF TALK - IF ANY -
GOES ON WHILE THESE CAPERS ARE BEING CUT, AND FINALLY GOT
INTO A HUDDLE TO COME UP WITH A BRAND NEW OFFERING.
PAUL WROTE THE MUSIC AND I WROTE THE LYRICS. IT'S
CALLED "CONVERSATION WHILE DANCING". JO STAFFORD, WILL
YOU BE MY DANCING PARTNER?

MUSIC: "CONVERSATION WHILE DANCING" STAFFORD, MERCER, ORCH.

(APPLAUSE)

MERCER: THANK YOU. WELL, THAT SEEMS TO BRING AN END TO OUR LITTLE SHINDIG, ~~HERE IN THE CHESTERFIELD MUSIC SHOP. BUT, BEFORE WE DRAW THE BLINDS, I'D LIKE TO SAY A WORD ABOUT THE DIRE NEED FOR CADET NURSES. THIS YEAR THE U.S. PUBLIC HEALTH SERVICE NEEDS 60,000 MORE CADET NURSES. THERE ARE ONLY THREE REQUIREMENTS: THE CANDIDATE MUST BE 18 TO 35 YEARS OF AGE - A HIGH SCHOOL GRADUATE - AND HAVE GOOD HEALTH. IT'S A FINE PROFESSION WITH A GREAT FUTURE. WRITE TO THE UNITED STATES CADET NURSE CORPS, BOX 88, NEW YORK...~~

~~FOR FULL INFORMATION.~~
DON'T FORGET TO DROP IN TOMORROW EVENING WHEN OUR GUEST WILL BE MISS JANET BLAIR FROM OVER AT COLUMBIA PICTURES.

NOW..FOR ALL OF US ^{AND THE} HERE IN THE CHESTERFIELD MUSIC SHOP ^{STAFF}
THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT AND GOOD SMOKING!"

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

"Chesterfield"

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN
AND WOMEN IN UNIFORM.

MUSIC: THEME UP AND UNDER

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP

Thursday, August 31, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
TONIGHT IS JANET BLAIR!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: YES, PEOPLE - LIKE I DONE TOLD YOU YESTERDAY, HERE WE ARE
BACK AGAIN TODAY. BACK IN THE CHESTERFIELD MUSIC SHOP,
WHERE THE LATCH STRING'S ALWAYS OUT, AND THE CIGARETTE
MACHINE CARRIES NOTHIN' BUT CHESTERFIELDS. RIGHT HERE AT
THE TOP OF OUR LIST, WE FIND READING FROM ^{LEFT TO RIGHT} ~~RIGHT TO LEFT~~ -
MISS JO STAFFORD, THE PIED PIPERS WITH JUNE HUTTON, AND
A VERY CATCHY BALLAD BY ~~THE~~ DUKE ~~OF~~ ELLINGTON - "I DIDN'T
KNOW ABOUT YOU".

MUSIC: "I DIDN'T KNOW ABOUT YOU" STAFFORD, PIPERS, ORCH

(APPLAUSE)

MERCER: NOW, FROM "I DIDN'T KNOW ABOUT YOU", WE TURN TO
WENDELL NILES, WHO WANTS EVERYONE TO KNOW ABOUT
CHESTERFIELDS.

0

NILES: In just a few words, Johnny, I can give you the key facts about Chesterfields, but making the cigarette that satisfies is a long and complicating^{ED} process requiring experience, skill and care.

First, Chesterfield buys the world's best tobaccos... tobaccos that are fully ripe and mild - at the peak of their flavor and fragrance.

Then, Chesterfield ages these tobaccos just as fine wines are aged. This is the mellowing process - nature's slow but sure way of getting rid of every trace of harshness or bite and bringing the leaf to perfect condition for smoking.

The final step is Chesterfield's can't-be-copied blend... the RIGHT COMBINATION^{OF THE}...WORLD'S BEST TOBACCOS. This process is the combining of flavor with flavor, aroma with aroma, to bring out the finer qualities of each tobacco. To sum up: Chesterfield buys the world's best tobaccos, ages them till they're mellow and prime and blends them the right way to give you today's MILDER, COOLER and BETTER-TASTING cigarette.

Yes, Chesterfields give to your smoking an enjoyment so complete, so different, that there is only one way to describe it -- THEY SATISFY.

MERCER: THANK YOU, WENDELL. ALONG ABOUT HERE, FOLKS, I'M DUE
TO MAKE THE NAME "MUSIC SHOP" SOUND LIKE MISREPRESENTATION.
YES, I'M GONNA ^{CHUNK} ~~RENDER~~ A SELECTION RIGHT SMACK INTO YOUR
LIVING ROOM. JUST IN CASE THE LYRICS ARE UNINTELLIGIBLE,
THE TITLE IS "MINDIN' MY BUSINESS".

MUSIC: "MINDIN' MY BUSINESS" MERCER, ORCH
(APPLAUSE)

JANET BLAIR SPOT

-4-

MERCER: HERE IN THE CHESTERFIELD MUSIC SHOP, ^{TONIGHT} ~~WE'RE ALWAYS GLAD TO~~
~~HAVE VISITORS. AND TONIGHT IS NO EXCEPTION. IN FACT,~~
~~THIS PARTICULAR THURSDAY WE'RE A BIT GLADDER THAN USUAL,~~
~~FOR OUR CHARMING GUEST IS ONE OF THE UP-AND-COMING, ^{EST} YOUNG~~
ACTRESSES IN THESE HERE PARTS. I'M SURE YOU REMEMBER HER
IN LOTS OF RECENT COLUMBIA PICTURES - NOTABLY, "MY SISTER
EILEEN" AND "ONCE UPON A TIME". ~~LIKE I SAY, WE CONSIDER~~
~~OURSELVES MIGHTY LUCKY TO HAVE HER HERE TONIGHT. JUST~~
~~HOW LUCKY, YOU'LL SEE FOR YOURSELVES WHEN I ASK HER TO~~
~~COME OUT HERE AND SAY HELLO -- JANET BLAIR:~~
AND HERE SHE IS TO

(APPLAUSE)

BLAIR: THANK YOU, JOHNNY.

MERCER: WELCOME TO OUR LITTLE EMPORIUM, JANET. HOW DO YOU LIKE
THE MUSIC SHOP?

BLAIR: OH, IT'S VERY NICE, JOHNNY. ^{YOU KNOW} AND I LIKED THE WAY YOU SANG
THAT LAST NUMBER.

MERCER: DID YOU REALLY?

BLAIR: ^{CERTAINLY AND YOU KNOW} I ~~SURE~~ DID. I THINK YOU DISPLAYED RARE FORM.

MERCER: YOU DON'T DO SO BADLY ON THAT SCORE, YOURSELF.

BLAIR: I WAS TALKING ABOUT MUSIC. YOU KNOW, I'VE ALWAYS WANTED
TO MEET A REAL LIVE SONG-WRITER.

MERCER: ARE YOU INTERESTED IN THAT SORT OF THING?

BLAIR: ^{INDEED I AM} OH, YES. I USED TO SING WITH A BAND, YOU KNOW, AND I
STILL REMEMBER A LOT OF SONGS I SANG THEN. ISN'T IT FUNNY
HOW A TUNE KEEPS COMING BACK TO YOU?

MERCER: YEAH - ONE OF MINE CAME BACK FOURTEEN TIMES. ^{THAT'S WHAT I GET}
^{FOR WRITING A}
^{TUNE CALLED LASSIE}

BLAIR: WELL, I'D LIKE TO ASK YOU, JOHNNY - TO WHAT DO YOU
ATTRIBUTE YOUR SUCCESS AS A SONG-WRITER?

0

MERCER: WELL, THIS MAY SOUND SILLY, JANET, BUT EXERCISE HAS HAD A LOT TO DO WITH IT.

BLAIR: EXERCISE?

MERCER: YEP. EVERY MORNING WITHOUT FAIL I GET UP EARLY AND CHOP SOME WOOD FOR BREAKFAST.

BLAIR: GOOD HEAVENS - HOW CAN YOU EAT THAT STUFF?

MERCER: NO, JANET ^{BAND LIKED IT.} - YOU DON'T UNDERSTAND. YOU SEE...OH, NEVER MIND.

BLAIR: WELL, WHEN YOU WRITE YOUR SONGS, JOHNNY - DO YOU ^{COMPOSE} ~~DO~~ BOTH THE WORDS AND MUSIC?

MERCER: SOMETIMES. BUT I'VE WRITTEN A LOT OF TUNES IN COLLABORATION WITH HAROLD ARLEN.

BLAIR: WHEN YOU TWO COMPOSERS WORK TOGETHER ON A TUNE LIKE THAT, WHICH WRITER DOES IT USUALLY SOUND LIKE?

NILES: IRVING BERLIN.

MERCER: WENDELL - MUST YOU? *Must You, Old Man*

BLAIR: WHO IS THIS CHARMING PERSON?

NILES: *Thank You, Janet.*
I'M WENDELL NILES, JANET. AND IF YOU'RE INTERESTED IN SONG WRITING, I'M YOUR MAN.

BLAIR: OH - ARE YOU A SONG-WRITER?

NILES: AM I A SONG-WRITER? WHY, WHO DO YOU SUPPOSE WROTE "BEGIN THE BEGUINE", "EASY TO LOVE" AND "NIGHT AND DAY"?

BLAIR: COLE PORTER.

NILES: YE-- THAT'S RIGHT, HE DID, DIDN'T HE? ... ~~BUT I'LL~~

~~HAVE YOU KNOW ONE THING - I WRITE ALL OF JOHNNY MERCER'S TUNES.~~

MERCER: YOU WRITE ALL MY TUNES, WENDELL?

NILES: ALL RIGHT, SO MAYBE YOU GET A COUPLE FROM TSCHAIKOWSKY AND BEETHOVEN - BUT I WRITE ALL YOUR BIG HITS.

BLAIR: ~~IS THAT TRUE, JOHNNY?~~

MERCER: *Pay No Attention To Him*
~~OF COURSE NOT,~~ JANET. WENDELL KNOWS NOTHING ABOUT MUSIC.

NILES: IS THAT SO?

MERCER: WELL, IF YOU'RE SO SMART - WHAT DOES IT MEAN WHEN A
SCHERZO IS MARKED "CON BRIO DIMINUENDO A CAPELLA"?

NILES: BEAT ME LIGHTLY, DADDY, I BRUISE EASILY.

MERCER: YOU SEE, JANET - WHAT I HAVE TO PUT UP WITH AROUND HERE?
IN VIEW OF WENDELL'S SAD LACK OF MUSICAL KNOWLEDGE,
I THINK YOU OUGHT TO BROADEN HIS EDUCATION BY SINGING A
LITTLE NUMBER YOURSELF.

BLAIR: WELL, IF YOU THINK IT'LL DO ANY GOOD, JOHNNY - I'D LIKE
TO SING AN OLD COLE PORTER SONG - "IN THE STILL OF
THE NIGHT".

MERCER: YOU GO RIGHT AHEAD, JANET. *I'm Crushed,*

MUSIC: "IN THE STILL OF THE NIGHT" BLAIR, ORCH

(APPLAUSE)

MERCER: THANK YOU, JANET BLAIR. COME OVER ANY TIME. WELL, THAT SEEMS TO TAKE CARE OF OUR THURSDAY BUSINESS HERE IN THE SHOP, FOLKS. SO IF YOU DON'T MIND, WE'LL SORT OF SLIP AWAY WHILE NO ONE'S LOOKIN'. DON'T FORGET TO BE WITH US TOMORROW WHEN WE'LL BE DIGGIN' YOU FROM THE MUROC ARMY AIR FIELD WAY OUT IN THE MOJAVE DESERT. AND BE SURE AND BRING YOUR CHESTERFIELDS WITH YOU. GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

NILES: JANET BLAIR WILL SOON BE SEEN CO-STARRING WITH RITA HAYWORTH ^{AND LEE REMICK} IN COLUMBIA'S TECHNICOLOR MUSICAL - "TONIGHT AND EVERY NIGHT".

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP
Friday, ^{Sept 1} ~~August 31~~, 1944

MUSIC: THEME...FADE FOR:

NILES: FROM THE ARMY AIR FIELD ^{MUSIC DAY LONG} AT ~~MOHAVE~~,
CALIFORNIA, IT'S THE CHESTERFIELD MUSIC SHOP -- STARRING
JOHNNY MERCER, WITH JO STAFFORD -- PAUL WESTON'S
ORCHESTRA -- THE PIED PIPERS WITH JUNE HUTTON -- AND
YOURS TRULY, WENDELL NILES.
AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: YES, FOLKS, WE'VE SET THE OLD CHESTERFIELD MUSIC SHOP
RIGHT DOWN IN THE MIDDLE OF THE MOHAVE DESERT FOR A SOLID
SESSION WITH ^{YOU MEN WHO FLY THOSE BIG PLYWOODS} TO BERLIN & TIKVO. SEEMS A
TRIFLE HUMID ROUND THESE PARTS BUT THOSE HEP HARMONIZERS,
THE PIED PIPERS, MELT TOGETHER TO DIG US A FORECAST
CONCERNIN' A REALLY TORRID LOCALE. THE PIPERS CLAIM
"THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN."

MUSIC: "THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN". PIPERS
AND ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, PIPERS. THIS IS THE TIME ~~THAT~~ WENDELL NILES
^{WE RESERVE FOR HIM}
~~TO STEP UP AND SAY~~
~~DROPS A WORD OR TWO ABOUT TOBACCOES.~~

(COMMERCIAL)

L

NILES: The subject tonight, John, is quality - Quality has always been the guiding word in the making of Chesterfields....~~Yes, quality~~ every step of the way. First Chesterfield buys the world's best tobaccos... tobaccos that are right for Mildness, right for Taste and right for cooler smoking. Then begins the mellowing process...that long period when the tobaccos are being aged by nature in huge modern storehouses until they are pronounced in perfect condition for Chesterfield's famous can't-be-copied blend.. Right Combination...World's Best Tobaccos. And there you have the three important reasons why Chesterfield has all the qualities most important to every smoker - Mildness, Better-Taste and a cooler smoke. The world's best tobaccos, aged to perfection, and blended so that each tobacco brings out the finer qualities of all the rest...Right Combination - World's Best Tobaccos... That's the reason why Chesterfields give to your smoking an enjoyment so complete, so different that there's only one way to describe it...They Satisfy.

MERCER: NICELY PUT, WENDELL. AND NOW IF PAUL WESTON WILL WAVE HIS MAGIC WAND OVER THE BOYS, WE'LL WHISK YOU TEMPORARILY, TO A QUIET SPOT IN CANADA. ASKIN' YOUR USUAL KIND INDULGENCE, I SHALL EXERCISE MY AGEING TREMULO IN A LOVELY SETTING "BY THE RIVER ST. MARIE."

MUSIC: ^{River}"BY THE ~~MUSIC~~ ST. MARIE" JOHNNY & ORCH.

(APPLAUSE)

MERCER: WE TURN THE SHOP OVER TO A DELIGHTFUL YOUNG LADY AT THIS MOMENT. MISS JO STAFFORD, SPECIALIST IN SELLING SOLOS, DROPS EVERYTHING IN THE RECORD DEPARTMENT TO ~~ENTER AND YOU FAVOR THEM WITH THE SONG — PLEAD WITH US MUSICALLY AS SHE SINGS:~~ " DON'T TAKE YOUR LOVE FROM ME "

MUSIC: " DON'T TAKE YOUR LOVE FROM ME " STAFFORD, ORCH
(APPLAUSE)

MERCER: DON'T WORRY NONE, MISS JO. WHO COULD RESIST SUCH A TOUCHIN' REQUEST. LIKE MOST ESTABLISHMENTS THAT AIM TO PLEASE THE PUBLIC, WE OCCASIONALLY INDULGE IN A SPECIAL CONFERENCE. ONLY DIFFERENCE IS. . .INSTEAD OF TALKIN' THINGS OVER, WE SING 'EM, OR PLAY 'EM. THIS EVENING MY LOYAL SALES STAFF, COMPOSED OF JO STAFFORD, THE PIED PIPERS, AND PAUL WESTON AND HIS LADS GATHER 'ROUND AS WE ALL CONFER ON A ^{SWEET NEW TUNE} ~~TUNEFUL ITEM~~ CALLED: " THERE GOES THAT SONG AGAIN "

MUSIC: " THERE GOES THAT SONG AGAIN " PIPERS, MERCER, STAFFORD
AND ORCH.
(APPLAUSE)

MERCER:

WELL, THAT JUST ABOUT DOES IT, JIVE-BOMBERS. ^{THANKS} IF GOES
~~TO ALL YOU AIRMEN HERE AT MUROC DEY LAKE~~
~~WITHOUT SAYIN' THAT WE'VE HAD A SWELL TIME AND WE HOPE~~
~~FOR ONE SPECIAL THANKS TO COL. GERALD HOYLE~~
~~YOU'VE ENJOYED OUR LITTLE GLAM-BAKE. WE WANT TO THANK~~
~~V. CAPT. H.E. GRIFFITH.....~~ FOR THEIR GENEROUS
 COOPERATION. AND JUST TO HELP YOU COOL OFF, WE'RE GONNA
 SEE THAT YOU ^{END OF} ~~ARE~~ GET A PACK OF THOSE COOLER SMOKIN'
 CHESTERFIELDS. REMEMBER, ALL YOU'VE GOTTA DO TO MAKE
 CONTACT WITH THE ^{MUSIC SHOP} GANG ~~HERE~~ IS "SWITCH ON" AN' TURN
 THAT DIAL. THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT"
 AND "KEEP 'EM FLYIN'!"

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
 BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS
 TELL YOU WHY: RIGHT COMBINATION --WORLD'S BEST
 TOBACCOS!

(APPLAUSE)
 INSERT (OVER)

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE MUROC
 ARMY AIR FIELD AT MUROC CALIFORNIA.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

"Chesterfield"

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN
AND WOMEN IN UNIFORM.

MUSIC: THEME UP AND UNDER

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

MONDAY, SEPTEMBER 4, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER WITH
JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
HERE'S YOUR SINGIN' SHOP-KEEPER -- JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: GREETINGS, FRIENDS AND NEIGHBORS! GLAD TO SEE YOU GOT
IN THE GROOVE THAT LEADS TO THE CHESTERFIELD MUSIC SHOP.
MAKE YOURSELVES COMFORTABLE WHILE PAUL WESTON NUDGES HIS
BOYS WITH A SHARP NOTE AND I OIL MY RUSTY OBLIGATO TO
START THINGS ROLLIN'. *FIRST OFF, WE'RE GOING TO*
~~OUR FIRST EFFORT IS A NOSTALGIC~~
TELL YOU ABOUT A TOY PLAYERS
~~DITTY GOIN' WAY BACK WHEN IT'S CALLED "TIRED TEDDY~~
BEAR".

MUSIC: "TIRED TEDDY BEAR" MERCER, ORCHESTRA

(APPLAUSE)

MERCER: THANKS, FOLKS. AND NOW A WORD OR TWO OF TOBACCO WISDOM
FROM WENDELL NILES.

(COMMERCIAL)

NILES: Thank you, Johnny, and perhaps you remember that 'way back when you went to school, you studied that well-known mathematical formula called "The Rule of Three." Chesterfield has its own "Rule of Three"....the three steps that make it today's Milder, Cooler-Smoking, Better-Tasting Cigarette. One....Chesterfield buys the world's best tobaccos....tobaccos that are sun-ripened on the stalk and picked only when they're fully mature and at the peak of their flavor and fragrance.

Two....Chesterfield ages these tobaccos in the wood.... big, 1000-pound casks....like fine wines are aged. This is the famous mellowing process that eliminates every trace of rawness, harshness or bite. It makes the tobaccos prime for smoking.

Three....Chesterfield blends the World's Best Tobaccos in the famous Right Combination. This process balances one type with another so that each tobacco brings out the best qualities in all the rest.

These three steps--"Chesterfield's Rule of Three"--make them different....give them real character.... make Chesterfields so thoroughly enjoyable that there's just one way to describe them....THEY SATISFY.

MERCER: NICE GOIN', WENDELL. IN ORDER TO ACHIEVE THEIR PARTICULAR
BRAND OF HARMONY ~~THESE~~ ^{OUR} ~~HEP~~ MINSTRELS, THE PIED PIPERS, DO
SOME MIGHTY CLOSE CO-ORDINATIN'. BUT, JUST TO PROVE THAT
THEY CAN WORK SEPARATELY TOO, ONE OF THE PIPERS, HAL
HOPPER, GOT TOGETHER WITH A ^{BOY} ~~LAD~~ NAMED TOM ADAIR TO ^{WRITE} WHIP
~~OUT~~ A BRAND NEW NUMBER. HAL SLIPS ^{BACK} INTO HIS USUAL ^{BOSSMANE SLOT} PLACE AS
THE PIPERS SING IT NOW. IT'S CALLED: "MIND IF I LOVE YOU".

MUSIC: "MIND IF I LOVE YOU" PIPERS, ORCHESTRA
(APPLAUSE)

Music: "I Walk Alone" (ESTABLISH FOR:)

MERCER: ~~THANKS, PIPERS. A NEAT NUMBER AND NICELY PRESENTED.~~
(OVER ~~THE~~ *HERE IN THE CMS*
Music) RIGHT NOW OUR PORTABLE SPOT-LIGHT MOVES TO MISS JO STAFFORD
WHO EXPRESSES A STRANGE SENTIMENT FOR ONE SO LOVELY AS SHE
SINGS "I WALK ALONE".

MUSIC: "I WALK ALONE" STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: THANKS, JO. WE'LL GO WALKIN' TOGETHER ANY TIME YOU
THAT IS, IF YOU GOT YOUR WALKIN' SHOES ON.
CHANGE YOUR MIND. MEANWHILE IF YOU'LL ~~JOIN~~ ^{JOIN} THE PIED
VSIT THIS ONE OUT
PIPERS AND ~~ME~~ -- ~~PAUL WESTON AND THE LADS WILL BACK US~~
WILL GIVE THE CUSTOMERS
~~UP~~ IN A SPECIAL ARRANGEMENT OF "IF I KNEW THEN"

MUSIC: "IF I KNEW THEN" MERCER, STAFFORD, PIPERS & ORCH

(APPLAUSE)

MERCER: THAT'S ABOUT ALL THIS EVENIN', VISITORS, BUT BEFORE WE CLOSE SHOP I'D LIKE TO SAY A WORD ABOUT THE DIRE NEED FOR CADET NURSES. THIS YEAR THE U.S. PUBLIC HEALTH SERVICE NEEDS 60,000 MORE CADET NURSES. THERE ARE ONLY THREE REQUIREMENTS: THE CANDIDATE MUST BE 18 TO 35 YEARS OF AGE - A HIGH-SCHOOL GRADUATE - AND HAVE GOOD HEALTH. IT'S A FINE PROFESSION WITH A GREAT FUTURE. WRITE TO THE UNITED STATES CADET NURSE CORPS, BOX 88, NEW YORK FOR FULL INFORMATION.

MERCER: ~~WTFY, HELLO, MR. NILES! SOMETHING ON YOUR MIND?~~

NILES: ~~WELL..UH..YES, JOHNNY. (SOTTO) YOU FORGOT TO TELL IEM~~

Our Music Shop Specials For
How ABOUT THE REST OF THE WEEK!

MERCER: ~~GOOD OLD WORRY WART WENDELL -- NEVER FAILS ME. YOU'RE~~

I'm Glad You Reminded Me,
Tell The Folks
RIGHT, I SHOULD SAY THAT ON TUESDAY WE HAVE *THAT*.....
Singing Star From MGM - Phil Hanna,

NILES: RIGHT! AND YOU OUGHT TO TELL ABOUT THAT NEW SONG YOU
WROTE ESPECIALLY FOR WEDNESDAY.

MERCER: ~~GUESS SO, HUH? AND MAYBE DROP A HINT THAT THURSDAY WE'LL~~

Ni On Natch!
BE EXPECTING A VISIT FROM *Another Song Salesman*
Who's Gonna Make His Time Our Time - Rudy Vallee

NILES: OF COURSE. AND, LAST BUT NOT LEAST --

MERCER: ~~I OUGHTTA MENTION THAT ON FRIDAY WE'LL BE BRADCASTING~~

Niles: ~~FROM THE MARITIME SERVICE TRAINING STATION ON CATALINA~~
MERCER: Oh, yes. The Maritime Service

Niles: Yeah - I'm Goin' Overseas.
ISLAND. A YES, I'LL DO THAT LITTLE THING, WENDELL.

NILES: ~~BUT THERE ISN'T TIME NOW, JOHNNY!~~

MERCER: ~~OH, THAT'S A SHAME! WELL, GUESS ALL I CAN SAY THEM IS --~~

Satisfyin' Smoke.
LIGHT UP A CHESTERFIELD. ~~AND~~ THIS IS JOHNNY MERCER SAYIN'

"GOODNIGHT"

(APPLAUSE)


MUSIC: THEME


NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER,
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

"Chesterfield"

NILES: *Now,* THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder, 
BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL
YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN
AND WOMEN IN UNIFORM. 

MUSIC: THEME UP AND UNDER

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

THE CHESTERFIELD MUSIC SHOP

Tuesday, September 5, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
 TONIGHT IS PHIL HANNA!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: NO, CUSTOMERS - IT'S NOT A NEW SECRET WEAPON. IT'S THE
 CHESTERFIELD MUSIC SHOP, WITH YOUR OLD SINGIN' PROPRIETOR
 STANDIN' HERE BEHIND THE COUNTER WAITIN' TO WELCOME YOU.
 NOW THAT YOU'RE PROPERLY WELCOMED, ^{JO STAFFORD} ~~THE PIED PIPERS~~ WOULD
 LIKE TO ADD ^{HER} ~~THEIR~~ OWN PERSONAL GREETING IN THE FORM OF A
 SONG. ^{IT'S HER SPECIAL TUESDAY VERSION OF} ~~IT'S ONE THEY DO VERY WELL, AND IT'S CALLED "THE~~
 ~~"I Don't Want To Love You"~~ ^{"I Don't Want To Love You"}, FROM "MEET ME IN ST. LOUIS".

MUSIC: TROLLEY SONG ^{STAFFORD}
PIERS, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, ^{JO} ~~PIERS~~. RIGHT HERE WE TURN TO WENDELL NILES,
 WHO SINGS A DIFFERENT TUNE, BUT ONE ^{THAT'S VERY SATISFYING} ~~WE ALL LIKE TO HEAR.~~

(INSERT COMMERCIAL)

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NILES: THAT'S RIGHT, JOHNNY, I SEE YOU KNOW YOUR CHESTERFIELDS.
AND IT'S A VERY IMPORTANT THING FOR ANY SMOKER TO KNOW ^{ALL ABOUT} HIS
CIGARETTE... ~~ALL ABOUT~~... WHAT IT'S MADE OF AND HOW
IT'S MADE.
~~LISTEN, ALL YOU SMOKERS,~~ ^{HERE} ~~TO~~ ^{DO} THE FACTS ABOUT CHESTERFIELD.
FIRST OF ALL, OUR SPONSOR BUYS THE WORLD'S BEST TOBACCOS..
... YOU JUST CAN'T MAKE Milder, BETTER-TASTING
CHESTERFIELDS WITH ANYTHING ~~LESS~~ ^{BUT} THAN THE BEST TOBACCO.
BUT EVEN THE BEST MILD, RIPE TOBACCOS, ~~THAT MONEY CAN BUY~~
~~AREN'T IN CONDITION FOR YOU TO SMOKE AS THEY COME FROM~~
~~THE FIELD. BEFORE THEY ARE MADE INTO CHESTERFIELDS,~~
THESE TOBACCOS MUST UNDERGO LONG YEARS OF AGEING. THIS
IS THE MELLOWING PROCESS THAT BRINGS THE CHESTERFIELD
TOBACCOS TO PERFECT CONDITION TO GIVE YOU REAL SMOKING
ENJOYMENT.
WHEN THE TOBACCOS HAVE AGED AND ~~MELLOWED~~ TWO YEARS OR
MORE, THEY'RE ^{READY} ~~PRIME~~ FOR CHESTERFIELD'S RIGHT COMBINATION...
THE CAN'T-BE-COPIED CHESTERFIELD BLEND THAT BRINGS OUT
ALL THE FINER SMOKING QUALITIES OF THE WORLD'S BEST
TOBACCOS.
YES, RIGHT COMBINATION, WORLD'S BEST TOBACCOS...
CHESTERFIELD'S FIVE KEY WORDS TO GENUINE SMOKING
PLEASURE --- AND YOUR GUARANTEE OF A Milder, COOLER-
SMOKING, BETTER - TASTING CIGARETTE -- A CIGARETTE THAT
REALLY SATISFIES!

~~MERCER: THANK YOU, WENDELL. CALLING ON ANOTHER MEMBER OF THE MUSIC SHOP STAFF, WE PUT THE LISTEN ON OUR OWN JO STAFFORD, FOR HER SPECIAL TUESDAY VERSION OF "I DON'T WANT TO LOVE YOU", OR, PERHAPS, "GEORGIA".~~

~~MUSIC: "I DON'T WANT TO LOVE YOU" OR "GEORGIA" STAFFORD, ORCH.~~

~~(APPLAUSE)~~

MERCER: Thank you, Wendell. At this point, we bend an ear and put the listen on that harmonizing foursome of the Music Shop staff — the Pied Pipers. Let's ride along with them as they sing "The Trolley Song" from "Meet Me in St. Louis."

MUSIC: TROLLEY SONG

(APPLAUSE)

MERCER: Every so often, in the hope of being mistaken for a big movie star, I spend a day or ^{Two} ~~so~~ wandering around the picture studios here in Hollywood. ^{ONCE IN A WHILE} ~~Every so often~~ I run into someone who looks like a good bet for the Music Shop here. ^{Well} "Such a person is our guest tonight--Phil Hanna!

(APPLAUSE)

HANNA: Thanks for the intro, Johnny.

MERCER: Forget it, Phil. How are things over at M.G.M?

HANNA: ^{GREAT. YOU KNOW} Oh fine--I think they're gonna make me a producer!

MERCER: What, already! How do you know?

HANNA: Well, right at the end of my contract it says I've gotta produce--or else!

MERCER: Hm. Sounds good. Let's see, if I'm not mistaken--your first picture was "Dragonseed," wasn't it?

HANNA: Nope.

MERCER: "Kismet" maybe?

HANNA: Uh uh.

MERCER: Could be "Bathing Beauty"?

HANNA: No, Johnny--I did "Sweet and Lovely."

MERCER: Oh, brand new picture, eh?

HANNA: Still wrong, John. That's the name of the number I sang in my screen test!

MERCER: ^{FROM THE SCREEN TEST OF THE SAME NAME} Wonderful! Ladies and gentlemen--we now present Phil Hanna ^{SINGING SWEET & LOVELY.} ~~currently starring in his first screen test. He got a contract singing "Sweet and Lovely" for MGM. Let's see what he gets here.~~

MUSIC: "SWEET AND LOVELY" HANNA, ORCH

(APPLAUSE)

MERCER: THANK YOU, PHIL -- THAT WAS GREAT. WELL, CUSTOMERS -- IT LOOKS LIKE WE DONE REACHED THE END OF THE ROAD HERE IN THE CHESTERFIELD MUSIC SHOP. BUT, AS YOU KNOW, WE'RE DUE TO BE RIGHT BACK ON THE HIGHWAY TOMORROW, PEDDLIN' OUR MUSICAL WARES TO OUR VAST AND INTELLIGENT CONSTITUENTS. SO, UNTIL THEN, KEEP THE HOME FIRES BURNIN', WILL YOU? ALONG WITH THOSE SATISFYIN' CHESTERFIELDS. NOW, ON BEHALF OF THE WHOLE MUSIC SHOP GANG, THIS IS JOHNNY MERCER SAYIN' GOOD NIGHT.

(APPLAUSE)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATER OF WAR, FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM.

NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS.

(APPLAUSE)

PHIL HANNA APPEARED THROUGH THE COURTESY OF M-G-M, *THE Technicolor Picture* PRODUCERS OF, "KISMET".

MUSIC: THEME

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As BROADCAST

THE CHESTERFIELD MUSIC SHOP
WEDNESDAY, SEPTEMBER 6, 1944

MUSIC: THEME....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER WITH
JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
HERE'S YOUR SINGING PROPRIETOR, JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELL, WELL, -- LOOK HERE NOW! IF IT ISN'T THE CHESTERFIELD
MUSIC SHOP ALL SLICKED UP IN IT'S WEDNESDAY BEST. JUST
CROWD ON IN, FOLKS, AN' LEAN UP AGAINST THE COUNTER AS MY
HAPLESS BUT HOPEFUL VOICE LEANS ON A FEW BARS OF "JADA".

Paul Weston & The Boys Start Me Off Right.
MUSIC: "JADA" MERCER & ORCHESTRA

(APPLAUSE)

CHESTERFIELD
9/6/44

(REVISED) -2-

MUSIC: MEMORY THEME

MERCER: ~~REMEMBER~~
WAY BACK WHEN THEY DIMMED THE LIGHTS LOW AND THE BIG
GLASS BALL SENT MULTICOLORED LIGHTS OVER THE DANCE
FLOOR AS YOU ~~DANCED~~^{WALTZED} WITH YOUR BEST GAL? WELL, TONIGHT
IT'S THE PIED PIPERS WHO DO A LITTLE REMINISCING WITH
US AS THEY SING IRVING BERLIN'S DREAMY MELODY, "WHAT'LL
I DO?"

MUSIC: "WHAT'LL I DO?" PIPERS, ORCH.

(APPLAUSE)

MERCER: THANK YOU, PIPERS. ~~VERY~~ SMOOTH PIPING. RIGHT NOW WE
TAKE A SHORT TRIP THROUGH TOBACCOLAND WITH WENDELL NILES.

(COMMERCIAL)

NILES: Thank you, Johnny, and perhaps you remember that 'way back when you went to school, you studied that well-known mathematical formula called "The Rule of Three".

Chesterfield has its own "Rule of Three" ... the three steps that make it today's Milder, Cooler-Smoking, Better-Tasting cigarette. ONE ... Chesterfield buys the world's best tobaccos... tobaccos that are sun-ripened on the stalk and picked only when they're fully mature and at the peak of their flavor and fragrance.

TWO ... Chesterfield ages these tobaccos in the wood ⁱⁿ big, 1000-pound casks ^{Just} ... like fine wines are aged. This is the famous mellowing process that eliminates every trace of rawness, harshness or bite. It makes the tobaccos ^{PERFECT} prime for smoking.

THREE ... Chesterfield blends the WORLD'S BEST TOBACCOS. in the famous RIGHT COMBINATION. This process balances one type with another so that each tobacco brings out the best qualities in all the rest.

These three steps - "Chesterfield's Rule of Three" - make them different ... give them real character [✓] ... make Chesterfields so thoroughly enjoyable that there's just one way to describe them ... THEY SATISFY.

MERCER: VERY NICE, WENDELL. JO STAFFORD, A LADY WHO AIMS TO
PLEASE, STEPS FRONT AND CENTER TO SING IN HER OWN SWEET
FASHION A LOVELY BALLAD CALLED "WHAT A DIFFERENCE A DAY
MADE!"

MUSIC: "WHAT A DIFFERENCE A DAY MADE!" STAFFORD & ORCHESTRA
(APPLAUSE)

CHESTERFIELD
9/6/44

(REVISED) -5-

MERCER: THANK YOU, JO. THAT WAS ELEGANT. I MIGHT EVEN SAY
SCRUMPTIOUS.

AT THIS POINT IN THE PROCEEDINGS WE ORDINARILY ASSAIL
YOUR PATIENT EARS WITH AN ORIGINAL CREATION OF YOURS
TRULY. BUT TODAY, ON OPENING THE LAUNDRY BAG, I CAME
ACROSS AN OLD SIZE 14 PINAFORE--WITH NOTES SCRIBBLED ALL
OVER IT. AFTER RUNNING IT THROUGH THE WRINGER, IT
TURNED OUT TO BE A NEW SONG -- NOT BY J. MERCER, BUT
BY A COUPLE OF REAL SONG-WRITERS-- ALLIE RUBEL AND MORT
GREEN. SO, AT THE RISK OF GETTING THE RIGHT ANSWER FROM
THE PIED PIPERS, I'M GONNA ASK THEM "WHY DON'T YOU KISS
ME?"

MUSIC: "WHY DON'T YOU KISS ME" MERCER, ORCH.
(APPLAUSE)

MERCER: THANK YOU. WELL, GUESS IT'S THE END OF ANOTHER
GET-TOGETHER HERE IN THE CHESTERFIELD MUSIC SHOP. TIME
TO PULL IN THE SIDEWALK AND PULL DOWN THE SHADES. BUT,
DON'T FORGET, BRING THE GANG ALONG TOMORROW EVENIN' AT
THE SAME TIME. WE WANT YOU ALL TO HELP US WELCOME BACK
ANOTHER CUSTOMER WHO'S RETURNING FROM THE OCEAN-WAVES TO
THE AIR-WAVES -- NONE OTHER THAN -- RUDY VALLEE! 'TIL
THEN - ENJOY THOSE BETTER-TASTIN' CHESTERFIELDS! THIS
IS YOUR OLD SHOP-KEEPER, JOHNNY MERCER, SAYIN' "GOODNIGHT!"
(APPLAUSE)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN
AND WOMEN IN UNIFORM. NOW, THIS IS WENDELL NILES
REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING
CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY:
RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP
THURSDAY, SEPTEMBER 7, 1944

MUSIC: THEME....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP--STARRING JOHNNY MERCER--
WITH JO STAFFORD--PAUL WESTON'S ORCHESTRA--THE PIED
PIPERS WITH JUNE HUTTON--AND YOURS TRULY, WENDELL NILES.
AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS RUDY
VALLEE!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: YES, IT'S J.H. MERCER YOU'VE DONE RUN INTO--THROUGH THE
COURTESY OF C. H. ESTERFIELD. SO, JUST SIT BACK, WILL
YOU, WHILE JO STAFFORD AND THE PIED PIPERS TAKE US OVER
TO THE "SUNNY SIDE OF THE STREET."

MUSIC: "SUNNY SIDE OF THE STREET" STAFFORD, PIPERS, ORCH

(APPLAUSE)

MERCHER: RIGHT HERE, WE HEAR A SATISFYIN' WORD FROM WENDELL NILES.

(COMMERCIAL)

Turne You
NILES: ~~THAT'S~~ RIGHT, JOHNNY, I SEE YOU KNOW YOUR CHESTERFIELDS.
AND IT'S A VERY IMPORTANT THING FOR ANY SMOKER TO KNOW
ALL ABOUT HIS CIGARETTE... WHAT IT'S MADE OF AND HOW IT'S
MADE.
HERE SMOKERS, ARE THE FACTS ABOUT CHESTERFIELD. FIRST OF
ALL, OUR SPONSOR BUYS THE WORLD'S BEST TOBACCOS... YOU
JUST CAN'T MAKE Milder, BETTER-TASTING CHESTERFIELDS WITH
ANYTHING BUT THE BEST. BUT EVEN THE BEST MILD, RIPE
TOBACCOS MUST UNDERGO LONG YEARS OF AGEING. THIS IS THE
MELLOWING PROCESS THAT BRINGS THE CHESTERFIELD TOBACCOS
TO PERFECT CONDITION TO GIVE YOU REAL SMOKING ENJOYMENT.
WHEN THE TOBACCOS HAVE AGED TWO YEARS OR MORE, THEY'RE
READY FOR CHESTERFIELD'S RIGHT COMBINATION...THE CAN'T-
BE-COPIED CHESTERFIELD BLEND THAT BRINGS OUT ALL THE
FINER SMOKING QUALITIES OF THE WORLD'S BEST TOBACCOS.
YES, RIGHT COMBINATION, WORLD'S BEST TOBACCOS...
CHESTERFIELD'S FIVE KEY WORDS TO GENUINE SMOKING
PLEASURE --- AND YOUR GUARANTEE OF A Milder, COOLER-
SMOKING, BETTER - TASTING CIGARETTE -- A CIGARETTE THAT
REALLY SATISFIES!

RUDY VALLEE SPOT

THANK YOU, WENDELL.

MERCER: HERE IN THE CHESTERFIELD MUSIC SHOP, I'M MIGHTY PROUD OF SOME OF THE FAMOUS AND TALENTED VISITORS WHO DROP IN FROM TIME TO TIME. TONIGHT I'M EVEN GLADDER THAN USUAL TO HAVE AS OUR GUEST AN OLD FRIEND OF MINE - AND YOURS, TOO - RUDY VALLEE!

(APPLAUSE)

VALLEE: THANK YOU, JOHNNY, FOR THOSE NICE WORDS.

MERCER: WELL, I REALLY MEANT 'EM, RUDY. ANYONE WHO HAS DISCOVERED AND DEVELOPED AS MANY GREAT ENTERTAINERS AS YOU HAVE, DESERVES A LOT OF CREDIT. BUT, RUDY - WHY IS IT I'VE NEVER HEARD WHO IT WAS WHO DISCOVERED RUDY VALLEE? WHY IS THAT?

VALLEE: NO ONE HAS EVER BEEN WILLING TO TAKE THE BLAME.

MERCER: WELL, IF I'D HAD THIS MUSIC SHOP EIGHTEEN YEARS AGO, AND YOU'D WALKED IN THE DOOR - I BET I WOULD HAVE RECOGNIZED YOUR TALENT.

VALLEE: I DON'T KNOW. I WAS A PRETTY POOR BET IN THOSE DAYS.

MERCER: WHY, BACK IN 1926, I'D HAVE SPOTTED YOUR TALENT RIGHT AWAY. I CAN SEE MYSELF NOW, SITTING IN THE MUSIC SHOP, WHEN - WITH YOUR TYPICAL BOYISH MODESTY - YOU RAP GENTLY AND TIMIDLY ON MY DOOR...

SOUND: LOUD POUNDING ON DOOR

MERCER: WHO'S THERE?

VALLEE: IT IS I - HUBERT PRIOR VALLEE!

MERCER: YOU LOOK MORE LIKE DEATH VALLEY!

VALLEE: YOU DON'T UNDERSTAND - I AM RUDY VALLEE,

MERCER: NOT THE RUDY VALLEE?

VALLEE: INDUBITABLY.

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MERCER: THE FAMOUS RUDY VALLEE - ~~THE~~ GREAT SINGER AND ENTERTAINER?
VALLEE: PRECISELY.
MERCER: I NEVER HEARD OF YOU.
VALLEE: PERHAPS I SHOULD EXPLAIN WHO I AM.
MERCER: PERHAPS YOU BETTER.

VALLEE: (SLIGHTLY CONCEITED, CLEARS THROAT)

MY NAME IS RUDY VALLEE, I'M A GRADUATE OF YALE
WHERE I GAINED MORE KNOWLEDGE THAN THE WISE OLD SPHINX
I ~~ALSO~~ PLAY THE SAXOPHONE IN A ^{WAR} MANNER WOMEN HAIL
AS FOR MY VOICE, THE CRITICS SAY IT - HAS A RATHER
PLEASING QUALITY, DON'T YOU ^{THINK} AGREE?

MERCER: THAT'S ALL VERY INTERESTING, MR. VALLEE - BUT WHAT CAN I
DO FOR YOU?

VALLEE: I'M LOOKING FOR A JOB. I THINK I CAN SAY WITH ALL DUE
MODESTY THAT MY TALENT WILL AMAZE THE MUSICAL WORLD.

MERCER: WELL, WHAT ARE YOUR QUALIFICATIONS?

VALLEE: I HAVE A RACCOON COAT, A SAXOPHONE, AND I KNOW ALL THE
WORDS TO "BOOLA BOOLA".

MERCER: I'M ^{DEARLY NOT} SORRY, SON - I DON'T THINK I OUGHT TO TAKE A CHANCE
ON YOU.

VALLEE: YOU DON'T REALIZE WHO I AM. I AM THE VAGABOND LOVER.

MERCER: THAT MUST GET AWFULLY MONOTONOUS.

VALLEE: WHAT DO YOU MEAN?

MERCER: LOVING VAGABONDS.

VALLEE: YOU'LL BE SORRY IF YOU DON'T GIVE ME A JOB. WHY, IN
SIX MONTHS RUDY VALLEE WILL BE SWEEPING THE COUNTRY.
DON'T YOU HAVE ANYTHING TO OFFER ME?

MERCER: YEAH - HOW ABOUT A BROOM?

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VALLEE: VERY WELL. IF YOU'RE GOING TO TAKE THAT ATTITUDE, I'LL
JUST HAVE TO OVERWHELM YOU WITH MY BEAUTIFUL VOICE.

MERCER: OKAY. BUT TRY NOT TO DRIVE THE FOLKS AWAY.

MUSIC: "LONESOME, THAT'S ALL" VALLEE, ORCH

(APPLAUSE)

VALLEE: WELL, NOW THAT YOU'VE HEARD ME - ARE YOU STILL GOING TO OFFER ME A BROOM?

MERCER: CERTAINLY NOT. HERE'S A MOP - A BROOM'S TOO GOOD FOR YOU!

VALLEE: ALL RIGHT. I'VE HAD OTHER OFFERS, YOU KNOW. I SANG IN A THEATRE IN CHICAGO AND GOT A WONDERFUL OFFER FROM THE MANAGEMENT. I SANG IN A THEATRE IN CLEVELAND AND GOT AN OFFER FROM ^{THE} ~~THE~~ MANAGEMENT. THEN I SANG IN A THEATRE IN BOSTON...

MERCER: WHAT DID YOU GET THERE?

VALLEE: A GRAPEFRUIT FROM THE MEZZANINE.

MERCER: DO YOU EVER GET ANY FAN LETTERS?

VALLEE: DO I? HERE - LOOK AT THESE. THEY ALL SAY "DEAR RUDY - I LOVE YOU". "DEAR RUDY - I LOVE YOU."

MERCER: NO - I'M AFRAID THESE WON'T DO.

VALLEE: WHY NOT?

MERCER: THEY'RE ALL SIGNED "RUDY VALLEE".

VALLEE: OH, YES - HE'S MY BIGGEST ADMIRER.

MERCER: TELL ME - WHERE ARE YOU WORKING NOW?

VALLEE: IN A VERY SWANKY PLACE. YOU'VE HEARD OF THE CHAMPAGNE ROOM IN THE RITZ-WALDORF?

MERCER: ARE YOU WORKING THERE?

VALLEE: NO - I'M RIGHT AROUND THE CORNER -- THE PEPSI-COLA ROOM IN CRUDMEYER'S DINER.

MERCER: OH, I REMEMBER YOU. YOU'RE THAT NEW UBANGI SINGER I'VE HEARD SO MUCH ABOUT.

VALLEE: OH, THOSE SILLY REPORTERS. I'M NOT A UBANGI.

MERCER: YOU'RE NOT?

VALLEE: OF COURSE NOT. THAT'S A MEGAPHONE I SING THROUGH.

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MERCER: WELL, I'M SORRY, SON - BUT I'M AFRAID THE WAY YOU SANG
THAT LAST NUMBER WILL JUST NEVER DO.

VALLEE: THAT'S BECAUSE YOU DON'T UNDERSTAND CROONING.

MERCER: CROONING?

VALLEE: YES - I DON'T SING, I CROON.

MERCER: HUH?

VALLEE: I SAID - WHAT I DO IS NOT SINGING.

MERCER: YOU'RE TELLING ME ... LOOK, MR. VALLEE - THE CROONING MAY
BE OKAY, BUT WHEN I SING, I LIKE IT TO BE ^{NINA HEP.} PLAIN AND SIMPLE.
^{SOMEONE LIKE THIS.}
~~I LIKE TO RECOGNIZE THE TUNE.~~ I'LL SHOW YOU WHAT I MEAN...

MUSIC: "I LIKE TO RECOGNIZE THE TUNE" VALLEE, MERCER, ORCH

(APPLAUSE)

MERCER: THANKS A MILLION, RUDY VALLEE, FOR COMING OVER. WE HAD A SWELL TIME, AND WE'LL BE LISTENING TO YOU SATURDAY NIGHT ON YOUR NEW ^{DRENE} RADIO SHOW FOR PROCTOR AND GAMBLE. RIGHT NOW, THE CHESTERFIELD MUSIC SHOP HAS GOT TO FOLD UP ~~THE MUSIC~~ AND SCRAM, --BUT WE'LL BE BACK WITH ALL YOU CUSTOMERS TOMORROW, FROM THE MARITIME SERVICE TRAINING STATION ON CATALINA ISLAND. SEE YOU THEN. GOODNIGHT.
(APPLAUSE)

MUSIC: THEME.

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM.
NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

THE CHESTERFIELD MUSIC SHOP
Friday, September 8, 1944

AGENCY
As Broadcast

MUSIC: THEME...FADE FOR:

NILES: FROM THE MARITIME SERVICE TRAINING STATION AT SANTA
Island
CATALINA, ~~CALIFORNIA~~ WE BRING YOU THE CHESTERFIELD MUSIC
SHOP -- STARRING JOHNNY MERCER, WITH JO STAFFORD --
PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS WITH JUNE
HUTTON -- AND YOURS TRULY, WENDELL NILES. AND HERE'S
JOHNNY MERCER.

MUSIC: THEME TO FINISH:

(APPLAUSE)

MERCER: HEAVE HO, ALL YOU SALTY SEA DOGS - ~~OR MAYBE IT OUGHTTA BE~~
~~SEA PUPPIES.~~ ANYWAY, WE'RE MIGHTY GLAD TO BE WITH ALL YOU
MARITIME SERVICEMEN HERE AT CATALINA. AFTER A ROUGH
CROSSING, I NOTICE THE OLD CHESTERFIELD MUSIC SHOP HAS
SPRUNG A FEW LEAKS NEAR THE BINNACLE (WHATEVER THAT IS).
~~SO, WHILE I GALK HER SEAMS WITH BUBBLE GUM,~~ ^{First Off} THE PIED
PIPERS PIPE ALL HANDS ON DECK AND SAIL INTO A NUMBER.
THEY'RE A TRIFLE OFF THEIR COURSE BECAUSE ALTHOUGH IT'S
FRIDAY - THEY'RE GONNA SING "SUNDAY." *Don't Wait - Fellas -
Sing Now.*

MUSIC: "SUNDAY"PIPERS, ORCH:

(APPLAUSE)

MERCER: THANK YOU, PIPERS. AND NOW WENDELL NILES BRINGS US BACK
TO A COURSE CHARTED STRAIGHT FOR SMOKING SATISFACTION.

(COMMERCIAL)

f

NILES: Thank you, Johnny, and perhaps you remember that 'way back when you went to school, you studied that well-known mathematical formula called "The Rule of Three".

Chesterfield has its own "Rule of Three"... the three steps that make it today's MILDER, COOLER-SMOKING, BETTER-TASTING cigarette. ONE... Chesterfield buys the world's best tobaccos... tobaccos that are sun-ripened on the stalk and picked only when they're fully mature and at the peak of their flavor and fragrance.

TWO... Chesterfield ages these tobaccos in the wood... in big, 1000-pound casks.... just like fine wines are aged. This is the famous mellowing process that eliminates every trace of rawness, harshness or bite. It makes the tobaccos ^{Perfect} ~~prime~~ for smoking.

THREE.... Chesterfield blends the WORLD'S BEST TOBACCOS, in the famous RIGHT COMBINATION. This process balances one type with another so that each tobacco brings out the best qualities in all the rest.

These three steps - "Chesterfield's Rule of Three" - make them different.... give them real character.... make Chesterfields so thoroughly enjoyable that there's just one way to describe them..... THEY SATISFY.

MUSIC: "I DREAM OF YOU" (ESTAB. FOR:)

MERCER: ~~NICE GOIN', WENDELL.~~ THAT FRESH SEA AIR SEEMS TO HAVE
(OVER SINGER
Music) MADE JO STAFFORD, OUR BALLAD-~~SONGSTRESS~~, A TRIFLE ON THE
SLEEPY SIDE. I DON'T KNOW WHY, BUT WHEN I ASK HER WHAT
SHE'S DREAMIN' ABOUT, SHE SAYS "I DREAM OF YOU". ~~SAY IT~~
YOU'RE KIDDIN'
AGAIN, JO --

MUSIC: "I DREAM OF YOU" JO AND ORCHESTRA
(APPLAUSE)

MERCER: ~~LOVELY DREAMIN', JO. THANK YOU.~~ HERE IN THE
CHESTERFIELD MUSIC SHOP THAT CAPABLE PILOT, PAUL WESTON,
USUALLY MANAGES TO KEEP HIS CREW UNDER CONTROL. BUT,
OCCASIONALLY THE BOYS BREAK AWAY FROM WIND-JAMMIN' TO
JIVE-JAMMIN'. WE TRACED THE CAUSE DOWN TO A CERTAIN
NICK FATOOL, THE BAND'S ^{TUB THUNDER-DRUMMER TO YOU} ~~SKIN-BEATER~~, AND DECIDED TO LET
^{GIVES US} HIM SOUND OFF. NICK ~~BEATS OUT~~ A SOLID ARRANGEMENT OF
"LADY BE GOOD".

MUSIC: "LADY BE GOOD" FATOOL, ORCH

(APPLAUSE)

Solo

MERCER: THANK YOU, NICK. THAT WAS QUITE A ^{Solo} MUTINY! AT THE RISK OF EMPTYIN' THE MUSIC SHOP, I'M NOW GONNA DRAG OUT ONE OF MY LATEST EFFORTS. ~~I FOUND IT KICKIN' AROUND IN THE BOTTOM OF MY OLD SEA CHEST, SO PAUL WESTON WILL KICK IT AROUND FOR US NOW.~~ ^{And} OH YES, FELLAS, THAT WON'T BE A FOG HORN EASIN' INTO THE MUSIC - THAT'LL BE ME - SINGIN' THE "DURATION BLUES".

MUSIC: "DURATION BLUES" MERCER, ORCH
(APPLAUSE)

THANK YOU VERY MUCH

MERCER:

WELL, LOOKS LIKE IT'S TIME TO WEIGH ANCHOR - BUT BEFORE WE DO, I'D LIKE TO COMMEND THE GALLANT JOB THE MERCHANT MARINE SERVICE IS DOING IN THIS WAR. BUT IN ORDER TO CARRY ON, THEY NEED MEN - SO WHY NOT APPLY TO YOUR NEAREST

U.S. MARITIME SERVICE EXCELLING

RECRUITING OFFICE. YOU COULDN'T DO YOUR COUNTRY A GREATER SERVICE. I'D LIKE TO THANK COMMANDER C. W. SCHMIDT AND

LT. CMDR. R. J. CASILLI

FOR THEIR KIND COOPERATION. WE HOPE ~~YOU~~ ^{*You Fellows*} ALL WILL ENJOY THE PACK OF CHESTERFIELDS WE'RE LEAVING FOR EACH OF YOU AS MUCH AS WE'VE ENJOYED BEING HERE AT CATALINA. THIS IS JOHNNY MERCER SAYING "GOODNIGHT" AND *GOOD SAILING!*

(APPLAUSE)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATRE OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM. NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS:

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE UNITED STATES MARITIME SERVICE TRAINING STATION AT SANTA CATALINA, CALIFORNIA. THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
MONDAY, SEPTEMBER 11, 1944

MUSIC: THEME.....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELCOME FOLKS! GLAD YOU DROPPED IN TO THE OLD CHESTERFIELD MUSIC SHOP. ~~WELL, DON'T LOOK SO WORRIED -- YOU DON'T HAVE TO BUY ANYTHING! JUST RELAX WHILE PAUL WESTON AND HIS GROUP START PLAYIN' A MUSICAL GAME WE ALL KNOW ... IT'S CALLED: "PATTY CAKE MAN" AND ONE J. MERCER WILL CHIME IN WITH A FEW RUSTY CADENZAS..~~ *THE MUSICAL PROCEEDINGS.* *And I chime* ~~IT'S CALLED: "PATTY CAKE MAN" AND ONE J. MERCER WILL CHIME IN WITH A FEW RUSTY CADENZAS..~~ *BECAUSE I JUST CAN'T HELP IT* 15

MUSIC: "PATTY CAKE MAN" MERCER, ORCH

(APPLAUSE)

MERCER: THANK YOU. AND AT THIS POINT IN THE PROCEEDINGS THE CHAIR RECOGNIZES WENDELL NILES...

V

CHESTERFIELD MUSIC SHOP

THANK YOU, MR. CHAIRMAN.
ANNCR: *FOLKS,* When you use ~~a product~~ ^{SOMETHING} as regularly as you do cigarettes,

you naturally want to know, and you ought to know, what goes into ~~it.~~ ^{THEM!} how ~~it's~~ ^{THEY'RE} made. Now, I can tell you about Chesterfield in just a few words. They are made of the world's best tobaccos, in modern factories as bright and clean as a brand new kitchen.

To begin with, our sponsor buys for Chesterfield the world's best tobaccos, tobaccos that are ripened in the sun, picked leaf by leaf at the peak of their flavor and aroma when they are fully mild and ripe ~~through and~~ ~~through~~. Next, these choice tobaccos are scientifically conditioned and stored away for years in huge wooden casks to age and mellow. This mellowing process is Nature's slow but sure way of perfecting the quality of the Chesterfield tobaccos and making them prime for smoking.

OF EQUAL IMPORTANCE
Last, but ~~most important~~, is Chesterfield's unique blending process...the RIGHT COMBINATION of the WORLD'S BEST TOBACCOS. This superior Chesterfield blend transforms the individual tobaccos into a Milder, Cooler, BETTER-TASTING cigarette.

These three steps make Chesterfields different...give them real individuality and character.....and make them a thoroughly enjoyable smoke in every way.....once you've tried them, you just naturally agree....,Chesterfields SATISFY.

MERCER: THANK YOU, WENDELL. JO STAFFORD, A ~~VERY TALENTED YOUNG~~
~~LADY WHO AIDS AND ABETS WHENEVER IT'S BALLAD TIME~~ --
COMES FORWARD NOW WITH SOMETHING ON HER MIND. ~~BEIN' AN~~
~~OLD TEA-CUP READER MYSELF I KNOW IT'S "GEORGIA" LET'S~~
~~HEAR ABOUT THAT PEACHY STATE, JO ..~~

MUSIC: "GEORGIA" STAFFORD, ORCHESTRA

(APPLAUSE)

(REVISED) -4-

MERCER: THANK YOU, JO. *THAT WAS LOVELY. JOHNNY & MR. CARMICHAEL*
DUH! D HALL THE FOLKS IN
VERY HAPPY.

WESTON: THAT GOES FOR ME TOO.

MERCER: WELL, WELL, IF IT ISN'T MAESTRO PAUL WESTON HIMSELF --
WHAT'S UP, PAUL?

WESTON: IF YOU DON'T MIND, JOHNNY -- I'D LIKE TO INTRODUCE A NEW
COMBINATION.

MERCER: DIDN'T THINK PEOPLE WORE THOSE THINGS ANYMORE, PAUL.

WESTON: YOU GOT ME WRONG, JOHNNY. THIS IS A DIXIELAND COMBINATION.

MERCER: OH! FINE! SOME OF THE BOYS IN THE BAND NO DOUBT!

WESTON: THAT'S RIGHT. THEY WERE PLAYING AROUND WITH A JAZZ
NUMBER CALLED "MUSKRAT RAMBLE." THOUGHT MAYBE YOU'D LIKE
TO HEAR IT.

MERCER: GOOD ENOUGH! LET'S RAMBLE.....

MUSIC: "MUSKRAT RAMBLE" ORCHESTRA

(APPLAUSE)

(REVISED) -5-

MERCER: VERY TASTY, ^{Gentlemen} BOYS.

RIGHT HERE THE WHOLE CMS STAFF GATHERS 'ROUND TO GIVE OUT
ON THOSE MEAN AND LOW DOWN ORIGINAL ST. LOUIS BLUES.

MUSIC: "ST. LOUIS BLUES"

(APPLAUSE)

MERCER: WELL, THAT ABO'T DOES IT FRIENDS. EXCEPT TO TELL YOU ABOUT OUR COMING ATTRACTIONS FOR THE REST OF THE WEEK. MR. NILES, WILL YOU HELP ME OUT ON THIS?

NILES: BE GLAD TO, JOHNNY. LET'S SEE...TOMORROW WE'VE GOT A VERY TALENTED, LOVELY SINGING GIRL FROM WASHINGTON THAT

MERCER: SOUNDS GOOD TO ME..AND SO DID THE PREVIEW I HAD OF THAT BRAND-NEW NUMBER WE'RE DOING ON WEDNESDAY.

NILES: I'M SURE YOU DIDN'T FORGET THAT WELL-KNOWN CUSTOMER WHO'S COMING OVER THURSDAY EVENING, Johnny.

MERCER: I SHOULD SAY NOT! ^{It's} IT'S NONE OTHER THAN THAT Overseas of Paolo & Giovanni - a gentleman whose voice has MORE GRAVEL THAN ^{mine - from the States.} WHICH BRINGS US TO OUR LAST SHOW OF THE WEEK....

NILES: WHEN WE'LL BE BROADCASTING FROM THE GRAND BALL At MAMMA TIOLO.

MERCER: SO, 'TIL TOMORROW EVENIN' AT THIS SAME TIME THIS IS JOHNNY MERCER SAYIN' ENJOY THOSE COOLER-SMOKIN' CHESTERFIELDS, ~~AND~~ "GOODNIGHT".
(APPLAUSE)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM. NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY-WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

P

CHESTERFIELD MUSIC SHOP
(TUESDAY & THURSDAY)

-2-

NILES:

Thank You, Dennis.

You've probably all heard the saying "There's no disputing about tastes". That's right, Chesterfield's Milder, Cooler, Better Taste leaves no room for argument ... it makes your smoking pleasure complete. Tonight I want to tell you briefly exactly why that's so.

To begin with, our sponsor buys for Chesterfield the world's best tobaccos. Of course, these tobaccos cost more ... really good things always do. But they're worth it. The best tobaccos have more of the things you like best in a smoke. They're Milder, Better-Tasting and Cooler-Smoking.

After the tobaccos are bought for Chesterfield they're put away in big wooden casks to age and mellow. This process takes time ... years of time ... but it's the only way to bring the tobaccos to perfect condition ~~for your smoking~~. When the tobaccos are thoroughly sweet and mellow they are blended together in Chesterfield's *Famous* RIGHT COMBINATION ... ~~WORLD'S BEST TOBACCOS~~. This blend balances one type with another so that each tobacco brings out the best qualities in all the rest.

These three steps make Chesterfields different ... give them real character ... and make them so completely enjoyable that there's only one way to describe them ...
THEY SATISFY.

Music: Magic is The Moonlight (ESTAB. Firm.)

MERCER: ~~THANK YOU, WENDELL.~~ RIGHT HERE, MISS JO STAFFORD
(Music) DEMONSTRATES THAT LOVELY IS THE MUSIC, WITH "MAGIC IS
THE MOONLIGHT."

MUSIC: MAGIC IS THE MOONLIGHT STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: NOT LONG AGO, THE PIED PIPERS WITH JUNE HUTTON, AND MYSELF, FLAUNTED THE DEPARTMENT OF AGRICULTURE BY SINGING A BUCOLIC LITTLE BALLAD CALLED "SINGIN DOWN THE ROAD." HAVING RECEIVED NO COMPLAINTS FROM THE SURROUNDING COUNTRYSIDE, WE'RE ABOUT TO ESSAY THIS RURAL OPUS ONCE MORE.

MUSIC: SINGIN DOWN THE ROAD MERCER, PIPERS, ORCHESTRA
(APPLAUSE)

JANICE PAGE SPOT

MERCER: ONE OF THE BIGGEST KICKS A FELLA LIKE ME GETS OUT OF RUNNING A MUSIC SHOP, IS THE FACT THAT EVERY WEEK A COUPLE OF VERY TALENTED CUSTOMERS WALK IN THE DOOR, INFORMAL-LIKE TO BRIGHTEN UP THE PROCEEDINGS WITH A SONG OR A JOKE OR.... WELL, WHATEVER IT IS THEY DO BEST. TONIGHT OUR DOOR IS WIDE OPEN TO WELCOME A LOVELY LITTLE GIRL FROM OVER WARNER BROTHERS WAY --- JANICE PAGE.

(APPLAUSE)

PAGE: THANK YOU, ^{VERY MUCH} JOHNNY.

MERCER: JANICE -- I UNDERSTAND THAT BEFORE YOU CAME TO HOLLYWOOD, YOUR HOME WAS IN TACOMA, WASHINGTON.

PAGE: THAT'S RIGHT, JOHNNY. EVERYONE TOLD ME I'D PROBABLY GET FARTHER WITH MY SINGING CAREER IF I CAME TO HOLLYWOOD.

MERCER: ISN'T THAT FUNNY? WHEN THE FOLKS BACK IN SAVANNAH HEARD ME SING, THEY SUGGESTED I LEAVE TOWN TOO (I WONDER HOW THEY MEANT THAT?) ... BUT TELL ME, JANICE, WHEN YOU GOT HERE -- HOW'D YOU MANAGE TO LAND A JOB IN THE MOVIES?

PAGE: WELL, A TALENT SCOUT HEARD ME SINGING ONE NIGHT OVER AT THE HOLLYWOOD CANTEEN. THE NEXT THING I KNEW, I WAS OFFERED A JOB OVER ON THE WARNER BROTHERS LOT.

MERCER: A TALENT SCOUT HEARD ME ONCE, AND I WAS OFFERED A JOB OVER ON THE MGM LOT.

PAGE: DID YOU TAKE IT?

MERCER: NO. ^{I FOUND OUT THE TALENT SCOUT WAS FROM PARAMOUNTS} ~~THERE ISN'T MUCH FUTURE IN PARKING CARS~~ ... BUT JANICE, IF YOUR WORK IN THE FORTHCOMING WARNER BROTHERS PICTURE, "HOLLYWOOD CANTEEN" IS AS GOOD AS I HEAR IT IS, YOUR FUTURE IS PRETTY WELL ASSURED. NOW WHAT ARE YOU GOING TO SING FOR US TONIGHT?

G

You wrote, JOHNNY.
PAGE: A NUMBER, CALLED "DAY IN AND DAY OUT". IT'S A TUNE THAT'S ALWAYS BEEN LUCKY FOR ME.

MERCER: I'D SAY WE WERE THE LUCKY ONES, JANICE -- TO HAVE YOU HERE TO SING IT. *INTRODUCTION, ORCHESTRA.*

MUSIC: DAY IN AND DAY OUTPAGE, ORCHESTRA
(APPLAUSE)

G

MERCER: THANK YOU, JANICE PAGE -- THAT WAS ^{FINE} GRAND. WELL, CUSTOMERS -- I DO BELIEVE THAT WE'VE COME TO THE END OF THE TRAIL HERE IN THE CHESTERFIELD MUSIC SHOP TONIGHT. BUT WE'LL BE CHECKIN' WITH YOU AGAIN TOMORROW NIGHT AT THE SAME TIME, AND HOPIN' YOU'LL BE ON HAND TO GREET US. TILL THEN -- GET YOURSELF SOME OF THOSE SATISFYIN' CHESTERFIELDS. THIS IS JOHNNY MERCER, NOW, SAYIN' GOOD NIGHT FOR THE WHOLE MUSIC SHOP GANG.

MUSIC: THEME

NILES: THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION -- WORLD'S BEST TOBACCOS.
(APPLAUSE)

~~NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATER OF WAR FOR THE LISTENING PLEASURE OF MEN AND WOMEN IN UNIFORM.~~

MUSIC: THEME UP AND UNDER

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
WEDNESDAY, SEPTEMBER 13, 1944

MUSIC: THEME ... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER WITH
 JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
 WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S YOUR SINGING SHOPKEEPER ... JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: YES, FOLKS, IT'S THE RIGHT NUMBER AN' THE RIGHT STREET...
 SO LEAVE YOUR TROUBLES PILED UP OUTSIDE THE DOOR AND C'MON
 IN TO THE OLD CHESTERFIELD MUSIC SHOP! PULL UP AN EMPTY
 SHELF AN' MAKE YOURSELVES COMFORTABLE. ~~YOU'RE JUST IN~~
 ^{WHILE}
 ~~TIME TO HEAR~~ PAUL WESTON AND THE BOYS TAKE OFF ON A
 STREAMLINED VERSION OF "CRAZY RHYTHM". IF YOU LISTEN REAL
 CLOSE, YOU'LL HEAR THE LYRICS SUNG BY ONE J. MERCER (THAT'S
 ^{I THINK.}
 ME).

MUSIC: "CRAZY RHYTHM".....JOHNNY & ORCH.

(APPLAUSE)

MUSIC: MEMORY THEME:

MERCER: It's memory time again and this evenin' we've selected an old favorite that goes 'way back to World War I. The days when "G.I.'s" were "doughboys" and "Jeeps" were "flivvers." But the song is still the same and the Pied Pipers sing it ^{For You LISTEN TO} now. ~~It's~~ "SMILES."

MUSIC: "SMILES" PIPERS AND ORCHESTRA

(APPLAUSE)

MERCER: Thank you Pipers.....nice reminiscing...and at this moment Wendell Niles brings us up to date on tobaccos. If you will, Wendell.

f

Thank You, JOHN.

ANNCR:

Folks, when you use something as regularly as you do cigarettes, you naturally want to know, and you ought to know, what goes into them...how they're made. Now, I can tell you about Chesterfield in just a few words. ~~They are made of the world's best tobaccos, in modern factories as bright and clean as a brand new kitchen.~~

To begin with, ~~our sponsor buys for~~ ^{buys} Chesterfield, the world's best tobaccos, tobaccos that are ripened in the sun, picked leaf by leaf at the peak of their flavor and aroma ~~when they are fully mild and ripe.~~ Next, these choice tobaccos are scientifically conditioned and stored away for years in huge wooden casks to age and mellow. ~~This mellowing process is~~ Nature's slow but sure way of perfecting the quality of the Chesterfield tobaccos and making them ^{Just Right} ~~prime~~ for smoking.

Last, but of equal importance, is Chesterfield's unique blending process...the RIGHT COMBINATION of the WORLD'S BEST TOBACCOS. This superior Chesterfield blend transforms the individual tobaccos into a Milder, Cooler, Better-Tasting cigarette.

These three steps make Chesterfields different...~~give them real individuality and character.....~~and make them a thoroughly enjoyable smoke in every way....once you've tried them, you just naturally agree.....Chesterfields SATISFY.

m

MERCER: WELL SAID, WENDELL. ~~NOW THAT YOU'RE ALL RELAXED AND USED~~
~~TO THE OLD CHESTERFIELD MUSIC SHOP,~~ ^{RIGHT HERE} THERE WILL BE A SLIGHT
LULL IN THE PROCEEDINGS. YES, YOU'VE GUESSED IT. ~~CUSTOMERS~~
STEAM-WHISTLE MERCER IS GONNA DO IT AGAIN! ONLY THIS TIME
PAUL WESTON AND HIS GANG BACK ME UP WITH A FAMILIAR
NUMBER CALLED "SWEET LORRAINE".

MUSIC: "SWEET LORRAINE" MERCER & ORCHESTRA
(APPLAUSE)

V

MERCER: Well, folks, this mornin' my faithful ear trumpet tuned in a very solid hunk of piano-doodling. ^{WHICH} ~~It~~ turned out to be a brand-new tune emanatin' from the capable fingers of ~~the~~ Duke ~~of~~ Ellington. The Duke and Mack David just finished this opus ^{AND} ~~which~~ our own Jo Stafford ~~now~~ ^{IT NOW} presents for the first time. In her sweet and lovely style, Jo sings "Don't You Know I ^{CARE} ~~Dare~~."

MUSIC: "DON'T YOU KNOW I ^{CARE} DARE." STAFFORD & ORCH:

(APPLAUSE)

f

MERCER: THANKS JO, WE CARE A LOT FOR THAT SWELL RENDITION.
WELL, PEOPLE, GUES3 IT'S TIME TO SCRATCH OFF ANOTHER DAY
ON THE CALENDAR AND CLOSE SHOP. NEEDLESS TO SAY, IT'S
BEEN FUN HAVIN' YOU ALL WITH US HERE IN THE CHESTERFIELD
MUSIC SHOP, ^{AND} WE HOPE YOU'LL BE WITH US TOMORROW EVENIN'
AT THE SAME TIME TO MEET THAT HUMAN BLIMP WITH THE
NUTMEG-GRATER VOCAL CHORDS, ANDY DEVINE! SO, 'TIL THEN...
THIS IS JOHNNY MERCER COUNTIN' ON YOU TO KEEP THOSE
CHESTERFIELDS BURNING AND SAYIN: "GOODNIGHT!"
(~~APPLAUSE~~)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND
WOMEN IN UNIFORM. NOW, THIS IS WENDELL NILES REMINDING
YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS.
THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION,
WORLD'S BEST TOBACCOS!

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

9/14/44

CHESTERFIELD

AGENCY
As Broadcast
(REVISED)

MUSIC: THEME...FADE FOR

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER WITH
JO STAFFORD, PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
WITH JUNE HUTTON, AND YOURS TRULY WENDELL NILES. AND
HERE'S JOHNNY MERCER, WHOSE GUESTS TONIGHT ARE ANDY DEVINE
AND THE SONS OF THE PIONEERS!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: HOWDY CUSTOMERS, THIS IS ^{Ma} ~~MOTHER~~ MERCER'S BOY JOHN, AND YOU
OUGHTA SEE THE CHESTERFIELD MUSIC SHOP ~~IN~~ TONIGHT..-CACTUS
AND MESQUITE IN THE FLOWER VASES, A BUNCH O' ONNERY
COYOTES IN THE BAND AND A WEST WIND BLOWIN' INTO THE
MICROPHONES. YES SIR, TONIGHT WE'RE TAKIN' OUR TEN-GALLON
HATS OFF TO WESTERN MUSIC, SO IF YOU'LL REST YORE HATS
AN' COATS AN' HANG A LIGHT ON A CHESTERFIELD WE'LL HANG A
LITTLE BLOOM ON THE SAGE....

JOHN AND ORCHESTRA: "WHEN THE BLOOM IS ON THE SAGE"

(APPLAUSE)

MERCER: THIS BEIN' BRANDING TIME ROUND THE DIGGINGS HERE'S
WEN NILES DIGGIN' THE TRUTH ABOUT HIS FAVORITE BRAND....

(COMMERCIAL)

P

CHESTERFIELD MUSIC SHOP
(TUESDAY & THURSDAY)

Thank You, Tom W.

NILES: You've probably all heard the saying "There's no disputing about tastes". ~~That's right,~~ ^{WELL} Chesterfield's Milder, Cooler, Better Taste leaves no room for argument ... it makes your smoking pleasure complete. Tonight I want to tell you briefly exactly why that's so.

To begin with, our sponsor buys for Chesterfield the world's best tobaccos. Of course, these tobaccos cost more ... really good things always do. But they're worth it. The best tobaccos have more of the things you like best in a smoke. They're Milder, Better-Tasting and Cooler-Smoking.

After the tobaccos are bought for Chesterfield they're put away in big wooden casks to age and mellow. This process takes time ... years of time ... but it's the only way to bring the tobaccos to perfect condition ~~for your smoking.~~ When the tobaccos are thoroughly sweet and mellow they are blended together in Chesterfield's RIGHT COMBINATION ... ~~WORLD'S BEST TOBACCOS.~~ This blend balances one type with another so that each tobacco brings out the best qualities in all the rest.

These three steps make Chesterfields different ... give them real character ... and make them so completely enjoyable that there's only one way to describe them ... THEY SATISFY.

MERCER: THANK YOU, WENDELL. AND IN GOOD OLD WESTERN LINGO, HERE
 COMES A VOICE THAT'S PRETTIER'N A BANTA HEN WITH A BROOD
 O' LITTLE CHICKS! OR, IN OTHER WORDS, IF I HAD MY
 DRUTHERS I'D DRUTHER LISTEN TO JO STAFFORD "A RIDIN' DOWN
 THE CANYON!" HIT THE LEATHER AND RIDE, JO.....

JO AND ORCH: "RIDIN DOWN THE CANYON"

(APPLAUSE)

MERCER: SWEET, NEAT AND REET, JO. - WELL, LADIES AN' LADIES-MEN,
IN TEXAS THE STARS ARE BIG AND BRIGHT...IN THE
CHESTERFIELD MUSIC SHOP TONIGHT OUR GUEST STAR IS NOT
ONLY BRIGHT, HE'S BIGGER 'N THE TEXAS PANHANDLE. MEET A
LAD WHO'S TOUGHER 'N A TWO-BIT T-BONE...THAT ROOTIN, TOOTIN'--

SOUND: FOUR GUN SHOTS

DEVINE: (FADING IN) YIPEE! YAHOO! WHICH WAY DID THEY GO,
PARTNER?

MERCER: WHY, ANDY DEVINE!
(APPLAUSE)

DEVINE: HELLO, JOHNNY.

MERCER: WHAT'S ALL THE SHOOTIN' FOR, ANDY?

DEVINE: I CAUGHT A FELLOW OUT IN THE HALL WHO WASN'T SMOKIN'
CHESTERFIELDS.

MERCER: WEREN'T YOU A LITTLE HARD ON HIM, ANDY?

DEVINE: CAN'T HELP IT, JOHNNY. I'M TWO-GUN DEVINE -- THE
ROUGHEST TOUGHEST COWBOY IN THE WHOLE WEST...BY THAT NAME.

OR (MERCER): TWO-GUN DEVINE? WHY I'LL BET YOU COULDN'T EVEN SHOOT OFF
YOUR MOUTH.

DEVINE: IS THAT SO? WHY TALK ABOUT TRICK SHOOTIN', I ONCE PUT
MY BACK TO THE TARGET -- SIGHTED THROUGH A MIRROR, AND
PULLED THE TRIGGER.

MERCER: WHAT HAPPENED?

DEVINE: I SHOT THE SEAT OUT OF MY PANTS.) *Silly, wasn't it?*

MERCER: ARE YOU REALLY A COWBOY, ANDY?

DEVINE: WELL, WHAT DO I LOOK LIKE IN THESE COWBOY CLOTHES?

MERCER: A BARRAGE BALOON WITH SPURS!

DEVINE: I CAN SEE THAT YOU DON'T KNOW WHAT IT MEANS TO BE A COWBOY. HAVE YOU EVER RIDDEN ACROSS THE PLAINS DAY AFTER DAY IN THE HOT SUN, WITH NOTHING BUT A HALF A CUP OF WATER BETWEEN YOU AND SLOW, BURNING DEATH?!

MERCER: GEE, NO, HAVE YOU?

DEVINE: NO. (GIGGLES) I'LL BET IT'S WARM THOUGH!

MERCER: JUST AS I THOUGHT -- YOU'RE NOT A REAL COWBOY AT ALL.

OP. (DEVINE: WHO'S NOT A COWBOY? WHY, I RIDE THE PRAIRIE, AND RIDE THE RANGE, AND I RIDE THE PAMPAS.

MERCER: TOO BAD YOU CAN'T RIDE A HORSE.)

DEVINE: IS THAT SO? WHY I'VE RIDDEN A HORSE MOST OF MY LIFE.

MERCER: HOW CAN YOU SAY THAT, ANDY? WHY, YOU'RE NOT EVEN BOWLEGGED.

DEVINE: NO, BUT THE HORSE IS.

MERCER: ANDREW, I'VE MEANT TO ASK YOU THIS. IF YOU'RE A COWBOY, HOW COME YOUR HAT FITS SO LOOSE?

DEVINE: TEN GALLON HAT - FIVE GALLON HEAD!

MERCER: DEVINE, YOU'RE WONDERFUL, ~~ALL THREE OF YOU~~; AND TELL ME, WHAT BROUGHT YOU TO THE CHESTERFIELD MUSIC SHOP TONIGHT?

DEVINE: WELL, I HEARD YOU FOLKS WERE GOIN' TO DO ALL THESE WESTERN NUMBERS, JOHNNY, SO I THOUGHT I'D COME OVER AND SHOW YOU HOW TO SING 'EM. I MIGHT EVEN TAKE OVER THE STORE FOR YOU.

MERCER: TAKE OVER MY STORE?

DEVINE: SURE. DON'T YOU THINK I'D MAKE A GOOD PROPRIETOR?

MERCER: YOU'D MAKE TWO GOOD PROPRIETORS.....BUT, WHAT'S THIS ABOUT YOU TEACHIN' ME TO SING COWBOY SONGS?

DEVINE: WHY SURE. ON MY SHOW, "THE GOODYEAR MELODY ROUNDUP", SATURDAY MORNING -- WE HAVE REAL COWBOY SINGIN'. LISTEN TO THIS:

(SINGS) OH BURY ME OUT ON THE LONE PRAIRIE
WHERE THE COYOTES HOWL AND THE WIND IS FREE.

MERCER: IS THAT WHAT YOU DO ON YOUR PROGRAM?

DEVINE: SURE. THEY CALL ME THE LONE COWBOY.

MERCER: WELL, NOW THAT I'VE HEARD YOU SING, I KNOW WHY.

DEVINE: WELL, YOU KNOW A LOT OF PEOPLE SAY I SING LIKE YOU.

MERCER: YES, I GUESS WE BOTH ~~DO~~ SOUND LIKE WE'VE GOT CINDERS IN OUR THROATS.

DEVINE: YOU KNOW, JOHNNY -- I'LL BET WE'D MAKE A SWELL TRIO.

MERCER: TRIO?

DEVINE: YEAH -- YOU AND ME AND GRAVEL GERTIE.

MERCER: I'LL CHECK WITH DICK TRACY IN THE MORNING. BUT WHAT'S ALL THIS ABOUT YOUR TEACHIN' US ~~HERE~~ IN THE MUSIC SHOP TO SING COWBOY BALLADS?

DEVINE: WELL, I WAS ONLY KIDDIN' ABOUT THAT TEACHIN' PART, JOHN -- BUT I DID BRING SOME FELLAS OVER FROM MY OWN SHOW THAT I THINK THE FOLKS'D LIKE TO HEAR. THEY'RE ^{BOB NOLAN AND} THE FAMOUS SONS OF THE PIONEERS.

MERCER: WELL, SURE THING. LET'S GET 'EM OUT HERE.

DEVINE: OKAY.

MERCER: WHAT ARE THEY GOING TO SING?

DEVINE: "CIMARRON".

MERCER: SWELL - FOLKS, THOSE ^{PRELUDES OF THE PANCE} ~~BIG VOTE-GETTERS WHEREVER WEST-REN~~ ^{BOB NOLAN AND} ~~MUSIC-LOVERS GET TOGETHER...~~ THE SONS OF THE PIONEERS!

PIONEERS: "CIMARRON"
(APPLAUSE)

MERCER: THANK YOU, ^{Fellas} ~~BOYS~~, AND THANK YOU, ANDY, FOR BRINGIN' 'EM OVER. WE'LL SEE YOU TOMORROW, FOLKS, SO BE WITH US THEN, WILL YOU? WE'LL BE BROADCASTIN' FROM THE ARMY AIR BASE AT MARCH FIELD. TILL THEN, THIS IS JONATHAN Q. MERCER - ON BEHALF OF THE WHOLE CHESTERFIELD MUSIC SHOP GANG - SAYIN' GOODNIGHT.

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATRE OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM.

NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!

(APPLAUSE)

NILES: ANDY DEVINE APPEARED THROUGH THE COURTESY OF UNIVERSAL PICTURES CORPORATION. BOB NOLAN AND THE SONS OF THE PIONEERS APPEARED THROUGH THE COURTESY OF REPUBLIC PICTURES CORPORATION.

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

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AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

FRIDAY, SEPTEMBER 15, 1944

MUSIC: THEME...FADE FOR:

NILES: FROM THE ^{4TH FORCE} ~~ARMY~~ AIR BASE AT MARCH FIELD, CALIFORNIA, IT'S
THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER,
WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED
PIPERS WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES.
AND HERE'S ... JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: HI FLYERS! YES, ~~PEOPLE~~, SEEMS LIKE THE OLD CHESTERFIELD
MUSIC SHOP SPROUTED WINGS AND LANDED US RIGHT IN AMONG
^{You} ~~THESE~~ HARD-HITTIN' ARMY-AIRMEN. ^{DND} SO, ~~FOR ALL YOU~~
^{As a Take Off} ~~PROP-SPINNERS IN THE ARMY AIR-CORPS,~~ ^{STEPS OUT OF THE PIED} MISS JUNE HUTTON,
^{Pipes To Hone} ~~TAKES OFF ON A SOLO,~~ ^{EWENT} OF HER OWN ^{SINGING} ~~TO SING:~~ "IT HAD TO BE YOU".
WONDER WHO SHE MEANS?

MUSIC: "IT HAD TO BE YOU" HUTTON, ORCH.

(APPLAUSE)

MERCER: VERY SMOOTH MANEUVERIN', JUNE. AT THIS MOMENT IT HAS
TO BE WENDELL NILES FOR THE BEST ADVICE IN SMOKING
PLEASURE...

Thank You, Tom

-2-

ANNCR:

Folks, when you use something as regularly as you do cigarettes, you naturally want to know, and you ought to know, what goes into them...how they're made. Now, I can tell you about Chesterfield in just a few words. ~~They are made of the world's best tobaccos, in modern factories as bright and clean as a brand-new kitchen.~~

To begin with, our sponsor buys for Chesterfield the world's best tobaccos, tobaccos that are ripened in the sun, picked leaf by leaf at the peak of their flavor and aroma when they are fully mild and ripe. Next, these choice tobaccos are scientifically conditioned and stored away for years in huge wooden casks to age and mellow. ~~This mellowing process is~~ Nature's slow but sure way of perfecting the quality of the Chesterfield tobaccos and making them ^{*Just Perfect*} prime for smoking.

Last, but of equal importance, is Chesterfield's unique blending process...the RIGHT COMBINATION of the WORLD'S BEST TOBACCOS. This superior Chesterfield blend transforms the individual tobaccos into a Milder, Cooler, Better-Tasting cigarette.

These three steps make Chesterfields different...give them real individuality and character.....and make them a thoroughly enjoyable smoke in every way.....once you've tried them, you just naturally agree.....Chesterfields SATISFY.

MERCER: THANK YOU, MENDELL. ~~RIGHT NOW~~, NAVIGATOR PAUL WESTON AND HIS GROUP DEMONSTRATE A FEW POINTERS ON FLYING BY INSTRUMENTS...AND JOINING IN WITH SOME EXPLANATORY LYRICS WILL BE YOURS TRULY. THIS EXTREMELY INTERESTING COURSE IS CALLED: "GEE, BABY!"

MUSIC: "GEE, BABY" MERCER, ORCH.
(APPLAUSE)

MUSIC

MERCER: HERE IN THE CHESTERFIELD MUSIC SHOP WE OWE NO SMALL PART
 (OVER ^{Accomplishments}
 Music) OF OUR 'HIGH SALES RECORD' TO MISS JO STAFFORD. EXERCISING
 MY DOUBTFUL AUTHORITY AS PROPRIETOR, I'VE ASKED HER TO
 GIVE US A SAMPLE OF HER CHARMING PERSUASION AND JO OBLIGES
 BY SINGING: "I'LL BE SEEING YOU".

MUSIC: "I'LL BE SEEING YOU" STAFFORD, ORCH.
 (APPLAUSE)

MERCER: COULDN'T BE BETTER, JO. THANK YOU. ~~EVERY ONCE IN A WHILE,~~
~~THE URGE TO SING 'EN MASSE' (THAT'S FRENCH FOR 'EN MASSE')~~
~~SNEAKS UP ON THE GANG HERE IN THE MUSIC SHOP. WHEN THAT~~
~~HAPPENS IT'S USUALLY UP TO YOUR OLD SHOPKEEPER TO DRAG OUT~~
~~OUR DOG-EARED CATALOGUE AND SELECT AN APPROPRIATE TUNE.~~
~~WELL, AFTER CHEWING THE ERASERS OFF THREE PENCILS, I~~
~~FINALLY CAME UP WITH THIS NUMBER--I KNOW YOU'D ALL LIKE TO~~
~~HEAR AGAIN. SO, LE PAUL WESTON'S BOYS WILL LEND THEIR~~
✓ NOW WITH THE ABLE SUPPORT OF PAUL
WESTON & THE BOYS
~~WELCOME SUPPORT, YOU'LL HEAR JO STAFFORD, THE PIED PIPERS~~
~~WITH JUNE HUTTON, AND MYSELF SOUNDING OFF ON: "SING,~~
~~YOU SINNERS!"~~

MUSIC: "SING YOU SINNERS" CAST
(APPLAUSE)

-6-

Army Men of the Air Force *Roll Up Our Landings*

MERCER: WELL, FRIENDS, LOOKS LIKE IT'S TIME TO PUT AWAY THE MUSIC
~~GENY HOP OFF FOR HOME.~~
~~NOTES AND COUNT UP THE CASH NOTES.~~ BUT, BEFORE WE DO, I'D
 LIKE TO REMIND OUR LISTENERS TO MAIL OVERSEAS CHRISTMAS
 PACKAGES NOW -- SECURELY WRAPPED AND PROPERLY ADDRESSED.
 MEANWHILE JUST SO YOU SKY TRAILERS ~~WON'T FORGET US WE'RE~~
~~LEAVING EACH OF YOU,~~ *SEVENTEENERS* A LITTLE PACKAGE OF OUR OWN...FULL OF
 THOSE COOLER-SMOKIN' CHESTERFIELDS. *SPECIAL* OUR THANKS TO *Base Comd.*
Col. Leroy Wolton & Major Paul Schisler
UNTIL MONDAY
 FOR THEIR COURTEOUS CO-OPERATION! THIS IS JOHNNY MERCER
 SAYIN' "GOODNIGHT" AND "HAPPY LANDINGS".

(APPLAUSE)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS RE-BROADCAST TO EVERY
 THEATRE OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND
 WOMEN IN UNIFORM. NOW, THIS IS WENDELL NILES REMINDING
 YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS.
 THEIR FIVE KEY-WORDS TELL YOU WHY: RIGHT COMBINATION,
 WORLD'S BEST TOBACCOS!

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE U.S.
 ARMY AIR BASE AT MARCH FIELD, CALIFORNIA.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
MONDAY, SEPTEMBER 18, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S YOUR SINGING PROPRIETOR,
JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELL, FOLKS, STEP RIGHT IN! THERE'S ROOM FOR EVERYBODY
HERE IN THE ~~CHESTERFIELD~~ MUSIC SHOP - BOTH YOUNG AND OLD!
SO, WHILE JUNIOR UNWINDS HIS YO-YO AND ^{SENIOR LIGHTS A} GRANDPAPPY UNWINDS
~~CHESTERFIELD~~ HIS BEARD, I'D LIKE TO NARRATE A MUSICAL STORY ABOUT A
BAKERY SHOP NEIGHBOR WHO'S ALWAYS IN THE DOUGH. HE'S
CALLED - "THE PATTY CAKE MAN":

MUSIC: "PATTY CAKE MAN" MERCER, & ORCHESTRA

(APPLAUSE)

MERCER: AND RIGHT NOW, IN CONTRAST TO THAT LITTLE NURSERY EPIC,
WENDELL NILES TELLS A TRUE STORY ABOUT ^{CHESTERFIELD} ~~TOBACCO BLENDING~~.

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Well, Thank You, Johnny.

NILES:

TONIGHT ALL I WANT TO SAY IS THIS: WHEN A COMMODITY IS IN DEMAND, THERE IS ^{MUST BE A} ~~ALWAYS AT LEAST ONE~~ GOOD REASON FOR IT, BUT

THERE ARE THREE GOOD REASONS FOR CHESTERFIELD BEING ONE OF THE MOST ASKED-FOR CIGARETTES OF THE DAY. ONE REASON IS THE SUPERIOR QUALITY OF THE CHESTERFIELD TOBACCOS. ANOTHER IS CHESTERFIELD'S FAMOUS AGEING PROCESS, AND THE THIRD IS THE BLENDING OF THESE CHOICE TOBACCOS SO THAT EACH BRINGS OUT THE FINEST QUALITIES IN ALL THE REST.

ONLY THE BEST TOBACCOS ARE BOUGHT FOR CHESTERFIELDS - MILD, RIPE, GOOD-TASTING DOMESTIC TOBACCO, AND FRAGRANT, SPICY LEAVES FROM TURKEY.

THESE TOBACCOS ARE THEN AGED IN CHESTERFIELD'S HUGE, MODERN STOREHOUSES UNTIL THEY HAVE REACHED JUST THE RIGHT DEGREE OF MELLOWNESS - AND THEN AND ONLY THEN, THEY ARE MADE INTO CHESTERFIELD'S FAMOUS BLEND ... RIGHT COMBINATION WORLD'S BEST TOBACCOS.

YES, THOSE ARE THE THREE BASIC REASONS WHY CHESTERFIELD GIVES YOU WHAT REALLY COUNTS IN SMOKING PLEASURE - REAL MILDNESS, BETTER TASTE, AND A COOLER SMOKE. MAKE YOUR NEXT PACK CHESTERFIELD, AND SEE FOR YOURSELF WHY CHESTERFIELDS ARE KNOWN THE WORLD OVER AS THE CIGARETTE THAT SATISFIES.

Music "Dance" (ESTAB. FOR.)

G

MERCER: In her best beguine style, ^{LOWLY} Jo Stafford sings for us that
(over music) sultry South American importation, "Amor."

MUSIC: "AMOR" (TO FINISH) STAFFORD, ORCH
(APPLAUSE)

WORM: One of the favorite tunes of all musicians is Jerome Kern's "Yesterdays." And one of the favorite musicians of all musicians is our own tenor saxophone player--Eddie Miller. Tonight we show you why musicians think so highly of both. Here is Eddie Miller, his saxophone and "Yesterdays."

MUSIC: "YESTERDAYS" MILLER, SOLO

MERCER: NICE REMINISCING, EDDIE. THANK YOU. PROBABLY NO OTHER STREET IN THE WORLD HAS BEEN THE INSPIRATION FOR SO MANY NUMBERS AS THE GAY WHITE WAY OF NEW YORK. ONE OF THE BEST OF THESE WAS A BIG HIT OF 1928. JO STAFFORD, THE PIED PIPERS WITH JUNE HUTTON, AND YOURS TRULY, GET TOGETHER TO SING IT FOR YOU NOW. IT'S THAT PERENNIAL FAVORITE, "THE LULLABY OF BROADWAY".

MUSIC: "LULLABY OF BROADWAY" ENSEMBLE & ORCHESTRA

(APPLAUSE)

MERCER: WELL, SEEMS LIKE ANOTHER FIFTEEN MINUTES HAS ROLLED BY.
 TIME TO START CLOSIN' THE SHUTTERS ON THE OLD CHESTERFIELD
 MUSIC SHOP AND TELL YOU ABOUT THIS WEEK'S COMING EVENTS.
 TOMORROW NIGHT WE EXPECT A VISIT FROM ONE of the Top male's
trumpet players in the country - Billy Butterfield. CORRECT ME IF I'M WRONG
 MR. NILES.

~~NILES: COULDN'T BE RICHTER, MR. MERCER. AND HAVE YOU GOT A BRAND NEW
 TUNE UP YOUR SLEEVE FOR WEDNESDAYS?~~

~~NILES:~~ ^{NILES:} OH, BUT DEFINITELY! AND ^{WED.} THURSDAY THE MUSIC SHOP'S BREAKIN'
 OUT IN GALA DECORATIONS TO WELCOME this talented singing
actress from H G H - June Allyson

~~NILES: I'LL HAVE TO BE HERE, MR. MERCER.
 MERCER: YOU'RE TELLING ME, MR. NILES! I SHALL ALSO EXPECT TO SEE
 YOUR BRIGHT AND SMILIN' FEATURES ON FRIDAY EVENIN', WENDELL.
 NILES: YOU MEAN WHEN WE REACH OUR LISTENERS FROM _____
 _____, JOHNNY?
 MERCER: THAT'S RIGHT.
 NILES: IT'S A DATE.~~

MERCER: SO, UNTIL TOMORROW NIGHT AT THIS SAME TIME, THIS IS JOHNNY
 MERCER SAYIN' "GOODNIGHT!!"
 (APPLAUSE)

MUSIC: THEME

~~NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATRE
 OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN
 UNIFORM.~~ NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK
 FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY
 WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST
 TOBACCOS.

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
 G THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
Tuesday, September 19, 1944

MUSIC: THEME.....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP--STARRING JOHNNY MERCER--
WITH JO STAFFORD--PAUL WESTON'S ORCHESTRA--THE PIED PIPERS
WITH JUNE HUTTON--AND YOURS TRULY, WENDELL NILES. AND
HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS BILLY
BUTTERFIELD!

~~MUSIC: THEME~~
MERCER: WELL, PULL UP A CHESTERFIELD, PEOPLE--AND SIT DOWN. MAKE
YOURSELF RIGHT AT HOME HERE IN THE MUSIC SHOP, WHILE I
VENTURE TO INFLICT THE TORTURED KILOCYCLES WITH A BIT OF
VOCALIZIN'. IT'S A FAVORITE OF MINE, CALLED "SOMEBODY
LOVES ME." ^{STARTING ME OFF} BACKING ME UP, WILL BE THE PIED PIPERS.

MUSIC: "SOMEBODY LOVES ME" MERCER, PIPERS, ORCH
(APPLAUSE)

MERCER: ~~NOW HERE'S A MAN THAT EVERYBODY LOVES-- WENDELL NILES.~~
This is the time we reserve for Mr. Wendell Niles.
(COMMERCIAL) NILES.

NILES: Thanks, Johnny. Here in the Chesterfield Music Shop everyone does his level best to make our programs pleasant and enjoyable to everybody. And that's exactly what our sponsor does in making Chesterfields...the whole idea is to make Chesterfields as pleasant and enjoyable as a cigarette can be. That's why Chesterfield buys only the World's Best Tobaccos...tobaccos that are fully ripe and mild...good-tasting and fragrant...chock full of real smoking pleasure.

That's why the tobaccos for Chesterfield are aged to mellow perfection...every trace of harshness or bite removed...smooth and good-tasting and thoroughly enjoyable.

And that's why Chesterfield blends these tobaccos together in its famous RIGHT COMBINATION...WORLD'S BEST TOBACCOS... because in all the world there's no better way to give you a smoke that's Milder, Cooler-smoking and Better-tasting. So, make your next pack Chesterfield, and enjoy the pleasure and comfort of the cigarette that really SATISFIES.

MERCER: JO STAFFORD, WHO CAN ALWAYS BE COUNTED ON TO OFFER
SOMETHING SWEET AND PRETTY ALONG ABOUT HERE, STEPS UP
NOW TO OFFER A VERY TASTY BALLAD--"I'M GLAD THERE IS YOU"

MUSIC: "I'M GLAD THERE IS YOU" STAFFORD & ORCH

(APPLAUSE)

MERCER: THANK YOU, JO. AS YOU ALL KNOW--THE SIGN OUT IN FRONT OF THE PLACE HERE SAYS CHESTERFIELD MUSIC SHOP. AND LIKE ANY WELL MANAGED MUSIC SHOP, WE TRY TO OFFER OUR CUSTOMERS THE BEST IN EVERYTHING. TO MY MIND, ONE OF THE BEST TRUMPET PLAYERS IN THE BUSINESS IS THE FELLOW I'VE ASKED TO DROP OVER TONIGHT--BILLY BUTTERFIELD. BUT JUST SO YOU WON'T HAVE TO TAKE MY WORD FOR IT--HERE'S BILLY HIMSELF, COMPLETE WITH TRUMPET, TO HIT US WITH "THE SONG OF THE WANDERER." ~~START WANDERIN'~~, BILLY. *WANDER*

MUSIC: "SONG OF THE WANDERER" BUTTERFIELD, ORCH
(APPLAUSE)

MERCER: BILLY--THAT WAS MIGHTY FINE.

BUTTERFIELD: THANK YOU, JOHNNY.

MERCER: NO KIDDING, BILLY--I KNOW LOTS OF MUSICIANS WHO PUT YOUR TRUMPET PLAYING AT THE VERY TOP. AFTER ALL--WHAT HAS HARRY JAMES GOT THAT YOU HAVEN'T GOT?

BUTTERFIELD: BETTY GRABLE!

MERCER: MAYBE YOU'RE RIGHT. BUT, TELL ME, BILL--HOW'D YOU COME TO TAKE UP THE TRUMPET IN THE FIRST PLACE?

BUTTERFIELD: WELL, I FIGURED IT WAS BETTER THAN WORKING FOR A LIVING.. AND WHEN I WAS A KID, A LOT OF FOLKS WHO HEARD ME PLAY TOLD ME I OUGHT TO GO PLACES.

MERCER: I SEE.

BUTTERFIELD: THEY EVEN SPECIFIED A ^{SOME} COUPLE OF THE PLACES.

MERCER: ISN'T THAT FUNNY!? MY VOICE HAS THE SAME EFFECT.... BUT BEFORE WE LET YOU GET AWAY, BILLY--I THINK THE CUSTOMERS WOULD LIKE TO HEAR ANOTHER NUMBER.

BUTTERFIELD: OKAY, JOHNNY. I'D LIKE TO PLAY A FAVORITE OF MINE--

MERCER: *"BUT NOT FOR ME." You're gonna play it for all of us*
MUSIC: *Oh, I get it. And to make it super special we'll*
"BUT NOT FOR ME" BUTTERFIELD & ORCH

(APPLAUSE)

*Here I'd Stafford sing
a chorus along with you.*

-6-

MERCER: *That was wonderful - Really wonderful*
THANK YOU, BILLY BUTTERFIELD. WELL, FOLKS, I'M AFRAID
THAT'S ALL FOR TONIGHT, CAUSE BILLY HAS TO TAKE HIS
TRUMPET AND BLOW. BUT WE'LL BE HERE TOMORROW, SO MAKE
A NOTE TO DROP IN ON US AND, ^{MEET} OUR CHARMING GUEST,
JUNE ALLYSON. IN THE MEANTIME--TRY ^{SOME} ~~A FEW~~ OF THOSE
SATISFYIN' CHESTERFIELDS. RIGHT NOW, THIS IS JOHNNY
MERCER, IN THE CHESTERFIELD MUSIC SHOP SAYIN' GOODNIGHT.

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN
AND WOMEN IN UNIFORM.
NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK FOR
MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY
WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST
TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY

AGENCY
As Broadcast

CHESTERFIELD

September 20, 1944

MUSIC: THEME .., FADE FOR

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
 WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA - THE PIED
 PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
 AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS JUNE
 ALLYSON !

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELL, THANK YOU KINDLY, PEOPLE. LIKE THE MAN JUST TOLD YOU
 THIS IS INDEED THE CHESTERFIELD MUSIC SHOP - THE PLACE
 WHERE WE DISH OUT A LITTLE OF THIS AND THAT EVERY P.M. FOR
 YOUR DELECTATION AND AMUSEMENT. TONIGHT WE'RE GONNA
 START OFF REAL FORMAL LIKE, AND ASK MISS JO STAFFORD AND
 THE PIED PIPERS TO ISSUE YOU A CORDIAL "INVITATION TO THE
 BLUES".

MUSIC: INVITATION TO THE BLUES STAFFORD, PIPERS, ORCH.

(APPLAUSE)

MERCER: WENDELL NILES TAKES THE ROSTRUM NOW, WITH A FEW CHOICE
 AND SATISFYIN' WORDS OF ~~WISDOM~~.

m

NILES: Thank you, Johnny. Tonight all I want to say is this:
When a ^{PRODUCT} ~~commodity~~ is in ^{CONSTANT} demand, there is always at ^A ~~least one~~
good reason for it, but there are three good reasons for
Chesterfield being one of the most asked-for cigarettes
of the day. One ~~reason~~ is the superior quality of the
Chesterfield Tobaccos. Another is Chesterfield's famous
ageing process, and the third is the blending of these
choice tobaccos so that each brings out the finest
qualities in all the rest.

Only the best tobaccos are bought for Chesterfield - mild,
ripe, good-tasting Domestic tobacco, and fragrant, spicy
leaves from Turkey.

These tobaccos are then aged in Chesterfield's huge,
modern storehouses until they have reached just the right
degree of mellowness -- and then ~~and only then~~, they are
^{SCIENTIFICALLY COMBINED.}
~~made~~ into Chesterfield's famous blend ... RIGHT COMBINATION
WORLD'S BEST TOBACCOS.

Yes, those are the three basic reasons why Chesterfield
gives you what really counts in smoking pleasure - real
mildness, better taste, and a cooler smoke. Make your
next pack Chesterfield, and see for yourself why
Chesterfields are known the world over as the CIGARETTE
THAT SATISFIES.

m

MERCER: ALONG ABOUT HERE, IN CASE YOU'D CARE TO SIT THIS ONE OUT, I'D LIKE TO WARN YOU THAT I'M GOING TO SING. IF YOU CAN CALL WHAT I DO SINGIN'. ANYWAY, OUT OF RESPECT FOR THE COMPOSER WHOSE TUNE I'M ABOUT TO RENDER UNRECOGNIZABLE, LET ME INFORM YOU THAT THE NAME OF SAME IS "I'M GONNA SEE MY BABY."

MUSIC: I'M GONNA SEE MY BABY MERCER, ORCHESTRA

(APPLAUSE)

Askin' your usual kind indulgence,
the old shopkeeper himself pitches
a confidential note or two
just between you & me & Paul
Wentworth says "I'm gonna
see my baby."

JUNE ALLYSON SPOT

-4-

MERCER: TONIGHT HERE IN THE CHESTERFIELD MUSIC SHOP, WE CONSIDER OURSELVES MIGHTY LUCKY TO HAVE INVEIGLED A VERY UP-AND-COMING YOUNG ACTRESS TO PAY US A VISIT. THOSE OF YOU WHO SAW AND ENJOYED THAT RECENT MGM PICTURE, "TWO GIRLS AND A SAILOR", WILL REMEMBER HER AS ONE OF THE GIRLS . . . THE KIND ANY DISCRIMINATING SAILOR WOULD FALL FOR. JUST SO'S YOU CAN SEE FOR YOURSELF WHAT I MEAN -- HERE SHE IS --
JUNE ALLYSON!

(APPLAUSE)

ALLYSON: THANK YOU, JOHNNY.

MERCER: WELL, ^{Misc Allyson} JUNE -- HOW DO YOU LIKE OUR MUSIC SHOP?

~~NILES: YES, JUNE -- HOW DO YOU LIKE OUR MUSIC SHOP?~~

ALLYSON: OH, I THINK IT'S VERY NICE.

MERCER: I'M GLAD YOU LIKE IT.

~~NILES: YES -- I'M GLAD YOU LIKE IT.~~

ALLYSON: IS THERE AN ECHO IN HERE?

MERCER: OH! THAT'S WENDELL NILES, JUNE. I'M SORRY.

ALLYSON: I SHOULD THINK YOU WOULD BE.

NILES: HELLO, JUNE.

ALLYSON: HOW DO YOU DO, MR. NILES.

NILES: PRETTY GOOD - I'LL BET YOU DON'T DO SO BAD YOURSELF.

~~ALLYSON: WELL!~~

~~MERCER: ^{By The Way} DO YOU MIND IF I CALL YOU JUNE?~~

ALLYSON: I GUESS NOT.

NILES: DO YOU MIND IF I CALL YOU TUESDAY?

ALLYSON: ^{Who's This} YOU KNOW, JOHNNY -- HE LOOKS AWFULLY FAMILIAR.

MERCER: ^{YES, JUNE -- This is Wendell Niles &} YEAH -- A LOT OF THE GIRLS SAY HE'S TOO FAMILIAR.

ALLYSON: I MEAN, I THINK I'VE SEEN HIM SOMEWHERE BEFORE.

NILES: WELL, THAT'S UNDERSTANDABLE, JUNE. YOU'VE PROBABLY SEEN MY HANDSOME PROFILE IN THE MOVIES.

ALLYSON: OH YES. I DIDN'T RECOGNIZE YOU WITHOUT YOUR ^{Doseman's} UNIFORM AND ~~FLASHLIGHT.~~

MERCER: NOW THAT YOU'VE MET WENDELL, JUNE -- I'D LIKE TO TALK TO YOU ABOUT A JOB HERE IN THE MUSIC SHOP.

NILES: LOOK, JOHN -- IF YOU WANT TO HIRE THE GIRL, I'M THE GUY TO TALK BUSINESS WITH HER.

MERCER: ALL RIGHT. GO AHEAD.

NILES: O.K. JUNE - HOW ABOUT A DATE TONIGHT?

~~ALLYSON: I THOUGHT YOU WANTED TO TALK BUSINESS.~~

~~NILES: WELL, I MEAN BUSINESS.~~

ALLYSON: LOOK, FELLOWS - THIS IS ALL VERY CONFUSING. I THOUGHT THIS WAS A MUSIC SHOP - NOT A ^{Date Service} ~~WOLF KENNEL.~~

MERCER: WELL, IT IS A MUSIC SHOP, JUNE. (HAMMY) AND I AM THE PROPRIETOR.

~~ALLYSON: ^{Niles: When are your qualifications for the job, Johnny?} GOSH, JOHNNY -- THIS MUST BE FASCINATING WORK. WHAT DO~~

~~YOU DO ALL DAY?~~

~~MERCER: OH, NOTHING MUCH. ONCE IN A WHILE, WHEN A CUSTOMER COMES IN -- I SING A SONG FOR HIM.~~

~~ALLYSON: ISN'T THAT AWFULLY BORING?~~

~~MERCER: FOR ME?~~

~~ALLYSON: NO -- FOR THE CUSTOMER.~~

MERCER: ~~I HOPE YOU'RE NOT CRITICISING MY VOICE.~~ ^{Why} YOU KNOW, I'VE HAD THE BEST MUSICAL TRAINING. WHY, WHEN I WAS A BOY, MY FATHER GAVE ME TWENTY-FIVE DOLLARS A WEEK FOR VOICE LESSONS.

NILES: WHAT DID YOU DO WITH THE MONEY? ^{June}

ALLYSON: JOHNNY, WHY DO YOU PUT UP WITH THIS WEIRD CHARACTER?

MERCER: WENDELL? OH, I JUST HIRED HIM OUT OF SYMPATHY. HE HAD TO LEAVE HIS LAST JOB ON ACCOUNT OF ILLNESS.

ALLYSON: ILLNESS?

MERCER: YEAH, THE BOSS GOT SICK OF HIM.

NILES: ^{Just a Minute Now}
~~IS THAT~~ SO? DON'T YOU BELIEVE HIM, JUNE. I'LL HAVE YOU KNOW, I'M A VERY CLEVER BOY. I DON'T HAVE TO WORK FOR A LIVING. ^{I HAVE A SMALL TOLL BRIDGE IN PENNSYLVANIA.} AS A MATTER OF FACT, I JUST PATENTED AN INVENTION THAT TAKES THE PLACE OF A WIFE.

MERCER: WHAT ARE YOU TALKING ABOUT, WENDELL?

NILES: THAT'S RIGHT. IT'S A COMBINATION ALARM CLOCK, PERCOLATOR, AND PHONOGRAPH ... IT WAKES YOU UP, MAKES YOUR COFFEE, AND ARGUES WITH YOU FOR TEN MINUTES BEFORE YOU GO TO WORK.
(LAUGHS LOUDLY)

MERCER: ARE YOU QUITE THROUGH, WENDELL?

NILES: OH, LET ME ENJOY IT, JOHN. NOBODY ELSE DID.

~~MERCER: I'M SORRY THIS HAD TO HAPPEN, JUNE. -- BUT YOU CAN SEE NOW WHAT I HAVE TO PUT UP WITH AROUND HERE.~~

ALLYSON: ISN'T THERE ANY WAY TO DISCOURAGE THAT SORT OF THING?

MERCER: SOMETIMES MUSIC WILL ^{SOOTHE THIS BOY} ~~QUIET HIM DOWN~~. WHY DON'T YOU SING SOMETHING FOR HIM? ^{JUNE}

ALLYSON: ALL RIGHT. IF YOU THINK IT'LL DO ANY GOOD. I'D LIKE TO SING THE "TROLLEY SONG" FROM "MEET ME IN ST. LOUIS."

MERCER: WELL, CLIMB ON BOARD, ^{EVERYBODY}

MUSIC: TROLLEY SONG ALLYSON, ORCHESTRA
(APPLAUSE)

MERCER: THANKS A MILLION, JUNE -- *That was Wonderful* IT WAS SWELL OF YOU TO DROP IN ON US. AS FOR YOU FOLKS OUT THERE IN OUR VAST ETHEREAL AUDIENCE, I HOPE YOU'LL BE CHECKIN' WITH US FROM TIME TO TIME. YOU CAN USUALLY FIND US RIGHT HERE WHERE WE ARE TONIGHT, ~~DOIN' OUR BEST TO MAKE YOUR HOME LIFE BEARABLE.~~ ~~WE'LL BE SEEN! YOU AGAIN AT OUR EARLIEST OPPORTUNITY,~~ SO IN THE MEANTIME, LIGHT UP A CHESTERFIELD, WILL YOU? NOW THIS IS JOHNNY MERCER ON BEHALF OF THE WHOLE MUSIC ~~HALL~~ (SHOP?) GANG SAYIN' GOOD NIGHT.

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM. NOW THIS IS WENDELL NILES REMINDING YOU TO ASK FOR Milder, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION - WORLD'S BEST TOBACCOS!
(APPLAUSE)

NILES: JUNE ALLYSON APPEARED THROUGH THE COURTESY OF METRO GOLDWYN MAYER STUDIOS -- PRODUCERS OF "KISMET".

MUSIC: THEME UP & UNDER

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

*AGENCY
As Broadcast*

CHESTERFIELD MUSIC SHOP
THURSDAY, SEPTEMBER 21 - 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP...STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S YOUR SINGING SHOPKEEPER,
 JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELCOME, ALL YOU HAPPY PATRONS! UNLESS I'M SADLY
 MISTAKEN, IT'S THURSDAY EVENIN' AT THE CHESTERFIELD
 MUSIC SHOP AND TIME FOR ANOTHER MUSICAL SHINDIG.
 SEEMS LIKE YOUR OLD PROPRIETOR GOT CAUGHT WITH SOME
 CHORES TO DO, SO WHILE I POLISH UP THE SHOWCASE,
 THE PIED PIPERS POLISH OFF A FEW SHARP NOTES BY
 CHIRPING ABOUT "THE RED, RED ROBIN".

MUSIC: "THE RED, RED ROBIN"

PIPERS & ORCH

(APPLAUSE)

0

MUSIC: MEMORY THEME

MERCER: ALONG ABOUT 1929 ^{DE SYLVA, BROWN, & HENDERSON} THAT MASTER SENTIMENTALIST, IRVING BERLIN,
WROTE A PARTICULARLY SUCCESSFUL BALLAD. ^{LOVELY SENTIMENTAL THAT BECAME ONE OF YOUR FAVORITES.} SEEING AS HOW

THESE HECTIC TIMES HAVE REVIVED SENTIMENT, WE DECIDED TO
REVIVE THE NUMBER FOR OUR MEMORY TUNE OF THE WEEK.
CHARMING JO STAFFORD AND THE PIED PIPERS BLEND THEIR
VOICES TO SING "TOGETHER".

MUSIC: "TOGETHER" STAFFORD, PIPERS & ORCH

(APPLAUSE)

~~MERCER: THANKS, MISS JO AND PIPERS. AT THIS PARTICULAR MOMENT,
WENDELL NILES IMPARTS SOME IMPORTANT FACTS ABOUT
SMOKING PLEASURE.~~

CHESTERFIELD
9-21-44

(REVISED) -3-

MERCER: THANKS MISS JO AND ^{Thank You} PIPERS.

NILES: AND THANK YOU, JOHNNY.

MERCER: WHY THANK ME? ^{Wendell}

NILES: I'D LIKE TO THANK YOU FOR REVIVING THE OLD FAVORITES HERE IN THE MUSIC SHOP.

MERCER: WELL, I CERTAINLY HOPE THE PEOPLE LIKE THEM, BUT I THOUGHT YOU WERE GOING TO TALK ABOUT CHESTERFIELDS?

NILES: WELL, JOHN, YOU KNOW THERE'S A GREAT SIMILARITY BETWEEN ^{Taste} ~~THE~~ TWO. A TUNE GETS TO BE ALMOST PART OF YOU...LIKE AN OLD FRIEND...AND I THINK THAT'S THE WAY A GREAT MANY SMOKERS FEEL ABOUT CHESTERFIELDS.....THE CIGARETTE THAT GIVES YOU PLEASURE THROUGH THE YEARS. YES, THE WHOLE IDEA IS TO MAKE CHESTERFIELD AS ENJOYABLE AS A CIGARETTE CAN BE. THAT'S WHY CHESTERFIELD BUYS ONLY THE WORLD'S BEST TOBACCOS....TOBACCOS THAT ARE FULLY RIPE AND MILD... GOOD-TASTING AND FRAGRANT...CHOCK FULL OF REAL SMOKING PLEASURE.

THAT'S WHY THE TOBACCOS FOR CHESTERFIELD ARE AGED TO MELLOW PERFECTION...EVERY TRACE OF HARSHNESS OR BITE REMOVED...SMOOTH AND GOOD-TASTING. AND THAT'S WHY CHESTERFIELD BLENDS THESE TOBACCOS TOGETHER IN ITS FAMOUS RIGHT COMBINATION.....BECAUSE IN ALL THE WORLD THERE'S NO BETTER WAY TO GIVE YOU A SMOKE THAT'S Milder, COOLER SMOKING AND BETTER-TASTING. SO, MAKE YOUR NEXT PACK CHESTERFIELD, AND ENJOY THE PLEASURE AND COMFORT OF THE CIGARETTE THAT REALLY SATISFIES.

f

MERCER: WELL SAID, WENDELL. NOW THAT YOU'RE ALL COMFORTABLY SETTLED, PAUL WESTON AND HIS GROUP OF TUNE-TWISTERS ARE GONNA SERVE UP THE NEXT ITEM ON THE BILL-OF-FARE. RATIONING IN THE CHESTERFIELD MUSIC SHOP BEING UNHEARD OF, IT'S A SWEET DISH CALLED "SUGAR", AND THAT'LL BE YOURS TRULY SMACKIN' HIS LIPS OVER A FEW FLAVORFUL LYRICS.

MUSIC: "SUGAR" MERCER, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU. ^{Thank you very much.} NO, CUSTOMERS, DON'T LOOK SO WORRIED! THIS BRAND-NEW MANUSCRIPT I JUST UNFOLDED IS NOT AN OPUS FROM MY OWN INK BOTTLE. WHEN I SCRATCHED AROUND IN THE OLD SARATOGA TRUNK THIS A.M., ALL I GOT WAS A HANDFUL OF SPLINTERS. ~~SO, AFTER CHEWING THE ERASERS OFF THREE PENCILS,~~ ^{So!} I ~~DECIDED TO TAKE OFF MY THINKIN' CAP AND~~ PUT ON MY HUNTIN' CAP ... TO TRACK DOWN A NEW NUMBER. ~~WHILE STALKING THROUGH THAT UNCHARTED WILDERNESS OF VINE AND HOLLYWOOD,~~ ^{AND FINALLY} I HIT ON A TRAIL WHICH LED ME TO THE COMPOSING DEN OF RAY EAGEN AND NEWELL CHASE. THE BOYS WERE JUST COMPLETING A VERY TOUCHING BALLAD CALLED "HERE'S TO THE DAY", OF WHICH THEY GAVE ME A COPY AND NOW OUR OWN CHARMING SONGSTRESS, JO STAFFORD, SINGS IT FOR THE FIRST TIME, ^{JOCELINE,} IF YOU PLEASE, ~~JO~~.

MUSIC: "HERE'S TO THE DAY" STAFFORD & ORCH.
 (APPLAUSE)

MERCER:

*I MIGHT EVEN SAY M. LUTY SWEET.
HERE'S TO THE DAY IT'LL BE A TOP NOTCH TUNE.* ⁶⁻
A LOVELY PRESENTATION, MISS JO., WELL, IT DOESN'T SEEM
POSSIBLE, FOLKS, BUT WE'VE COME TO THE END OF ANOTHER
JAMBOREE AT THE CHESTERFIELD MUSIC SHOP. FOR THE TIME
BEING, WE'VE GOT TO FOLD UP THE CHAIRS AND LOCK UP THE
WINDOWS. TOMORROW EVENIN' WE'LL BE SETTIN' UP BUSINESS
AT THE NAVAL FRONTIER BASE AT SAN PEDRO, SO DON'T FORGET
TO TUNE US IN ON YOUR CRYSTAL SETS. 'TIL THEN, THIS IS
JOHNNY MERCER SAYIN' ENJOY A CHESTERFIELD AND "GOODNIGHT".
(APPLAUSE)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATER OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND
WOMEN IN UNIFORM.

NOW, THIS IS WENDELL NILES REMINDING YOU TO ASK FOR
MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY
WORDS TELL YOU WHY: "RIGHT COMBINATION, WORLD'S BEST
TOBACCOS!"

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

NILES: Thank you, Johnny. Tonight all I want to say is this:
When a ^{Product} ~~commodity~~ is in ^{constant} demand, there is always ^a ~~at least~~
~~one~~ good reason for it...but there are three good reasons
for Chesterfield being one of the most asked-for
cigarettes of the day. One ~~reason~~ is the superior quality
of the Chesterfield tobaccos. Another is Chesterfield's
famous ageing process, and the third is the blending of
these choice tobaccos so that each brings out the finest
qualities in all the rest.

Only the best tobaccos are bought for Chesterfield -
mild, ripe, good-tasting Domestic tobacco, and fragrant,
spicy leaves from Turkey.

These tobaccos are then aged in Chesterfield's huge,
modern storehouse until they have reached just the right
degree of mellowness - and then ~~and only then~~, they are
^{SCIENTIFICALLY COMBINED}
~~made~~ into Chesterfield's famous blend...RIGHT COMBINATION,
WORLD'S BEST TOBACCOS.

Yes, those are the three basic reasons why Chesterfield
gives you what really counts in smoking pleasure - real
mildness, better taste, and a cooler smoke. Make your
next pack Chesterfield, and see for yourself why
Chesterfields are known the world over as the
CIGARETTE THAT SATISFIES.

MERCER: *FELLAS*
 THANK YOU, WENDELL. ~~RIGHT NOW~~ I'D LIKE TO HAVE YOU MEET
FOUR STOWAWAYS WHO ~~DIDN'T~~ TURN OUT TO BE ~~ABLE SEAMEN BUT~~
PIPER'S GOOSE
~~VERY ABLE~~ SONG SELLERS. "THE PIED PIPERS", THEY CALL
THEMSELVES, AND THEY'RE GONNA GIVE OUT WITH ~~THE THEME SONG~~ *A FORECAST OF*
THE NEAR FUTURE - THERE'LL BE A HOT TIME IN
~~OF A SAILOR WHO OVERSTAYED SHORE LEAVE...~~ "OH, BABY, LOOK
THE TOWN OF BERLIN
~~WHAT YOU'VE DONE TO ME!"~~
THERE'LL BE A HOT TIME
MUSIC: ~~"OH, BABY, LOOK WHAT YOU'VE DONE TO ME!"~~ PIPERS & ORCH

(APPLAUSE)

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MERCER: ~~THANKS, PIPERS, THAT WAS SMOOTH SAILIN'... INDEED. WHEN~~
(OVER Music) A GUY'S ALL AT SEA BECAUSE OF SHEER LONESOMENESS, WHAT
COULD BE BETTER THAN TO TUNE IN THE ~~OLD CHESTERFIELD~~
~~MUSIC SHOP TO HEAR OUR OWN JO STAFFORD SINGING SOMETHING~~
IT Could Happen To You
~~LIKE "I'LL GET BY".~~

MUSIC: ~~"I'LL GET BY"~~ STAFFORD & ORCHESTRA
(APPLAUSE)

MERCER: Now if you really sea dogs
pipe down real quiet-like,
you'll hear heavenly music
floating over the waves.
That'll be Jo Stafford singing
"It Could Happen to You,"
& no siren ever sounded
more enticing.

Music to *Could Happen*

(APPLAUSE)

MERCER: VERY LOVELY, JO. A ~~RENDITION LIKE THAT WILL DO MORE THAN~~
~~GET BY ANYWHERE.~~ AND NOW, WITH A FLOURISH OF HIS BATON,
BOS'N PAUL WESTON PIPES ALL HANDS ON DECK FOR A ROUND OF
A REJUVENATED FAVORITE, ^{ALEXANDER'S PRIMA BAND} "~~AND HER TEARS FLOWED LIKE WINE~~".
IN SONG FORMATION, WILL BE JO STAFFORD, THE PIED PIPERS,
AND MYSELF.

^{P.P.S.}
MUSIC: "~~AND HER TEARS FLOWED LIKE WINE~~" EVERYBODY & ORCH
(APPLAUSE)

MERCER: WELL, ACCORDING TO MY ANCIENT CHRONOMETER, IT'S TIME TO
BE SHOVIN' OFF. BUT WE'LL BE CONTACTING YOU MONDAY
THROUGH FRIDAY OVER THE WIRELESS. ~~JUST SO YOU WON'T~~
INCIDENTALLY ~~FORGET US~~ WE'RE LEAVIN' EACH OF YOU, *NAVAL FRONTIER MEN* A FRESH PACK OF THOSE
COOLER-SMOKING CHESTERFIELDS TO STICK IN YOUR DUFFLE BAG.
WE'VE HAD A WONDERFUL TIME HERE FALLS + I ESPECIALLY
WANT I'D LIKE TO EXPRESS *OUR* APPRECIATION TO CAPT. ANTHONY
PROSKA & CAPTAIN FREDERICK BRINK.
FOR THEIR WARM HOSPITALITY. THIS IS JOHNNY MERCER SAYIN'
"GOODNIGHT" AND "FULL STEAM AHEAD"!

(APPLAUSE)

MUSIC: THEME

NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATRE OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND
WOMEN IN UNIFORM. NOW, THIS IS WENDELL NILES REMINDING
YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS.
THEIR FIVE KEY WORDS TELL YOU WHY: "RIGHT COMBINATION,
WORLD'S BEST TOBACCOS"!

MUSIC: THEME UP AND UNDER (APPLAUSE)

NEC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE
NAVAL FRONTIER BASE AT SAN PEDRO, CALIFORNIA.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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CHESTERFIELD MUSIC SHOP
9/25/44

BRADLEY: Tonight, Johnny, I'm going to turn playwright for a minute and give you the outline of a little three-act drama entitled, "Making the Cigarette That Satisfies".

ACT I - The curtain rises on stack after stack of tobacco ... the best tobacco that money can buy ... mild, good-tasting American leaf and aromatic, spicy Turkish tobacco ... the world's best ... and all for Chesterfield.

ACT II Takes us to the huge, modern storehouses where the famous Chesterfield ageing process goes on. Here the tobaccos stay for years till they're mellowed to perfect condition for smoking. It is only then that we pass on to ACT III which takes place to the hum of bright, shining machines in the modern Chesterfield factories. Here the mild, mellow tobaccos are brought together in the can't-be-copied Chesterfield blend ... RIGHT COMBINATION...WORLD'S BEST TOBACCOS.

The curtain falls on my little play and you see smokers enjoying a smoke that's everything a good cigarette should be ... Milder, cooler, better-tasting ... that's the whole show - that's why Chesterfields Satisfy.

MUSIC: YOU'LL NEVER KNOW (ESTAB FOR)

MERCER: ONE OF THE MOST PLEASANT MEMORIES OF LAST YEAR WAS JO STAFFORD SINGING "YOU'LL NEVER KNOW". IT BEING SUCH A NICE NUMBER AND JO BEINS SUCH A NICE GIRL, WE'VE ASKED HER TO SING IT FOR YOU NOW...

MUSIC: "YOU'LL NEVER KNOW" STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: VERY NICE, JO. YOU'LL NEVER KNOW HOW MUCH WE ENJOYED YOUR SINGING. WHILE RUNNING AROUND IN MUSICAL CIRCLES THE OTHER DAY, PAUL WESTON AND I BUMPED INTO A MUTUAL ACQUAINTANCE, JIMMY MUNDY BY NAME. JIMMY, WHO IS WELL-KNOWN FOR HIS TRICKY ARRANGING ABILITY, PROMPTLY DEMONSTRATED THIS FACULTY BY SHAKING A FEW HIGH NOTES TOGETHER IN AN OLD SHOE-BOX. THIS EVENTUALLY PRODUCED A MUSICAL ARRANGEMENT ^{DESIGNED} ~~SUITABLE~~ FOR MAESTRO WESTON'S GROUP OF INSTRUMENTALISTS. WELL, PAUL LIKED IT, I LIKED IT.... AND WE HOPE YOU'LL LIKE IT. IT'S CALLED: STEP AND
FETCH IT.

MUSIC: " STEP AND FETCH IT " ORCHESTRA

(APPLAUSE)

G

MERCER: HERE IN THE CHESTERFIELD MUSIC SHOP, THE THING WE STRIVE
FOR MOST OF ALL IS HARMONY. AND JUST TO PROVE IT, THE
PIED PIPERS, JO STAFFORD, AND MYSELF ARE GONNA DO A BIT
OF CLOSE HARMONIZIN' ON "THERE GOES THAT SONG AGAIN".

MUSIC: "THERE GOES THAT SONG AGAIN" GROUP, ORCHESTRA
(APPLAUSE)

G

MERCER: ON BEHALF OF THE ENTIRE STAFF, I THANK YOU. OH, BY THE WAY MR. BRADLEY, HOW DO YOU LIKE WORKING HERE IN THE CHESTERFIELD MUSIC SHOP?

BRADLEY: SWELL, JOHNNY. ^{SWELL} I DO HOPE THE CUSTOMERS LIKED MY ^{LITTLE} PLAY.

MERCER: HOW COULD IT MISS? TRUMAN - THE SUBJECT WAS INDEED SATISFYING.

BRADLEY: THEN YOU WANT ME BACK TOMORROW?

MERCER: SURE DO, TRUMAN. AND DON'T BE LATE BECAUSE WE'RE EXPECTING MISS ETHEL SMITH, THAT SENSATIONAL PERFORMER OF THE HAMMOND ORGAN.

BRADLEY: THAT'S GREAT, JOHNNY---AND I'M ALSO LOOKING FORWARD TO HEARING THAT BRAND NEW TUNE ON WEDNESDAY.

MERCER: WELL, WE'LL DIG ONE SOMEPLACE. AND OF COURSE, THURSDAY THAT WELL-KNOWN COMEDIAN OF STAGE AND SCREEN DROPS IN FOR A VISIT---NONE OTHER THAN BILL FRAWLEY!

BRADLEY: AND FRIDAY THE MUSIC SHOP GANG BROADCASTS FOR THE BOYS AT CAMP HAAN.

MERCER: WELL, THAT'S THE LINEUP, NEIGHBORS. SO, GET WITH US, WON'T YOU? AND DON'T FORGET TO BRING YOUR CHESTERFIELDS. NOW THIS IS JOHNNY MERCER SAYIN' GOODNIGHT.

MUSIC: THEME

Kenobel:

~~NILES: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATRE OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND
WOMEN IN UNIFORM. NOW, THIS IS WENDELL NILES REMINDING
YOU TO ASK FOR MILDER, BETTER TASTING CHESTERFIELDS.~~

HERE'S A TIP YOU SHOULD
THEIR FIVE KEY WORDS TELL YOU WHY: "RIGHT COMBINATION,
WORLD'S BEST TOBACCOS!" (APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

G

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

TUESDAY, SEPTEMBER 26, 1944

4:00 - 4:15 PM (NBC - EAST)
8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

BRADLEY: THE CHESTERFIELD MUSIC SHOP ... STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
 PIPERS WITH JUNE HUTTON - AND YOURS TRULY, TRUMAN BRADLEY.
 AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS ETHEL
 SMITH!

(APPLAUSE)

MERCER: WELL, WELL, IF IT ISN'T THE CHESTERFIELD MUSIC SHOP
 FULL OF BRIGHT AND SMILIN' FACES! AND SINCE WE MUSIC
 MERCHANTS AIM TO KEEP 'EM THAT WAY ... THE PIED PIPERS
 WHISPER A POLITE NOTE OF ENTREATY TO THE
 ~~AND YOURS TRULY START THINGS ROLLIN' WITH "SUNBONNET SUE!"~~
 MILKMAN TO KEEP THOSE BOTTLES QUIET.

MUSIC: "~~SUNBONNET SUE~~" MILKMAN PIPERS, MERCER, ORCH.

(APPLAUSE)

MERCER: RIGHT HERE, TRUMAN BRADLEY GIVES US ~~SOME SATISFACTORY~~ ^{THAT LITTLE}
 ~~3 ACT CHESTERFIELD DRAMA ENTITLED "HARIN'S~~
 ~~INFORMATION ABOUT TOBACCOS..~~
 THE CIGARETTE THAT SATISFIES."

MUSIC: I'll Walk Alone (E. J. Fox) ²

MERCER: ~~THANK YOU, TRUMAN,~~ EVERY SO OFTEN HERE IN THE MUSIC
(OVER
MUSIC) SHOP, WE COME ACROSS A BALLAD PARTICULARLY SUITED FOR
THE WISTFUL QUALITY OF JO STAFFORD'S LOVELY VOICE.
JUST SUCH A NUMBER JO SINGS FOR US NOW ... IT'S CALLED:
"I'LL WALK ALONE".

MUSIC: "I'LL WALK ALONE" STAFFORD, ORCH.

(APPLAUSE)

MERCER: Thank you, Jo.
Right here Truman Bradley
gives us that little 5 Act
Chesterfield drama entitled
"Making the cigarette
that retires".

CHESTERFIELD MUSIC SHOP
9/26/44

5

BRADLEY:

~~Tonight, Johnny, I'm going to turn playwright for a minute and give you the outline of a little three-act drama entitled, "Making the Cigarette That Satisfies".~~

THANK YOU JOHNNY. AND HERE'S

ACT I - The curtain rises on stack after stack of tobacco ... the best tobacco that money can buy ... mild, good-tasting American leaf and aromatic, spicy Turkish tobacco ... the world's best ... and all for Chesterfield.

ACT II Takes us to the huge, modern storehouses where the famous Chesterfield ageing process goes on. Here the tobaccos stay for years till they're mellowed to perfect condition for smoking. It is only then that we pass on to ACT III which takes place to the hum of bright, shining machines in the modern Chesterfield factories. Here the mild, mellow tobaccos are brought together in the can't-be-copied Chesterfield blend ... RIGHT COMBINATION...WORLD'S BEST TOBACCOS.

The curtain falls on my little play and you see smokers enjoying a smoke that's everything a good cigarette should be ... Milder, cooler, better-tasting ... that's the whole show - that's why Chesterfields Satisfy.

MERCER: ~~VERY SMOOTH, MISS JO. ANY TIME YOU CHANGE YOUR MIND I'LL~~
Thank You, Truman.
~~SHINE UP MY HIKIN' BOOTS.~~ WILLARD ROBESON WROTE THIS
NEXT MUSICAL FOLK-TALE. IT CONCERNS A UNIQUE CHARACTER
KNOWN AS "PIGEON-TOED JOE". AND THE QUAVERIN' NARRATION
IS BY YOURS TRULY.

MUSIC: "PIGEON-TOED JOE" MERCER, ORCH.
(APPLAUSE)

MERCER: EACH TUESDAY EVENING WE RESERVE A SPOT FOR SOMEONE EXTRA SPECIAL IN THE ENTERTAINMENT WORLD. TONIGHT WE WANT YOU TO MEET A LITTLE LADY WHO HAS JUST SCORED A BIG HIT IN M.G.M.'S "BATHING BEAUTY" BY PLAYING THE HAMMOND ORGAN IN A SLIGHTLY TERRIFIC MANNER. HERE SHE IS ... MISS ETHEL SMITH!

(APPLAUSE)

SMITH: THANKS FOR THE BUILD-UP, JOHNNY.

MERCER: AS ONE MUSICIAN TO ANOTHER, ETHEL, DON'T MENTION IT.

SMITH: WHY, JOHNNY, ARE YOU A MUSICIAN?

~~MERCER: WELL, IN A WAY. YOU SEE, I STUDIED THE TUBA FOR YEARS, BUT I FINALLY GAVE IT UP.~~

~~SMITH: THAT'S A SHAME! WHY?~~

~~MERCER: MY HEAD KEPT GETTING STUCK IN THAT BIG MOUTHPIECE.~~

~~SMITH: BUT, JOHNNY, YOU MUST'VE BEEN BLOWING IN THE WRONG END!~~

~~MERCER: (PAUSE) NOW SHE TELLS ME!~~

~~SMITH: DIDN'T YOU TRY ANY OTHER INSTRUMENT?~~

MERCER: CONFIDENTIALLY, ETHEL, I TRIED THE CLARINET, ONCE...BUT YOU CAN'T ~~SEE A GLASS OF BEER ON A CLARINET!~~ *SMOKE A CHESTERFIELD THROUGH A CLARINET!*

SMITH: OH, JOHNNY, YOU'RE THE SAME OLD JOKESTER....

MERCER: YEAH...AIN'T IT TH' TRUTH, THOUGH!

SMITH: YES...STILL TELLING THOSE SAME OLD JOKES!

MERCER: HMMM...MAYBE WE BETTER ^{NOT} TALK ABOUT YOU, ETHEL. HOW DO YOU MANAGE TO GET SO MANY NOTES FROM THAT ORGAN WITH JUST TWO HANDS?

SMITH: OH, I PLAY WITH MY TOES, TOO.

MERCER: WHAT DO YOU KNOW! A BIG GIRL LIKE YOU!

SMITH: (LAUGHS) I'M AFRAID YOU DON'T UNDERSTAND, JOHNNY. SUPPOSE I DEMONSTRATE BY PLAYING THAT ^{Brazilian} SOUTH AMERICAN TUNE: "TICO, TICO?"

T.

MERCER: I CAN SMELL THOSE COFFEE-BEANS, NOW. FOLKS, MISS ETHEL
SMITH, THE HAMMOND ORGAN, AND ^{THE POPULAR BRAZILIAN SONGS} "TICO, TICO!"

MUSIC: "TICO, TICO" SMITH, ORGAN

(APPLAUSE)

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Thank You
MERCER: THANKS, MISS SMITH, THAT WAS A LESSON WE ALL ENJOYED.
AND NOW, LOOKS LIKE QUITTIN' TIME, PEOPLE, SO 'TIL
TOMORROW EVENIN' ... THIS IS JOHNNY MERCER SAYIN'
"GOODNIGHT!"

MUSIC: THEME

BRADLEY: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY
THEATRE OF WAR FOR THE LISTENING PLEASURE OF OUR MEN
AND WOMEN IN UNIFORM. NOW, THIS IS TRUMAN BRADLEY
REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING
CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY:
RIGHT COMBINATION, WORLD'S BEST TOBACCOS!
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

CHESTERFIELD MUSIC SHOP

WEDNESDAY, SEPTEMBER 27, 1944

4:00 - 4:15 PM (NBC - EAST)

8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

BRADLEY: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 TRUMAN BRADLEY. AND HERE'S YOUR SINGING PROPRIETOR,
 JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: THAT'S RIGHT, ~~GUYS AND GALS~~, IT'S THE CHESTERFIELD
 MUSIC SHOP, WHERE WE HAND OUT FREE SAMPLES OF EVERYTHING
 FROM BOOGIE-WOOGIE TO BEETHOVEN. SO, GATHER IN, FOLKS,
 WHILE JO STAFFORD AND THE PIED PIPERS DEMONSTRATE A
 SPECIAL BARGAIN CALLED "WALK A LITTLE, TALK A LITTLE".

MUSIC: "WALK A LITTLE, TALK A LITTLE" STAFFORD, PIPERS & ORCH

(APPLAUSE)

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MUSIC: MEMORY THEME...ESTABLISH FOR:

MERCER: YES IT'S MEMORY TIME AGAIN. THIS EVENING THE PIED PIPERS AND EVERYBODY IN THE SHOP DECIDED TO REVIVE A TUNE WE LIKE VERY MUCH. THIS MELODY MAY OR MAY NOT STRIKE A FAMILIAR CHORD WITH YOU, BUT DO YOU REMEMBER "WHERE YOU ARE."?

MUSIC: "WHERE YOU ARE" PIPERS & ORCHESTRA
(APPLAUSE)

MERCER: THANK YOU, PIPERS. WE'RE GLAD YOU REMEMBERED "WHERE YOU ARE". AND NOW THE STAGE IS SET FOR TRUMAN BRADLEY.

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CHESTERFIELD MUSIC SHOP
9/27/44

-3-

BRADLEY:

Tell me how
~~Tonight~~, Johnny, I'm going to turn playwright for a
It's true
~~minute and give you the outline of~~ a little three-act
drama entitled, "Making the Cigarette That Satisfies".

ACT I - The curtain rises on stack after stack of tobacco
... the best tobacco that money can buy ... mild,
good-tasting American leaf and aromatic, spicy
Turkish tobacco ... the world's best ... and all
for Chesterfield.

ACT II Takes us to the huge, modern storehouses where
the famous Chesterfield ageing process goes on.
Here the tobaccos stay for years till they're
mellowed to perfect condition for smoking.
It is only then that we pass on to ACT III which
takes place to the hum of bright, shining machines
in the modern Chesterfield factories. Here the
mild, mellow tobaccos are brought together in the
can't-be-copied Chesterfield blend ... RIGHT
COMBINATION...WORLD'S BEST TOBACCOS.

The curtain falls on ~~my little play~~ and you see smokers, *EVERYWHERE*
enjoying a smoke that's everything a good cigarette
should be ... Milder, cooler, better-tasting ... that's
the whole show - that's why Chesterfields Satisfy.

MERCER: TRULY A HAPPY ENDING, MR. BRADLEY, TRULY. RIGHT HERE,
IN ANSWER TO NO REQUEST WHATSOEVER, "SPORTIN LIFE" MERCER
TAKES THE CENTER OF THE STAGE. IN CASE YOU'VE BEEN
WONDERING WHY THE ~~DEAR SPENCED TIE~~ ^{CHECKED VEST} AND NEW CELLULOID
COLLAR...IT'S 'CAUSE "LULU'S BACK IN TOWN"!

MUSIC: "LULU'S BACK IN TOWN" MERCER & ORCHESTRA

(APPLAUSE)

KINDA LEFT THE BAND THERE FOR A MINUTE DIDN'T I?

MERCER: THANK YOU. ^{ANYWAY!} WHILE RUNNING AROUND IN MUSICAL CIRCLES THE
OTHER DAY, LOOKING FOR A NEW NUMBER, I ^{CAME ACROSS ONE BY} ~~BUMPED INTO~~
VERNON DUKE AND HOWARD DIETZ. ~~ASIDE FROM CHESTERFIELDS,~~
~~ONLY ONE THING COULD BE RESPONSIBLE FOR THOSE SATISFIED~~
~~EXPRESSIONS THEY WORE. THAT WAS A NEW NUMBER. SO, AND~~
AFTER BRIBING THEM WITH TWO RUBBER BANDS AND HALF A
HERSHEY BAR, I BROKE 'EM DOWN. SEEMS THEIR ORIGINAL OPUS
IS INCORPORATED IN THE FORTHCOMING ^{MUSICAL} FLICKER "SADIE
THOMPSON". THE NUMBER IS TITLED "THE LOVE I LONG FOR",
AND MISS JO STAFFORD, OUR FAVORITE CHANTEUSE, PREVIEWS IT
FOR US NOW...

MUSIC: "THE LOVE I LONG FOR" STAFFORD & ORCHESTRA

(APPLAUSE)

Jacqueline Fine
MERCER: THANKS, ~~MISS JO~~, A SWELL PERFORMANCE OF A VERY PROMISING SONG. WELL, CUSTOMERS, THE OLD CHESTERFIELD MUSIC SHOP IS 'BOUT READY TO CLOSE, BUT BEFORE WE DO, I'D LIKE TO STRESS THE FACT THAT ALL FUEL FOR HOME-HEATING WILL BE SCARCE AND NOW IS THE TIME TO PREPARE FOR WHAT MAY BE A COLD WINTER. DON'T FORGET TO DROP IN TOMORROW EVENIN' WHEN YOU'LL MEET A GRAND GUY AND ABLE FUN-MAKER FROM THE CINEMA, BILL FRAWLEY! TILL THEN, THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

MUSIC: THEME

~~BRADLEY: THE CHESTERFIELD MUSIC SHOP IS REBROADCAST TO EVERY THEATRE OF WAR FOR THE LISTENING PLEASURE OF OUR MEN AND WOMEN IN UNIFORM. NOW, THIS IS TRUMAN BRADLEY REMINDING YOU TO ASK FOR MILDER, BETTER-TASTING CHESTERFIELDS. THEIR FIVE KEY WORDS TELL YOU WHY: RIGHT COMBINATION, WORLD'S BEST TOBACCOS!"~~

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

MUSIC: THEME:

BRADLEY: *FRIENDS -*
EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE
MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR
FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL
INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE
FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS
TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING
PLEASURE AND COMFORT TO SOMEONE OVER THERE.

MUSIC: THEME UP AND UNDER:

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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NILES: ~~Thank you~~ ^{RIGHT}, Johnny. It's the little three-act ^{CHESTERFIELD} drama

entitled, "Making the Cigarette That Satisfies".

ACT I - The curtain rises on stack after stack of tobacco ... the best tobacco that money can buy ... mild, good-tasting American leaf and aromatic, spicy Turkish tobacco ... the world's best ... and all for Chesterfield.

ACT II takes us to the huge, modern storehouses where the famous Chesterfield ageing process goes on. Here the tobaccos stay for years till they're mellowed to perfect condition for smoking.

It is only then that we pass on to ACT III, which takes place to the hum of bright, shining machines in the modern Chesterfield factories. Here the mild, mellow tobaccos are brought together in the can't-be-copied Chesterfield blend ... RIGHT COMBINATION... WORLD'S BEST TOBACCOS.

The curtain falls, ^{AMID THUNDEROUS APPLAUSE FOR CHESTERFIELD} and ~~you see smokers everywhere~~ ^{THE} enjoying a smoke that's everything a good cigarette should be ... Milder, cooler, better-tasting ... that's the whole show - that's why Chesterfields Satisfy.

BILL FRAWLEY SPOT

-4-

MERCER: ~~THANK YOU, JO. A LOVELY RENDITION, LIKE THAT SHOULD BRING~~
~~SOMEONE ALONG IN A HURRY.~~ AND NOW PAUL WESTON'S GROUP
STARTS OFF WITH...

BILL: (FADING IN) SO THIS IS THE CHESTERFIELD MUSIC SHOP, EH?
PRETTY NEAT, NOT BAD AT ALL!

MERCER: WELL, LOOK WHO'S HERE! BILL FRAWLEY!
(APPLAUSE)

MERCER: MAKE YOURSELF AT HOME, BILL! ANYTHING I CAN DO FOR YOU?

BILL: WELL, THANKS, JOHNNY, BUT I'M HERE TO DO SOMETHIN' FOR YOU
UH ... YOU ARE THE HEAD MAN AROUND HERE? *TAKE IT.*

MERCER: WELL, THAT GOES WITHOUT SAYING...

NILES: HE MEANS, THAT GOES WITHOUT SAYING ANYTHING ABOUT ME!

BILL: WAIT A MINUTE .. WHO'S THIS CRULLER?

NILES: OH, I'M WENDELL NILES ... GLAD TO SEE YOU, WILLIAM, YOU'RE
LOOKING MUCH BETTER.

BILL: BETTER? BETTER THAN WHAT?

NILES: I DON'T KNOW, BUT THERE MUST BE SOMETHING YOU'RE LOOKING
BETTER THAN! (LAUGHS) WHAT A KILLER! SHARP AS A PIN
TONIGHT!

BILL: YEAH, AN' YOU'VE GOT *YOUR HAT ON ONE.*
~~A HEAD LIKE ONE!~~

MERCER: OH, DON'T MIND WENDELL, BILL, HE'S REALLY A NICE FELLOW IN
A GRUESOME SORT OF A WAY. JUST HAVE TO GET USED TO HIM.

NILES: THAT'S RIGHT, BILL OLD MAN ... "LONG UNDERWEAR" NILES THEY
CALL ME..I SORTA CREEP UP ON YOU! (LAUGHS) TERRIFIC,
ISN'T IT?

BILL: TH' GUY MUSTA BEEN RAISED IN A VACUUM BOTTLE! LOOK,
JOHNNY, CAN'T WE BE ALONE FOR A COUPLE OF MINUTES? I GOT
SOMETHIN' I WANNA TALK TO YOU ABOUT ...

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NILES: OKAY, OKAY, SO LONG, FELLAS...I CAN TAKE A HINT! I DON'T HAVE TO HAVE A HOUSE FALL ON ME!

BILL: THAT'S A VERY TEMPTING THOUGHT! NOW LOOK, JOHN, (SOTTO) ...ER...YOU SURE NOBODY CAN HEAR US?

JOHNNY: (SOTTO) NOT A SOUL, BILL...

BILL: THAT'S SWELL. I WOULDN'T WANT THIS THING TO GET AROUND JUST YET. YOU SEE, I GOT A HONEY OF A RACKET -- I'M AN IDEA MAN!

JOHNNY: AN IDEA MAN?

BILL: YEAH, I THINK UP BIG IDEAS TO MAKE PEOPLE FAMOUS. WHY, INSIDE OF A FEW MONTHS I'LL HAVE EVERY STAR IN HOLLYWOOD EATIN' RIGHT OUT OF MY HAND! EXCEPTIN' 'LASSIE' OF COURSE!

JOHNNY: OF COURSE...SHE MIGHT SNAP AT THE CHANCE.

BILL: RIGHT! NOW, TAKE YOU FOR EXAMPLE -- WHAT'S THE ONE THING YOU NEED?

JOHNNY: A VOICE?

BILL: BESIDES THAT!

JOHNNY: GUESS I DON'T KNOW, BILL.

BILL: NATURALLY YOU DON'T! AND THAT'S WHERE I STEP IN! JOHNNY, YOU NEED TO GET YOUR NAME IN FRONT OF PEOPLE ... IN THE NEWSPAPERS ...IN MAGAZINES...MAYBE EVEN ON PHONOGRAPH RECORDS!

JOHNNY: PHONOGRAPH RECORDS! YOU THINK THERE'S A CHANCE?

BILL: (LAUGHS) WHY CERTAINLY! I'VE GOT JUST THE THING TO GET YOU THERE! A TERRIFIC IDEA! (DELIBERATELY) YOU- OUGHTTA-WRITE-SONGS!

JOHNNY: BUT, BILL....

BILL: NOW, I KNOW HOW YOU FEEL, ^{John} ~~ME~~-BOY! YOU THINK IT'S TOO TOUGH! BUT THERE'S NOTHING TO IT! YOU STUDIED ENGLISH IN SCHOOL, DIDN'T YOU?

JOHNNY: SURE...I EVEN KNEW A LITTLE GREEK ONCE.

BILL: JOHNNY! WE'RE TALKIN' BUSINESS...LEAVE TH' WOMEN OUTTA THIS! LET ME SHOW YOU WHAT I MEAN -- ALL YOU HAVE TO DO IS THINK OF A TITLE. FOR EXAMPLE I THOUGHT OF A PIP THIS MORNING: "BLUES IN THE NIGHT".

JOHNNY: "BLUES IN THE NIGHT"? BILL, ARE YOU SURE YOU DIDN'T STEAL IT?

BILL: STEAL IT! WHAT DO YOU THINK I AM ... A HYPOCHONDRIAC!
 NOW, YOU THINK OF ONE, JOHNNY. GO AHEAD, ~~MY~~ ^{IT'S Not Too Tough.} BOY ..
Don't Be Suck.
 IT'S EASY!

JOHNNY: MMMM -- HOW ABOUT "GI JIVE"?

BILL: JOHNNY -- DON'T BE SILLY! A TITLE LIKE THAT WOULD NEVER GO OVER! BESIDES, WHO'D BE STUPID ENOUGH TO WRITE LYRICS TO THAT THING!

JOHNNY: ONLY A DOPE LIKE ME, I SUPPOSE ...

BILL: EXACTLY! YOU SEE -- YOU'RE INEXPERIENCED! NOW, JUST TO SHOW YOU WHAT SELLS TODAY, I GAVE A BRAND NEW NUMBER TO PAUL WESTON...HE'S GONNA PLAY IT WHILE I SING IT...IT'S A SONG THAT REALLY OUGHTTA GO PLACES!

JOHNNY: WHAT'S THE TITLE OF THIS ONE?

BILL: "CAROLINA IN THE MORNING". IT'S A SOLID SENDER! AND I'LL SHOW YOU HOW WE USED TO SELL A NUMBER IN THE OLD VAUDEVILLE DAYS JOHNNY.

JOHNNY: OKAY, BILL ... NOTHING COULD BE FINER! ~~AND HOW ABOUT A~~
I'll join in a
 LITTLE DANCE AND PATER FOR THE 2ND CHORUS IF YOU WILL, PROFESSOR. A LITTLE EASY 4-4.

MUSIC: "CAROLINA IN THE MORNING" FRAWLEY, ORCH.
 (APPLAUSE)

MERCER:

-7-
For Coming Over,

THANKS FOR THE TIP, BILL FRAWLEY! I'LL START SCRIBBLING
IT'S BEEN FUN HAVING YOU. LOOKS LIKE CLOSING
~~RIGHT AWAY! WHO KNOWS, MIGHT EVEN LAND ON THE RADIO SOME~~
TIME FOLKS
~~DAY! RIGHT NOW, FOLKS, THE OLD CLOCK ON THE WALL SAYS~~
~~ANOTHER FIFTEEN MINUTES HAS TICKED BY.~~ SO, UNTIL TOMORROW
NIGHT WHEN WE'LL BE COMIN' AT YOU FROM CAMP HAAN, AT
RIVERSIDE, CALIFORNIA ... ENJOY THOSE COOLER-SMOKIN'
CHESTERFIELDS! THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT"!
(APPLAUSE)

MUSIC: THEME

FRIENDS

NILES:

EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE
MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR
FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL
INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE
FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS
TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING
PLEASURE AND COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP & UNDER

NBC ANNGR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
FRIDAY, SEPTEMBER 29, 1944

4:00 - 4:15 PM (NBC - EAST)
8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: FROM CAMP HAAN AT RIVERSIDE, CALIFORNIA, IT'S THE
CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA, THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES! AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: HI, G.I.'S! YES, FELLAS, IT'S THE CHESTERFIELD MUSIC SHOP
SETTIN' UP BUSINESS SMACK IN THE MIDDLE OF THE OBSTACLE
At Camp Haan
COURSE! SO, WHILE THOSE THOUGHTFUL TOP-KICKS HAND OUT
PINK LEMONADE AND PILLOWS, JO STAFFORD AND I WILL HAND OUT
A QUAIN'T LITTLE LULLABY KNOWN AS "CONVERSATION WHILE
Shall We
DANCING". JO, ~~LET'S~~ CONVERSE!

MUSIC: "CONVERSATION WHILE DANCING" STAFFORD, MERCER, ORCH

(APPLAUSE)

MERCER: ~~RIGHT HERE, WENDELL NILES STEPS FRONT AND CENTER FOR A
ONE-MAN CONVERSATION ON TOBACCOS...~~

*AND NOW THE CHESTERFIELD PLAYHOUSE STARRING
WENDELL NILES.*

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ANOTHER PERFORMANCE OF

NILES: Thank you, Johnny. It's the little three-act drama entitled, "Making the Cigarette That Satisfies".

ACT I - The curtain rises on stack after stack of tobacco ... the best tobacco that money can buy ... mild, good-tasting American leaf and aromatic, spicy Turkish tobacco ... the world's best ... and all for Chesterfield.

ACT II takes us to the huge, modern storehouses where the famous Chesterfield ageing process goes on. Here the tobaccos stay for years till they're mellowed to perfect condition for smoking.

It is only then that we pass on to ACT III, which takes place to the hum of bright, shining machines in the modern Chesterfield factories. Here the mild, mellow tobaccos are brought together in the can't-be-copied Chesterfield blend ... RIGHT COMBINATION...

WORLD'S BEST TOBACCOS.

The curtain falls and you see smokers everywhere enjoying a smoke that's everything a good cigarette should be ... Milder, cooler, better-tasting ... that's the whole show - that's why Chesterfields Satisfy.

MERCER: THANK YOU, WENDELL. AND NOW, IF THOSE SOUVENIR HUNTERS,
THE PIED PIPERS, WILL STOP TAKIN' THAT JEEP APART,
PAUL WESTON'S PLATOON IS RARIN' TO SWING ALONG WITH 'EM
ON A MILITARY MARCH CALLED "I'M JUST WILD ABOUT HARRY"!

MUSIC: "I'M JUST WILD ABOUT HARRY" PIPERS, ORCHESTRA

(APPLAUSE)

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Music

MERCER: ~~THAT WAS SWELL, PIPERS. OF COURSE, NONE OF US KNOWS~~
(over Music) EXACTLY WHEN "V" DAY WILL ROLL ~~ALONG~~ ^{AROUND} ~~BT~~ - WE ALL HOPE
IT WILL BE SOON. ~~BT~~ ^{AND} LOVELY ~~GALS~~ ^{GIRLS} LIKE JO STAFFORD
WILL BE WAITIN' FOR LUCKY GUYS LIKE YOU...EVEN IF IT
TAKES UNTIL "DAY AFTER FOREVER".

MUSIC: "DAY AFTER FOREVER" STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: THANKS, MISS JO. WITH EYES RIGHT...ON PAUL WESTON'S
BATON, THE ENTIRE STAFF OF THE CHESTERFIELD MUSIC SHOP
SNAPS INTO SONG FORMATION TO PRESENT THE MUSICAL EPIC OF
A CORNY CASANOVA. COUNTIN' OFF ARE JO STAFFORD, THE
PIED PIPERS, AND YOURS TRULY, GROUPEd AROUND A COPY OF
"HER TEARS FLOWED LIKE WINE".

MUSIC: "HER TEARS FLOWED LIKE WINE" ALL, ORCHESTRA
(APPLAUSE)

MERCER: WELL, THAT JUST ABOUT DOES IT, ^{FELLAS}~~FRIENDS~~. NEEDLESS TO SAY,
^{Here at Camp Hood}
 WE'VE ENJOYED OUR VISIT WITH ALL YOU ~~HARD-WORKIN'~~ JOBS
~~ANTI-DICERS~~ ^{RETIREDMEN}, AND WE
~~IN UNCLE SAM'S INFANTRY~~. HOPE YOU ENJOY THAT PACK OF
 CHESTERFIELDS WE'RE LEAVIN' FOR EACH OF YOU. DON'T
^{MUSIC SHOP}
 FORGET, YOU CAN REACH THE ~~GANG~~ ~~AND ME~~ JUST BY PRESSING
 YOUR EAR AGAINST THE NEAREST WALKIE-TALKIE. I'D LIKE TO
 THANK Brig-Genl. Harold F. Nichols, CMDR GENL.
TRIPLE ATC & Col. Samuel White, Post Cmdr.
^{Warm Hospitality}
 FOR THEIR COURTEOUS ATTENTION. THIS IS JOHNNY MERCER
 SAYIN' "GOODNIGHT AND GOOD LUCK!"
 (APPLAUSE)

MUSIC: THEME
~~NILES-~~ ^{THIS IS WENDELL NILES DOWN, YOU KNOW}
 BRADLEY: EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE
 MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR
 FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL
 INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE
 FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS
 TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE
 GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

MUSIC: THEME UP AND UNDER

NBC
 ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

MONDAY, OCTOBER 2 -- 1944

4:00 - 4:15 PM (NBC - EAST)

8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP ... STARRING JOHNNY MERCER -
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S YOUR SINGING PROPRIETOR,
JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)
Thought for a minute we had a guest.
YES.
MERCER: ¹HOWDY, MUSIC-SHOPPERS! ~~YES, FOLKS,~~ YOU'VE COME TO THE
RIGHT PLACE TO FILL YOUR SHOPPIN'-BAGS WITH CHESTERFIELDS
PURE ENTERTAINMENT.
AND ~~MUSICAL JAM!~~ SEEIN' AS HOW IT'S THE FIRST MONDAY IN
A NEW MONTH, WE'RE FEATURING A ^{New} ~~SPECIAL~~ NUMBER IMPORTED
FROM THE NEW YORK STAGE HIT: "BLOOMER GIRL". SO, WITH
PAUL WESTON'S HELP I'D LIKE TO OFFER A MERCERIZED VERSION
OF "EVELINA".

MUSIC: "EVELINA" MERGER, ORCHESTRA

(APPLAUSE)

MERCER: ~~FROM UNCERTAIN VALUES IN VOICE CULTURE WE TURN TO CERTAIN~~
~~VALUES IN TOBACCO CULTURE. IF YOU WILL, WENDELL NILES...~~
And Now THE CURTAIN RISES ON A
3 Act Play.

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CHESTERFIELD MUSIC SHOP
10/2/44

-2-

NILES:

YES
~~Thank you,~~ Johnny. It's ^{ANOTHER PERFORMANCE OF} the little ~~three-act~~ Chesterfield drama entitled, "Making the Cigarette That Satisfies".

ACT I - The curtain rises on stack after stack of tobacco
...the best tobacco that money can buy...mild,
good-tasting American leaf and aromatic, spicy
Turkish tobaccothe world's best...and all
for Chesterfield.

ACT II Takes us to the huge, modern storehouses where
the famous Chesterfield ageing process goes on.
Here the tobaccos stay for years till they're
mellowed to perfect condition for smoking. It
is only then that we pass on to ACT III which
takes place to the hum of bright, shining
machines in the modern Chesterfield factories.
Here the mild, mellow tobaccos are brought
together in the can't-be-copied Chesterfield
blend....RIGHT COMBINATION...WORLD'S BEST TOBACCOS.

The curtain falls on my little play and you see smokers
enjoying a smoke that's everything a good cigarette
should be....MILDER, COOLER, BETTER-TASTING...that's
the whole show - that's why Chesterfields Satisfy.

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MERCER: THANK YOU, WENDELL. IN DAYS TO COME, WHEN YOU'RE ~~DOING~~
Scootin' Along
~~A LITTLE ONE-ARM DEWEN!~~ IN YOUR NEW AIR-FLIVVER,
JOHN LAW WON'T SAY "PULL OVER TO THE CURB", BUT,
ACCORDING TO THOSE HIGH-FLYIN' PIED PIPERS HE MIGHT SAY:
"STRAIGHTEN UP AND FLY RIGHT!"

MUSIC: "STRAIGHTEN UP AND FLY RIGHT" PIPERS, ORCHESTRA
(APPLAUSE)

MUSIC: ESTABLISH AND FADE FOR:

MERCER: NO MEMBER OF OUR STAFF ~~WORKS HARDER TO PLEASE~~ OUR
CUSTOMERS, ^{MORE} THAN MISS JO STAFFORD, WHOSE PERSONAL CHARM IS
REFLECTED IN HER LOVELY VOICE. TRUE TO FORM, JO NOW SINGS
AN OLD FAVORITE I'M SURE WILL PLEASE YOU, CALLED: "I'LL
GET BY".

MUSIC: "I'LL GET BY" STAFFORD, ORCHESTRA
(APPLAUSE)

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CHESTERFIELD
10/2/44

(REVISED) -5-

MERCER: THANK YOU, JO. RIGHT HERE, THE FAMOUS CHESTERFIELD
 TATTING SOCIETY COMPOSED OF ~~JO STAFFORD~~, THE PIED PIPERS,
 WITH JUNE HUTTON AND MYSELF GATHERS ROUND THE NEXT PIECE
 OF VOCAL EMBROIDERY. MR. WESTON, WILL YOU COUNT OFF THE
 STITCHES ON "YOU GOT ME WHERE YOU WANT ME?"

MUSIC: "YOU GOT ME WHERE YOU WANT ME" GROUP, ORCH.

(APPLAUSE)

MERCER: OH, JUST A MOMENT, WENDELL, YOU'RE NOT TRYIN' TO SNEAK
OUT, ARE YOU?

NILES: WHO, ME? I SHOULD SAY NOT!

MERCER: THEN WHY WERE YOU WALKIN' TOWARDS THE DOOR ON YOUR HANDS
AND FEET?

NILES: WHY, I ALWAYS DO THAT ON MONDAY, JOHN. BESIDES, I DROPPED
THE LIST OF COMING EVENTS...

MERCER: DON'T NEED IT, WENDELL - TOMORROW WE'RE EXPECTING THAT
WELL-KNOWN COMIC OF THE FILMS, STERLING HOLLOWAY!

NILES: THAT'S RIGHT...GOT A NEW SONG FOR WEDNESDAY?

MERCER: BUT DEFINITELY! AND EVERYBODY'LL BE HERE THURSDAY,
I KNOW, TO MEET THE BRIGHTEST STARS IN THE M.G.M. GALAXY...
THE GLAMOROUS LUCILLE BALL!

NILES: MMM...WONDER IF WE COULD HOLD HER OVER FOR FRIDAY WHEN

WE ENTERTAIN THE ^{MARINES!} BOYS AT CAMP PENDLETON.
MERCER: ^{NEW, I'LL TALK TO THAT GIRL, WENDELL, BUT RIGHT NOW}
~~NO SUCH LUCK, WENDELL. AND IT LOOKS LIKE CLOSIN' TIME~~

RIGHT NOW, SO TILL TOMORROW EVENING, THIS IS JOHNNY
MERCER SAYIN' "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME *THIS IS WENDELL NILES AGAIN.*
FRIENDS

NILES: EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE
MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR
FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL
INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE
FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS
TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING
PLEASURE AND COMFORT TO SOMEONE OVER THERE.

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

TUESDAY, OCTOBER 3, 1944

4:00 - 4:15 PM (NBC - EAST)
8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
TONIGHT IS STERLING HOLLOWAY!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: GLAD YOU COULD DROP IN, FRIENDS! UNLESS I'M MANAGIN' THE
WRONG STORE THIS EVENIN', IT'S THE CHESTERFIELD MUSIC SHOP
ALL SWEEPED OUT FOR ANOTHER TUESDAY GET-TOGETHER. SO, MAKE
YOURSELVES EASY WHILE THE PIED PIPERS AND JUNE HUTTON
PURR OVER OUR NEW MASCOT. SHE'S CALLED "TABBY, THE CAT".

MUSIC: "TABBY, THE CAT" PIPERS, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, PIPERS! *Remind me to ask you with my cat - o - 9*
~~A VERY BEAUTIFUL CAT TALE!~~ ALONG *tails.*
ABOUT HERE, WENDELL NILES REVIEWS A FOUR-STAR PLAY...

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CHESTERFIELD MUSIC SHOP

-2-
For those who missed the earlier performance I'd like to present

NILES: Thank you, Johnny. ~~It's~~ the little three-act Chesterfield drama entitled, "Making the Cigarette That Satisfies".

ACT I - The curtain rises on stack after stack of tobacco
...the best tobacco that money can buy...mild,
good-tasting American leaf and aromatic, spicy
Turkish tobaccothe world's best...and all
for Chesterfield.

ACT II Takes us to the huge, modern storehouses where
the famous Chesterfield ageing process goes on.
Here the tobaccos stay for years till they're
mellowed to perfect condition for smoking. It
is only then that we pass on to ACT III which
takes place to the hum of bright, shining
machines in the modern Chesterfield factories.
Here the mild, mellow tobaccos are brought
together in the can't-be-copied Chesterfield
blend....RIGHT COMBINATION...WORLD'S BEST TOBACCOS

The curtain falls on my little play and you see smokers, *everywhere*
enjoying a smoke that's everything a good cigarette
should be....MILDER, COOLER, BETTER-TASTING...that's
the whole show - that's why Chesterfields Satisfy.

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Music

-3-

MERCER: MOONLIGHT AND STARS AND ROMANCE - THOSE ARE THE THINGS
(OVER MUSIC) OF WHICH BALLADS ARE MADE. COMBINE THEM WITH THE WISTFUL
QUALITY OF JO STAFFORD'S LOVELY VOICE AND YOU HAVE THE
SECRET OF HER SUCCESS. ~~AND SINCE JO IS NOT A SECRETIVE~~
~~SORT OF A LADY, SHE COMES FORWARD NOW TO TELL US WHAT'S~~
ON HER MIND...^{*TONITE*} IT'S "A KISS TO REMEMBER".

MUSIC: "A KISS TO REMEMBER" STAFFORD, ORCHESTRA
(APPLAUSE)

MERCER: THANKS, MISS JO. THAT WAS REALLY SOMETHING TO REMEMBER.
AND NOW I'D LIKE TO HAVE YOU MEET A COMEDIAN WHOSE
STERLING QUALITIES SHINE OUT NO MATTER WHERE HE IS -
WHO ALWAYS GIVES A STERLING PERFORMANCE, WHETHER IN
UNCLE SAM'S ARMY OR ON THE SCREEN - A MAN OF STERLING
CHARACTER... WELL, ANYWAY, A CHARACTER -- STERLING
HOLLOWAY!

(APPLAUSE)

HOLLOWAY: WELL, GEE, THANKS, EVERYBODY! I JUST WANT TO SAY THAT
THE CHESTERFIELD MUSIC SHOP IS--

MERCER: JUST A SECOND...WHO ARE YOU?

HOLLOWAY: WHO AM I? JOHNNY, YOU JUST ANNOUNCED ME! I'M STERLING--

MERCER: (CALLS) WENDELL! DID YOU LET THIS MATTRESS-HEAD IN?
WHERE'S STERLING HOLLOWAY?

WENDELL: (FADES IN) WELL, I DON'T KNOW, JOHN. HE WAS SUPPOSED TO
BE HERE RIGHT NOW! GUESS HE COULDN'T MAKE IT.

HOLLOWAY: COULDN'T MAKE IT! NOW, LOOK, FELLAS...FUN'S FUN, BUT...
AFTER ALL...GOSH...DON'T YOU EVEN RECOGNIZE ME?

WENDELL: (SARCASTICALLY) OH, SURE...I RECOGNIZE HIM, DON'T YOU,
JOHNNY?

MERCER: WHY, OF COURSE, WENDELL.

TOGETHER: IT'S MORTIMER SNERD!

HOLLOWAY: MORTIMER SNERD! BUT...HE'S A DUMMY!

WENDELL: YOU CATCH ON FAST, BUB...NOW BEAT IT!

MERCER: MAYBE I BETTER SING SOMETHING, UNTIL STERLING GETS HERE.

WENDELL: GOOD IDEA, JOHN.

HOLLOWAY: PLEASE, FELLAS, PLEASE! DON'T LEAVE ME OUT LIKE THIS!
I CAN HANDLE FUNNY LINES...I'M A COMEDIAN!

WENDELL: WELL, YOU'VE CERTAINLY GOT THE FACE FOR IT.

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MERCER: YEAH...LOOKS LIKE SOMETHING LEFT OVER FROM INNER SANCTUM!

HOLLOWAY: BUT I AM A COMEDIAN...HONEST! JUST GIVE ME A CHANCE...
PLEASE!

WENDELL: OKAY...GET UP OFF YOUR KNEES AND SAY SOMETHING FUNNY.

HOLLOWAY: WELL, DID YOU HEAR THE ONE ABOUT THE GIRL WHO WAS SO DUMB
SHE THOUGHT A "GOBLET" WAS A SAILOR'S KID? FUNNY, ISN'T
IT?

MERCER: (PAUSE) MAYBE I'D BETTER SING SOMETHING...UNTIL STERLING
GETS HERE.

WENDELL: GOOD IDEA, JOHN. I'LL GO SEE IF I CAN FIND HIM.

MERCER: ALL RIGHT, WENDELL. LADIES AND GENTLEMEN, DUE TO
CIRCUMSTANCES BEYOND OUR CONTROL--

HOLLOWAY: NO! NO! NOT THAT! THIS IS TERRIBLE! WHAT CAN I DO TO
CONVINCE YOU! DON'T YOU REMEMBER ME, JOHNNY?

MERCER: WAIT A MINUTE. IF YOU'RE HOLLOWAY, THERE'S ONE SURE WAY
TO FIND OUT.

HOLLOWAY: (BRAVELY) ALL RIGHT...I'M READY...GO AHEAD, I CAN TAKE IT!

MERCER: BOO!

HOLLOWAY: (SCARED TO DEATH) OOH! OH! (AD LIB) GOSH...DON'T DO
THAT!

MERCER: WHY, STERLING HOLLOWAY! WHY DIDN'T YOU TELL ME WHO
YOU WERE?

HOLLOWAY: GEE WHIZ, JOHNNY, I TRIED TO...BUT...OH WELL, AFTER ALL,
IT HAS BEEN A LONG TIME SINCE WE'VE MET, HASN'T IT?

MERCER: THAT'S RIGHT, STERLING. ~~YOU WERE IN THE ARMY FOR A WHILE.
EVEN VISITED ITALY, AS I RECALL. HOW WAS IT OVER THERE?~~

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HOLLOWAY: OH, IT WAS TERRIFIC, JOHN. WHAT A THRILL WHEN WE'D ENTER A TOWN! FIRST, THE GENERAL RODE IN...THEY THREW BEAUTIFUL LILIES AT HIM...THEN THE CAPTAIN RODE IN...THEY THREW HIM LOVELY ROSES...THEN I RODE IN.

MERCER: WELL?

HOLLOWAY: BOY, IS THAT ITALIAN CHEESE STRONG!

MERCER: SAY, SOUNDS LIKE YOU HELD A HIGH RANK IN THE ARMY!

HOLLOWAY: YEAH, THEY SAID I WAS THE RANKEST G.I. IN THE OUTFIT!

MERCER: WELL, I MUST SAY YOU'RE LOOKING GREAT, OLD MAN!

HOLLOWAY: OH, I FEEL WONDERFUL...JUST LOOK AT THE MUSCLES IN MY ARM!

MERCER: Hmm...I'VE SEEN BIGGER LUMPS IN MASHED POTATOES. HOW'S YOUR HEALTH?

HOLLOWAY: COULDN'T BE BETTER!

MERCER: HOW'S YOUR CIRCULATION?

HOLLOWAY: MY CIRCULATION? OH, I GET AROUND! RIGHT NOW, I'M WORKING ON A NEW PICTURE FOR _____. AFTER THAT, I HAVE A COUPLE OF OTHER STUDIO ORDERS.

MERCER: IS THAT SO? LAST WEEK, I GOT A COUPLE OF STUDIO ORDERS MYSELF.

HOLLOWAY: GOSH, THAT'S WONDERFUL! WHAT WERE THEY, JOHNNY?

MERCER: GET OUT...AND STAY OUT!

HOLLOWAY: MY GOODNESS, THOSE ARE ODD TITLES FOR PICTURES. (WISTFULLY)

GEE, DO YOU REMEMBER THE FIRST TIME WE EVER MET, JOHN?
When you wrote your very first song - Out of
~~WAY BACK IN THE GOOD OLD DAYS WHEN WE WERE BOTH DOWN IN~~
Breathe
~~THE DUMPS?~~

MERCER: YEAH...*and you sang it.*

Holloway - Way back in the good old days when we were both
HOLLOWAY: AND NOW WE'RE ON TOP OF THE HEAP! *down in the dumps.*

~~MERCER: YES, IT'S TAKEN ALL THIS TIME TO BUILD MYSELF UP FROM NOTHING TO A COMPLETE FAILURE! WHY, WHAT WAS WAY BACK IN MY COURTIN' DAYS, STERLING.~~

MUSIC SHOP
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(REVISED) -7-

HOLLOWAY: ~~THAT'S RIGHT, JOHNNY. GOSH, YOU WERE IN AN! OUT OF COURT ALL THE TIME! SAY, DO YOU REMEMBER THAT FIRST NUMBER I EVER SANG OF YOURS? CALLED: "OUT OF BREATH"? DO YOU, HUH?~~

MERCER: ~~CERTAINLY DO, STERLING. HOW ABOUT SINGING IT FOR US~~ ^{Again} ~~HOW?~~

HOLLOWAY: I'D LOVE TO JOHN.

MERCER: OKAY. WENDELL--ON WITH THE SHOW.

NILES: LADIES AND GENTLEMEN, THE CHESTERFIELD MUSIC SHOP NOW ^{revised} PRESENTS A PARTICULARLY INEFFECTIVE "FIRST" IN THE AMERICAN THEATER--~~OUR PROPRIETOR'S FIRST SONG--AS SUNG BY STERLING HOLLOWAY WHO'S STILL IN THERE TRYING TO~~ ^{For which purpose we revise} ~~PITCH!~~ ^{as usual sing out of} ~~PITCH!~~ ^{Breath.}

MUSIC: "OUT OF BREATH" MERCER, HOLLOWAY, ORCH:

(APPLAUSE)

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MERCER: THANK YOU, STERLING HOLLOWAY. WE'LL BE GLAD TO HAVE YOU WALK OVER OUR WELCOME MAT ANY TIME YOU'RE IN THE NEIGHBORHOOD! AND OF COURSE, THAT GOES FOR ALL OUR LISTENER-INNERS, WHETHER YOU LIGHT UP THAT CHESTERFIELD HERE IN THE MUSIC SHOP WITH US OR AT HOME BY THE RADIO. TOMORROW EVENIN' YOURS TRULY AND THE REST OF THE GANG WILL BE WAITIN' AT THIS SAME TIME -- SEE YOU THEN! THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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MERCER: POPULAR MISS JO STAFFORD, WHO HAS SO FREQUENTLY PROVEN THAT SHE KNOWS HER WAY AROUND ANY MUSICAL MAZE, COMES UP NOW TO TELL US SHE'S SINGING: "IN THE MIDDLE OF NOWHERE".

MUSIC: "IN THE MIDDLE OF NOWHERE" STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANKS, JO. THAT WAS SWELL. RIGHT HERE, WENDELL NILES *BLENDS A FEW PHRASES TOGETHER ON SMOKING PLEASURE* ~~OUTLINES A PLAY ENJOYING A LONG SUCCESSFUL RUN...~~

Thank You Johnny.

(REVISED)

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NILES:

YOU KNOW, SMOKERS, WHEN YOU COME RIGHT DOWN TO IT, THE MAKING OF CHESTERFIELDS IS A BLENDING OPERATION FROM BEGINNING TO END.

HERE'S WHAT I MEAN. WHEN THE CHESTERFIELD TOBACCO BUYERS BUY THE WORLD'S BEST TOBACCOS AT THE LEADING AUCTION MARKETS THEY'RE LAYING THE FOUNDATION FOR THE CHESTERFIELD BLEND. THEY BID IN ONLY THE MILD, FULLY RIPE TOBACCOS THAT FIT THE CHESTERFIELD FORMULA. AND WHEN CHESTERFIELD STORES AWAY THOSE FINE TOBACCOS IN WOODEN HOGSHEADS TO AGE AND MELLOW THAT'S REALLY A STEP IN THE BLENDING OPERATION. AS THOSE CHOICE LEAVES LIE PACKED TIGHTLY TOGETHER, EACH ADDS SOME OF ITS FINE QUALITIES TO ITS NEIGHBORS AND IN TURN TAKES ON SOME OF THEIR FLAVOR AND FRAGRANCE.

SO, YOU SEE, THE MAKING OF THE CHESTERFIELD BLEND ACTUALLY STARTS YEARS BEFORE THE TIME ARRIVES FOR THE RIGHT COMBINATION...WORLD'S BEST TOBACCOS ... THE FAMOUS CAN'T-BE-COPIED CHESTERFIELD FORMULA.

IT'S NO WONDER CHESTERFIELDS ARE SO SMOOTH-SMOKING, SO UNIFORM IN HIGH QUALITY ... SO COMPLETELY ENJOYABLE THAT THEIR UNVARYING MILDNESS, COOLNESS AND BETTER TASTE LEAD MILLIONS TO SAY ... THEY SATISFY.

MUSIC: MEMORY THEME...ESTABLISH FOR:

MERCER: LIKE RARE PAINTINGS, SOME SONGS ARE MELLOWED BY THE
PASSAGE OF TIME. THIS EVENING, ~~THOSE ARTISTS OF MELODY,~~
GET OUT THEIR PAINT BRUSHES & RESTORE
THE PIED PIPERS, ~~RESTORE~~ A FADED PICTURE OF DAYS GONE BY
AS THEY SING: "WHISPERING"

MUSIC: "WHISPERING" PIPERS, ORCH.
(APPLAUSE)

(REVISED) -5-

MERCER: THANK YOU, PIPERS. ^{Version} THAT WAS A MASTERPIECE., ^{MISSED THAT BUSH GEDDE} IN THE HOPE ^{IN THERE.}
OF BEIN' ASKED FOR MY AUTOGRAPH SOME DAY, I OFTEN PRACTICE
ON ANYTHING FROM PAPER DOILIES TO RUBBER CHECKS. THIS
MORNING AFTER PERUSING MY LATEST EPIC OF NOTHINGNESS I
DECIDED TO TEAR IT UP AND INTRODUCE A BRAND NEW OPUS
WRITTEN BY JAY LIVINGSTONE AND RAY EVANS. IT'S A VERY
SOLID NUMBER CONCERNING A SLICK CHICK AND HER GROOVEY BEAU.
(THAT'S LATIN FOR HEP-CATS). SO PAUL WESTON'S GROUP
SUPPLIES THE MUSICAL BACKGROUND WHILE YOURS TRULY DIGS THE
ROMANCE OF "THE CAT AND THE CANARY".

MUSIC: "CAT AND THE CANARY" MERCER, ORCH.

(APPLAUSE)

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MERCER: WELL, VISITORS, THAT SEEMS TO WIND UP ANOTHER TUNE-FEST
HERE IN THE CHESTERFIELD MUSIC SHOP. BUT, WE'LL BE
EXPECTIN' YOU TOMORROW NIGHT AT THE SAME TIME TO HELP US
WELCOME THAT LOVELY SCREEN STAR, THE GAL WHO COMBINES
RED-HAIR WITH READY WIT .. *Well I see what you mean Fellas.* LUCILE BALLIN SO UNTIL THEN,
THIS IS JOHNNY MERCER COUNTIN' ON YOU TO ENJOY THOSE
COOLER-SMOKIN' CHESTERFIELDS AND SAYIN' "GOODNIGHT!"

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, EVEN BEFORE THE
TREMENDOUS CALL FOR CHESTERFIELDS BY THE MEN AND WOMEN IN
OUR FIGHTING FORCES OVERSEAS, OUR FACTORIES WERE KEPT BUSY
KEEPING UP WITH THE NATURAL INCREASE IN THE HOME DEMAND.
THOSE IN THE SERVICE HAVE FIRST CALL ON CHESTERFIELDS, SO
WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS,
REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE
OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

NILES: Thank you, Johnny. You know, smokers, when you come right down to it, the making of Chesterfields is a blending operation from beginning to end.

Here's what I mean. When the Chesterfield tobacco buyers buy the world's best tobaccos at the leading auction markets, they're laying the foundation for the Chesterfield blend. They bid in only the mild, fully ripe tobaccos that fit the Chesterfield formula. And when Chesterfield stores away those fine tobaccos in wooden hogsheads to age and mellow, that's really a step in the blending operation. As those choice leaves lie packed tightly together, each adds some of its fine qualities to its neighbors, and in turn takes on some of their flavor and fragrance.

So, you see, the making of the Chesterfield blend actually starts years before the time arrives for the RIGHT COMBINATION...WORLD'S BEST TOBACCOS... the famous can't-be-copied Chesterfield formula.

It's no wonder Chesterfields are so smooth-smoking, so uniform in high quality...so completely enjoyable that their unvarying mildness, coolness and better taste lead millions to say...They Satisfy.

MERCER: WELL UTTERED, WENDELL. PAUL WESTON, THAT EMINENT
GRAMMARIAN, WAVES A RULER OVER HIS SCHOLARLY GROUP
AND PROPOUNDS THE QUESTION FOR THIS EVENIN' ... TO WIT;
"IS YOU IS OR IS YOU AIN'T MY BABY?" THAT'LL BE
QUIZ KID MERCER ^{WANTIN TO KNOW THE} ~~WITH HIS HAND UP FIRST TO~~ ANSWER...

MUSIC: "IS YOU IS OR IS YOU AIN'T MY BABY" MERCER, ORCH
(APPLAUSE)

LUCILLE BALL SPOT

MERCER: COMES NOW, FROM METRO-GOLDWYN-MAYER, OUR GOOD FRIEND,
MISS LUCILLE BALL.
(APPLAUSE)

MERCER: HI-BALL.

BALL: GREETINGS, SEVEN-UP.

MERCER: TOUCHE, MISS BALL, TOUCHE. NOW TONIGHT, BEING AS YOU'RE
FROM BROOKLYN, I THOUGHT THAT WE--

BALL: EXCUSE ME, JOHNNY, BUT BEFORE WE START - NO BROOKLYN.

MERCER: NO BROOKLYN? HOW COME?

BALL: WELL, IT SEEMS EVERY TIME I APPEAR ON A RADIO PROGRAM,
~~BALL~~ WINDS UP DOING BROOKLYN.

MERCER: BUT, LUCILLE-GAL, I THOUGHT YOU DONE LOVED BROOKLYN.

BALL: SURE I LOVE BROOKLYN. ~~HOW COULD I HELP IT? IT'S AS THE
POET SAID: "AH, TO BE IN FLATBUSH, NOW THAT SPRING
IS HERE".~~

MERCER: ~~HOW TRUE, HOW TRUE.~~

BALL: YEAH, TO BE BACK ON MOITTE AVENUE A-SITTIN' ON THE COIB,
A-WATCHIN' THE LITTLE BOIDS A-CHOIPIN' AND A-BOIPIN'.

MERCER: THEN OUT TO GREENPERNT FOR SOME ERSTERS.

BALL: YES, JOHNNY, BUT TONIGHT NO BROOKLYN.

MERCER: WHY THIS SUDDEN CHANGE?

BALL: IT'S JUST THAT I'VE THOUGHT IT ALL OVER AND DECIDED THAT
MY FORTE IS THE "DRAMAR".

MERCER: WHAT? YOU, LUCILLE BALL, GOING IN FOR THE "DRAMAR"?!

BALL: CERTAINLY. I'LL HAVE YOU KNOW OUT AT M-G-M I COULD HAVE
HAD IRENE DUNNE'S PART IN "WHITE CLIFFS OF DOVER" FOR
THE ASKING.

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MERCER: HOW COME YOU DIDN'T GET IT?

BALL: THEY DIDN'T ASK ME.

MERCER: THAT'S A GOOD A REASON AS ANY. BUT DON'T GET DISCOURAGED, LUCILLE. TONIGHT YOU'VE COME TO THE RIGHT PLACE IN YOUR SEARCH FOR CULTURE, THE ARTS, THE BETTER THINGS.

BALL: THIS PLACE HAS CULTURE?

MERCER: TONIGHT THE JOINT PRACTICALLY REEKS WITH IT. YOU SEE, IN MY SPARE TIME I'VE WHIPPED UP A LITTLE ONE-ACT ENGLISH DRAWING ROOM PLAYLETTE AND --

BALL: YOU MEAN YOU --

MERCER: YES, BY SOME RARE COINCIDENCE I JUST HAPPEN TO HAVE A COPY OF IT WITH ME TONIGHT.

BALL: THAT'S WHAT I LIKE ABOUT RADIO - IT'S SO FLEXIBLE.

MERCER: YES, BUT IT BEATS WORKING. YOUR PART, LUCILLE. DRAWING ROOM MUSIC, MR. WESTON, IF YOU PLEASE. NARRATION, MR. NILES.

MUSIC: BRIDGE ORCHESTRA

NILES: (OVER MUSIC) IN THE FIRST ACT OF OUR LITTLE PLAY ENTITLED "SHE KNEW WHAT SHE WANTED", OR, "GIVE ME A PACK OF BEEMAN'S PEPSIN CHEWING GUM, PLEASE". THE CURTAIN GOES UP - BUT IT COMES RIGHT DOWN AGAIN - WE WEREN'T READY. AS THE CURTAIN GOES UP FOR THE SECOND TIME, WE FIND OUR HERO ROGER WIMBERLY, A BARRISTER, RETURNING FROM "THE CITY" TO HIS SUBURBAN HOME IN CHUMBLY-MUMBLY-ON-THE-PEG, A SMALL TOWN NEAR DRINKING-ON-THE-SLY. AS ROGER ENTERS, HE GREET'S HIS WIFE, PAMELA.

MERCER: EVENIN', PAMELA.

BALL: EVENIN', ROGER...TEA?

MERCER: RIGHT.
O

BALL: SUGAR?
MERCER: RIGHT.
BALL: LEMON?
MERCER: RIGHT.
BALL: CREAM?
MERCER: RIGHT.
BALL: SPOON?
MERCER: TOO TIRED.
BALL: BUSY DAY?
MERCER: RIGHT.
BALL: SEE REGGIE?
MERCER: RIGHT.
BALL: SEE ARCHIE?
MERCER: RIGHT.
BALL: SEE RONNIE AND ALGIE?
MERCER: RIGHT, RIGHT.
BALL: BLABBERMOUTH.
MERCER: OH, I SAY.
BALL: BY THE BEE - ^{*This Morning*} ~~TODAY~~ JUNIOR GAVE ME QUITE A GO. HE'S SUCH
A STRONG, RUGGED LAD.
MERCER: ALWAYS KNEW HE WAS THE ATHLETIC TYPE - WHAT DID THE
NIPPER DO?
BALL: ~~THIS MORNING~~ - BUTTERED HIS OWN TOAST.
MERCER: OH, I SAY.
BALL: BY THE BEE - LEAVING YOU.
MERCER: ^{*Are You Really?*} ~~OH, I SAY.~~
BALL: RUNNING OFF WITH YOUNG NEDBERRY.
MERCER: OH, I SAY.

O

CHESTERFIELD
10-5-44

(REVISED) -7-

BALL: TAKING CHILDREN.

MERCER: OH, I SAY.

BALL: TAKING THE BUTLER, JEEVES.

MERCER: OH, I SAY, YOU CAN'T DO THAT.

BALL: WHY?

MERCER: WILL MISS JEEVES TERRIBLY.

BALL: OH, I SAY.

MERCER: BEAVER! ... YOU KNOW, LUCILLE, I'M AFRAID I'M NOT CUT OUT
TO BE THE DRAWING ROOM TYPE.

BALL: I GUESS I'M NOT, EITHER, JOHNNY.

MERCER: I'LL TELL YOU WHAT. I'LL BET WE WOULD HAVE MADE A SWELL
TEAM BACK IN THE "GAY 90'S".

BALL: YOU MEAN IN A VAUDEVILLE SHOW?

MERCER: YES SIR. I CAN JUST SEE US NOW. "BALL AND MERCER - SONGS
AND FANCY PATTY." WE COME OUT OF THE WINGS...

Ball -
MUSIC: *Faster - Faster Please.*
"BY THE SEA" BALL, MERCER, ORCH.

MERCER: SAY, FLO?

BALL: YES, JOE?

MERCER: WHAT KIND OF A DOG IS THAT YOU HAVE?

BALL: MY DOG? IT'S A COMBINATION SETTER AND POINTER.

MERCER: A COMBINATION SETTER AND POINTER?

BALL: YEAH - HE SETS ALL DAY IN THE KITCHEN AND POINTS AT THE
ICE BOX.

BOTH: YACH, YACH, YACH!

MUSIC: "BY THE SEA" BALL, MERCER, ORCH.

BALL: YES, "FOR WE'LL BREAK THE NEWS TO MOTHER".
MERCER: THAT'S GOOD. BUT I LIKE THE "ORANGE JUICE SONG" BETTER.
BALL: ORANGE JUICE SONG?
MERCER: YES, "ORANGE JUICE SORRY YOU MADE ME CRY":
BOTH: YACH, YACH, YACH!
MUSIC: "BY THE SEA" BALL, MERCER, ORCH

BALL: SAY, JOE.
MERCER: YES, FLO?
BALL: THEY SAY THIS IS THE LAND OF OPPORTUNITY.
MERCER: WHY, SURE. TAKE MY UNCLE - CAME HERE TWENTY YEARS AGO,
DIDN'T HAVE A DIME TO HIS NAME. WENT OUT - GOT TWO DOZEN
FISH ON CREDIT - STARTED SELLING THEM. AND WHAT DO YOU
THINK HE'S WORTH TODAY?

BALL: WHAT?
MERCER: NOTHING - AND HE STILL OWES FOR THE TWO DOZEN FISH!
BOTH: YACH, YACH, YACH!

MUSIC: "BY THE SEA" BALL, MERCER, ORCH

BALL: SAY, JOE.
MERCER: YES, FLO?
BALL: HAVE YOU SEEN THE NEW CIGARETTE LIGHTER MY BROTHER
INVENTED? IT USES NEITHER FUEL NOR FLINT.
MERCER: NEITHER FLINT NOR FUEL? HOW DO IT WORK?
BALL: YOU PRESS A BUTTON, AN ARROW COMES UP, AND POINTS TO
SOMEONE WITH A MATCH!

MERCER: OH, I SAY!
MUSIC: "BY THE SEA" BALL, MERCER, ORCH
(APPLAUSE)

MERCER: THANKS A MILLION, LUCILLE BALL...WE'LL HAVE ANOTHER DOOR-KEY MADE JUST FOR YOU. RIGHT NOW, ACCORDIN' TO OUR MOON-DIAL, ANOTHER QUARTER HOUR HAS SLIPPED BY TO CLOSIN' TIME FOR THE CHESTERFIELD MUSIC SHOP. TOMORROW EVENIN' WE'LL BE CHECKIN' WITH YOU FROM CAMP PENDLETON, THE MARINE BASE AT OCEANSIDE. TILL THEN, THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

NILES: LUCILLE BALL WILL SOON BE SEEN IN THE METRO-GOLDWYN-MAYER PRODUCTION, "ZIEGFELD FOLLIES".

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

FRIDAY, OCTOBER 6, 1944

4:00-4:15 PM (NBC-EAST)
8:00-8:15 PM (NBC-PAC)

MUSIC: THEME... FADE FOR:

NILES: *FROM CAMP PENOLETON - THE MARINE BOSS OF OCEANVIEW, IT'S*
THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -

WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH.

(APPLAUSE)

MERCER: HI, LEATHERNECKS! YES, INDEED, THE ^{CHESTERFIELD} ~~OLD~~ MUSIC SHOP IS ALL
DECKED OUT IN RED, WHITE, AND BLUE ~~CHESTERFIELDS~~ TO
WELCOME OUR FIGHTIN' MARINES. SO, WITHOUT ANY FURTHER
CHIN-MUSIC FROM J. MERCER, WE'LL HOP ON BOARD THAT NON-
STOP STREAMLINER CALLED "THE VICTORY TRAIN" WITH THE
PIED PIPERS SINGIN' IN THE CLUB CAR.

MUSIC: "VICTORY TRAIN" PIPERS, ORCH.

(APPLAUSE)

MERCER: THANK YOU PIPERS. WENDELL NILES TAKES OVER TO TELL US THE
SECRET OF FINER ^{Tabacco} BLENDING

NILES: Thank you, Johnny. You know, smokers, when you come right down to it, the making of Chesterfields is a blending operation from beginning to end.

~~Here's what I mean.~~ ^{You SEE} When the Chesterfield tobacco buyers buy the world's best tobaccos at the leading auction markets, they're laying the foundation for the Chesterfield blend. They bid in only the mild, fully ripe tobaccos that fit the Chesterfield formula. And when Chesterfield stores away those fine tobaccos in wooden hogsheads to age and mellow, that's really a step in the blending operation. As those choice leaves lie packed tightly together, each adds some of its fine qualities to its neighbors, and in turn takes on some of their flavor and fragrance.

So, you see, the making of the Chesterfield blend actually starts years before the time arrives for the RIGHT COMBINATION...WORLD'S BEST TOBACCOS... the famous can't-be-copied Chesterfield formula.

It's no wonder Chesterfields are so smooth-smoking, so uniform in high quality...so completely enjoyable that their unvarying mildness, coolness and better taste lead millions to say...They Satisfy.

MERCER: FOR OUR NEXT MANEUVER, PAUL WESTON'S TRUSTY BAND OF
RAIDERS ESTABLISHES A MUSICAL BRIDGE-HEAD ON THE
"RIVER ST. MARIE" AND YOURS TRULY ^{Takes} ~~POSES~~ ALONG WITH
A VOCAL BARRAGE ON THE SECOND CHORUS ...

MUSIC: "BY THE RIVER ST. MARIE" MERCER, ORCH.
(APPLAUSE)

MUSIC: ESTABLISH ... AND FADE FOR:

MERCER: HERE IN THE MUSIC SHOP, WE ARE PARTICULARLY PROUD OF
JO STAFFORD'S ^{SING STYLING.} ~~LOVELY SOLOS~~ AND TONIGHT SHE SINGS ~~ONE~~
~~FOR YOU HAD HITTIN' MACHINES SHE LOVED~~
~~THAT IS PARTICULARLY SUITED TO HER OWN SWEET STYLE. IT'S~~
~~BOUND~~
~~SAID:~~ "TIME WAITS FOR NO ONE "

MUSIC: " TIME WAITS FOR NO ONE " STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANKS, JO. AND NOW WITH PARASOLS, BEAVER HATS, AND
BUSTLES ~~GALORE, THE "HORSEY SET"~~ (THAT'S JO STAFFORD,
THE PIED PIPERS AND MYSELF) LINE UP AT THE RAIL FOR THE
START OF STEPHEN FOSTER'S IMMORTAL "CAMP-TOWN RACES"
If You Stick Around Fellas We'll All Do The Outcome
~~IT'S EVEN MONEY THAT WE FINISH NECK-AND-NECK, FELLAS..~~

MUSIC: " CAMP-TOWN RACES " ALL, ORCH.
(APPLAUSE)

MERCER: *THANKS A LOT*
 WELL, I GUESS THAT DID IT, ~~MEM.~~ WE'VE GOTTA FOLD UP THE
 CHESTERFIELD MUSIC SHOP AND STASH IT AWAY IN AN EMPTY
 CARTON FOR TONIGHT. BUT DON'T FORGET TO CONTACT US ~~FROM~~
~~TIME TO TIME~~ *Monday* VIA RADAR. *WE HOPE YOU MARINES* AND ~~DON'T FORGET TO~~ ENJOY THAT
~~PACK OF CHESTERFIELDS WE'RE LEAVIN' EACH OF YOU,~~ *As Much as*
~~WE'VE ENJOYED BEING HERE AT CAMP PENDLETON.~~
OUR SINCERE THANKS TO MAT-GENL Capt. E. S. PRICE, MAT. AUSTIN
G. Hines
 FOR THEIR COURTEOUS COOPERATION. THIS IS JOHNNY MERCER
 SAYING "GOODNIGHT" AND "GOOD HUNTING". (APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, EVEN BEFORE THE
 TREMENDOUS CALL FOR CHESTERFIELDS BY THE MEN AND WOMEN IN
 OUR FIGHTING FORCES OVERSEAS, OUR FACTORIES WERE KEPT BUSY
 KEEPING UP WITH THE NATURAL INCREASE IN THE HOME DEMAND.
 THOSE IN THE SERVICE HAVE FIRST CALL ON CHESTERFIELDS, SO
 WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS,
 REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE
 OVER THERE.
 (APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM CAMP
 PENDLETON, THE MARINE BASE AT OCEANSIDE, CALIFORNIA.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

MONDAY, OCTOBER 9, 1944

4:00 - 4:15 PM (NBC - EAST)
8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP ... STARRING JOHNNY MERCER -
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S YOUR SINGING SHOPKEEPER,
JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: STEP RIGHT IN, CITIZENS! NO, IT ISN'T A VOTING POLL,
IT'S THE CHESTERFIELD MUSIC SHOP, WHERE OUR ONLY PLATFORM
IS SOLID ENTERTAINMENT! AND JUST TO PROVE IT, PAUL
WESTON'S POLITICIANS BACK ME UP IN A BIT OF CAMPAIGN
ORATORY AIMED AT THE FEMALE VOTERS AND TITLED: "WHY
DON'T YOU KISS ME?" IF DEWEY'S LISTENIN', I'M ONLY
KIDDIN'!

MUSIC: "WHY DON'T YOU KISS ME?" MERCER, ORCHESTRA

(APPLAUSE)

~~MERCER: THANK YOU. AND NOW, WENDELL NILES NOMINATES CHESTERFIELD
FOR FIRST PLACE ON ANY TICKET...~~

0

MUSIC

2

MERCER: ~~NICE NOMINATION, WENDELL,~~ AS IF THEY DIDN'T GET
(over Music) CLOSE ENOUGH WITH THEIR HARMONY, THE PIED PIPERS WITH
JUNE HUTTON TELL EACH OTHER TO "CUDDLE UP A LITTLE CLOSER",
WHICH IS VERY UNDERSTANDABLE...WITH JUNE HUTTON.

MUSIC: "CUDDLE UP A LITTLE CLOSER" PIPERS, ORCH
(APPLAUSE)

*MERCER: Nice blending Pipers.
And here is Wendell Nelson
with a word about the
blending.*

2

NILES: THANK YOU JOHNNY,
 YOU KNOW, SMOKERS, WHEN YOU COME RIGHT DOWN TO IT, THE
 MAKING OF CHESTERFIELDS IS A BLENDING OPERATION FROM
 BEGINNING TO END.

 HERE'S WHAT I MEAN. WHEN THE CHESTERFIELD TOBACCO BUYERS
 BUY THE WORLD'S BEST TOBACCOS AT THE LEADING AUCTION
 MARKETS THEY'RE LAYING THE FOUNDATION FOR THE CHESTERFIELD
 BLEND. THEY BID IN ONLY THE MILD, FULLY RIPE TOBACCOS
 THAT FIT THE CHESTERFIELD FORMULA. AND WHEN CHESTERFIELD
 STORES AWAY THOSE FINE TOBACCOS IN WOODEN HOGSHEADS TO AGE
 AND MELLOW THAT'S REALLY A STEP IN THE BLENDING OPERATION.
 AS THOSE CHOICE LEAVES LIE PACKED TIGHTLY TOGETHER, EACH
 ADDS SOME OF ITS FINE QUALITIES TO ITS NEIGHBORS AND IN
 TURN TAKES ON SOME OF THEIR FLAVOR AND FRAGRANCE.
 SO, YOU SEE, THE MAKING OF THE CHESTERFIELD BLEND ACTUALLY
 STARTS YEARS BEFORE THE TIME ARRIVES FOR THE RIGHT
 COMBINATION...WORLD'S BEST TOBACCOS ... THE FAMOUS
 CAN'T-BE-COPIED CHESTERFIELD FORMULA.
 IT'S NO WONDER CHESTERFIELDS ARE SO SMOOTH-SMOKING, SO
 UNIFORM IN HIGH QUALITY ... SO COMPLETELY ENJOYABLE THAT
 THEIR UNVARYING MILDNESS, COOLNESS AND BETTER TASTE LEAD
 MILLIONS TO SAY ... THEY SATISFY.

Music

MERCER: ~~THANKS, PIPERS. YOU MUST'VE HAD CUDDLED EGGS FOR LUNCH.~~
~~DREAMY-EYED~~ JO STAFFORD, ALL DECKED OUT IN CRINOLINE
HOOP-SKIRTS COMES FORWARD NOW TO TRANSFORM THE MUSIC SHOP
INTO A SOUTHERN MANSION COVERED WITH MAGNOLIAS ~~AND~~
~~MORTGAGES~~...AS SHE SINGS: "CARRY ME BACK TO OLD VIRGINNY".

MUSIC: "CARRY ME BACK TO OLD VIRGINNY" STAFFORD, ORCH
(APPLAUSE)

MERCER: THANK YOU, JO. ~~I'M SURE YOUR LOVELY RENDITION CARRIED US~~
~~ALL BACK A FEW YEARS.~~ ALONG ABOUT HERE, THOSE PERSISTENT
PIED PIPERS MAKE A MUSICAL BREAK FOR FREEDOM BY SINGING
"DON'T FENCE ME IN". ^{ILL HOP ALONG WITH MY} AND ~~YOURS TRULY GETS~~ CAUGHT ON THE
^{WIDE OPEN BARIANE.}
~~BARBED WIRE HERE AND THERE...~~

MUSIC: "DON'T FENCE ME IN" MERCER, PIPERS, ORCH

(APPLAUSE)

MERCER: WENDELL, I DID PRETTY WELL ON THAT ONE, DIDN'T I? HOW'D YOU LIKE THAT LAST TRILL OF MINE?

NILES: FRANKLY, JOHN, I'D SAY THE TRILL IS GONE! ER...ARE YOU GOING TO READ OFF THE WEEK'S SCORE-CARD?

MERCER: WHY, OF COURSE, WENDELL!

~~NILES: I WAS AFRAID OF THAT! GUESS I WON'T GET OFF EARLY AFTER ALL...~~

MERCER: TOMORROW, CLAUDE THORNHILL, THE PIANO-WIZARD, IS DROPPING IN...AND WEDNESDAY COMES UP A BRAND-NEW NUMBER, OF COURSE..

~~NILES: I'LL BE LATE TONIGHT...AND MAIZIE HATES TO BE KEPT WAITING, TOO.~~

NILES AND
MERCER: THURSDAY, THE CHESTERFIELD MUSIC SHOP KEEPS OPEN HOUSE TO WELCOME ALLAN REED, WHO HAS DELIGHTED MILLIONS WITH HIS REMARKABLE CHARACTER OF FALSTAFF OPENSHAW!

~~NILES: I LOVE TO TAKE MAIZIE OUT. SHE HAS SUCH BEAUTIFUL HAIR!~~

MERCER: AND FRIDAY WE'LL BE SETTIN' UP BUSINESS AT THE
ARMY AIR BASE AT GARONER FIELD.

~~BY THE WAY, WENDELL, IS THIS MAIZIE GAL YOU'RE TAKING OUT A BLONDE OR A BRUNETTE?~~

✓ Hope you'll be checked with us the
~~NILES: NEITHER, JOHN, SHE'S A RED-HEADED SETTER... BELONGS TO MY-UNCLE. REST OF THE WEEK I ENJOYIN' THOSE COOLER SMOKE-IN' CHESTERFIELDS.~~

MERCER: THAT'S ALL, BROTHER! ~~TILL TOMORROW-EVENING,~~ THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT!"

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

TUESDAY, OCTOBER 10, 1944

4:00-4:15 PM (NBC- EAST)
8:00-8:15 PM (NBC- PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP ... STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
 PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
 AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS CLAUDE
 THORNHILL!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: COME ON IN, CUSTOMERS! YOU'RE JUST IN TIME FOR ANOTHER
 AFTER-HOURS MEETIN' AT THE CHESTERFIELD MUSIC SHOP. SO,
 REST THOSE TIRED PEDAL EXTREMITIES WHILE THE PIED PIPERS
 AND I ^{trip the light fantastic with the Dolly} ~~START PROCEEDINGS (STRANGE TO SAY) BY SINGING:~~
 ^{with a Wall in her shadow!}
 "~~IT'S ALL OVER~~".

MUSIC: "IT'S ALL OVER" *Dolly* MERCER, PIPERS, ORCH.

(APPLAUSE)

~~MERCER: ALONG ABOUT HERE, WENDELL NILES DROPS A LITTLE INSIDE
 INFORMATION CONCERNING CHESTERFIELDS...~~

Music

2

MERCER: ~~THANK YOU, WENDELL.~~ MISS JO STAFFORD, A NATURALLY
(over
Music) RETICENT YOUNG LADY, OPENS UP HER HEART TO MURMUR A TRUE
CONFESSION TITLED: "I REALIZE NOW" *The Really St.*

MUSIC: "I REALIZE NOW" STAFFORD, ORCH.

(APPLAUSE)

*Mercer: That was lovely Jo.
And now Wendell will
speak for Chesterfield.*

THANK YOU JOHNNY, 3-
NILES: YOU KNOW, SMOKERS, WHEN YOU COME RIGHT DOWN TO IT, THE
MAKING OF CHESTERFIELDS IS A BLENDING OPERATION FROM
BEGINNING TO END.

HERE'S WHAT I MEAN. WHEN THE CHESTERFIELD TOBACCO BUYERS
BUY THE WORLD'S BEST TOBACCOS AT THE LEADING AUCTION
MARKETS THEY'RE LAYING THE FOUNDATION FOR THE CHESTERFIELD
BLEND. THEY BID IN ONLY THE MILD, FULLY RIPE TOBACCOS
THAT FIT THE CHESTERFIELD FORMULA. AND WHEN CHESTERFIELD
STORES AWAY THOSE FINE TOBACCOS IN WOODEN HOGSHEADS TO AGE
AND MELLOW THAT'S REALLY A STEP IN THE BLENDING OPERATION.
AS THOSE CHOICE LEAVES LIE PACKED TIGHTLY TOGETHER, EACH
ADDS SOME OF ITS FINE QUALITIES TO ITS NEIGHBORS AND IN
TURN TAKES ON SOME OF THEIR FLAVOR AND FRAGRANCE.
SO, YOU SEE, THE MAKING OF THE CHESTERFIELD BLEND ACTUALLY
STARTS YEARS BEFORE THE TIME ARRIVES FOR THE RIGHT
COMBINATION...WORLD'S BEST TOBACCOS ... THE FAMOUS
CAN'T-BE-COPIED CHESTERFIELD FORMULA.
IT'S NO WONDER CHESTERFIELDS ARE SO SMOOTH-SMOKING, SO
UNIFORM IN HIGH QUALITY ... SO COMPLETELY ENJOYABLE THAT
THEIR UNVARYING MILDNESS, COOLNESS AND BETTER TASTE LEAD
MILLIONS TO SAY ... THEY SATISFY.

MUSIC: "SNOWFALL" ESTABLISH FOR: THORNHILL, ORCH.

MERCER: I'M SURE YOU ALL RECOGNIZE THE ^{THORNHILL'S} ~~HAINTLY~~ BEAUTIFUL THEME
SONG OF THE TALENTED ORCHESTRA-LEADER AND PIANIST SITTING
AT OUR STEINWAY RIGHT THIS MINUTE. HE'S CLAUDE THORNHILL,
AT PRESENT CHIEF PETTY OFFICER IN THE U.S. NAVY WHO DROPPED
INTO THE MUSIC SHOP TONIGHT TO GIVE US A SAMPLE OF WHAT
HE'S ACCOMPLISHING FOR OUR BOYS ON THE HIGH SEAS. FOR HIS
FIRST NUMBER CLAUDE ^{does a seasonal selection} ~~BREAKS THE GRATE DOWN WITH:~~ "STEALIN'
^{entitled Autumn Nocturne.}
APPLES"

MUSIC: "~~STEALIN' APPLES~~" ^{Autumn} THORNHILL, PIANO.

(APPLAUSE)

That Was Wonderful.

MERCER: ~~SAY~~, CLAUDE, GUESS THAT NAVY LIFE AGREES WITH YOU. YOU CERTAINLY LOOK SHIPSHAPE!

CLAUDE: SHIPSHAPE? YOU MEAN I HAVE A PHYSIQUE LIKE SOME OLD TUB?

MERCER: PERISH THE THOUGHT, I MEANT YOU LOOK RUGGED. TELL ME, CLAUDE, DO YOU STILL HAVE YOUR ORCHESTRA?

CLAUDE: ~~NOT AT PRESENT~~, JOHNNY. YOU SEE, I'VE BEEN BUSY TAKING CARE OF A FEW NAVY ORCHESTRAS FOR THE PAST TWO YEARS. *I'VE BEEN IN CHARGE OF NAVY ORCHESTRAS*

~~MERCER: CAN YOU TELL US SOMETHING ABOUT WHAT YOU'VE BEEN DOING? I HEAR YOU WERE DOWN IN THE SOUTH PACIFIC.~~

CLAUDE: ~~WHY, YES, I WAS, JOHNNY, THE BANDS PERFORMED THROUGHOUT THE AREA TO ENTERTAIN THE BOYS ON SOME OF THOSE REMOTE ISLANDS SUCH AS MAJURO, ENIWETOK, TARAWA AND ROI, WHERE THE BOYS REALLY NEED ENTERTAINMENT.~~ *IN THE So. Pacific ON Y NAMURA*

MERCER: ~~VERY COMMENDABLE, CLAUDE. HOW ABOUT ANOTHER TUNE FOR THE ASSEMBLAGE? I KNOW THEY'D LIKE TO HEAR IT.~~ *Wonderful SOME MORE THORNHILL Music For Your Civilian Fans That Haven't Heard You For So Long?*

CLAUDE: GLAD TO OBLIGE, JOHNNY. WHAT DO YOU SAY TO "STEALIN' APPLES?"

MERCER: WELL, I HAVEN'T DONE THAT SINCE I WAS A KID...BUT YOU LEAD THE WAY, *LIGHT FOOT* AND PAUL WESTON'S APPLE-POLISHERS WILL STEAL IN AFTER YOU..

MUSIC: "STEALIN' APPLES" THORNHILL, ORCH.
(APPLAUSE)

MERCER: THANK YOU, CLAUDE THORNHILL. CONSIDER THE CHESTERFIELD MUSIC SHOP AS YOUR HOME PORT WHENEVER YOU'RE IN THESE WATERS. WELL, PEOPLE, THAT'S ALL FOR TONIGHT, BUT THE WHOLE STAFF WILL BE HERE TOMORROW EVENIN'...SAME PLACE... SAME TIME... SO TILL THEN, THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

(APPLAUSE)

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, EVEN BEFORE THE TREMENDOUS CALL FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR FIGHTING FORCES OVERSEAS, OUR FACTORIES WERE KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN THE HOME DEMAND. THOSE IN THE SERVICE HAVE FIRST CALL ON CHESTERFIELDS, SO WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NEC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
AS BROADCAST

CHESTERFIELD MUSIC SHOP

4:00-4:15 PM (NBC-EAST)
8:00-8:15 PM (NBC-EAST)

THURSDAY, OCTOBER 11, 1944

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP..STARRING JOHNNY MERCER WITH
 JO STAFFORD...PAUL WESTON'S ORCHESTRA...THE PIED PIPERS
 WITH JUNE HUTTON...AND YOURS TRULY, WENDELL NILES. AND
 HERE'S JOHNNY MERCER WHOSE GUEST TONIGHT IS FALSTAFF
 OPENSHAW!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: YEAH, IT'S ME AGAIN, VISITORS, WAITIN' WITH THE REST OF
 THE CHESTERFIELD MUSIC SHOP GANG ~~TO BAT OUT ANOTHER INNING~~
 ~~OF VOCAL FRIVOLITY. SEEMS LIKE THE BASES ARE LOADED, SO~~
 ~~WITH THE PIED PIPERS IN THE FIELD, YOURS TRULY WINDS UP~~
 ~~TO PITCH~~ ^{To Join} A NUMBER DEDICATED TO THE ST. LOUIS BROWNS:
 ⁱⁿ

"IT'S ALL OVER"

MUSIC: "IT'S ALL OVER"

MERCER, PIPERS, ORCH

(APPLAUSE)

MERCER: AND NOW WENDELL NILES TELLS US A STORY WITH A HAPPY
 BLENDING...

G-

NILES:

THANK YOU JOHNNY,

YOU KNOW, SMOKERS, WHEN YOU ^{*stop & think about*} ~~COME RIGHT DOWN TO~~ IT, THE
MAKING OF CHESTERFIELDS IS A BLENDING OPERATION FROM
BEGINNING TO END.

HERE'S WHAT I MEAN. WHEN THE CHESTERFIELD TOBACCO BUYERS
BUY THE WORLD'S BEST TOBACCOS AT THE LEADING AUCTION
MARKETS THEY'RE LAYING THE FOUNDATION FOR THE CHESTERFIELD
BLEND. THEY BID IN ONLY THE MILD, FULLY RIPE TOBACCOS
THAT FIT THE CHESTERFIELD FORMULA. AND WHEN CHESTERFIELD
STORES AWAY THOSE FINE TOBACCOS IN WOODEN HOGSHEADS TO AGE
AND MELLOW THAT'S REALLY A STEP IN THE BLENDING OPERATION.
AS THOSE CHOICE LEAVES LIE PACKED TIGHTLY TOGETHER, EACH
ADDS SOME OF ITS FINE QUALITIES TO ITS NEIGHBORS AND IN
TURN TAKES ON SOME OF THEIR FLAVOR AND FRAGRANCE.
SO, YOU SEE, THE MAKING OF THE CHESTERFIELD BLEND ACTUALLY
STARTS YEARS BEFORE THE TIME ARRIVES FOR THE RIGHT
COMBINATION...WORLD'S BEST TOBACCOS ... THE FAMOUS
CAN'T-BE-COPIED CHESTERFIELD FORMULA.

IT'S NO WONDER CHESTERFIELDS ARE SO SMOOTH-SMOKING, SO
UNIFORM IN HIGH QUALITY ... SO COMPLETELY ENJOYABLE THAT
THEIR UNVARYING MILDNESS, COOLNESS AND BETTER TASTE LEAD
MILLIONS TO SAY ... THEY SATISFY.

MERCER: ~~THANK YOU, WENDELL.~~ HISTORIANS MAY GIVE CREDIT TO
COLUMBUS FOR DISCOVERING AMERICA, BUT EVERYONE GIVES
CREDIT TO LOVELY JO STAFFORD FOR DISCOVERING ADDED
MEANING IN BALLADS LIKE: "THERE'S NO YOU"

MUSIC: "THERE'S NO YOU" STAFFORD, ORCH

(APPLAUSE)

G-

ALLEN REED SPOT

-4-

MERCER: COMES NOW OUR GUEST FOR THE DAY. THE RHYMING STAR OF THE
FRED ALLEN AND FALSTAFF PROGRAMS... THAT TATTERED TENNYSON,
THAT SILLY SHELLEY... THAT PUTRID POET... ALAN REED
OTHERWISE KNOWN AS FALSTAFF OPENSHAW!

REED: THANK YOU MERCER, YOU COULDN'T BE TERSER. ROSES ARE RED,
GRASS IS GREEN... MY POEMS MAY BE PUTRID... BUT AT LEAST
THEY'RE CLEAN.

MERCER: GREETINGS BARD OPENSHAW. I TRUST YOU COME LADEN WITH
DACTYL?

REED: OH INDUBITABLY... I MIGHT GO SO FAR AS TO SAY IN DOUBLE
DUBITABLY. HAVE YOU HEARD "AS I TURNED TO WIND THE OLD
Make for the Roundhouse
Nellie - the Brakeman. can't cover you there.
VICTROLA... SHE DROPPED A MICKEY IN MY PEPSICOLA.

MERCER: N-NO.

REED: OR. "~~WHEN I FIRST SAW NELLIE'S BUSTLE... I THOUGHT I WAS A~~
As I turned to turn in Toccata - she
d'Appold a Mickey in my Pepsicola.
MUSCLE."

MERCER: NO.

REED: OR PERHAPS... "LEND ME YOUR FALSE TEETH MOTHER... I WANT TO
PUT THE BITE ON A FRIEND."

MERCER: ~~THOSE ARE ALL GOOD ENOUGH, OPENSHAW BUT THEY LACK THE~~
You know Openshaw
~~CLASSIC TOUGH... THE ROMANTIC FLAVOR. NOW I TOO HAVE~~
WRITTEN A POEM... *Would you like to hear it?*

~~REED: OH NO MERCER, NOT YOU TOO.~~

~~MERCER: OH INDUBITABLY... I MIGHT GO SO FAR AS TO SAY IN TRIPLE
DUBITABLY. WOULD YOU LIKE TO HEAR IT?~~

REED: I'M A GUEST OLD BOY.. WHAT CAN I SAY? WHAT KIND OF A
POEM IS THIS EPIC OF YOURS?

MERCER: IT'S A MUSICAL POEM. *IT GOES*
~~AS A MATTER OF FACT IT'S THE BEST
THING I EVER DID.~~

~~REED: THE BEST THING YOU EVER DID?~~

G-

~~MERCER: YES BUT I DECIDED TO TEAR IT UP.~~

~~REED: TORE IT UP EH? IT WOULD BE SUCH FUN IF YOU COULDN'T
REMEMBER IT.~~

MERCER: ~~OH BUT I CAN LISTEN.~~ "SAID THE BIG BASS DRUM TO THE
LITTLE MARIMBA...WILL YOU LOVE ME IN MAY AS YOU DID IN
DECIMBA?"

REED: AS YOU DID IN DECIMBA? *YOU'LL PROBABLY HEAR*
FROM THE UNION ABOUT THAT. ~~MERCER I AGREE WITH YOU...THAT WAS
THE BEST THING YOU EVER DID.~~

~~MERCER: THE POEM?~~

~~REED: NO, TEARING IT UP.~~

MERCER: LOOK OPENSHAW, IF YOU'RE SO HOT, WHY DON'T YOU GET IN THE
GROOVE AND SWING ON OUT?

REED: GET IN THE GROOVE AND SWING ON OUT?

~~MERCER: YEAR, BE A HEP CHICK WITH A BLIP LIP. COME IN LIKE
GANGBUSTERS AND GO OUT LIKE DICK TRACY.~~

REED: WHAT SORT OF VERBAL HOGWASH IS THAT.

MERCER: THAT'S JIVE BROTHER, JIVE.

REED: OH...THEN PERHAPS YOU'D LIKE TO HEAR MY LATEST POEM?

MERCER: WHAT DO YOU CALL IT?

REED: "I DON'T KNOW MUCH ABOUT JIVE...BUT MY DRAFT BOARD CAN
CERTAINLY SEND ME."

MERCER: I TRUST YOU'LL RENDER IT FOR US?

~~REED: PRECISELY WHY I AM HERE...BUT FIRST I SHALL HAVE TO BE
SENT. WILL ST SEND ME WITH A FEW BARS?~~

~~MERCER: WILL ST.~~

~~MUSIC: 2 BARS VERY HOT~~

G-

Precisely way I am here

REED: ~~THANK YOU. THANK YOU VERY MUCH. I AM NOW HERE.~~

THERE IS A LANGUAGE NOW IN USE
BY EV'RY YOUNGER SPROUT
THAT MAKES US OLD GUYS SQUIRM AND ASK
"WHAT IS THIS ALL ABOUT?"
"JIVE-TALK" IS WHAT THEY CALL THE STUFF;
IT'S SWEPT ACROSS THE NATION!
AND IF YOU'RE "HEP", YOU USE SUCH WORDS
AS THESE IN CONVERSATION:

YOU CALL A GIRL A "BARBECUE"
IF SHE'S SWEET AND PRETTY;
A "BATTLE" IS A HOMELY "CHICK",
AN "APPLE" MEANS A CITY;
~~IF YOU'RE INSANE, YOU'VE "BLOWN YOUR WIG";~~
~~IF YOU'RE ALL RIGHT, YOU'RE "BLIP";~~
~~WHEN YOU'VE ARRIVED, YOU'VE "JUMPED IN PORT";~~
~~IF YOU'VE GOT "BOOTS", YOU'RE "HIP";~~
~~WHEN YOU IGNORE A PASSING FRIEND,~~
~~YOU JUST "GIVE HIM THE IGG";~~
~~"KOPASEPIC" MEANS "OKAY",~~
~~TO UNDERSTAND'S TO "DIG";~~
TO "CRAWL BENEATH THE LILY WHITES"
JUST MEANS TO GO TO SLEEP;
AND IF YOU ARE AN "ICKY JACK"
IN JIVE-TALK, YOU'RE A "CREEP"!

WELL, THOSE ARE JUST EXAMPLES, FRIENDS,
OF THIS STRANGE TALK I'VE HEARD;
I THINK THAT YOU WILL ALL AGREE
IT'S SHAMEFUL AND ABSURD!
WE NEVER USED SUCH SILLY WORDS
WHEN GUYS MY AGE WERE YOUNG!
WE SPOKE PURE ENGLISH ALL THE TIME,
NO WORD OF SLANG WE SLUNG!
SO TO YOU YOUNGSTERS LIST'NING IN,
HERE'S WHAT I SAY TO YOU;
FUDGE AND SPINACH TO YOU ALL...
AND TWENTY-THREE SKIDOO!

(APPLAUSE)

MUSIC: FEW BARS "CHRISTOPHER COLUMBUS"

REED: ER MERCER...I DON'T MEAN TO INTRUDE BUT ER, WHAT IS THAT
BIT OF MELODIC MAYHEM, YOUR MEN ARE COMMITTING?

MERCER: WHY THAT'S CHRISTOPHER COLUMBUS. THIS IS COLUMBUS DAY
YOU KNOW.

G-

REED: WHY SO IT IS. AND BY STRAAAANGE COINCIDENCE...I HAPPEN TO HAVE A LITTLE PLAY ABOUT COLUMBUS. WOULDST PLAY IT WITH ME?

MERCER: NOT ONLY WOULD'ST BUT WILL'ST.

REED: GOOD'ST. OUR SCENE IS THE QUARTERDECK OF COLUMBUS' FLAGSHIP, THE SANTA MARIA. I WILL PLAY COLUMBUS AND YOU JOHNNY WILL BE MY HENCHMAN, CAPTAIN EPSOM, AN OLD SALT. LIGHTS...ACTION...CAMERA.

SOUND: (WIND, WAVES ETC)

MERCER: (CALLING) OH COLUMBUS! COLUMBUS! WHERE IS COLUMBUS?

REED: IN OHIO! OH, YOU MEAN ME! WHAT'S UP, CAPTAIN EPSOM...

~~BESIDES EVERYTHING WE'VE EATEN?~~

MERCER: *We're getting very short of food, Sir.*
~~I THINK OUR SAILORS ARE GOING TO MUTINY SIR.~~

REED: *I know not only that - what little food we have*
~~BAH, THERE ARE MORE SERIOUS MATTERS TO CONSIDER. OUR~~

left
FOOD IS SPOILING. I WAS JUST DOWN IN THE HOLD. I HAD TO THROW AWAY TWENTY HALIBUT, THIRTY COD AND FIFTY STURGEON.

MERCER: HOW MANY SMELT?

REED: ALL OF THEM. BUT WE MUST CONTINUE OUR QUEST FOR LAND. I'VE BEEN FIGURING OUR BUDGET AND WE'LL JUST BE ABLE TO MAKE IT. YOU KNOW THE QUEEN ONLY GAVE ME SEVENTEEN THOUSAND, SIX HUNDRED AND THIRTY-EIGHT DOLLARS AND FORTY-THREE CENTS.

MERCER: HOW DID YOU HAPPEN TO GET SUCH AN ODD FIGURE?

REED: WHAT?

MERCER: I SAY, HOW DID YOU HAPPEN TO GET SUCH AN ODD FIGURE?

REED: I EAT TOO MUCH.

MERCER: HOW COME THE QUEEN ONLY GAVE YOU THREE GALLEONS?

REED: IT WAS ALL I WAS ENTITLED TO...I ONLY HAD AN A CARD. YOU KNOW, EPSOM, I'M A LITTLE SORRY WE DIDN'T HEAD FOR THE LANDS TO THE EAST. I COULD START A HAREM.

MERCER: A HAREM? WHAT'S THAT?

REED: A FLOOR-SHOW WITH A HUSBAND. *Now Look EPSOM* ~~BUT ENOUGH OF THIS NONSENSE.~~
~~LET'S TRACE OUR ROUTE. LOOK AT MY MAP. LOOK AT MY MAP.~~

~~MERCER: WHAT'S THE MATTER?~~

~~REED: UGLY, ISN'T IT?~~

SOUND: (SPLASHING UP. SHOUTING OF MEN, RENDING TIMBERS)

Mercer
~~REED: GOOD GRIEF, OUR SHIP MUST BE SINKING!~~

~~MERCER: SINKING? HOW CAN YOU TELL?~~

~~REED: THE RATS ARE BUILDING A LIFE-RAFT.~~

MERCER: (CALLING) ALL HANDS ON DECK! AVAST YOU LUBBERS! MAN THE LIFE-BOATS! (SOFTER) ~~HEY CHRIS, WHAT'S THE IDEA OF PUTTING ON THAT WIG WITH THE LONG CURLS?~~

~~REED: DON'T FORGET...WOMEN AND CHILDREN FIRST.~~

~~SOUND: (LOUDER SPLASHING AND TIMBERS)~~

MERCER: JUMP FOR YOUR LIFE CHRIS, JUMP OVERBOARD.

SOUND: (BIG SPLASH..RIPPING CLOTH)

REED: HELP, HELP!

MERCER: WHAT'S THE MATTER...RIP TIDE?

REED: NO, RIP PANTS.

SOUND: (FADE TIMBERS AND BIG SPLASHES INTO SPLASHING OF SWIMMERS)

MERCER: WELL, THERE'S NOTHING TO DO BUT SWIM FOR IT COLUMBUS.
HOW FAR ARE WE FROM LAND?

REED: ONLY ABOUT HALF A MILE.

MERCER: OH, THAT'S NOT SO BAD. WHICH WAY?

REED: STRAIGHT DOWN.

G-

MERCER: GOSH I'M WEAKENING. I'M AFRAID I'LL NEVER MAKE THE SHORE.

REED: IN THAT CASE I'LL GET OFF YOUR BACK.

SOUND: (MORE SPLASHES)

~~MERCER: HEY, WHAT'S THE IDEA OF SWIMMING UNDER WATER?~~

~~REED: I WANT TO FIND OUT IF IT'S TRUE ABOUT MERMAIDS.~~

SOUND: (OUT)

REED: EGAD, I'M STANDING. WE'VE REACHED DRY LAND.

MERCER: LOOK! LOOK, COLUMBUS. LOOK AT ALL THOSE BEAUTIFUL
BLONDE AMAZONS COMING TOWARD US.

REED: BLONDES EH? ~~DO THEY LOOK FEROCIOUS?~~

~~MERCER: NO.~~

REED: ~~GOOD, THEN THEY'RE NOT WAR-BLONDES.~~ *Quiet* HAND ME THE
PEROXIDE.

MERCER: PEROXIDE? WHAT ARE YOU GOING TO DO WITH PEROXIDE?

REED: WHAT AN IDIOTIC QUESTION. WHAT AM I GOING TO DO WITH
PEROXIDE? MY BOY..I'M GOING TO ESTABLISH A BLEACH-HEAD.
WOO-WOO.

MUSIC: CHRISTOPHER COLUMBUS (EITHER UP AND FINISH OR DUET..

MERCER AND REED)

G-

MERCER: ^{ALLEN REED} THANK YOU, ~~FALSTAFF OPENSHAW~~, FOR AN INTERLUDE OF REAL FUN. WE'LL BE GLAD TO SET UP OUR PORTABLE STAGE ANYTIME TO ACCOMODATE. ~~RIGHT NOW, LOOKS LIKE OLD FATHER TIME HAS LET ANOTHER QUARTER'S WORTH OF SAND SLIP THROUGH HIS HOUR GLASS. AND THAT MEANS YOU WON'T BE HEARIN' FROM US 'TILL TOMORROW NIGHT WHEN WE GRANDSTAND FROM THE ARMY AIR BASE AT GARDNER FIELD, ~~SO, FOR NOW~~, THIS IS JOHNNY MERCER COUNTIN' ON YOU TO KEEP THOSE CHESTERFIELDS BURNIN' AND SAYIN' "GOODNIGHT".~~

MUSIC: THEME

NILES: ^{FRIENDS} THIS IS WENDELL NILES AGAIN. ^{OUR} FACTORIES ARE NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE FIRST CALL, SO IF YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

^(APPLAUSE)
 NILES: *Allen Reed appeared thru the courtesy of the Falstaff program & will soon be seen in 2nd Cent. Fox's Flat Hill.*
MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

NILES: THANK YOU JOHNNY. YOU KNOW, SMOKERS, WHEN YOU COME RIGHT DOWN TO IT, THE MAKING OF CHESTERFIELDS IS A BLENDING OPERATION FROM BEGINNING TO END.

HERE'S WHAT I MEAN. WHEN THE CHESTERFIELD TOBACCO BUYERS BUY THE WORLD'S BEST TOBACCOS AT THE LEADING AUCTION MARKETS THEY'RE LAYING THE FOUNDATION FOR THE CHESTERFIELD BLEND. THEY BID IN ONLY THE MILD, FULLY RIPE TOBACCOS THAT FIT THE CHESTERFIELD FORMULA. AND WHEN CHESTERFIELD STORES AWAY THOSE FINE TOBACCOS IN WOODEN HOGSHEADS TO AGE AND MELLOW THAT'S REALLY A STEP IN THE BLENDING OPERATION. AS THOSE CHOICE LEAVES LIE PACKED TIGHTLY TOGETHER, EACH ADDS SOME OF ITS FINE QUALITIES TO ITS NEIGHBORS AND IN TURN TAKES ON SOME OF THEIR FLAVOR AND FRAGRANCE.

SO, YOU SEE, THE MAKING OF THE CHESTERFIELD BLEND ACTUALLY STARTS YEARS BEFORE THE TIME ARRIVES FOR THE RIGHT COMBINATION...WORLD'S BEST TOBACCOS... THE FAMOUS CAN'T-BE-COPIED CHESTERFIELD FORMULA.

IT'S NO WONDER CHESTERFIELDS ARE SO SMOOTH-SMOKING, SO UNIFORM IN HIGH QUALITY ... SO COMPLETELY ENJOYABLE THAT THEIR UNVARYING MILDNESS, COOLNESS AND BETTER TASTE LEAD MILLIONS TO SAY ... THEY SATISFY.

MERCER: THANK YOU, WENDELL. WHILE PAUL WESTON'S BOMBARDIERS SET
THEIR SIGHTS, YOURS TRULY OPENS ~~THE THROTTLE ON HIS SUPER-~~
~~CHARGED VOCAL CHORDS AND~~ ^{Power} ^{Turn} DIVES INTO A CHORUS OR ^{So} ~~TWO~~ OF:
"THE OBJECT OF MY AFFECTION".

MUSIC: "OBJECT OF MY AFFECTION". MERCER, ORCH.

(APPLAUSE)

~~MUSIC: "DON'T YOU KNOW I CARE" ESTABLISH FOR:~~

MERCER: ~~IN HER OWN SWEET AND WISTFUL MANNER, COMELY TO~~ STAFFORD
Aims ~~UTTERS ONE OF CUPID'S MOST LEADING QUESTIONS,~~ *RIGHT AT YOU FIRMEN* "DON'T
YOU KNOW I CARE?"

STAFFORD: "DON'T YOU KNOW I CARE"

(APPLAUSE)

MERCER: THANK YOU, MISS JO. UP ~~'TIL NOW I REALLY DIDN'T KNOW.~~
ALONG THE MUSIC SHOP'S ITALIAN GRAPE-VINE CAME THE NEWS
THAT A CERTAIN G.I. STATIONED IN ^{ITALY} ~~CORSICA~~ WOULD BE CHEERED
CONSIDERABLY TO HEAR ONE OF HIS FAVORITE TUNES. SO, FOR
ALL YOU FELLAS HERE, AND ^{CP. EDW. LENO IN ITALY} ~~THAT BOY IN A STRANGE LAND~~, THE
ENTIRE STAFF GATHERS 'ROUND A COPY OF "BLUES IN THE NIGHT".

MUSIC: "BLUES IN THE NIGHT" EVERYBODY, ORCH.

(APPLAUSE)

CHESTERFIELD -- 10/13/44

(REVISED) -6-
WE'VE ENJOYED BEING WITH YOU HERE AT GARDNER FIELD AND

MERCER: WELL, THAT ABOUT DOES IT, ~~FRIENDS~~ ^{FOLKS}, HOPE YOU ENJOY THAT
PACK OF CHESTERFIELDS WE'RE LEAVIN' FOR EACH OF YOU AS
MUCH ~~AS WE'VE ENJOYED BEING HERE~~. BEFORE WE ~~BUZZ~~ ^{TAKE} OFF INTO
THE ~~"WIDE BLUE YONDER"~~, I WANT TO EXPRESS OUR APPRECIATION
TO ^{COL. HOWARD} BECKTEL AND ^{CAPT. FINNEY} ECKLEY ^{ALL} FOR THEIR ~~WELCOME~~
ASSISTANCE. THIS IS JOHNNY MERCER IN THE CHESTERFIELD
MUSIC SHOP SAYIN' "GOODNIGHT" AND "KEEP 'EM FLYIN'".
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. OUR FACTORIES ARE NORMALLY
KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN
CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE THAT
THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE FIRST
CALL, SO IF YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS,
REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE
OVER THERE.
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNOUNCER: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE ARMY
AIR BASE AT GARDNER FIELD, CALIFORNIA.
THIS IS THE NATIONAL BROADCASTING COMPANY

Thank You Journal.
NILES: The other day I was complimenting my neighbor on his garden, and he said "believe me, Wendell, there's more work to keeping it this way than meets the eyes." And that expression stuck in my mind - "There's more to it than meets the eye," (For instance, place a Chesterfield in with a number of other popular brand cigarettes. They'll all look pretty much alike, but start smoking them and what a world of difference you'll find. The Chesterfield will be milder and better-tasting - cooler-smoking, too.) Naturally, there's a reason for this difference. The makers of Chesterfield buy the worlds best tobaccos - then these tobaccos are aged in huge, modern storage warehouses until they have exactly the degree of mellow perfection to be blended into Chesterfield's famous, can't-be-copied formula. There you have it -- right combination worlds best tobaccos. Make your next pack milder, cooler, better-tasting Chesterfields, and see for yourself why more people ask for them every day. Smoke the cigarette that satisfied.

MERCER: No one but the Pied Pipers can achieve their inimitable style of melody merchandising. Just so you won't have to take my word for it--the Pipers come forward now to sell a neat little package called "Mind If I Love You."

MUSIC: "MIND IF I LOVE YOU" MERCER, ORCH
(APPLAUSE)

MEMORANDUM FOR THE RECORD (MEMPHIS, TENN.)

On 4/4/68, at Memphis, our own popular songstress demonstrated
over
(music) an equally vocal and South American rhythm as she
sings "Let Me Love You Tonight."

MEMPHIS: "LET ME LOVE YOU TONIGHT" (MEMPHIS, TENN.)
(APPENDIX)

MERCER: Occasionally the Pied Pipers and I get together to work up an arrangement which we hope will please. And right now seems as good a time as any to present our vocal gymnastics. So with your usual kind indulgence we're gonna swing out on a few bars of "If I Knew Then."

MUSIC: "IF I KNEW THEN" MERCER, PIPERS, ORCH

(APPLAUSE)

MERCER: WELL, WENDELL, READY FOR OUR WEEKLY PROSPECTUS?

NILES: OF COURSE, JOHNNY, I'VE ALWAYS WANTED TO MEET ONE OF THOSE OLD DESERT RATS...

MERCER: NO, NO, OLD MAN... BY "PROSPECTUS" I MEAN WHAT WE'RE GOIN' TO DO HERE IN THE MUSIC SHOP FOR THIS WEEK. FOR INSTANCE, TOMORROW NIGHT WE'RE INTRODUCIN' 13 YEAR OLD LOIS BUTLER, WHOSE WONDERFUL SINGING VOICE IS SURE TO THRILL OUR VISITORS.

NILES: I SHOULD SAY SO, JOHN. AND WEDNESDAY NIGHT THE FOLKS WILL BE EXPECTING TO HEAR A BRAND-NEW NUMBER AS USUAL.

MERCER: WE'LL HAVE IT SET UP AND READY. WHICH BRINGS US TO THURSDAY WHEN THAT WITTY AND WHACKY WOLVERINE OF SCREEN AND RADIO, VERA VAGUE, PAYS US A CALL. AND IT'S LEAP YEAR, WENDELL.

NILES: DOESN'T BOTHER ME, JOHN. I'LL BE ONE LEAP AHEAD OF HER.

MERCER: AND LAST BUT NOT LEAST COMES FRIDAY WHEN WE RIDE OUR KILOCYCLES OUT FROM THE NAVAL AIR STATION AT LOS ALAMITOS. SO, 'TIL TOMORROW NIGHT, THIS IS JOHNNY MERCER DEPENDIN' ON YOU TO ASK FOR CHESTERFIELDS AND SAYIN' "GOODNIGHT"

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS , OUR FACTORIES ARE NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE FIRST CALL, SO IF YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY ARE GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
TUESDAY, OCTOBER 17, 1944

4:00 - 4:15 PM (NBC - EAST)
8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
 PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
 WENDELL NILES. AND HERE'S JOHNNY MERCER, WHOSE GUEST
 TONIGHT IS LOIS BUTLER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: THAT'S ABSOLUTELY CORRECT, CUSTOMERS. ~~THE ONE AND ONLY~~
 CHESTERFIELD MUSIC SHOP IT IS, ~~WITH YOUR OLD PROPRIETOR~~
 ~~AGAIN SPOUTIN' HIS PROVERBIAL GREETIN' TO ALL AND SUNDRY.~~
 AND IT'S JO STAFFORD WITH THE PIED PIPERS WHO OPEN THIS
 EVENIN'S MEETING WITH AN EXPLANATION OF WHY WE BUILT OUR
 CHEERFUL EMPORIUM "ON THE SUNNY SIDE OF THE STREET".

MUSIC: "ON THE SUNNY SIDE OF THE STREET" STAFFORD, PIPERS, ORCH

(APPLAUSE)

MERCER: ~~VERY LIGHT AND BRIGHT, JO AND PIPERS, THANK YOU.~~ COMES
 NOW WENDELL NILES WITH AN EYE FOR GARDENS AND A WORD FOR
 CHESTERFIELDS.

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*my next door neighbor was one of the most
selective gardeners in America & when I
complimented him on it*

-2-

NILES:

~~The other day I was complimenting my neighbor on his
garden, and he said "Believe me, Wendell, there's more
work to keeping it this way than meets the eye".~~

And that expression stuck in my mind - "There's more to it
than meets the eye". (For instance, place a Chesterfield
in with a number of other popular-brand cigarettes.

They'll all look pretty much alike...but start smoking
them and what a world of difference you'll find. The
Chesterfield will be milder and better-tasting - cooler-
smoking, too.) Naturally there's a reason for this
difference. The makers of Chesterfield buy the world's
best tobaccos - then these tobaccos are aged in huge,
modern storage warehouses until they have exactly the
degree of mellow perfection to be blended into
Chesterfield's famous, can't-be-copied formula. There
you have it - right combination, world's best tobaccos.
Make your next pack milder, cooler, better-tasting
Chesterfields, and see for yourself why more people
ask for them every day. Smoke the cigarette that
satisfies.

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MERCER: WITH TEN-GALLON HAT AND TRUSTY SIX-SHOOTER AT MY SIDE,
YOURS TRULY MOUNTS ~~THE NEAREST SAW-HORSE, PLANTS HIS~~
~~FEET FIRMLY IN THE REINS -~~ AND R'ARS BACK HIS HEAD FOR
A CHORUS OF "WHEN THE BLOOM IS ON THE SAGE".

MUSIC: "WHEN THE BLOOM IS ON THE SAGE" MERCER, ORCH
(APPLAUSE)

MERCER: AT THIS POINT IN THE PROCEEDINGS, GOOD PEOPLE, I'D LIKE TO INTRODUCE OUR SHINING LITTLE GUEST FOR THE EVENIN'. SHE'S THIRTEEN YEARS YOUNG AND (IN MY HUMBLE OPINION) POSSESSES ONE OF THE LOVELIEST COLORATURA VOICES IT HAS EVER BEEN MY PRIVILEGE TO HEAR. LADIES AND GENTLEMEN, MISS LOIS BUTLER!

(APPLAUSE)

MERCER: WELL, LOIS, *How do You Like* WELCOME TO THE CHESTERFIELD MUSIC SHOP.

LOIS: THANK YOU, MR. MERCER. GEE, I'M SO THRILLED TO BE HERE. IT WAS AWFULLY NICE OF YOU TO INVITE ME.

MERCER: ON THE CONTRARY, LOIS, WE'RE FLATTERED TO HAVE A YOUNG LADY OF YOUR TALENTS VISIT US. TELL ME, WHERE DID YOU STUDY TO CULTIVATE SUCH A FINE SINGING VOICE?

LOIS:

MERCER: IS THAT SO? YOU KNOW, I ALMOST BECAME A MUSICIAN MYSELF, ONCE. I STUDIED THE TUBA, BUT I HAD TO GIVE IT UP.

LOIS: GOODNESS, THAT'S A SHAME!

MERCER: YEAH, MY HEAD KEPT GETTIN' STUCK IN THAT BIG, SHINY MOUTHPIECE.

LOIS: WELL, GEE, MR. MERCER, YOU MUST'VE BEEN BLOWING IN THE WRONG END!

MERCER: NOW SHE TELLS ME! GUESS I JUST WASN'T CUT OUT TO BE A BLOWHARD.

NILES: (FADES IN) SOMEONE CALLING ME?

MERCER: IN CASE YOU'RE INTERESTED, LOIS, THIS IS WENDELL NILES. OR A REASONABLE FACSIMILE.

LOIS: FACSIMILE?

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NILES: MERELY A FIGURE OF SPEECH, LOIS. IT MEANS AN IMITATION,
A FAKE, A FRAUD OR A PHONEY.

LOIS: PERHAPS SO, MR. NILES, BUT I ADMIRE YOU JUST THE SAME!

NILES: HMMMM, HOW'D I GET INTO THAT!

LOIS: ^{FINE} YOU KNOW, MR. MERCER, ^{IT'S} THIS IS SUCH A CUTE LITTLE MUSIC
STORE. I JUST LOVE THOSE LACE CURTAINS AT THE WINDOWS!

MERCER: LACE CURTAINS? WENDELL, I THOUGHT I TOLD YOU LAST
TUESDAY TO SWEEP THOSE COBWEBS AWAY!

NILES: SORRY, JOHN, IT SLIPPED MY MIND.

LOIS: OH, DON'T FEEL BADLY, MR. NILES, WE ALL MAKE MISTAKES.
TAKE ME, FOR EXAMPLE...(SIGHS) I MADE THE MISTAKE OF
BEING BORN TOO YOUNG! YOU SEE, I'M JUST CRAZY ABOUT

MY NEW TUTOR.

NILES: YOUR NEW TOOTER? WHAT'S WRONG WITH THAT? WHEN I WAS A
KID I HAD A POLICE WHISTLE I WAS KINDA FOND OF.

LOIS: BUT I DON'T MEAN THAT KIND OF A TUTOR, MR. NILES. I MEAN
MY NEW HISTORY TEACHER. (SIGHS) HE'S SO TALL, SO
HANDSOME, AND SO FULL OF HISTORY! BUT HE'S TERRIBLY OLD..
HE MUST BE AT LEAST TWENTY-FIVE!

MERCER: PRACTICALLY DECREPIT.

NILES: THE GUY'S ON HIS LAST LEGS.

LOIS: ~~OH, IT'S NO USE. HE DOESN'T EVEN KNOW I'M ALIVE.~~ I DON'T
THINK I'LL EVER BE OLD ENOUGH FOR ROMANCE.

MERCER: WHY, OF COURSE YOU WILL, LOIS. SAY, HOW'D YOU LIKE TO
TAKE A LOOK INTO THE REMOTE AND DISTANT FUTURE OF EIGHT
YEARS FROM NOW, WHEN YOU'LL BE A FAMOUS, MIDDLE-AGED
OPERA STAR OF TWENTY-ONE WITH ADMIRERS BEGGING FOR YOUR
COMPANY?

LOIS: OOOH, THAT WOULD BE FUN!

C

MERCER: OKAY. SWAMI NILES, TELL US WHAT YOU SEE IN THE FUTURE, WILL YOU?

NILES: ALL RIGHT, JOHN. WAIT'LL I GET MY TURBAN ON STRAIGHT... AS I GAZE INTO MY CRYSTAL BALL I SEE THE FAINT OUTLINES OF A BACKSTAGE DRESSING ROOM AT THE OPERA HOUSE. IT BELONGS TO THE GREAT SINGER, MADAME LOIS BUTLER HERSELF...AND KNEELING AT HER FEET IN A RENTED TUXEDO IS THAT MAN-ABOUT-TOWN, STAGE-DOOR JOHNNY MERCER! HE IS PLEADING WITH HER...

MERCER: PLEASE, MADAME, PLEASE! LET ME TAKE YOU AWAY FROM ALL THIS GLITTER AND MAD, GAY WHIRL!

LOIS: I CANNOT, JONATHAN. ~~IT GRIEVES ME TO SAY IT...BUT ALAS!~~ *You're a Bad Apple.*

~~I STILL LOVE MY HISTORY TEACHER!~~

MERCER: MY HATED RIVAL! MADAME, YOUR COLD ATTITUDE WILL DRIVE ME TO DRINK!

LOIS: NO, NO, NOT THAT! YOU'LL TURN INTO A BAD APPLE - JONATHAN!

MERCER: ~~YES...I'VE ALREADY HAD THREE SUPER-DUPER MALTS WITH TWO SCOOPS OF ICE CREAM!~~ AT LEAST ACCEPT THIS TOKEN OF MY ESTEEM.

LOIS: WHY, IT'S A BEAUTIFUL RING! ~~YOU SHOULDN'T HAVE DONE IT!~~

MERCER: ~~THINK NOTHING OF IT...AND IF YOU DON'T LIKE THE DIAMOND I'LL TAKE IT BACK TO THE JEWELRY COUNTER AT WOOLWORTH'S. THEY PROMISED TO EXCHANGE IT.~~

LOIS: ~~BUT IT ISN'T FAIR!~~ YOU SHOULDN'T SQUANDER YOUR MONEY ON ME THIS WAY! LAST MONTH ALL THOSE BOBBY SOCKS AND HAIR RIBBONS...I REALLY CAN'T ACCEPT SO MUCH.

MERCER: YOU MUST...FOR MY SAKE! HERE, TAKE THIS RING IN YOUR SWEET, CORAL-TIPPED FINGERS. WHY, MADAME, YOUR FINGERS ARE SO SWEET THEY'RE STICKY!

LOIS: (GIGGLES) I'VE BEEN EATIN' THOSE CHOCOLATE MARSHMALLOWS AGAIN!

Q

MERCER: WHAT WOULD YOU LIKE TO DO AFTER YOUR PERFORMANCE TONIGHT,
M'LADY?

LOIS: COULD WE GO DANCING?

MERCER: NOT AGAIN! WE'VE BEEN TO THE PALLADIUM TEN TIMES ALREADY
THIS WEEK AND ~~MY ALLOWANCE HAS BEEN CUT TO FIFTY CENTS!~~
HOW ABOUT A RIDE ON MY BRAND-NEW SCOOTER BIKE?

LOIS: GEE, THAT'LL BE SWELL!

MERCER: IT'S A DATE! I'LL BE WAITIN' AT THE STAGE DOOR, AS USUAL.

LOIS: ARE YOU GOING TO HEAR ME SING TONIGHT, JONATHAN?

MERCER: NO, DARN IT! I'VE GOT TO TAKE THIS TUXEDO BACK. I ONLY
RENTED IT FOR A HALF HOUR!

LOIS: WELL, SUPPOSE I SING THE "BELL SONG" FROM "LAKME" NOW?
JUST FOR YOU?

MERCER: THE RENOWNED PRIMA DONNA, LOIS BUTLER, SINGING THE BELL
SONG JUST FOR ME? THAT WOULD BE SUPERB...NOT TO SAY SOLID!
SING, FAIR NIGHTINGALE!

MUSIC: "BELL SONG" BUTLER, ORCHESTRA
(APPLAUSE)

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MERCER: THANK YOU, MADEMOISELLE LOIS BUTLER...THAT WAS WONDERFUL!
WE KNOW YOU'LL GO FAR WITH SINGING LIKE THAT. RIGHT HERE,
FOLKS, WE'LL HAVE TO START CLOSIN' SHOP. THIS IS JOHNNY
MERCER INVITING YOU TO BE WITH US AGAIN TOMORROW NIGHT
AND INVITING YOU NOW TO LISTEN TO CHESTERFIELD'S NEW
MUSICAL PROGRAM WHICH FOLLOWS IMMEDIATELY ON ANOTHER
NETWORK. IT'S REALLY SOMETHING, CITIZENS, SO DON'T
MISS IT. "GOODNIGHT".

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, ~~EVEN BEFORE THE~~
~~TREMENDOUS CALL FOR CHESTERFIELDS BY THE MEN AND WOMEN IN~~
~~OUR FIGHTING FORCES OVERSEAS,~~ ^{ARE NORMALLY} OUR FACTORIES ~~WERE~~ KEPT BUSY
^{CHESTERFIELD SELLERS}
KEEPING UP WITH THE NATURAL INCREASE IN THE HOME DEMAND.
~~THOSE IN THE SERVICE HAVE FIRST CALL ON CHESTERFIELDS, SO~~
~~OUR FIGHTING FORCES SHOULD HAVE FIRST CALL SO~~
WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS,
REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE
OVER THERE.
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

MUSIC: MEMORY THEME...ESTABLISH FOR:

MERCER: THE WRITINGS OF THAT GREAT HUMORIST, MARK TWAIN, SEEM TO BE AGELESS. ~~FOR EXAMPLE~~, MANY YEARS AFTER HE PENNED "A CONNECTICUT YANKEE" IT WAS MODIFIED INTO A HIT MUSICAL COMEDY WITH DELIGHTFUL TUNES SUCH AS THE ONE JO STAFFORD IS ABOUT TO SING. REMEMBER "~~MY HEART STOOD STILL?~~"

MUSIC: "MY HEART STOOD STILL" STAFFORD, ORCH.

(APPLAUSE)

MERCER: ~~THANK YOU, JO.~~ *THAT GUY CAN SING THE ROAD AND THE RUINS.* WENDELL NILES ASCENDS THE ROSTRUM NOW, *ABOUT CHESTERFIELD.* WITH A FEW CHOICE AND SATISFYIN' WORDS OF ~~WISDOM.~~

The roses are in bloom again out here in Calif. & as I complimented my neighbor on his excellent specimens

NILES:

~~The other day I was complimenting my neighbor on his garden, and he said "Believe me, Wendell, there's more work to keeping it this way than meets the eye".~~

And that expression stuck in my mind - "There's more to it than meets the eye". (For instance, place a Chesterfield in with a number of other popular-brand cigarettes.

They'll all look pretty much alike...but start smoking them and what a world of difference you'll find. The Chesterfield will be milder and better-tasting - cooler-smoking, too.) Naturally there's a reason for this difference. The makers of Chesterfield buy the world's best tobaccos - then these tobaccos are aged in huge, modern storage warehouses until they have exactly the degree of mellow perfection to be blended into Chesterfield's famous, can't-be-copied formula. There you have it - right combination, world's best tobaccos. Make your next pack milder, cooler, better-tasting Chesterfields, and see for yourself why more people ask for them every day. Smoke the cigarette that satisfies.

Music "Kentucky"

Over

(APPLAUSE)

*Our thanks to Paul Weston for
conductin' us on that little night
club trip thru Kentucky.*

MERCER:

~~THANK YOU~~. AFTER NOTING IN THE MORNIN' MAIL THE USUAL
^{Reminders}
CHEERY ~~BILLET-DOUX~~ FROM MY TAILOR AND THE GAS COMPANY,
I WAS AGREEABLY SURPRISED TO FIND A BIT OF PARCHMENT SENT
BY ALLIE RUBEL AND NAT BURTON. THIS BRAND NEW MANUSCRIPT
HAVING WORDS AND MUSIC INSCRIBED THEREON, AND THE PIED
PIPERS KIBITZING OVER MY SHOULDER, AS USUAL, ^{WE} ~~I~~ DECIDED
TO LET THEM HAVE THE ^{Pleasure} ~~HONOR~~ OF PRESENTING IT FOR THE FIRST
TIME. HERE ARE THE PIPERS, WAITIN' IN THEIR ROCKIN'
CHAIRS, TO SING "ALL QUIET ON THE OLD BACK PORCH"

MUSIC: "ALL QUIET ON THE OLD BACK PORCH" PIPERS, ORCH.

(APPLAUSE)

MERCER: VERY DREAMY ~~ROCKIN'~~, PIPERS, THANK YOU, AND THAT ABOUT
THAT'S A NICE SONG,
BRINGS US TO THE END OF THIS EVENIN'S FUN, ^{IN THE MUSIC SHOP} PATRONS. BUT
WE'RE EXPECTIN' YOU TOMORROW NIGHT TO HELP US WELCOME THAT
MAD MAID OF MERRIMENT, MISS VERA VAGUE! INCIDENTALLY, FOR
FURTHER ENTERTAINMENT YOU COULDN'T DO BETTER THAN TO
ENJOY CHESTERFIELD'S NEW MUSICAL PROGRAM WHICH ~~FOLLOWS~~
WHICH CAN BE HEARD
EVERY TUES, WED & THURS CONSULT YOUR LOCAL PAPER FOR
~~IMMEDIATELY~~ ON ANOTHER NETWORK. ^{TIME &} IT'S REALLY SOMETHING, ^{STATION.}
CITIZENS, SO DON'T MISS IT. THIS IS JOHNNY MERCER SAYIN'
"GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES ARE
NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE
IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE
THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE
FIRST CALL. SO, WHEN YOUR DEALER IS TEMPORARILY OUT OF
CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND
COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER.

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.

THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

Thursday, October 19, 1944

4:00-4:15 PM (NBC-EAST)
8:00-8:15 PM (NBC-PAC.)

MUSIC: THEME ... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
 PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
 AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS VERA VAGUE.

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: THAT'S RIGHT, JACKS AND JILLS... YOU'VE TUMBLED INTO THE
 CHESTERFIELD MUSIC SHOP AT ~~NUMBER~~ ^{4 YOU'RE WELCOME} 711 ON MELODY LANE, AND
 JUST IN TIME TO HEAR THOSE COMMENTATIN' PIED PIPERS
 FORECAST A LITTLE UNUSUAL WEATHER...THE PIPERS CLAIM:
 "THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN".

MUSIC: "THERE'LL BE A HOT TIME IN THE TOWN OF BERLIN" PIPERS, ORCH

(APPLAUSE)

*M- Thank you Pipers
And now Wendell Niles steps
up to the mike with a word
about Chesterfield.*

m

*A friend of mine is an orchid fancier
& as I admired the beauty of his
many varieties one day*

-3-

NILES:

~~The other day I was complimenting my neighbor on his
garden, and he said "Believe me, Wendell, there's more
work to keeping it this way than meets the eye".~~

YOU KNOW
GROWING THEM

And that expression stuck in my mind - "There's more to it than meets the eye". (For instance, place a Chesterfield in with a number of other popular-brand cigarettes. They'll all look pretty much alike...but start smoking them and what a world of difference you'll find. The Chesterfield will be milder and better-tasting cooler-smoking, too.) Naturally there's a reason for this difference. The makers of Chesterfield buy the world's best tobaccos - then these tobaccos are aged in huge, modern storage warehouses until they have exactly the degree of mellow perfection to be blended into Chesterfield's famous, can't-be-copied formula. There you have it - right combination, world's best tobaccos. Make your next pack milder, cooler, better-tasting Chesterfields, and see for yourself why more people ask for them every day. Smoke the cigarette that satisfies.

MUSIC: ESTABLISH FOR:

MERCER: ~~EVERY SO OFTEN, JUST TO PROVE THAT THE PLASTER ON THE
WALLS OF THE MUSIC SHOP CAN TAKE IT, THE WHOLE GANG (THAT'S
JO STAFFORD, THE PIPERS AND MYSELF) TURN ON FULL VOLUME AS
WE WARBLE A NUMBER LIKE "THERE GOES THAT SONG AGAIN".~~

MUSIC: "THERE GOES THAT SONG AGAIN".....ALL, ORCHESTRA
(APPLAUSE)

G

VERA VAGUE SPOT

MERCER: As is our usual custom, long about this time every Thursday evening, we pause briefly to....

VAGUE: (OFF) Yoo-hoo...Mr. Mercer...Yoo-hoo!

MERCER: Why, it's Vera Vague!

(APPLAUSE)

VAGUE: Oh dear me, Mr. Worsor...Mercer...I'm so excited tonight I can hardly talk...I just came from the beauty parlor.

MERCER: Well, thanks for telling ~~me~~ us.

VAGUE: Yycess.

MERCER: I suppose you're just getting fixed up to catch some man.

VAGUE: Mr. Mercer, you're so wrong. I don't chase men. To tell you the truth, love to me is just a game of ring around the rosie.

MERCER: This may be your last trip around.

VAGUE: You know Mr Mercer, I have developed quite an attachment for you.

MERCER: Have you really?

VAGUE: Yes. Only this one fits over your mouth.

VAGUE: As a matter of fact, young man, there are plenty of men at home right now tearing their hair out over me.

MERCER: Well, how come you don't go out with one of them?

VAGUE: Who wants to go out with baldheaded men. (LAUGHS)
Toujours la schlimiel. But really, Mr. Mercer, I'm here tonight on business.

MERCER: Business, Miss Vague?

VAGUE: Yes. You see, you're such a jiving cat--I thought you might help me slip in the grave....groove!

MERCER: MISS VAGUE - YOU IN THE GROOVE?

VAGUE: I'M TIRED BEING A SQUARE FROM DELAWARE - I WANT TO GET HEP TO THE JIVE - GET MY CORSETS LACED.

MERCER: I DON'T GET IT - HOW CAN I HELP YOU?

VAGUE: WELL, I THOUGHT YOU AND I COULD WRITE ONE OF THOSE BOGGIE WOOGILIE, ^{Friends} AND THEN I COULD SING IT.

MERCER: I SEE. YOU WANT US TO CO-LOBORATE?

VAGUE: LATER. FIRST LET'S WRITE THE SONG. (SHAME ON ME)

MERCER: SO YOU WANT TO BE A SINGER. WELL, I GUESS EVERYONE WANTS TO DO SOMETHING ELSE. TAKE ME. I'D LIKE TO WRITE A BOOK.

VAGUE: WELL, WHY DON'T YOU?

MERCER: OH, I DON'T KNOW. OTHER PEOPLE ALWAYS WRITE ABOUT THE THINGS THEY'VE DONE - THE PLACES THEY'VE SEEN.

VAGUE: WELL, MR. MERCER, I'LL GO OUT WITH YOU TONIGHT.

MERCER: ~~YES, BUT NOTHING EVER HAPPENS TO ME.~~

VAGUE: YOU CAN START WRITING TO-MORROW. (LAUGHS) *SHAME IN ME*

MERCER: MISS VAGUE, I STILL DON'T UNDERSTAND THIS DESIRE TO VOCALIZE?

VAGUE: OH, IT'S THAT FRANCES LANGFORD ¹ ~~1~~ *Don't do* WHY SHOULD SHE HOG ALL THE SONGS ON THE PEPSODENT SHOW. HUH - IF I HAD THE CHANCE I' SHOW HER UP.

MERCER: YOU SHOW FRANCES UP - COME NOW, MISS VAGUE.

VAGUE: AFTER ALL WHAT DOES SHE HAVE THAT I HAVEN'T GOT. TAKE AWA HER VOICE, HER FIGURE, HER BLOND HAIR, THOSE BLUE EYES, AN THAT PERT LITTLE MOUTH, AND WHAT DO YOU HAVE?

MERCER: VERA VAGUE.

VAGUE: BLESS YOUR LITTLE PIN-HEAD, MR. MERCER. YOU KNOW YOU MIDDLE AGED MEN ARE SO QUAIN'T.

L

MERCER: I'M SORRY, MISS VAGUE. I JUST DON'T SEE HOW YOU CAN
COMPARE YOURSELF TO FRANCES LANGFORD.

VAGUE: IS THAT SO? WELL, I'LL STAND UP AGAINST HER ANYDAY.

MERCER: WELL, FRANCES IS ON THE RADIO.

VAGUE: I'M ON THE RADIO.

MERCER: FRANCES IS IN PICTURES.

VAGUE: I'M IN PICTURES.

MERCER: FRANCES HAS LONG HAIR.

VAGUE: I HAVE LONG HAIR.

MERCER: FRANCES HAS A HUSBAND.

VAGUE: (AFTER PAUSE) I HAVE LONG HAIR.

MERCER: WHAT'S MORE, MISS VAGUE, FRANCES HAS A RICH SOPRANO VOICE.

VAGUE: MR. MERCER, I'LL HAVE YOU KNOW, THAT I'M CAPABLE OF HITTING
H ABOVE HIGH C.

MERCER: H ABOVE HIGH C? BUT THE SCALE ONLY GOES TO G.

VAGUE: ALL I KNOW IS. I TOOK VOICE LESSONS AND AFTER THE FIRST
LESSON THE INSTRUCTOR TOLD ME I COULD GO TO H. (LAUGHS)

MERCER: I SEE. BUT TELL ME, MISS VAGUE, HAVE YOU EVER SUNG IN
PUBLIC?

VAGUE: CERTAINLY. IF YOU'LL JUST STEP BACK I'LL GIVE YOU A
SAMPLE OF A LITTLE NUMBER I DO AT BOND RALLIES. (CLEARS
THROAT) (SINGS) "MANNY'S LITTLE BABY LOVES SHORTIN'....
SHORTIN'...SHORTIN'. MANNY'S LITTLE BABY LOVES SHORTIN'!"..

MERCER: EXCUSE ME, MISS VAGUE. YOU SING THAT AT BOND RALLIES?

VAGUE: YES.

MERCER: WHOSE SIDE ARE YOU ON?

VAGUE: BLESS YOUR HEART, MR. MERCER. WHO WRITES YOUR STUFF,
SNOWFLAKE?

MERCER: JUST WHEN DID YOUR SINGING CAREER COMMENCE?

VAGUE: BACK IN MY SCHOOL DAYS. I USED TO SING AT ALL THE GRADUATION EXERCISES.

MERCER: OH, YOU WENT TO SCHOOL?

VAGUE: ISN'T HE CUTE? OF COURSE, I WENT TO SCHOOL. AS A MATTER

OF FACT I SPENT EIGHT YEARS IN THE 8TH GRADE.

MERCER: EIGHT YEARS IN 8TH GRADE...HOW COME?

VAGUE: IN REFORM SCHOOL YOU DON'T ASK QUESTIONS. (WHAT AM I SAYING) IT WAS EXACTLY A REFORM SCHOOL AND IT WASN'T ONE

OF THOSE PROGRESSIVE SCHOOLS EITHER. I LEARNED

EVERYTHING I KNOW FROM THE 3 "R'S"

MERCER: "R'S" - READING, RITING, AND RITHMETIC?

VAGUE: NO - RECORDS, RUMBAS, AND RUMBLE SEATS. (LAUGHS) SHAME ON ME. GRADUATING FROM SCHOOL I SPENT A SEASON WITH THE CHAMBER MUSIC SOCIETY OF UPPER AZZUA. FROM THERE I WENT TO OPERA.

MERCER: YOU WERE IN OPERA?

VAGUE: MR. MERCER, WHEN I FIRST WENT INTO OPERA. IL PAGLACHI WASN'T EVEN SICK. THE FLYING DUTCHMAN WAS STILL AN AIR CADET. AND THE BARBER OF SEVILLE WAS JUST A LITTLE SHAVEN. (LAUGHS) (I'LL SAY ANYTHING).

MERCER: HOW COME YOU GAVE UP OPERA, MISS VAGUE?

VAGUE: IT WAS TOO MUCH OF A STRAIN ON MY VOICE. I SUPPOSE YOU THINK IT EASY RUNNING THROUGH THOSE HIGH TRILLS?

MERCER: OH, I DON'T THINK IT TOO DIFFICULT.

VAGUE: IS THAT SO? I'LL GIVE YOU A ROUGH IDEA. YOU THERE, MISS.

STAFFORD: ME?

VAGUE: YES. WOULD YOU JUST RUN THROUGH THE SCALE ONCE.

STAFFORD: ALL RIGHT.

VAGUE: THIS WILL BE GOOD.

G

STAFFORD: (RUNS THROUGH SCALE, BUT GOOD)

~~VAGUE: (AFTER PAUSE) DON'T YOU JUST HATE A SHOW OFF?~~

MERCER: ~~NEVER MIND, MISS VAGUE,~~ WHAT DID YOU DO AFTER YOU LEFT THE OPERA?

VAGUE: I WENT INTO VAUDEVILLE. I HAD A VERY UNUSUAL ACT. I USED TO COME OUT ON THE STAGE - GO DOWN ON ONE KNEE AND SING "MAMMY".

MERCER: MISS VAGUE. I'VE GOT NEWS FOR YOU. AL JOLSON BEEN SINGIN' THAT SONG TO HIS MOTHER FOR YEARS.

VAGUE: IT DOESN'T MATTER. WE'VE GOT DIFFERENT MOTHERS. (LAUGHS)

~~MERCER: I SUPPOSE WITH YOUR CLASSICAL TRAINING YOU LOOK DOWN ON THESE MODERN CROONERS?~~

~~VAGUE: I TELL YOU SOMETHING, MR. MERCER. LAST WEEK, I NOTICED THOSE GIRLS IN BOBBY SOCKS LINED UP A BLOCK LONG JUST TO GET FRANK SINATRA'S AUTOGRAPH. IT WAS AWFUL.~~

~~MERCER: AWFUL?~~

~~VAGUE: YES, I WAS AT THE END OF THE LINE. (LAUGHS)~~

~~MERCER: OH, A SWOONER. I GUESS YOU WERE PRETTY BROKEN UP AFTER "THE VOICE" HAD HIS RUN IN WITH THAT EMBRYONIC CHICKEN.~~

~~VAGUE: WELL, FOR TWO DAYS AFTERWARDS I WORE MY BOBBY SOCKS AT HALF-MAST. (LAUGHS) SHAME ON ME.~~

~~MERCER: ENOUGH OF THIS, MISS VAGUE. YOU SAY YOU'RE A FRUSTATED TORCH SINGER. WELL, HERE'S YOUR CHANCE TO SHOW OFF YOUR TALENTS TO PERFECTION.~~

~~VAGUE: HOW?~~

~~MERCER: YOU AND I WILL SING A DUET.~~

~~VAGUE: BUT MR. MERCER, I'VE NEVER SUNG ANY OF THESE POPULAR THINGS~~

MARCEK: You know, Miss Vague--I have a sneaking suspicion you can't sing a note.

VAGUE: That's ridiculous.....I have a beautiful voice.

MARCEK: Well, suppose you prove it.

VAGUE: I'd be glad to. Let me see.....what will I sing. You know, I used to sing a beautiful Spanish number. It went...I...I...I...I.....But I gave it up.

MARCEK: Why?

VAGUE: I sounded too egotistical. (LAUGHS)

I'll tell you what. I'll sing a ^{SOFT} little number that's recent great been one of my/successes.

MARCEK: On second thought, Miss Vague, we ^{RECALL} don't have the time. I don't think you better sing.

VAGUE: Fine. I knew you couldn't wait to hear it.

~~END OF VAGUE SINGS AND DANCES~~

MARCEK: I HAVE A LITTLE SUGGESTION. I think you better change your key.

VAGUE: I think I better change my baby. (APPROVE)

MERCER: THANK YOU, VERA VAGUE - WE'LL KEEP THE MUSIC SHOP'S SKYLIGHT WIDE OPEN SO YOU CAN DROP IN ANY TIME ON YOUR BROOM. GLAD YOU COULD BE HERE TONIGHT, PEOPLE, AND CHECK WITH US TOMORROW AT THE SAME TIME WHEN WE'LL BE BROADCASTIN' FROM THE NAVAL AIR BASE AT LOS ALAMITOS. INCIDENTALLY, YOU COULDN'T DO BETTER THAN TO ENJOY CHESTERFIELD'S NEW MUSICAL PROGRAM WHICH CAN BE HEARD EVERY TUESDAY, WEDNESDAY AND THURSDAY OVER ANOTHER NETWORK. CONSULT YOUR LOCAL NEWSPAPER FOR TIME AND STATION. IT'S REAL ENTERTAINMENT SO DON'T MISS IT. THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES ARE NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE FIRST CALL. SO, WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND COMFORT TO SOMEONE OVER THERE.

(APPLAUSE)

NILES:

MUSIC: THEME UP AND UNDER

*Vera Vague appeared thru the courtesy of the
Bob Hope Pyrovent show.*

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

FRIDAY, OCTOBER 20 -- 1944

4:00 - 4:15 PM (NBC - EAST)
8:00 - 8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: FROM THE NAVAL AIR BASE AT LOS ALAMITOS, CALIFORNIA, IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER - WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES. AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: HI, FLYERS! MY, MY - THE OLD CHESTERFIELD MUSIC SHOP'S BULGIN' WITH SEA-GULLS AND BOYS ALL DECKED OUT IN NAVY BLUE FEATHERS. LOOKS LIKE YOU'RE ALL HERE, SO JUST FOLD YOUR WINGS AND ROOST ON THE NEAREST MUSIC-STAND WHILE OUR OWN PIED PIPERS REV UP THEIR MOTORS TO GO "WILD ABOUT HARRY".

MUSIC: "I'M JUST WILD ABOUT HARRY" PIPERS, ORCH

(APPLAUSE)

MERCER: ~~NICE FLYIN', PIPERS. THANK YOU. ALONG ABOUT HERE, WITH
PAUL WESTON'S CREW BAILIN' OUT BEHIND ME, YOURS TRULY
PULLS THE RIP-CORD TO FLOAT ON DOWN WITH "THE PATTY-CAKE
MAN".~~

MUSIC: "PATTY-CAKE MAN" MERCER, ORCH

(APPLAUSE)

MERCER: THANK YOU. ^{And Now} WENDELL NILES ~~COMES OVER THE LATER COM~~ WITH
A FEW PHRASES CONCERNIN' CHESTERFIELDS.

Thank you
February

As we came into the Air Base here today,
I commented to Chip Pardin Ermon, our escort
on how well kept & ship shape the grounds were

NILES:

~~The other day I was complimenting my neighbor on his~~

garden, and he said "Believe ^{You know} me, Wendell, there's more
work to keeping it this way than meets the eye".

And that expression stuck in my mind - "There's more to
it than meets the eye". (For instance, place a
Chesterfield in with a number of other popular-brand
cigarettes. They'll all look pretty much alike...but
start smoking them and what a world of difference you'll
find. The Chesterfield will be milder and better-tasting-
cooler-smoking, too.) Naturally there's a reason for this
difference. The makers of Chesterfield buy the world's
best tobaccos - then these tobaccos are aged in huge,
modern storage warehouses until they have exactly the
degree of mellow perfection to be blended into
Chesterfield's famous, can't-be-copied formula. There
you have it - right combination, world's best tobaccos.
Make your next pack milder, cooler, better-tasting
Chesterfields, and see for yourself why more people
ask for them every day. Smoke the cigarette that
satisfies.

MERCER: THANK YOU, JO. ~~SEEIN' AS HOW I GOT THROUGH MY FIRST~~ *(elix)*
IN A FAIRLY UNORTHODOX MANNER, YOURS
~~SOLO WITHOUT CUTTIN' OUT BUZZ BOMB MERCER IS GONNA~~
TRICKY PULLS THE RIP CORD TO FLOAT AN DOWN
~~TRY AGAIN! SO, CLEAR THE RUNWAY, FELLAS, HERE WE GO -~~
WITH G.I. JIVE.
~~SKY WIDE AND HANDSOME WITH "G.I. JIVE"! CONTACT!~~

MUSIC: "G.I. JIVE" MERCER, ORCH

(APPLAUSE)

IT'S BEEN FUN HERE AT THE
Naval Air Station at Los Alamitos
AND -6-

Odes 15, Fellows
MERCER: GUESS THAT ~~WE~~ ~~HAVE TO DO IT,~~ PELICANS ~~IT'S SHOVIN' OFF~~
~~TIME FOR THE CHESTERFIELD MUSIC SHOP.~~ ~~BUT WE'LL BE~~
~~CHECKIN' WITH YOU OCCASIONALLY,~~ AND WE HOPE YOU ENJOY THAT
PACKAGE OF CHESTERFIELDS WE'RE LEAVIN' FOR EACH OF YOU.
BEFORE WE SHOVE OFF, MAY 1 EXPRESS
OUR THANKS TO CAPT. JUNIUS COTTON, LT CDR
E.E. TELLIS & LT, Wm. Wilkinson
COOPERATION. UNTIL MONDAY
FOR THEIR COURTESY. THIS IS JOHNNY MERCER AND THE
MUSIC SHOP STAFF SAYIN' "GOODNIGHT" AND "GOOD WEATHER"
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES ARE
NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE
IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE THAT
THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE
FIRST CALL. SO, WHEN YOUR DEALER IS TEMPORARILY OUT OF
CHESTERFIELDS, REMEMBER THEY'RE GIVING PLEASURE AND
COMFORT TO SOMEONE OVER THERE.
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE
NAVAL AIR BASE AT LOS ALAMITOS.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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MUSIC: "TOGETHER"...ESTABLISH FOR:

MERCER: REMEMBER THE DAYS WHEN BOBBED HAIR AND AEROPLANES WERE SOMETHING TO CRANE YOUR NECK AT? WELL, ALONG ABOUT THEN EVERYONE HUMMED A NUMBER WHICH HAS BEEN REVIVED INTO A BEST-SELLER OF TODAY. ~~THE MUSIC SHOP, BEING IN TUNE WITH THE TIMES, WE'VE ASKED~~ JO STAFFORD AND THE PIED PIPERS ~~TO~~ SING "TOGETHER".

MUSIC: "TOGETHER" STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANK YOU, JO AND PIPERS, ~~GLAD YOU WOUND UP TOGETHER.~~
VERY NICE INDEED.
~~VERY SALUBRIOUS INDEED.~~ WHICH BRINGS US TO WENDELL NILES ON THE SUBJECT OF CHESTERFIELDS.

NILES: THANK YOU, JOHNNY. WHEN YOU BUY CHESTERFIELDS YOU HAVE EVERY CONFIDENCE THAT YOU'RE GETTING THE BEST VALUE POSSIBLE, FOR SMOKERS THE WORLD OVER HAVE COME TO KNOW THAT THE NAME CHESTERFIELD ITSELF IS A GUARANTEE OF THE THREE THINGS THAT COUNT MOST IN A SMOKE - REAL MILDNESS, BETTER TASTE AND COOLER SMOKING. EXPERIENCED CHESTERFIELD TOBACCO BUYERS PURCHASE THE WORLD'S BEST TOBACCOS - PUNGENT, AROMATIC TURKISH LEAF AND MILD, RIPE TOBACCOS FROM OUR OWN TOBACCOLAND, U.S.A. THEN THESE TOBACCOS ARE AGED IN CHESTERFIELD'S HUGE, MODERN STORAGE WAREHOUSES UNTIL THEY HAVE REACHED JUST THE RIGHT DEGREE OF MELLOW PERFECTION TO BE BLENDED INTO CHESTERFIELD'S FAMOUS RIGHT COMBINATION. IT'S THIS NEVER-VARYING RIGHT COMBINATION WORLD'S BEST TOBACCOS THAT IS RESPONSIBLE FOR CHESTERFIELD'S UNFAILING MILDNESS, BETTER TASTE AND COOLER SMOKING. MAKE YOUR NEXT PACK CHESTERFIELD, AND SEE FOR YOURSELF WHY IT IS KNOWN THE WORLD OVER AS THE CIGARETTE THAT SATISFIES.

720

Music: Lady Day (ESTAR. FOR:)

MERCER: Paul Weston plays a
 (OVER MUSIC) Jimmy Mundy original -
 written especially for the
 Chesterfield Music Shop -
 Lady Day

Music: Lady Day
 (ARRANGE)

V

MERCER: ~~WE THANK YOU, WENDELL.~~ IN ORDER TO MAINTAIN OUR
UNPRECEDENTED BARBER-SHOP HARMONY, ^{TO STAFFORD} THE PIED PIPERS
AND MYSELF WILL NOW TAKE IT "ONCE OVER LIGHTLY" ON ~~THE~~ ^A
~~SAD SAGA OF A VERY UNHAPPY VEGETABLE (SAD TOMATO TO YOU)~~ ^{SOLID SEA COUNTY CONCERNING A PROVERB OF THE DEEP.}
IT IS CALLED: "AND HER TEARS FLOWED LIKE WINE".
MUSIC: "AND HER TEARS FLOWED LIKE WINE" MERCER, PIPERS, ORCH
(APPLAUSE)

NILES: WELL, JOHN, I THINK WE JUST HAVE TIME TO RUN THROUGH THE WEEK'S COMING ATTRACTIONS.

MERCER: GOOD 'NOUGH, WENDELL. TOMORROW NIGHT COMES NICK FORAN, A VERY TALENTED SINGIN' AND ACTIN' PERFORMER OF THE CINEMA...THAT MEANS MOVIES, Y'KNOW, WENDELL.

WENDELL: OF COURSE I KNOW, JOHN...WHERE DO YOU THINK I WAS RAISED, IN A VACUUM BOTTLE? HOW ABOUT THE NEW SONG.

MERCER: IT'LL BE HOT OFF THE PRESS FOR WEDNESDAY. AND THURSDAY THE MUSIC SHOP STAFF FORMS A CONGA LINE TO WELCOME THAT POPULAR SOUTH AMERICAN MINISTER WITH PORTFOLIO FULL OF RHYTHM, XAVIER CUGAT!

WENDELL: I CAN'T MISS THAT, MR. MERCER.

MERCER: NOT IF YOU EXPECT TO BE PAID, MR. NILES. *Are You Keen on Me?* ALSO YOU'RE KEEPIN' THAT DATE WE HAVE WITH The Ambitious Training Base at Oceanside AREN'T YOU? *You Be There.*

WENDELL: YOU BET I WILL, JOHN.

MERCER: SWELL...THEN WE'LL BE WAITIN' HERE TOMORROW, PEOPLE. MEANWHILE, WE HOPE THAT YOU'RE ENJOYIN' THOSE MILDER CHESTERFIELDS. THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT". (APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES ARE NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN CHESTERFIELDS SALES. TODAY WE THINK WE WILL AGREE THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE FIRST CALL. SO, WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING COMFORT AND PLEASURE TO SOMEONE OVER THERE. (APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

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14'5

14'35

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

TUESDAY OCTOBER 24 1944

4:00-4:15 PM (NBC - EAST)

8:00-8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS ~~DICK~~
FORAN!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: HEAR YE, HEAR YE! TUESDAY EVENIN' AND ALL'S WELL AT THE
CHESTERFIELD MUSIC SHOP! YES, ONCE AGAIN WE'RE ALL SET
TO DELIVER A PLEASURABLE QUARTER-HOUR OF FUN AND FANTASY, ^{WE}
AND IT'S THE PIED PIPERS AND MYSELF WHO STEP UP FOR THE ^{HOPE.}
DOWN-BEAT ON "I CAN'T GET THE ONE I WANT".

MUSIC: "I CAN'T GET THE ONE I WANT" MERCER, PIPERS, ORCH.

(APPLAUSE)

MUSIC: "I DON'T WANT TO LOVE YOU" ESTABLISH FOR:

MERCER: MISS JO STAFFORD COMES FORWARD NOW TO EXPRESS A SENTIMENT
~~I KNOW~~ SHE CAN'T POSSIBLY MEAN: "I DON'T WANT TO LOVE YOU".

MUSIC: "I DON'T WANT TO LOVE YOU" STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANK YOU, JO. WENDELL NILES, CARRYIN' HIS CHESTERFIELD<
~~OVER HIS ARM~~, COMES HITHER FROM YON FOR A FEW WORDS ..

NILES: THANK YOU, JOHNNY. WHEN YOU BUY CHESTERFIELDS YOU HAVE EVERY CONFIDENCE THAT YOU'RE GETTING THE BEST VALUE POSSIBLE, FOR SMOKERS THE WORLD OVER HAVE COME TO KNOW THAT THE NAME CHESTERFIELD ITSELF IS A GUARANTEE OF THE THREE THINGS THAT COUNT MOST IN A SMOKE - REAL MILDNESS, BETTER TASTE AND COOLER SMOKING. EXPERIENCED CHESTERFIELD TOBACCO BUYERS PURCHASE THE WORLD'S BEST TOBACCOS - PUNGENT, AROMATIC TURKISH LEAF AND MILD, RIPE TOBACCOS FROM OUR OWN TOBACCOLAND, U.S.A. THEN THESE TOBACCOS ARE AGED IN CHESTERFIELD'S HUGE, MODERN STORAGE WAREHOUSES UNTIL THEY HAVE REACHED JUST THE RIGHT DEGREE OF MELLOW PERFECTION TO BE BLENDED INTO CHESTERFIELD'S FAMOUS RIGHT COMBINATION. IT'S THIS NEVER-VARYING RIGHT COMBINATION WORLD'S BEST TOBACCOS THAT IS RESPONSIBLE FOR CHESTERFIELD'S UNFAILING MILDNESS, BETTER TASTE AND COOLER SMOKING. MAKE YOUR NEXT PACK CHESTERFIELD, AND SEE FOR YOURSELF WHY IT IS KNOWN THE WORLD OVER AS THE CIGARETTE THAT SATISFIES.

MERGER: Thank you, Carroll. Right here, quite now, it is with the greatest of pleasure that I introduce to you a fine motion picture performer and a great guy to boot (if you're crazy enough to boot a guy as big as he is)-- Dick Foran!

(AWHAW!)

MERGER: Greetings, Dick, how's every little trick?

FORAN: Okay, except, things could be worse!

MERGER: Hmm, competition. Tell me Dick, what've you been doing lately--a flicker or two?

FORAN: Well, no, Johnny--I just finished appearing in the Broadway production of "A Connecticut Yankee."

MERGER: That's swell Dick--but I really used to enjoy seeing you in those westerns. You know, I come from the cattle country myself.

FORAN: Really? What part?

MERGER: Cattleman! Hossaroo, I kinda miss the old corral. Sometimes I long to swing up into the old halter again.

FORAN: Yeah, I'll bet, John. I can see you now with your foot in the stirrle and those stirrups in your hands!

NILES: WELL, I GOT A COUPLE OF STUDIO ORDERS MYSELF.

FORAN: GREAT! WHAT WERE THEY?

~~NILES: GET OUT AND STAY OUT!~~

MERCER: ~~NEVER-MIND THIS GHEMBIN, NICK.~~ *THAT'LL BE ENOUGH OUT OF ME, I GUESS.* NOW THAT YOU'RE HERE, *DICK* HOW ABOUT US PUTTIN' ON A REAL RADIO HORSE OPERA?

FORAN: SOUNDS SWELL TO ME, JOHNNY. LET'S START SHOOTIN'!

MERCER: OKAY. WENDELL, *NILES!* WILL YOU CALL THE FIRST SHOT?

NILES: ALL RIGHT, JOHN. WE'RE ON THE AIR!

MUSIC: *WH TELL* "~~CHARGE OF LIGHT BRIGADE~~"...OVER THIS:

SOUND: HORSE'S HOOF-BEATS..UP..TERRIFIC HORSE-WHINNY..HOOF-BEATS
FADE

NILES: YES, KIDDIES, THAT WAS MAIRZY DOATES, THE WILD NIGHT-MARE -- RADIO'S MOST FAMOUS HORSE-ANALITY! BROUGHT TO YOU BY THE MAKERS OF GRANNY'S GRITTY GRANULES. MOTHERS, DO YOU HAVE TROUBLE MAKING JUNIOR TELL IF HE'S WASHED HIS EARS? IF SO, SCRUB HIM WITH A BOX OF GRANNY'S GRITTY GRANULES .. AND WE GUARANTEE THE BOY WILL COME CLEAN! REMEMBER, GRANNY'S GRITTY GRANULES SPELLED BACKWARDS .. IS A WASTE OF TIME! AND NOW BACK TO, *THE SEARCH FOR* MAIRZY DOATES, THE WONDER HORSE! ALTHOUGH *ONE* THEY'VE NEVER MET, ONE-FINGER FORAN AND ~~DEAD~~-EYE MERCER HAVE BEEN A-GUNNIN' FOR EACH OTHER. AFTER FIVE YEARS THEY MEET IN THE FRONTIER TOWN OF TWISTED ELBOW .. WHAT A JOINT! NERVES ARE TENSE AS THEIR STEELY BLUE EYES CROSS..

ONE-FINGER FORAN SPEAKS:

FORAN: HOWDY, STRANGER!

MERCER: HOWDY, STRANGER!

FORAN: SO LONG, STRANGER!

MERCER: SO LONG, STRANGER!

NILES: THE CODE OF THE OLD WEST! THESE CLEAN-LIVING MEN NEVER
SHOOT A STRANGER..UNLESS THEY KNOW HIM! IT'S FIVE YEARS
LATER .. THEY MEET AGAIN WITH ITCHING TRIGGER FINGERS!

MERCER: HOWDY, PARDNER!

FORAN: HOWDY, PARDNER!

MERCER: IS YOUR TRIGGER FINGER STILL ITCHIN', PARDNER?

FORAN: (MENACINGLY) YES, IT IS, PARDNER!

MERCER: POISON MAD, PARDNER?

FORAN: NOPE, POISON-¹⁰⁴~~GAK~~, DARN IT!

NILES: THE CODE OF THE ^{OLD}~~WILD~~ WEST! THESE CLEAN-LIVING MEN NEVER
SHOOT A PARDNER! SO, THEY FINALLY SET OUT TO FIND MAIRZY
DOATES, THE WONDER HORSE...TOGETHER...

SOUND: HORSES' DELIBERATE HOOF-BEATS

MERCER: I'M GETTIN' MOUGHTY TIRED O' THIS DESERT TRAVELIN',
ONE-FINGER. TEN DAYS AND NIGHTS WITHOUT REST.

FORAN: WHY DON'T YOU TRY RIDIN' YOUR HORSE FOR A CHANGE, ^{ONE}~~DEAD~~-EYE?

MERCER: I DID, BUT THESE LEATHER SHAPS I'M WEARIN' DON'T SEEM TO
BE GOOD FER RIDIN'.

FORAN: WELL, NO WONDER! YOU'RE SUPPOSED TO WEAR PANTS UNDER 'EM!
^{Now HE TELL ME.}

MERCER: OH. ~~WHERE'RE WE A-HEADED FER, ONE-FINGER?~~

^{Music: Wm TELL}

~~FORAN: THE DOUBLE CROSS, BAR-NONE-RANCHO.~~

~~MERCER: YUH MEAN THAT BIG WHITE RANCH WITH THE RED ROOF AND THE
SPLIT RAIL FENCE RUNNIN' ALL AROUND IT?~~

~~FORAN: THAT'S IT.~~

~~MERCER: NEVER HEARD OF IT.~~

~~FORAN: BUT YOU JUST DESCRIBED IT TO ME!~~

~~MERCER: I DID? WHAT'S IT LOOK LIKE, PARDNER?~~

~~FORAN: IT'S A BIG WHITE RANCH WITH A RED ROOF AND A SPLIT RAIL
FENCE RUNNIN' AROUND IT.~~

NILES: THE CODE OF THE OLD WEST. WILL THEY EVER FIND MAIRZY
DOATES? WILL THEY EVER FIND JOHN'S ^{OTHER} PANTS? HMMM. HOW
ABOUT IT, JOHN?

MERCER: WELL, I DON'T KNOW, WENDELL, WE'LL HAVE TO WORK THAT OUT
IN ANOTHER EPISODE. RIGHT NOW, I KNOW OUR CUSTOMERS ARE
WAITIN' TO HEAR DICK SING. WHAT'S IT GONNA BE, DICK?

FORAN: SUPPOSE WE SWITCH FROM THE WESTERN RANGE TO THE BROADWAY
STAGE---SINCE THAT'S WHAT I'M DOING NOW. I'D LIKE TO SING
ONE OF THE HIT-~~TUNES~~ ^{SONGS} FROM "VERY WARM FOR MAY." IT'S
CALLED "ALL THE THINGS YOU ARE".

MERCER: THAT'LL BE FINE, DICK. PAUL WESTON WILL SET THE STAGE.....

MUSIC: "ALL THE THINGS YOU ARE" FORAN, ORCH
(APPLAUSE)

MERCER: THAT WAS WONDERFUL, ~~DICK~~ FORAN. WE'LL BE GLAD TO CONTINUE OUR LITTLE SERIAL ANYTIME YOU WANT TO VISIT AGAIN. WELL, MUSIC-SHOPPERS, WE'LL HAVE TO TEAR ANOTHER LEAF OFF THE OLD CALENDAR AND PUT OUT THE CAT. BUT C'MON OVER TOMORROW, WILL YOU? AND BRING YOUR CHESTERFIELDS, THEY ADD TO THE ENJOYMENT OF ANY OCCASION .. THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES ARE NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE FIRST CALL. SO, WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING COMFORT AND PLEASURE TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP & UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
WEDNESDAY, OCTOBER 25, 1944
4:00-4:15 PM (NBC - EAST)
8:00-8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S YOUR SINGING PROPRIETOR,
JOHNNY MERCER!

MUSIC: THEME TO FINISH

MERCER: WELL, GUESS THERE'S NO NEED TO TELL ALL YOU FAITHFUL
PATRONS THAT THIS IS THE CHESTERFIELD MUSIC SHOP -
SO I WON'T MENTION IT. *FIRST OFF FOR THOSE OF YOU WHO*
JUST GRAB A BALL OF TWINE AND
CAN'T GET TO NY TO SEE THE B+W SUCCESS
~~STRING ALONG WITH THE PIED PIPERS AND ME AS WE HITCH~~
"BLOONER GIRL," I'LL GIVE YOU MY ROADSHOW VERSION
~~A RIDE ON PAUL WESTON'S BAND WAGON TO GO "SING IN DOWN~~
OF A FEATURED No. CALLED EVELINA.
~~THE ROAD".~~

MUSIC: "SING IN DOWN THE ROAD" EVELINA MERCER, ORCH

(APPLAUSE)

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MUSIC: MEMORY THEME...ESTABLISH FOR:

MERCER: BACK IN THE DAYS WHEN THE ONLY 'JUKE-BOX' WAS A
GRAMAPHONE, AND 'JAM' WAS SOMETHING YOU SPREAD ON TOAST,
THERE WAS ONE PARTICULAR TUNE SUNG BY MANY A BEAU BRUMMEL
TO HIS GIBSON GIRL - AND THE PIED PIPERS, IN THEIR
Blazers & Bell Bottoms
~~HIGH-BUTTON SHOES~~, STEP FORWARD TO SING IT FOR US NOW.
THE TUNE? "GIRL OF MY DREAMS".

MUSIC: "GIRL OF MY DREAMS" PIED PIPERS, ORCH
(APPLAUSE)

MERCER: THANK YOU, PIPERS. ~~RIGHT HERE, I DO BELIEVE~~ *And here is*
~~WENDELL NILES WOULD LIKE TO EXPOUND~~ *with* A FEW FACTS
ABOUT CHESTERFIELDS...

NILES: THANK YOU, JOHNNY. WHEN YOU BUY CHESTERFIELDS YOU HAVE EVERY CONFIDENCE THAT YOU'RE GETTING THE BEST VALUE POSSIBLE, FOR SMOKERS THE WORLD OVER HAVE COME TO KNOW THAT THE NAME CHESTERFIELD ITSELF IS A GUARANTEE OF THE THREE THINGS THAT COUNT MOST IN A SMOKE - REAL MILDNESS, BETTER TASTE AND COOLER SMOKING. EXPERIENCED CHESTERFIELD TOBACCO BUYERS PURCHASE THE WORLD'S BEST TOBACCOS - PUNGENT, AROMATIC TURKISH LEAF AND MILD, RIPE TOBACCOS FROM OUR OWN TOBACCOLAND, U.S.A. THEN THESE TOBACCOS ARE AGED IN CHESTERFIELD'S HUGE, MODERN STORAGE WAREHOUSES UNTIL THEY HAVE REACHED JUST THE RIGHT DEGREE OF MELLOW PERFECTION TO BE BLENDED INTO CHESTERFIELD'S FAMOUS RIGHT COMBINATION. IT'S THIS NEVER-VARYING RIGHT COMBINATION WORLD'S BEST TOBACCOS THAT IS RESPONSIBLE FOR CHESTERFIELD'S UNFAILING MILDNESS, BETTER TASTE AND COOLER SMOKING. MAKE YOUR NEXT PACK CHESTERFIELD, AND SEE FOR YOURSELF WHY IT IS KNOWN THE WORLD OVER AS THE CIGARETTE THAT SATISFIES.

MUSIC: "DON'T YOU NOTICE"...ESTABLISH FOR:

MERCER: AS IF ANYTHING COULD FAIL TO NOTICE JO STAFFORD'S
GRACE AND CHARM. THE LOVELY LADY IN QUESTIONS ASKS:
"DON'T YOU NOTICE?"

MUSIC: "DON'T YOU NOTICE" STAFFORD, ORCH

(APPLAUSE)

Music Error. For:

MERCER
(OVER
MUSIC)

In the absence of Jo
Stafford who is a sick
soldier today June
Hutton expresses the sentiment
of all of us as she sings
"Don't you know I care."

Music Don't You Know I Care

(APPLAUSE)

MERCER:

~~THANKS, MISS JO.~~ AFTER DEVELOPIN' CALLOUSES ON ~~MY~~ THUMBS FROM BUTTONHOLIN' THE SONG-WRITERS IN TOWN FOR A NEW NUMBER, (AND TO NO AVAIL), PAUL WESTON AND I REALIZED THAT DIRE NECESSITY HAD REARED ITS UGLY HEAD. ~~SO I REARED MY UGLY HEAD AND~~ ^{Accord} ~~ASKED~~ ^I ~~PAUL,~~ ^{Wanted} IF HE'D HELP ME WRITE AN OPUS FOR TONIGHT. HE ACQUIESCED...BUT I INSISTED UNTIL HE SAID "YES". OUR INSPIRATION ORIGINATED RIGHT HERE IN THE MUSIC SHOP...I WON'T MENTION HER NAME, BUT THE INITIALS ARE JUNE HUTTON, THE PIED PIPERS PIN-UP CHICK. AND WE DERIVED OUR TITLE FROM THE DELICATE EXPRESSION MISS HUTTON UTTERS WHEN ~~SHE'S~~ SHE'S UNDULY TEASED. WITH PAUL'S MUSIC AND JUNE'S PERMISSION, ^{THE PIED PIPERS AND I} ~~I~~ ^{Now} LIKE TO SING "AW, C'MON NOW!"

MUSIC: "AW, C'MON NOW!" MERCER, ORCH
 (APPLAUSE)

MERCER: THANK YOU KINDLY. WELL, GUESS THAT'LL HAVE TO DO IT
FOR NOW, PATRONS. GOTTA START LOCKIN' UP THE OLD
CHESTERFIELD MUSIC SHOP AND LOOKIN' UP MY SPANISH BOOK
For Tomorrow We
~~TO~~ WELCOME THAT EMINENT EMISSARY ~~TOMORROW~~ FROM RHUMBA-
This is Johnny Mercer Reminding You Once
LAND, XAVIER CUGAT!, ~~INCIDENTALLY,~~ FOLKS, WAR BONDS ARE *Again*
That
THE SAFEST INVESTMENT IN THE WORLD -- BUY THEM AND
KEEP THEM TO SAFEGUARD YOUR OWN POST-WAR SECURITY.
~~THIS IS JOHNNY MERCER SAYIN'~~ "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES ARE
NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE
IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE
THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE
FIRST CALL. SO, WHEN YOUR DEALER IS TEMPORARILY OUT OF
CHESTERFIELDS, REMEMBER THEY'RE GIVING COMFORT AND
PLEASURE TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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CHESTERFIELD MUSIC SHOP

AGENCY
(REVISED)
As Broadcast

Thursday, October 26, 1944

4:00-4:15 pm (NBC-EAST)
8:00-8:15 pm (NBC-PAC)

MUSIC: THEME...FADE FOR:

MILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA...THE PIED
 PIPERS WITH JUNE HUTTON - AND YOURS TRULY, WENDELL NILES.
 AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS XAVIER
 CUGAT!

MUSIC: THEME TO FINISH:

(APPLAUSE)

MERCER: WELL, THANK YOU KINDLY CUSTOMERS. YOU'VE DROPPED IN THE
 CHESTERFIELD MUSIC SHOP JUST IN TIME TO HEAR THE PIED
 PIPERS WITH JUNE HUTTON EXPOUND ABOUT OUR FURRY FRIEND,
 "TABBY, THE CAT".

MUSIC: TABBY THE CAT.....MERCER, PIPERS, ORCH:

f

MUSIC: "WISH YOU WERE WAITING...EST.

MERCER: (OVER MUSIC) IN RESPONSE TO MANY REQUESTS (MOSTLY FROM RELATIVES) TO HEAR MY AIMLESS ~~STORY~~ ^{BARITONE} AGAIN, I'D LIKE TO OUTLINE A MUSICAL VIGNETTE OF MODERN TIMES. THE LOCALE: GRAND CENTRAL STATION, THE MAIN CHARACTERS: A BOY AND GIRL, AND THE TITLE: "I WISH YOU WERE WAITING FOR ME".

MUSIC: "I WISH YOU WERE WAITING FOR ME" . . MERCER, ORCH.

(APPLAUSE)

MERCER: THANK YOU. WENDELL NILES HAS BEEN WAITING TO TELL US ABOUT CHESTERFIELDS, WENDELL!!

NILES: THANK YOU, JOHNNY. WHEN YOU BUY CHESTERFIELDS YOU HAVE EVERY CONFIDENCE THAT YOU'RE GETTING THE BEST VALUE POSSIBLE, FOR SMOKERS THE WORLD OVER HAVE COME TO KNOW THAT THE NAME CHESTERFIELD ITSELF IS A GUARANTEE OF THE THREE THINGS THAT COUNT MOST IN A SMOKE - REAL MILDNESS, BETTER TASTE AND COOLER SMOKING. EXPERIENCED CHESTERFIELD TOBACCO BUYERS PURCHASE THE WORLD'S BEST TOBACCOS - PUNGENT, AROMATIC TURKISH LEAF AND MILD, RIPE TOBACCOS FROM OUR OWN TOBACCOLAND, U.S.A. THEN THESE TOBACCOS ARE AGED IN CHESTERFIELD'S HUGE, MODERN STORAGE WAREHOUSES UNTIL THEY HAVE REACHED JUST THE RIGHT DEGREE OF MELLOW PERFECTION TO BE BLENDED INTO CHESTERFIELD'S FAMOUS RIGHT COMBINATION. IT'S THIS NEVER-VARYING RIGHT COMBINATION WORLD'S BEST TOBACCOS THAT IS RESPONSIBLE FOR CHESTERFIELD'S UNFAILING MILDNESS, BETTER TASTE AND COOLER SMOKING. MAKE YOUR NEXT PACK CHESTERFIELD, AND SEE FOR YOURSELF WHY IT IS KNOWN THE WORLD OVER AS THE CIGARETTE THAT SATISFIES.

MERCER: THURSDAY BEING GUEST NIGHT HERE IN THE CHESTERFIELD MUSIC SHOP, WE ARE FORTUNATE TO HAVE WITH US A FELLOW WHO'S DONE MORE TO POPULARIZE LATIN-AMERICAN MUSIC IN THIS COUNTRY THAN ANYONE WE CAN THINK OF, THE RUMBA KING, XAVIER CUGAT!
(APPLAUSE)

CUGAT: THANK YOU ^{Muchas gracias} ~~VERY MUCH~~, SENOR MERCER.

MERCER: XAVIER...

CUGAT: (CORRECTING) XAVIER.

MERCER: THANK YOU. XAVIER, THEY TELL ME YOU'RE MAKING A PICTURE OUT AT MGM WITH LANA TURNER.

CUGAT: OH YES. WE'RE SORT OF FOLLOWING THE GOOD NEIGHBOR POLICY.

MERCER: YES. AND SHE'S A GOOD NEIGHBOR TO FOLLOW.

CUGAT: SENOR MERCER, DON'T TELL ME YOU ARE A KANGA-WOLF.

MERCER: A KANGA-WOLF - WHAT'S THAT?

CUGAT: A WOLF WITH A POUCH.

MERCER: WELL, COME NOW, XAVIER...

CUGAT: (CORRECTING) XAVIER.

MERCER: ~~THANK YOU~~, YOU KNOW, ~~XAVIER~~, YOU LATIN HAVE QUITE A ROMANTIC REPUTATION.

CUGAT: AH YES. IN MY YOUNGER DAYS I WAS KNOWN AS THE VAN JOHNSON OF ~~ALVARO~~ ^{OLIVERA} STREET.

MERCER: BESIDES THE PICTURE AT METRO YOU'RE AT CIRO'S, TOO?

CUGAT: SENOR MERCER, YOU MUST COME OVER SOME EVENING, I KNOW YOU WILL ENJOY IT.

MERCER: UN-UN. LAST TIME I WAS THERE I HAD TROUBLE GETTING A TABLE.

CUGAT: YOU DO?

MERCER: YOU SEE, THEY SEAT YOU ACCORDING TO YOUR IMPORTANCE IN HOLLYWOOD. FOR INSTANCE, CLARK GABLE ALWAYS GETS A RING SIDE SEAT.

CUGAT: I SEE. THEY SEAT YOU FAR BACK?

MERCER: I WON'T SAY THEY SAT ME FAR BACK. BUT THE VOCALIST WAS SINGING: "I'M DREAMING OF A WHITE CHRISTMAS" ... SHE LOOKED BACK AT ME AND SANG: "I'LL BE WITH YOU IN APPLE BLOSSOM TIME."

CUGAT: THAT IS TOO BAD. NEXT TIME YOU COME I WILL SEE YOU GET A GOOD TABLE THE BEST.

MERCER: I DON'T THINK I CAN MAKE IT. I'M AFRAID CIRCLES IS A LITTLE TOO STEEP FOR MY PLEBIAN POCKETBOOK.

CUGAT: OH SENOR, YOU WILL BE MY GUEST.

MERCER: I STILL DON'T THINK ... PERHAPS SOME OTHER TIME.

CUGAT: EVERYTHING PAID FOR!

MERCER: ~~(AFTER PAUSE) I'LL BE THERE TOMORROW NIGHT.~~ *THANK YOU - I WILL BE YOUR FAN OF THE MUSIC YOU WRITE.*

CUGAT: ~~YOU KNOW,~~ MR. MERCER, WE LATINS ARE VERY FOND OF THE MUSIC YOU WRITE.

MERCER: WELL, THAT'S NICE, XAVIER.

CUGAT: (CORRECTING) XAVIER.

MERCER: THAT'S NICE, XAVIER.

CUGAT: WE LIKE ESPECIALLY THAT ONE YOU WROTE - "MARZY DOTES". *THAT WAS A GOOD ONE, YOU KNOW.*

MERCER: I DIDN'T WRITE "MARZY DOTES".

CUGAT: THAT OTHER ONE YOU WROTE - "PISTOL PACKING MAMMA?"

MERCER: I DIDN'T WRITE "PISTOL PACKIN' MAMMA."

CUGAT: THAT OTHER ONE YOU WROTE "IS YOU IS OR IS YOU AIN'T?"

MERCER: I DIDN'T WRITE THAT EITHER.

CUGAT: (LOOKS AT HIM) DON'T WRITE ^{VERY} MUCH, DO YOU?

MERCER: YOU KNOW, XAVIER.

CUGAT: XAVIER.

MERCER: XAVIER, I CAN'T GET OVER HOW WELL YOU SPEAK ENGLISH.

CUGAT: OH, YOU THINK I HAVE LOST MY "ACCIDENT", OR DO YOU THINK MY PRONUNCIATION SHOWS A LACK OF COMPREHENSION OF THE RESONANT VOWEL SOUNDS AND ANNUNCIATIONS OF THE ENGLISH LANGUAGE? *Do You?*

MERCER: THAT'S HARD TO SAY.

CUGAT: YOU'RE TELLING ME.

MERCER: DID YOU EXPERIENCE MUCH DIFFICULTY LEARNING ENGLISH?

CUGAT: NO TOO MUCH. YOU SEE, I LEARNED TO SPEAK ENGLISH BY LISTENING TO THE RADIO. I EVEN LEARNED ^{How} TO SPELL THAT WAY.

MERCER: YOU LEARNED TO SPELL - LISTENING TO THE RADIO?

CUGAT: I'LL NEVER FORGET THE FIRST WORD I LEARNED TO SPELL: (SINGS) M-U-N-T-Z SPELLS MUNTZ!

NILES: JOHNNY ... OH, EXCUSE ME.

MERCER: OH, WENDELL, I'D LIKE YOU TO MEET OUR GUEST TONIGHT. ONE OF THE OUTSTANDING EXPONENTS OF LATIN-AMERICAN RHTHMNS.

NILES: PLEASE TO MEET YOU, MISS MIRANDA.

MERCER: NO, WENDELL, THIS IS XAVIER CUGAT.

CUGAT: (CORRECTING) XAVIER.

MERCER: THANK YOU. XAVIER, MAY I PRESENT WENDELL NILES, OUR ANNOUNCER.

CUGAT: AH, SENOR, (SPANISH AD LIB)

NILES: I KNOW - BUT DO YOU PAY TRACK ODDS?

CUGAT: DO YOU SPEAK SPANISH, SENOR NILES.

NILES: *Do I speak Spanish?*
GET A LOAD OF THIS ... (SPANISH)

CUGAT: BUT WHAT DOES IT MEAN?

NILES: WHO KNOWS -- I READ IT OFF A SUBWAY WALL. WELL, SO LONG, FELLOWS, DON'T TAKE ANY WOODEN PESOS.

MERCER: XAVIER, WHAT DO YOU THINK OF WENDELL NILES?

CUGAT: (LONG STRING OF SPANISH ENDING WITH "JERK")

MERCER: I SEE WHAT YOU MEAN. YOU KNOW, XAVIER, THERE'S ONE THING THAT ALWAYS PUZZLES ME. HOW DO YOU LATIN ALWAYS WRITE SUCH FIERY TUNES?

CUGAT: IT IS SOMETHING DOWN INSIDE. A WARM, BURNING FEELING, DOWN HERE, THAT KEEPS US RESTLESS, UNEASY.

MERCER: HAVE YOU TRIED ~~BROWN Seltzer?~~ ^{TUMS}

CUGAT: OH SENOR, YOU MAKE A ^{GOOD} JOKE ... YES?

MERCER: I MAKE A JOKE .. NO. XAVIER, SUPPOSE YOU TELL US WHAT YOU'RE GOING TO PLAY.

CUGAT: I HAVE BROUGHT ALONG ~~FEW~~ ⁷ OF THE GENTLEMEN FROM MY RYTHMN SECTION AND ^{IF I CAN BORROW PAUL WEISSON'S BAND} WE WOULD LIKE TO GIVE YOU OUR

INTERPRETATION OF "TICO, TICO".

MERCER: *MUY BIEN. SODIO JACK.*
TICO TICO

CUGAT AND THE BOYS

(APPLAUSE)

MERCER: BRAVO, ^{TERRIFIC} ~~THAT WAS~~ TERRIFIC, ^{SENOR} ~~XAVIER~~ CUGAT. ^{Thank You, -8 XAVIER.} AND DON'T FORGET
TO DROP IN AGAIN BEFORE YOU DROP YOUR ACCENT. ~~RIGHT~~
~~NOW, MUSIC-SHOPPERS, THE END OF OUR LITTLE EXTRAVAGANZA~~
~~HAS BEEN REACHED AND WE'VE GOTTA START DRAWIN' THE~~
~~SHADES.~~ ^{TOWNS} TOMORROW WE'LL BE AIR-WAVIN' FROM THE AMPHIBIOUS
TRAINING BASE AT OCEANSIDE. MEANWHILE, ENJOY THOSE
COOLER-SMOKIN' CHESTERFIELDS... THIS IS JOHNNY MERCER
SAYIN' "GOODNIGHT"..

~~(APPLAUSE)~~

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES
ARE NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL
INCREASE IN CHESTERFIELD SALES. TODAY WE THINK YOU
WILL AGREE THAT THE MEN AND WOMEN IN OUR FIGHTING
FORCES SHOULD HAVE FIRST CALL. SO, WHEN YOUR DEALER
IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE
GIVING COMFORT AND PLEASURE TO SOMEONE OVER THERE.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

G-

THE CHESTERFIELD MUSIC SHOP
FRIDAY, OCTOBER 27 - 1944

AGENCY
As Broadcast
TIMED

MUSIC: THEME.....FADE FOR:

NILES: From the United States Navy Amphibious Training Base at Oceanside, California, it's the Chesterfield Music Shop starring Johnny Mercer - with Jo Stafford - Paul Weston's orchestra - the Pied Pipers with June Hutton - and yours truly, Wendell Niles. And here's Johnny Mercer!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: My, my.....if the Chesterfield Music Shop hasn't been invaded by their nibs--the Amphibs. And since they're all experienced navigators, I'm gonna ask them to bear with Paul Weston, the Pied Pipers, and myself as we steer a course over the coral reefs of "How Many Hearts Have you Broken."

MUSIC: "HOW MANY HEARTS HAVE YOU BROKEN"

(APPLAUSE)

MERCER: Right here Paul Weston and the boys give us one of their more melodic and groovy efforts, directed at every fellow in our audience--"You're a Builder-Upper."

MUSIC: "YOU'RE A BUILDER UPPER" ORCH

(APPLAUSE)

MERCER: Thank you. And now Wendell Niles takes over for Chesterfield.

550

NILES:

THANK YOU, JOHNNY. WHEN YOU BUY CHESTERFIELDS YOU HAVE EVERY CONFIDENCE THAT YOU'RE GETTING THE BEST VALUE POSSIBLE, FOR SMOKERS THE WORLD OVER HAVE COME TO KNOW THAT THE NAME CHESTERFIELD ITSELF IS A GUARANTEE OF THE THREE THINGS THAT COUNT MOST IN A SMOKE - REAL MILDNESS, BETTER TASTE AND COOLER SMOKING. EXPERIENCED CHESTERFIELD TOBACCO BUYERS PURCHASE THE WORLD'S BEST TOBACCOS - PUNGENT, AROMATIC TURKISH LEAF AND MILD, RIPE TOBACCOS FROM OUR OWN TOBACCOLAND, U.S.A. THEN THESE TOBACCOS ARE AGED IN CHESTERFIELD'S HUGE, MODERN STORAGE WAREHOUSES UNTIL THEY HAVE REACHED JUST THE RIGHT DEGREE OF MELLOW PERFECTION TO BE BLENDED INTO CHESTERFIELD'S FAMOUS RIGHT COMBINATION. IT'S THIS NEVER-VARYING RIGHT COMBINATION WORLD'S BEST TOBACCOS THAT IS RESPONSIBLE FOR CHESTERFIELD'S UNFAILING MILDNESS, BETTER TASTE AND COOLER SMOKING. MAKE YOUR NEXT PACK CHESTERFIELD, AND SEE FOR YOURSELF WHY IT IS KNOWN THE WORLD OVER AS THE CIGARETTE THAT SATISFIES.

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V

MUSIC: "I REALIZE NOW" (ESTABLISH FOR:)

MERCER: Jo Stafford still being absent from our crew because of illness, June Hutton breaks away from the Pied Pipers long enough to take over the ballad department as she sings "I Realize Now."

MUSIC: "I REALIZE NOW"
(APPLAUSE)

INTRO: When I was a little ^{Tot} ~~child~~ at my father's knee, the following song was regarded as an ancient and venerable one. But just to show you the kind of writer Mr. Foster was, listen to the way it jumps even in spite of the added handicap of my vibrato. Those good notes you hear will be the Pied Pipers and the song will be the "Camptown Races."

VERSE: "CAMPTOWN RACES"

(APPLAUSE)

MERCER: Today, October 27th, is Navy Day - and we here in the Music Shop want to salute our gallant men and women in the service by reminding those at home that the Navy's job in the Pacific has just begun. In every way possible we must continue our support. Right now, our special thanks to Captain J. R.

Lennon and Lieutenant (J.G.) C. A. Hadley for their courteous cooperation. *WE'VE HAD A WONDERFUL TIME WITH*

AND WE HOPE YOU ENJOY THEM
Training Base. ~~all you seamen here at the Amphibious~~ pack of Chesterfields ~~over to~~
WE'RE LEAVING FOR EARTH AS YOU, LOOKS LIKE
~~since the other men are advised to leave our after hours club?~~
TIME FOR US TO SMOKE OFF. BUT WE'LL BE COMIN'
~~We'll be right back and I tell our listeners to tune~~
AS YOU OVER THE WIRELESS DEAR MENDSON,
~~in Monday and... This is Johnny Mercer saying "Goodnight."~~

UNTIL THEN ON REPORT OF THE EMERGENCY
(APPLAUSE) *MUSIC SHIP GONE THIS IS JOHNNY*
MERCER SAYIN' GOODNIGHT.

MUSIC: THEME

MILES: This is Wendell Miles again. Friends, our factories are normally kept busy keeping up with the natural increase in Chesterfield sales. Today, we think you will agree that the men and women in our fighting forces should have first call. So, when your dealer is temporarily out of Chesterfields, remember they're giving comfort and pleasure to someone over there.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNOR: THE CHESTERFIELD MUSIC SHOP COMES TO YOU FROM THE AMPHIBIOUS TRAINING BASE AT OCEANSIDE.
THIS IS THE NATIONAL BROADCASTING COMPANY.

Get your old. fast time, and build your
ride
with the sets who are stationed
here at Oceanside
.....

AGENCY

As Broadcast

CHESTERFIELD MUSIC SHOP

MONDAY, OCTOBER 30 - 1944

4:00-4:15 PM (NBC - EAST)
8:00-8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE
PIED PIPERS WITH JUNE HUTTON - AND YOURS TRULY,
WENDELL NILES. AND HERE'S YOUR SINGING PROPRIETOR -
JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: SURE 'NOUGH, LADS AND LASSIES, WE'RE DIGGIN' INTO ANOTHER
WEEK AT THE CHESTERFIELD MUSIC SHOP. JUST PULL UP THE
NEAREST PILE OF RECORDS AND SIT DOWN WHILE ^{*Yours Truly*} ~~THE PIED PIPERS~~
~~OPENS UP ON A CONFIDENTIAL NOTE. YET -~~
~~AND MYSELF HITCH A VOCAL RIDE ON PAUL WESTON'S BAND WAGON~~
~~HAPPY DAY - I'M GONNA SEE MY BOY.~~
~~TO GO "SINGIN' DOWN THE ROAD".~~

MUSIC: "SINGIN' DOWN THE ROAD" PIERS, MERCER, ORCH

(APPLAUSE) *I'm Gonna See My Boy.*

MERCER: ~~NICE GOIN', WENDELL.~~ WITH THE IDEA OF MAKIN' YOU FEEL
 REALLY AT HOME HERE IN THE MUSIC MART, FROM TIME TO TIME
 WE INTRODUCE A MEMBER OF PAUL WESTON'S GROUP. TONIGHT
 WE WANT YOU TO MEET OUR VERSATILE FIRST VIOLINIST,
 ROBERT BARENE, WHO ^{HAS CHOSEN TO PLAY FOR US} ~~TAKES HIS BOW AND MAKES A BOW WITH HIS~~
~~INTERPRETATION OF~~ ^{EVERLASTINGLY} THE BEAUTIFUL "AVE MARIA", ^{BY SCHUBERT.} ~~BY~~

MUSIC: "AVE MARIA" BARENE, PIANO

(APPLAUSE)

MERCER: *That's very beautiful
 Beautifully done Bob -
 Thank you,
 And now Wendell Miller for
 Christyfield.*

NILES: As you look for your favorite cigarette today be sure to keep this in mind. To meet the great and ever growing demand for Chesterfields by the man and women in our armed forces and the folks here at home our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here ^{at} ~~on the home front~~ you can smoke them with every confidence for the quality never varies. Chesterfields give you the three things every smoker wants -- real mildness, a cooler smoke, and a far better taste. Whenever you buy ^a ~~any~~ cigarettes look for Chesterfields. Their right combination - world's best tobaccos gives you the cigarette that satisfies.

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MUSIC: "THERE'S MAGIC IN THE MOON"...ESTABLISH FOR:

MERCER: THIS EVENIN' WE'RE HAPPY TO WELCOME BACK MISS JO STAFFORD
FROM A SHORT ILLNESS. LOOKIN' AS RADIANT AS EVER, JO
PROVES HER COMPLETE RECOVERY BY SINGIN': "~~THERE'S~~ MAGIC
IN THE MOON *ALIGHT*.

MUSIC: "THERE'S MAGIC IN THE MOON" STAFFORD, ORCH
(APPLAUSE)

~~MERCER: THANK YOU, JO. AND AT THIS MOMENT IT'S WENDELL NILES
WHO TELLS US ABOUT CHESTERFIELDS.~~

Thank you, Jo. There's magic in ~~the~~ ^{your} ~~voice~~ ⁻⁵⁻ ~~the~~
MERCER: ~~A VERY FINE PERFORMANCE, BOB, THANK YOU.~~ RIGHT HERE,
VISITORS, SEEIN' AS IT'S INDIGO MONDAY, WHAT COULD BE
MORE APPROPRIATE THAN JO STAFFORD, THE PIED PIPERS AND
MYSELF GETTIN' TOGETHER FOR A SPELL OF THE "MEMPHIS
BLUES".

MUSIC: "MEMPHIS BLUES" ALL, ORCHESTRA
(APPLAUSE)

Thank you.

MERCER: WELL, WENDELL, DID YOU NOTICE MY OBLIGATTO?
NILES: DON'T WORRY ABOUT IT, JOHN, IT WASN'T SHOWING. LOOK,
OLD PAL, JUST FOR A CHANGE SUPPOSE I READ OFF THIS WEEK'S
LINE-UP BY MYSELF? I'M ALL SET - STUDIED ALL NIGHT.
MERCER: YOU MEAN YOU WANT TO SAY THAT TOMORROW WE'RE EXPECTIN'
PARAMOUNT'S NEW SINGIN' FIND, BOB GRAHAM?
NILES: THAT'S RIGHT, JOHN.
MERCER: AND YOU'RE GONNA MENTION THAT WEDNESDAY WE'RE STARTIN' OFF
A NEW NUMBER?
NILES: THAT'S RIGHT, JOHN.
MERCER: DON'T FORGET THURSDAY THAT HIGH-PRESSURE SALESMAN OF
COMICAL CAPERS, PHIL SILVERS, IS COMIN' OVER.
NILES: THAT'S RIGHT, JOHN. (I'M IN A RUT!)
MERCER: AND OF COURSE YOU'LL STATE WE'RE GONNA VISIT THE
LONG BEACH NAVAL HOSPITAL ON FRIDAY?
NILES: OH, NATURALLY. CAN I START NOW?
MERCER: I'M SORRY, WENDELL...THERE ISN'T TIME. ^{NILES: FINE} MATTER OF FACT
WE'LL HAVE TO CALL IT AN EVENIN' AND TELL OUR LISTENERS
THAT THIS IS JOHNNY MERCER, COUNTIN' ON YOU TO KEEP THOSE
CHESTERFIELDS BURNIN' AND, UNTIL TOMORROW, WISHIN YOU
A VERY "GOOD NIGHT".
(APPLAUSE)
MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, OUR FACTORIES ARE NORMALLY KEPT BUSY KEEPING UP WITH THE NATURAL INCREASE IN CHESTERFIELD SALES. TODAY WE THINK YOU WILL AGREE THAT THE MEN AND WOMEN IN OUR FIGHTING FORCES SHOULD HAVE FIRST CALL. SO, WHEN YOUR DEALER IS TEMPORARILY OUT OF CHESTERFIELDS, REMEMBER THEY'RE GIVING COMFORT AND PLEASURE TO SOMEONE OVER THERE.

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP
TUESDAY, OCTOBER 31, 1944

4:00-4:15 PM (NBC-EAST)
8:00-8:15 PM (NBC- PAC)

MUSIC: THEME....FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER WITH
 JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED PIPERS
 WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES. AND
 HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS BOB GRAHAM!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: WELL, HAPPY HALLOWE'EN, EVERYBODY! THAT'S RIGHT, IT'S THE
 CHESTERFIELD MUSIC SHOP ALL DECKED OUT WITH HOLIDAY
 FIXIN'S AND COMIN' AT YOU OVER A GHOST GO GHOST HOOKUP!
 AND ^{THE SPOOK IS} ~~THE~~ YOURS TRULY, IN MY NEAT SHEET WITH THE REET
 PLEAT, WHO MAKES THINGS CHEERFULLY UNCOMFORTABLE BY MOANIN'
 OVER WHAT "I NEVER KNEW".

MUSIC: "I NEVER KNEW"

MERCER, ORCH

(APPLAUSE)

MERCER: AT THIS POINT IN OUR LITTLE SEANCE, I WAVE MY MAGIC
WAND OVER JO STAFFORD AND THE PIED PIPERS AND TURN THEM
ALL INTO PUMPKINS. THEY ROLL FORWARD TO SING --
"AN INVITATION TO THE BLUES" -- WHICH IS SOME PUMPKIN.

MUSIC: "INVITATION TO THE BLUES" STAFFORD, PIPERS, ORCH
(APPLAUSE)

MERCER: A VERY BEWITCHING INVITATION, JO AND PIPERS.
RIGHT HERE WENDELL NILES STOPS BOBBIN' FOR APPLES TO TELL
US ABOUT CHESTERFIELDS....

NILES: Thank you, Johnny. As you look for your favorite cigarette today be sure to keep this in mind. To meet the great and ever growing demand for Chesterfields by the men and women in our armed forces and the folks here at home our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front you can smoke them with every confidence for the quality never varies. Chesterfields give you the three things every smoker wants -- real mildness, a cooler smoke, and a far better taste. Whenever you buy cigarettes look for Chesterfields. Their right combination - world's best tobaccos gives you the cigarette that satisfies.

v

MERCER: ~~WELL SAID, WENDELL, AND OF COURSE AT EVERY PARTY COMES
STORY TELLIN' TIME, WHICH TASK WE'VE RELEGATED TO THOSE
FABRICATIN' PIED PIPERS WHO SPIN THE EPIC OF "PEGGY, THE
PIN-UP GIRL"~~

MUSIC: "PEGGY, THE PIN-UP GIRL" PIPERS, ORCH
(APPLAUSE)

MERCER: NICELY TOLD, PIPERS. BESIDES BEIN' HALLOWE'EN, THIS IS TUESDAY (A VERY PROFOUND OBSERVATION) AND JUST TO REFUTE THE RUMOR THAT I CAN'T STAND COMPETITION, I KINDA THOUGHT YOU'D LIKE TO MEET A REAL SINGER. HE'S A PROMISING YOUNG MAN, FRESH OUT OF THE ARMY..MATTER OF FACT HE'S SO FRESH HE'LL PROMISE ANYTHING -- BOB GRAHAM!

(APPLAUSE)

MERCER: WELL, BOB, MAKE YOURSELF AT HOME. WHATCHA BEEN DOIN' SINCE YOUR MILITARY EXIT?

GRAHAM: OH, I WAS FORTUNATE ENOUGH TO LAND A CONTRACT WITH PARAMOUNT, JOHNNY, AND NOW I'M JUST WAITING FOR STUDIO ORDERS.

MERCER: IS THAT SO? I GOT A COUPLE OF STUDIO ORDERS MYSELF, Y'KNOW.

GRAHAM: SAY, THAT'S GREAT! WHAT WERE THEY?

MERCER: GET OUT AND STAY OUT! BY THE WAY, BOB, I HEAR YOU WERE SOLOIST WITH GLENN MILLER'S 1st ARMY BAND.

GRAHAM: THAT'S RIGHT, JOHNNY.

MERCER: GOOD 'NOUGH! ER - I SUPPOSE LIKE MOST PEOPLE OUT HERE YOU COME FROM THE EAST SOMEPLACE?

GRAHAM: NOPE. CONFIDENTIALLY, I'M A NATIVE SON.

MERCER: NO KIDDIN'? A NATIVE'S SON? WHICH TRIBE DO YOU BELONG TO?

GRAHAM: 'FRAID YOU GOT ME WRONG, JOHNNY, I MEANT I WAS BORN OUT HERE.

MERCER: OH, PARDON ME. WELL, BEFORE I MESS THINGS UP ANY MORE, BOB, WHAT WOULD YOU LIKE TO SING?

GRAHAM: "AN HOUR NEVER PASSES"

MERCER: MAYBE NOT, BUT FIFTEEN MINUTES FLIES BY IN AN AWFUL HURRY SO MAESTRO WESTON ... WILL YOU SEE THAT BOB GETS SOME INSTRUMENTAL ASSISTANCE? MR. GRAHAM, IT'S ALL YOURS ...

MUSIC: "AN HOUR NEVER PASSES" GRAHAM, ORCH

(APPLAUSE)

CHESTERFIELD
10/31/44

(REVISED) -6-

MERCER: THANK YOU, BOB GRAHAM! WITH YOUR TALENT WE'LL BE EXPECTIN' TO HEAR GREAT THINGS VERY SHORTLY! WELL, MUSIC SHOPPERS LOOKS LIKE IT'S TIME TO BLOW OUT THE JACK O' LANTERNS AND SWEEP OUT THE CHESTERFIELD MUSIC SHOP FOR TOMORROW EVENIN'. HOPE YOU HAD FUN AND WE'LL BE SEEIN' YOU. THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS OF OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

(REVISED)

CHESTERFIELD MUSIC SHOP

Wednesday, November 1, 1944

4:00-4:15 PM (NBC-EAST)
8:00-8:15 PM (NBC-PAC.)

MUSIC: THEME...FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY MERCER
 WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -- THE PIED
 PIPERS WITH JUNE HUTTON -- AND YOURS TRULY, WENDELL NILES.
 AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: GOOD EVENING, CUSTOMERS. MISS JO STAFFORD AND I ARE
 GONNA GET THE CHESTERFIELD MUSIC SHOP UNDER WAY ^{Quick Like} ~~PRONTO~~
 WITH A LITTLE "CONVERSATION WHILE DANCING."

MUSIC: "CONVERSATION WHILE DANCING" MERCER, STAFFORD, ORCH.

(APPLAUSE)

Dancin' it up so fine.
MERCER: THANKS, JO, FOR ~~THE SLECK-CHICK-CHAT~~. AND WHO SHOULD COME
PUSHIN' DOWN THE AISLE AT THIS MOMENT BUT THOSE FARE-
COLLECTIN' PIED PIPERS WHO GATHER 'ROUND THE COIN-BOX TO
CONDUCT US ALONG THE LINES OF THE "TROLLEY SONG".

MUSIC: "TROLLEY SONG" PIPERS, ORCH.

(APPLAUSE)

MERCER: A VERY TUNEFUL TONNERVILLE, PIPERS. AND WENDELL NILES
MEETS US AT THE END OF THE LINE WITH A WELCOME WORD
FOR CHESTERFIELDS.

NILES: Thank you, Johnny. As you look for your favorite cigarette today be sure to keep this in mind. To meet the great and ever growing demand for Chesterfields by the men and women in our armed forces and the folks here at home our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front you can smoke them with every confidence for the quality never varies. Chesterfields give you the three things every smoker wants -- real mildness, a cooler smoke, and a far better taste. Whenever you buy cigarettes look for Chesterfields. Their right combination - world's best tobaccos gives you the cigarette that satisfies.

MUSIC: MEMORY THEME...ESTABLISH FOR:

MERCER: YES, IT'S MEMORY TIME AGAIN IN THE MUSIC SHOP. AND
OCCASIONALLY THE STAFF REMEMBERS ^{THEIR AGEING} ~~THE OLD~~ PROPRIETOR
BY PUTTING ON ONE OF HIS OLD ^{SONGS,} ~~TUNES.~~ MISS JO STAFFORD
DOES ME THE HONOR OF SINGING "FOOLS RUSH IN".

MUSIC: "FOOLS RUSH IN" STAFFORD, ORCH.

(APPLAUSE)

MERCER: THANK YOU, JO. THAT WAS REALLY ANGELIC.
EVERY ONCE IN A WHILE WE RUN ACROSS A TUNE WE THINK IS
VERY ~~REALLY~~ OUTSTANDING. *THIS WEEK* TONIGHT WE FOUND ONE WE *FEEL* ~~THINK~~ WILL
BE A BIG HIT. MISS JO STAFFORD, *PAUL WERTON* THE PIED PIPERS, AND
MYSELF INTRODUCE YOU TO "CANDY".

MUSIC: "CANDY" ALL

(APPLAUSE)

MERCER: WELL, PATRONS, GUESS THAT KNOCKS OFF ANOTHER QUARTER-HOUR.
"TEMPES" SURE DOES "FUGIT", BUT C'MON AROUND TOMORROW WHEN
THAT COMICAL CHARACTER OF MOVIELAND, PHIL SILVERS, DROPS IN, ^{THE MUSIC SHOP.}
AND MEANWHILE ENJOY THOSE COOLER-SMOKIN' CHESTERFIELDS...
THIS IS JOHNNY MERCER...SAYIN' "GOODNIGHT".
(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, WHEN YOU BUY
CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE
CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS
OF OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE
THEY SATISFY.
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
Ar Broadcast

CHESTERFIELD MUSIC SHOP

THURSDAY, NOVEMBER 2, 1944

4:00-4:15 PM (NBC-EAST)
8:00-8:15 PM (NBC-PAC)

MUSIC: THEME ... FADE FOR:

NILES: THE CHESTERFIELD MUSIC SHOP...STARRING JOHNNY MERCER WITH
 JO STAFFORD...PAUL WESTON'S ORCHESTRA...THE PIED PIPERS
 WITH JUNE HUTTON,..AND YOURS TRULY, WENDELL NILES.
 AND HERE'S JOHNNY MERCER, WHOSE GUEST TONIGHT IS
 PHIL SILVERS!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: ABSOLUTELY, CUSTOMERS, YOU'RE ENSCONCED IN THE
 CHESTERFIELD MUSIC SHOP. JUST MAKE YOURSELVES
 COMFORTABLE AND GIVE A LISTEN TO THE SAD PLIGHT OF
 YOUR OLD PROPRIETOR WHO LEANS ON THOSE POWERFUL
 PIED PIPERS TO SIGH: "OH, BABY LOOK WHAT YOU'VE
 DONE TO ME!"

MUSIC: "OH BABY LOCK WHAT YOU'VE DONE TO ME" MERCER, PIPERS, ORCH.

(APPLAUSE)

G-

MUSIC: "THE LOVE I LONG FOR"...ESTABLISH FOR:

MERCER: NO ONE CAN INTERPRET THE PHRASING OF A MODERN BALLAD
SO BEAUTIFULLY AS OUR OWN JO STAFFORD. YOU'LL HEAR
WHAT WE MEAN AS JO SINGS: "THE LOVE I LONG FOR"

MUSIC: "THE LOVE I LONG FOR" STAFFORD, ORCH

(APPLAUSE)

MERCER: THANK YOU, JO. AND SUBSEQUENTLY MR. WENDELL NILES
IMPARTS A FEW FACTS ABOUT CHESTERFIELDS.

G-

NILES: Thank you, Johnny. As you look for your favorite cigarette today be sure to keep this in mind. To meet the great and ever growing demand for Chesterfields by the men and women in our armed forces and the folks here at home our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front you can smoke them with every confidence for the quality never varies. Chesterfields give you the three things every smoker wants -- real mildness, a cooler smoke, and a far better taste. Whenever you buy cigarettes look for Chesterfields. Their right combination - world's best tobaccos gives you the cigarette that satisfies.

v

MERCER: I SEE BY MY POCKET CALENDAR THAT ANOTHER THURSDAY HAS ROLLED AROUND HERE IN THE MUSIC SHOP, WHICH, A FEW OF OUR ASSORTED REGULARS MAY RECALL, BRINGS US TO OUR GUEST OF THE WEEK. TONIGHT WE ARE GOING TO HEAR FROM ONE OF HOLLYWOOD'S FINEST COMEDIANS.

SILVERS: (SLIGHTLY OFF) YOU LUCKY PEOPLE, YOU.

MERCER: HE'S GAY...HE'S FRESH, HE'S ORIGINAL, HE'S WITTY.

SILVERS: LOVE THAT BOY.

MERCER: YES, CUSTOMERS, IT'S THAT MAD IMPETUOUS BOY, PHIL SILVERS!

SILVERS: GLAD TO SEE YOU!

(APPLAUSE)

SILVERS: THANK YOU, ^{VERY MUCH.} ~~JOHNNY. GOOD EVENING~~ LADIES AND GENTLEMEN, *(over)*

~~ON MY WAY OVER HERE THIS EVENING A VERY FUNNY THING HAPPENED TO ME... I WISH I COULD REMEMBER WHAT IT WAS.~~

~~MERCER: SAME OLD SILVERS, EH, PHIL?~~

~~SILVERS: OH, NO. NOT THE OLD SILVERS. TODAY SOMETHING VERY FINE, SOMETHING VERY WONDERFUL HAPPENED TO ME.~~

~~MERCER: YOU GOT BUTTER?~~

~~SILVERS: I GOT BUTTER? WHAT HAVE WE GOT HERE ONE OF THE OLDER JUVENILE DELIQUENTS?~~

~~MERCER: I'M SORRY, PHIL. YOU WERE SAYING?~~

~~SILVERS: OH, YES. SOMETHING VERY FINE HAPPENED TO ME. YOU SEE, THIS MORNING MY SISTER WAS DOING SOME MENDING AND YOU KNOW THOSE EGGS THEY PUT IN THE HEEL OF SOCKS?~~

~~MERCER: YES.~~

~~SILVERS: I SAT ON ONE.~~

~~MERCER: YOU SAT ON A DARNING EGG -- WHAT HAPPENED?~~

~~SILVERS: CONGRATULATE ME, JOHNNY, I'M A MOTHER.~~

G

Adams: It's really nice to be here
& see you all again. John &
your wonderful music. Paul
Winton & the band - Jo Stappford
- the Pied Piper - & all the
gaiety & fun & people singing.

Murray: But Paul -

Adams: Don't stop me, Johnny.
It's my director's
turning.

MERCER: (LAUGHS) TELL ME, PHIL, HOW'S THE NEW PICTURE COMING ALONG?

SILVERS: OH, I HAVE MY TROUBLES. YOU SEE, I'M REALLY THE ROMANTIC TYPE BUT THEY KEEP CASTING ME AS A STUPID, HOMELY CHARACTER. I CAN'T UNDERSTAND WHY.

MERCER: EITHER CAN I. WHY, YOU'RE NO MORE HOMELY THAN I AM.

SILVERS: SO THAT'S WHY! BUT ENOUGH ABOUT ME. JOHNNY, ^{TONITE} I'M HERE ~~TONIGHT~~ TO SAVE YOU.

MERCER: TO SAVE ME....FROM WHAT?

SILVERS: LOOK, WHAT HAVE YOU DONE FOR YOURSELF IN THE PAST TWO OR THREE YEARS.

MERCER: WELL, I WROTE "BLUES IN THE NIGHT" -- ~~THAT WAS A SUCCESS.~~

~~SILVERS: AND WHAT ELSE?~~

MERCER: ~~WELL~~, I HAVE A RADIO SHOW -- ~~THAT'S A SUCCESS.~~

~~SILVERS: AND WHAT ELSE?~~

MERCER: ~~WELL~~, I'VE WRITTEN THE MUSIC FOR A COUPLE OF PICTURES...

~~THEY'VE BEEN A SUCCESS.~~

SILVERS: LOOK, BUDDY, LET'S FACE IT -- YOU'RE IN A RUT.

MERCER: A RUT?

SILVERS: YES. YOU KNOW WHAT A RUT IS... THAT'S A FOXHOLE WITH THE ENDS KNOCKED OUT.

MERCER: PHIL, I THINK I'VE KEPT FAIRLY BUSY.

SILVERS: ~~FAIRLY BUSY?~~ AH, THE LACKADAISICAL TYPE. TAKE AN EXAMPLE FROM SILVERS. IN THIS BUSINESS YOU HAVE TO BE A PLUGGER -- A SEVEN DAY A WEEK BOY -- YOU GOT TO BE IN THERE PITCHING ALL THE TIME.

MERCER: I SEE. BY THE WAY, PHIL, WHERE WERE YOU YESTERDAY.

SILVERS: OUT AT HOLLYWOOD PARK. (HOW ARE YOU?)

G

MERCER: WELL, MAYBE I COULD WORK A LITTLE HARDER. TURN OUT A COUPLE OF MORE SONGS A WEEK.

SILVERS: ~~OH, THE EAGER BEAVER TYPE. SUCCESS CAN'T WAIT.~~ LOOK, ^{JOHN} ~~ED~~, DON'T BURN YOURSELF OUT. IF AN ACTOR USES A LITTLE COMMON SENSE HE CAN LAST FOREVER.

MERCER: HOW SO, PHIL?

SILVERS: FOR INSTANCE, DON AMECHE SHOULD SAVE HIS PERSONALITY. BETTE DAVIS SHOULD SAVE HER TALENT.

MERCER: YOU'VE HEARD ME SING. WHAT SHOULD I DO?

SILVERS: SAVE YOUR MONEY.

MERCER: LOOK, PHIL, I DO WORK HARD AND I DO SAVE MY MONEY.

SILVERS: OH, THE MISER-TYPE. PENNY PINCHER. ALWAYS TRYING TO....

MERCER: PHIL, I'M NOT A.....

SILVERS: YOU'RE INTERRUPTING ME, BOY. I'LL EXPLAIN. YOU CAN'T TAKE IT WITH YOU. BE LIKE MY BROTHER, HARRY. HE DOESN'T CARE FOR MONEY. SPENDS THE STUFF LIKE WATER.

MERCER: LIKE WATER?

SILVERS: YES. AS A MATTER OF FACT, HE DOESN'T USE A WALLET HE CARRIES HIS MONEY IN A DIXIE CUP.

MERCER: I CAN'T SEE WHAT ALL THIS HAS TO DO WITH ME.

SILVERS: ~~OK, THE STUBBORN TYPE. CAN'T TAKE ADVICE. ALL RIGHT, GO AHEAD. DON'T LISTEN TO SILVERS. WIND UP WITH A TIN CUP IN FRONT OF THE DERBY. TAKE AN EXAMPLE FROM SILVERS, LISTEN TO OTHER PEOPLE'S ADVICE.~~ *JOHNNY - YOU MUST TAKE ADVICE FROM PEOPLE.*

MERCER: ~~I SUPPOSE YOU LISTEN TO OTHER PEOPLE.~~ *Do You?*

SILVERS: ^{Do I?} ARE YOU SERIOUS? WHY, WHEN I WAS A BOY I SPENT HOURS LISTENING TO DAD. HE CALLED ME JUNIOR AND I ABSORBED EVERYTHING HE SAID.

MERCER: OH, ABSORBINE, JUNIOR. (LAUGHS)

SILVERS: ABSORBINE, JUNIOR. ISN'T THAT WONDERFUL. ^{BY GEO. -} ~~HEDDIN MENTZ~~
That's a Right Good One. You Feel You
~~IS LOOSE AGAIN.~~

MERCER: I STILL DON'T SEE HOW ALL THIS AFFECTS ME.

SILVERS: LOOK, JOHNNY, THIS ISN'T FOR YOU. TAKE MY ADVICE, GET
OUT OF RADIO.

MERCER: THAT'S QUITE A COINCIDENCE. THE SPONSOR KEEPS
SUGGESTING THE SAME THING.

SILVERS: YOU GO WACKY IN THIS BUSINESS. TAKE MY BROTHER HERMAN,
HE'S BEEN IN RADIO FOR YEARS. NOW, I'M BEGINNING TO
WORRY ABOUT HIM. HE'S TAKING TO ADMIRING SILK
STOCKINGS.

MERCER: WHAT'S WRONG WITH ADMIRING SILK STOCKINGS?

SILVERS: WITH NOTHING IN THEM? HE'S AN IMPORTANT PERSON IN RADIO
THOUGH.

MERCER: IS HE AN EXECUTIVE?

SILVERS: NO, HE'S THE ONLY ONE WHO KNOWS THE TUNE TO THE GRUEN
WATCH COMMERCIALS.

MERCER: I LIKE RADIO. AND PEOPLE SEEM TO LIKE OUR SHOW.

SILVERS: OH, YOU GOT A NICE LITTLE THING HERE. BUT IT DOESN'T
MAKE SENSE.

MERCER: SENSE?

SILVERS: TAKE THAT GUY WESTON....THE BOY'S FROM THE EAST. AND
TAKE THAT GUY WENDELL NILES....HE'S A SPY.

MERCER: WENDELL A SPY! HE'S OUR ANNOUNCER AND HE'S ALSO WITH
BOB HOPE.

SILVERS: THAT'S JUST IT. WHEN I CAME IN TONIGHT I CAUGHT HIM
SMOKING A TUBE OF PEPSODENT.

G

MERCER: ~~WELL, I'LL ADMIT WENDELL IS A LITTLE ECENTRIC BUT...~~

SILVERS: ~~YES.~~ *No wonder - Look at* AND THESE OTHER CHARACTERS YOU HAVE HANGING AROUND
HERE. YOU THERE. YES, COME HERE BUDDY.

WESTON: ME?

SILVERS: LOOK, BOY, WHAT'S YOUR RACKET?

WESTON: WELL, I'M THE ORCHESTRA LEADER. BUT I WOULDN'T EXACTLY
CALL MY BAND A RACKET.

SILVERS: I WOULDN'T EXACTLY CALL THAT RACKET A BAND. ~~(BY GEORGE,~~
~~THAT WAS A GOOD ONE.)~~

WESTON: BUT I....

SILVERS: THAT'S ALL, BOY.

WESTON: WELL, I....

SILVERS: SCHOO, SCAT...PHIST! SEE, HOW CAN YOU GET ANY PLACE WITH
CHARACTERS LIKE THAT. LET'S GET DOWN TO CASES. WHAT
HAVE YOU WRITTEN LATELY....SAY IN THE LAST HOUR OR SO?

MERCER: WELL, I ... NOTHING.

SILVERS: AH, HAH! JUST AS I THOUGHT. JOHNNY, WHAT YOU NEED IS
A PARTNER. SOMEONE TO GET IN THERE AND PUSH YOU....GIVE
YOU NEW BLOOD...A FELLOW WHO'S HEP -- KNOWS WHAT'S
GOING ON.

MERCER: YOU MEAN... .

SILVERS: EXACTLY -- ME! WE'LL MAKE A GREAT TEAM. SILVERS AND
MERCER.

MERCER: MERCER AND SILVERS.

SILVERS: SILVERS AND MERCER.

MERCER: MERCER AND SILVERS.

SILVERS: ALL RIGHT. WE'LL MAKE IT STINKY AND MINKY.

MERCER: THERE YOU GO AGAIN, PHIL, ALWAYS WANTING TOP BILLING.

G

EVERBODY'S FIGHTING ME BOY.
 SILVERS: ~~WHAT HAVE WE GOT ON OUR HANDS... SHAKY?~~
 MERCER: PHIL, I DIDN'T KNOW YOU WERE MUSICALLY INCLINED.
 SILVERS: CERTAINLY. I NOT ONLY WRITE THEM -- I SING THEM TOO.
 MERCER: YOU SING?
 SILVERS: GET A LOAD OF THIS. (SINGS) "MAMMY'S LITTLE BABY LOVES
 SHORTIN', SHORTIN' SHORTNIN' BREAD."
 HOW WAS THAT?

MERCER: THAT WAS THE FIRST TIME I EVER HEARD "SHORTNIN' BREAD"
 SUNG AND SLICED AT THE SAME TIME. (LAUGHS)

SILVERS: (LAUGHS)

MERCER: (LAUGHS) PRETTY GOOD, EH?

SILVERS: YOU FOOL, YOU.

MERCER: I'M SORRY, PHIL, YOU MUST FORGIVE ME. I HAD A LITTLE
 TROUBLE LATELY.

YET - I'VE HEARD YOUR RECORDS - DURAMON BLUES -
 SILVERS: ~~WHAT HAPPENED TO YOU?~~ *AND ALWAYS LOSING YOUR*
 MERCER: ~~WELL, I'D TELL YOU....~~ *SUGAR AND THINGS.*
GET A LOAD OF WHAT I LOSE

(INTO SONG)

SALT LAKE CITY BLUES MERCER, SILVERS & ORCHESTRA

(APPLAUSE)

G

MERCER: THANKS A MILLION, PHIL SILVERS. C'MON OVER AGAIN AND WE'LL HAVE SOME FUN BREAKIN' UP A FEW RECORDS. WELL, GOOD PEOPLE, THAT'S IT -- WE'VE GOTTA CHALK UP ANOTHER MEETIN' AND LAY THE ~~CHESTERFIELD~~ MUSIC SHOP AWAY ON THE SHELVES UNTIL TOMORROW EVENING WHEN YOU'LL BE HEARIN' FROM US AT THE NAVAL HOSPITAL IN LONG BEACH. ^{So Send Your} ~~AND FOR~~ ^{CHESTERFIELDS AND WE'LL SEE YOU THEN.} ~~NOT~~, THIS IS JOHNNY MERCER SAYIN' "GOODNIGHT".

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, WHEN YOU BUY CIGARETTES LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS OF OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY.

(APPLAUSE)

NILES: PHIL SILVERS APPEARS THRU THE COURTESY OF 20TH CENTURY FOX AND WILL SOON BE SEEN IN THE FORTHCOMING TECHNICOLOR PRODUCTION, "SOMETHING FOR THE BOYS."

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

~~MUSIC: "THERE'S GONNA BE A GREAT DAY" ESTABLISH FOR:~~

MERCER: ANTICIPATIN' THAT FINAL GLORIOUS MOMENT OF TRIUMPH
TOWARDS WHICH YOU BOYS GAVE MORE THAN ENOUGH, OUR
PIED PIPERS STEP FRONT AND CENTER TO RING OUT THE
GLAD NEWS THAT "THERE'S GONNA BE A GREAT DAY".

MUSIC: "THERE'S GONNA BE A GREAT DAY" PIPERS, ORCH
(APPLAUSE)

MERCER: THANKS, PIPERS. AND WE ALL HOPE IT'S GONNA BE SOON.
RIGHT NOW LOOKS LIKE WENDELL NILES HAS SOMETHING TO SAY
ABOUT ^{CHESTERFIELD} TOBACCOES.

NILES: Thank you, Johnny. As you look for your favorite cigarette today be sure to keep this in mind. To meet the great and ever growing demand for Chesterfields by the men and women in our armed forces and the folks here at home our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front you can smoke them with every confidence for the quality never varies. Chesterfields give you the three things every smoker wants -- real mildness, a cooler smoke, and a far better taste. Whenever you buy cigarettes look for Chesterfields. Their right combination - world's best tobaccos gives you the cigarette that satisfies.

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MUSIC: "I DREAM OF YOU"...ESTABLISH FOR:

MERCER: LOOKIN' ^{SWEET AND} ~~KINDA~~ DREAMY-EYED, MISS JO STAFFORD ^{MEANS} ~~TO~~ ALL YOU
LUCKY NAVY BEAUS, ^{WHEN SHE SAYS} ~~IN HER OWN SWEET STYLE:~~ "I DREAM
OF YOU".

MUSIC: "I DREAM OF YOU" STAFFORD, ORCH
(APPLAUSE)

MERCER: ^{Very Decent} THANK YOU, JO, THAT WAS ~~LOVELY~~. THIS LITTLE EMPORIUM
 WE CALL THE MUSIC SHOP WOULD HARDLY BE WORTHY OF THE NAME
 IF THE WHOLE GANG (THAT'S JO STAFFORD, THE PIED PIPERS
 AND MYSELF) DIDN'T SHINE OUT TOGETHER ONCE IN A WHILE.
 SO, HEAVE HO, MY HEARTIES, WE'RE SHOVIN' OFF' ~~ON "THE~~ ^{AND TAKING}
~~BUGLE CALL RAG"~~ ^{A CHANCE ON LOVE.}

MUSIC: "BUGLE CALL RAG" Taking a Chance on EVERYBODY
 (APPLAUSE) LOVE.

MERCER: ^{Follows} WELL, ~~FRIENDS~~, GUESS WE CAN'T STRETCH ANY MORE TIME
 RIGHT NOW...HAVE TO CAST OFF THE GOOD SHIP CHESTERFIELD
 MUSIC SHOP AND SET OUR COURSE FOR HOME. BUT, WE HOPE
 YOU FELLAS HERE IN THE LONG BEACH NAVAL HOSPITAL WILL BE
 CHECKIN' WITH US OVER THE AIR, ^{waves.} MEANWHILE, ENJOY THAT
 PACK OF CHESTERFIELDS WE'RE LEAVIN' FOR EACH OF YOU.
 I'D LIKE TO THANK COPT. P. M. ALBERT AND
COPT. I. L. S. NORMAN
 FOR THEIR COURTEOUS COOPERATION. ^{Until Monday} THIS IS JOHNNY MERCER
 SAYIN' "GOODNIGHT" AND "GOOD LUCK".

(APPLAUSE)

MUSIC: THEME

NILES: THIS IS WENDELL NILES AGAIN. FRIENDS, WHEN YOU BUY
 CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE
 CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS
 OF OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE
 THEY SATISFY.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
 ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE
 LONG BEACH NAVAL HOSPITAL.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Bennett

CHESTERFIELD MUSIC SHOP

MONDAY, NOVEMBER 6, 1944

4:00-4:15 PM (NBC-EAST)
~~8:00-8:15 PM (NBC-PAC)~~

MUSIC: 1. THEME ... FADE FOR:

~~GOURLAY: THE CHESTERFIELD MUSIC SHOP ... STARRING JOHNNY MERCER
WITH JO STAFFORD ... PAUL WESTON'S ORCHESTRA ... THE
PIED PIPERS WITH JUNE HUTTON ... AND YOURS TRULY, DOUG
GOURLAY.~~

MUSIC: THEME TO FINISH
(APPLAUSE)

~~GOURLAY: YES, FRIENDS, THIS IS THE CHESTERFIELD MUSIC SHOP - STARRING
JOHNNY MERCER - WITH JO STAFFORD, PAUL WESTON ^{'s} ~~AND HIS~~
ORCHESTRA - THE PIED PIPERS WITH JUNE HUTTON - ~~AND YOURS~~
~~TRULY:~~ AND HERE IS YOUR SINGING PROPRIETOR JOHNNY
MERCER!~~

*MUSIC: THEME TO FINISH
(APPLAUSE)*

N

MERCER: ~~THANK YOU, BOSS GOURNAY.~~ WELL, CUSTOMERS, AFTER A BRIEF
RESPITE OVER THE WEEKEND, THE CHESTERFIELD MUSIC SHOP IS
OPEN AGAIN FOR BUSINESS AS ^{USUAL} ~~UNUSUAL~~. SO HOW ABOUT ~~PICKING~~
^{Certainly Please} ~~UP A PACK OF CHESTERFIELD'S AND RELAZIN'~~ WHILE WE TAKE A
SHORT SEGUE SOUTH OF THE MASON-DIXON LINE WITH A CERTAIN
"SWEET GEORGIA BROWN". ~~MR. WESTON, SUN, IF YOU PLEASE.~~

MUSIC: "SWEET GEORGIA BROWN" MERCER, & ORCHESTRA

(APPLAUSE)

Chesterfield - 11/6/44

(REVISED)

-3-

MERCER: A WEEK OR SO AGO WE HAD THE PLEASURE OF INTRODUCING
A DREAMY LITTLE NOCTURNE CALLED "ALL QUIET ON THE OLD
BACK PORCH". BECAUSE THE PIPERS SING IT SO SPECIAL,
I'VE ASKED THEM TO REPEAT IT FOR YOU NOW. IF YOU
PLEASE, PAUL.

MUSIC: "ALL QUIET ON THE OLD BACK PORCH" PIPERS, ORCH
(APPLAUSE)

MERCER: THANK YOU, PIPERS. AND NOW THAT EVERYTHING IS ALL
QUIET...WE'LL HEAR A FEW WORDS ABOUT CHESTERFIELD.

0

4-

SAAR: Whenever you buy cigarettes, look for Chesterfields. Their Right Combination - World's Best Tobaccos gives you the cigarette that Satisfies To meet the great and ever-growing demand for Chesterfields by the men and women in our Armed Forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front, you can smoke them with every confidence, for the quality never varies. Chesterfields give you the three things every smoker wantsreal mildness, a cooler smoke and a far better taste.

p

(REVISED)

-5-

MUSIC: "HOW LITTLE WE KNOW"...(ESTABLISH FOR:)

MERCER: (OVER MUSIC) TONIGHT, OUR LOVELY VOCALIST HELPS TWO
STRUGGLING SONG WRITERS - H. CARMICHAEL AND J. MERCER -
ALONG WITH HER RENDITION OF THEIR LATEST EFFORT -
"HOW LITTLE WE KNOW". MISS JO STAFFORD.

MUSIC: "HOW LITTLE WE KNOW" STAFFORD, ORCH
(APPLAUSE)

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MERCER: OUR GOOD FRIEND COLE PORTER IS BEST KNOWN FOR HIS
MORE SOPHISTICATED MELODIES. BUT THE GOOD MR. PORTER
HAS RECENTLY TURNED TO THE OLD WEST. RIGHT NOW, THE
PIED PIPERS AND OLE "TEX" MERCER JOIN HIM IN THE SOULFUL
LAMENT OF THE ROVING COWHAND - "DON'T FENCE ME IN".
THEY WENT THAT-AWAY, PARDNER.

MUSIC: "DON'T FENCE ME IN" MERCER, PIPERS, ORCH
(APPLAUSE)

MERCER: WELL, CUSTOMERS, THAT JUST ABOUT WINDS UP ANOTHER SESSION..

~~SAAR~~
~~GOURLAY:~~ EXCUSE ME, JOHNNY, BUT AREN'T YOU FORGETTING SOMETHING?

~~MERCER:~~ FORGETTING SOMETHING?

~~GOURLAY:~~ YES. DON'T YOU KNOW WHAT DAY THIS IS?

~~MERCER:~~ WHAT DAY IT IS? NOW, MIND YOU, THIS IS MERE SNAP JUDGEMENT, BUT OFF H~~AD~~ I'D SAY IT WAS MONDAY.

~~SAAR~~
~~GOURLAY:~~ ~~THURSDAY~~. *Today is* MONDAY, ~~IS~~ THE DAY YOU GIVE OUR CUSTOMERS THE PREVIEW OF THE WEEK.

MERCER: SO ~~F~~ DO, ~~DOES~~ ^{WE} . . SO ~~F~~ DO. LET'S SEE...TOMORROW ~~IS~~ TUESDAY...~~WHAT HAPPENS...~~

~~SAAR~~
~~GOURLAY:~~ (FAST) TO-MORROW ALONG WITH THE REST OF THE NATION WE'LL BE STANDING BY FOR ELECTION RETURNS.

MERCER: YES. NOW, ON WEDNESDAY WE...

~~SAAR~~
~~GOURLAY:~~ (FAST) ON WEDNESDAY WE HAVE OUR TWO SPECIALS, ~~THE~~ ~~PRICE OF ONE~~, THE MEMORY TUNE AND A BRAND NEW MELODY BY PHIL MOORE.

MERCER: THAT'S RIGHT. BUT, OF COURSE, ON THURSDAY WE'RE GOING...

~~SAAR~~
~~GOURLAY:~~ ON THURSDAY "EVERYBODY'S GONNA BE HAPPY" 'CAUSE OUR GUEST IS - THE MAN WITH THE TOP HAT AND MUSICAL STICK - TED LEWIS.

MERCER: MY, MY, ~~DEES~~, HAVE YOU BEEN AT THE B-1 JAR AGAIN?

~~SAAR~~
~~GOURLAY:~~ I'M SORRY, JOHNNY, I WAS JUST CARRIED AWAY BY THE MAD, MAD, MADNESS OF IT ALL.. *I think that's a Natural Reaction. I think that's what it says here*

MERCER: A NATURAL REACTION, ~~WENDEL~~. HOWEVER, YOU'VE LEFT ME FRIDAY. ON FRIDAY WE MAKE ANOTHER OF OUR WEEKLY SERVICE JAUNTS THIS TIME TO ENTERTAIN THE PERSONNEL AT THE MARINE AIR BASE AT EL TORRO.

~~SAAR~~
~~GOURLAY:~~ EL TORRO -- THAT'S THE BULL.

MERCER: NO, IT'S THE ABSOLUTE TRUTH. ~~GOOD NIGHT, EVERYBODY~~. SEE YOU TO-MORROW, *EVERY BOOV. GOODNIGHT.*

p

MUSIC: THEME

~~GOURLAY:~~ ~~THIS IS DOUG GOURLAY AGAIN.~~ FRIENDS, WHEN YOU BUY
CIGARETTES LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE
CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS
^{IN}
~~OF~~ OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE
THEY SATISFY.
(APPLAUSE)

GOURLAY:

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

p

MERCER: GREETINGS, CUSTOMERS. HOW ABOUT DRAGGING OUT THOSE
OLD FAMILY TIN-TYPES, LIGHTIN' UP A CHESTERFIELD,
AND DOING SOME NOSTALGIC DREAMING WHILE THE PIED PIPERS
AND I SERENADE A PIN-UP GIRL OF YESTERYEAR -
"SUN BONNET SUE".

MUSIC: "SUN BONNET SUE" MERCER, PIPERS, ORCH.

MERCER:

(APPLAUSE)
*We take this time to cast
our ballot for smoking
pleasure which means that -*

ANNCR: Whenever you buy cigarettes, look for Chesterfields. Their Right Combination - World's Best Tobaccos gives you the cigarette that satisfies. To meet the great and ever-growing demand for Chesterfields by the men and women in our Armed Forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front, you can smoke them with every confidence, for the quality never varies. Chesterfields give you the three things every smoker wants real mildness, a cooler smoke and a far better taste.

(OVER MUSIC)

MERCER: WHEN IT COMES TO GETTING THE FULL MEANING FROM A MODERN
~~POEM~~ ^{SONG} WE FEEL THERE'S NO ONE LIKE OUR OWN JO STAFFORD.
MISS STAFFORD PROVES OUR POINT, NOW, WITH HER UNIQUE
TREATMENT OF THE ^{EVER} POPULAR BALLAD - "BELIEVE ME". ~~MISS JO~~ ^{IF ALL}
~~STAFFORD.~~ ^{THOSE ENDEARING YOUNG CHARMS.}

MUSIC: "BELIEVE ME" STAFFORD, ORCH.

(APPLAUSE)

MERCER: *Dear Dream.*
STEPPING TO THE PODEIUM NOW, ARE OUR PIXALATED PIED PIPERS
FOR DESPITE THE LATENESS OF THE SEASON THEY HAVE A MIND TO
GO "BOBBIN' WITH THE RED, RED ROBBIN" ACCOMPANIED BY THAT
OTHER ZANY MR. PAUL WESTON. PROCEED, *You Fowical Group.*
~~CHORUSMEN.~~

MUSIC: "RED, RED ROBBIN" PIPERS, ORCH.
(APPLAUSE)

CHESTERFIELD
11/7/44

(REVISED) -6-

MERCER: THIS BEING ELECTION NIGHT, WE PAUSE BRIEFLY TO RELAX OUR
HOME FRONT VIGILANCE AND, IN THE ROLE OF JOHN Q. PUBLIC,
WEEP INTO OUR PROVERBIAL BEARDS BY WAY OF THE "DURATION
BLUES."

MUSIC: DURATION BLUES

(APPLAUSE)

m

MERCER: WELL, CUSTOMERS, THAT SEEMS TO WIND UP TODAY'S MUSIC SHOP SPECIALS. BUT - WE'RE EXPECTIN' YOU TO JOIN US TOMORROW WHEN WE'LL HAVE OUR MUSICAL WARES DISPLAYED AGAIN FOR YOUR ~~SELECTION~~ ^{DELECTATION} AND AMUSEMENT. MEANTIME, ENJOY THOSE COOLER-SMOKIN' CHESTERFIELDS. *Now HERE ARE THE AEO PAERS TO SEND OUR GOODNIGHT THEME.* ~~THIS IS JOHNNY MERCER SAYIN' GOODNIGHT.~~

MUSIC: THEME

ANNCR: FRIENDS, WHEN YOU BUY CIGARETTES LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY.
(APPLAUSE)

ANNCR:

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

Wednesday, November 8, 1944

4:00-4:15 PM (NBC -EAST)
8:00-8:15 PM (NBC - PAC)

MUSIC: THEME...FADE FOR:

ANNCR: THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER -
 WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA - AND THE
 PIED PIPERS WITH JUNE HUTTON - AND HERE IS YOUR
 SINGING PROPRIETOR ... JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: HOWDY, CUSTOMERS. THIS IS OLD "DOC" MERCER PRESCRIBING
A SURE CURE FOR THOSE POST ELECTION BLUES. TAKE ONE
PART - AMPLE SPRINKLING OF THOSE COOLER SMOKIN'
CHESTERFIELDS - ADD DASH OF EASY-CHAIR RELAXIN' -
COMBINE GENEROUS HELPING OF JO STAFFORD WITH A DASH OF
PIED PIPERS - STIR IN THE POPULAR ^{TUNE} ~~BALLAD~~ "WALK A LITTLE,
TALK A LITTLE" - AND SERVE IMMEDIATELY.

MUSIC: "WALK A LITTLE, TALK A LITTLE" STAFFORD, PIPERS, ORCH.

(APPLAUSE)

MERCER: THANK YOU, GANG, THAT WAS REALLY GREAT. AND RIGHT HERE
~~WE~~ ^{WE TAKE A FEW MOMENTS TO BRING YOU} ~~TO TAKE OVER WITH A BRIEF MEMO~~
ON THOSE EVER-LOVIN' CHESTERFIELDS.

ANNCR: Whenever you buy cigarettes, look for Chesterfields. Their Right Combination - World's Best Tobaccos gives you the cigarette that satisfies. To meet the great and ever-growing demand for Chesterfields by the men and women in our Armed Forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front, you can smoke them with every confidence, for the quality never varies. Chesterfields give you the three things every smoker wants real mildness, a cooler smoke and a far better taste.

~~(OVER MUSIC)~~

MERCER: BACK AGAIN, NOW, ARE THE PIED PIPERS, ^{WITH JUNE HUTTON.} THIS TIME WITH A
HOPEFUL LITTLE NUMBER BY YOUR OBEDIENT SERVANT AND
JOHNNY GREEN - "YOU AND YOUR LOVE". TREAT IT TENDERLY,
YOU LOVELY GROUP.

MUSIC: "YOU AND YOUR LOVE" PIPERS, ORCH.

(APPLAUSE)

(OVER MUSIC)

MERCER: AS IS OUR CUSTOM EVERY WEDNESDAY HERE IN THE MUSIC SHOP
WE ONCE AGAIN STROLL DOWN THE PATH OF MEMORY. THIS
EVENING ~~THE GLAMOROUS~~ ^{Miss} JO STAFFORD HAS CHOSEN, AS OUR
MEMORY TUNE OF THE WEEK, IRVING BERLIN'S UNFORGETTABLE
MELODY - "ALWAYS". ~~MISS JO STAFFORD.~~

MUSIC: "ALWAYS" STAFFORD, ORCH.

(APPLAUSE)

Walters: Every Wednesday, if we are fortunate ^{Enough} to find one, we like to sing a new song for you. Today's effort is written by Phil Moore, and like most of his works, is slightly on the groovy side. If Mr. Weston is willing and ready - I will proceed with the lyrics of --- My Dear Old Heart. Let's see if we can get the proper beat, Paul.

Walters: "MY DEAR OLD HEART"

1964-1965

LOOKS LIKE

MERCER: Well, customers, it's time to close the shutters on the old Music Shop for the nonce. But--don't despair, we'll all be back again tomorrow when our special guest of the week will be that incoercible character, the little man who makes everybody happy, Mr. Ted Lewis. Meanwhile, enjoy those cooler smokin' Chesterfields. And now for Jo Stafford, Paul Weston, the Pied Pipers with June Hutton and myself, this is Johnny Mercer saying Goodnight.

(APPLAUSE)

MUSIC: THEME

ANNOR: Friends, when you buy cigarettes look for Chesterfields. You'll like the cigarette that's giving pleasure and comfort to millions in our fighting forces all over the world. You'll agree they satisfy.

(APPLAUSE)

MUSIC: THEME UP AND UNDER
THEY ALL COME TO YOU FROM H.W.O.
NBC ANNOR: THIS IS THE NATIONAL BROADCASTING COMPANY.

MERCER: GREETINGS, CLIENTEL. HOW ABOUT LIGHTIN' UP A
CHESTERFIELD WHILE THOSE POWERFUL PIED PIPERS AND I
TESTIFY IN FAVOR OF A CERTAIN "DOLLY WITH A HOLE IN
HER STOCKING."

DANCE WITH DOLLY

MERCER, PIPERS, ORCH.

(APPLAUSE)

*M- Thank you. And now a word about
Chesterfield.*

ANNCR: Whenever you buy cigarettes, look for Chesterfields. Their Right Combination - World's Best Tobaccos gives you the cigarette that satisfies. To meet the great and ever-growing demand for Chesterfields by the men and women in our Armed Forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working ^{RIGHT} here on the home front, you can smoke them with every confidence, for the quality never varies. Chesterfields give you the three things ^{THAT} every smoker wants real mildness, a cooler smoke and a far better taste.

MERCER: (OVER MUSIC) LOOKIN' MIGHTY STARRIED EYED, THIS EVENING,
OUR LOVELY MISS JO STAFFORD MAKES A LOVER'S PLEA -
"DON'T YOU NOTICE?" *Anytime Now?*

DON'T YOU NOTICE

STAFFORD, ORCH.

(APPLAUSE)

MERCER: RECENTLY WE DROPPED IN AT SLAPSIE MAXIE'S FAMOUS BISTRO
HERE IN HOLLYWOOD AND RIGHT UP THERE ON THE BANDSTAND WAS
OUR GOOD FRIEND - AND ONE OF AMERICA'S FAVORITE
ENTERTAINERS - THE MAN WITH THE BATTERED TOP PIECE AND
CONTRAPUNTAL SWIZZLE STICK...TED LEWIS!

LEWIS: IS EVERYBODY HAPPY?

(APPLAUSE)

MERCER: WELCOME TO THE MUSIC SHOP, TED. IT'S GOOD TO SEE YOU
AGAIN.

LEWIS: AH, JOHNNY, JUST HEARING YOU SING MAKES ME FEEL GOOD
ALL OVER. IT REALLY TAKES ME BACK.

MERCER: TAKES YOU BACK?

LEWIS: YES. I HAVEN'T HEARD SOUNDS LIKE THAT SINCE ~~THEY~~
his son
~~DE-COMMISSIONED~~ OUR OLD STANLEY STEAMER.

MERCER: I GUESS I'D BETTER HAVE THEM CHECK ON MY PILOT LIGHT
AGAIN.

LEWIS: YOU KNOW, JOHNNY, I'LL NEVER FORGET WHEN YOU FIRST BROKE
INTO SHOW BUSINESS WITH "POPS" WHITEMAN. YOU WERE RIGHT
OFF THE FARM.

MERCER: YES, I GUESS I WAS A NAIVE CHARACTER IN THOSE DAYS. BUT
YOU KNOW, TED, WHEN I LEFT THE FARM, I MADE UP MY MIND I
WOULDN'T GO BACK UNTIL I WAS A SUCCESSFUL SONG WRITER AND
A REALLY TOP VOCALIST. AND LAST YEAR I WENT BACK.

LEWIS: (AFTER PAUSE) JUST COULDN'T WAIT, COULD YOU?

MERCER: YOU CRU-ELL MAN, YOU. YOU KNOW, TED, FROM CERTAIN
UNDERTONES IN YOUR VOICE I SEEM TO DETECT A TRACE OF
NOSTALGIC SENTIMENTALITY.

LEWIS: WOULD YOU MIND RUNNING THAT ~~FAST~~ A LITTLE SLOWER?

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You Can Look it Up, Ted... (Contd.)

MERCER: (LAUGHS) I MEAN YOU SEEM TO HAVE A CERTAIN YEARNING FOR WHAT ARE COLLOQUIALLY REFERRED TO - AS THE GOOD OLD DAYS.

LEWIS: AH, YES. I'M THINKING OF THOSE GOOD OLD DAYS...B.S.

MERCER: B.S.?

LEWIS: YES. BEFORE ~~SINCE~~ *Closer,* YOU KNOW, JOHNNY, IN THOSE DAYS THERE USED TO BE HUNDREDS OF GREAT ENTERTAINERS. WEBER AND FIELDS, CARUSO, VERNON CASTLE, JOHN DREW... BUT TODAY THERE'S ONLY ONE GREAT ENTERTAINER.

MERCER: WHO'S THAT, TED?

LEWIS: OH, YOU FOOL, YOU. THOSE WERE THE GOOD OLD DAYS. THINGS SURE HAVE CHANGED. REMEMBER HOW DEWEY TOOK MANILA?

MERCER: THINGS SURE HAVE CHANGED. (THIS TIME HE EVEN HAD TROUBLE WITH MASSACHUSETTS)

LEWIS: EVERYTHING IS DIFFERENT NOWDAYS. ~~NO~~ I GO TO A HOTEL, I GET A ROOM WITH AN ADJOINING BATH. IN THE OLD DAYS I WAS LUCKY IF I GOT A ROOM WITH A PRIVATE PATH.

MERCER: THOSE OLD SAYINGS USED TO GET ME. "OH, YOU KID!" "CHICKEN INSPECTOR!" *& You Know Me, Al.*

LEWIS: RAZMATTAZZ! 23 SKIDDOO!

MERCER: YUP. NOWDAYS IT'S "24 SKIDDOO"!

LEWIS: "24 - SKIDDOO?"

MERCER: INFLATION. EVEN THE GIRLS ARE DIFFERENT TODAY.

LEWIS: YES. JOHNNY, INSTEAD OF BOBBY SOCKS THEY USED TO WEAR A BUSTLE.

MERCER: BUSTLE?

LEWIS: YES. YOU KNOW WHAT A BUSTLE IS - THAT'S A GIRDLER WITH A REAR GUNNER.

MERCER: I GUESS THAT'S WHAT GAVE THOSE GIRLS THAT "HOUR GLASS FIGURE".

LEWIS: I'LL NEVER FORGET MY FIRST GIRL. SHE HAD AN "HOUR GLASS FIGURE". THEN ONE NIGHT HER FATHER CAME DOWN AND THREW ME OUT OF THE HOUSE.

MERCER: THREW YOU OUT - WHY?

LEWIS: HE CAUGHT ME WITH MY ARM AROUND HALF PAST TEN! ~~EVEN THE~~

~~BIG CITIES HAVE CHANGED. JOHNNY, YOU WOULDN'T RECOGNIZE OLD NEW YORK.~~

MERCER: I GUESS IT ISN'T THE SAME SINCE THEY TOOK DOWN THE ELEVATED TRAINS.

LEWIS: ~~YUP. THEY SURE KNOCKED "THE L" OUT OF IT.~~
YES, THINGS CERTAINLY HAVE CHANGED.

MERCER: BUT WORST OF ALL, TED, THE SONGS AREN'T THE SAME, EITHER. THEY SURE USED TO WRITE 'EM IN THOSE DAYS.

LEWIS: SURE DID, JOHNNY. REMEMBER THE OLD ONE - "I DIDN'T RAISE MY SHADES TO BE A SPECTACLE"?

MERCER: ~~AND THAT TENDER BALLAD OF MOTHER LOVE - "CALL THE BOARD OF HEALTH, MOTHER, FATHER'S POLLUTED AGAIN!"~~

LEWIS: ~~YEAH - THAT WAS A LULU. MY FAVORITE, OF COURSE, WAS THE FOUR WHEEL BRAKE SONG.~~

MERCER: ~~FOUR WHEEL BRAKE SONG?~~

LEWIS: ~~FOUR WHEEL BRAKE THE NEWS TO MOTHER.~~

MERCER: I LIKE THE OTHER ONE. YOU KNOW, "WHEN THE BEES START MAKING HONEY I'LL COME HOME AND HAVE THE HIVES WITH YOU".

LEWIS: ~~AND ANOTHER THING, JOHNNY. THEY WROTE SONGS YOU COULD UNDERSTAND. NOT GIBBERISH LIKE "MAIRZY DOTES" AND "HUT SUT". THEY WROTE THINGS YOU COULD UNDERSTAND, LIKE (SINGS) JA-DA, JA-DA, JA-DA, JIGGE, JIGGE, JIGGE.~~

MERCER: ~~SO CLEAR AND BAST ON THE BAR.~~

LEWIS: SERIOUSLY, JOHNNY, THEY REALLY WERE GREAT DAYS.
SOMETIMES IT MAKES ME A LITTLE SAD. THINKING OF OLD
FRIENDS, OLD PLACES, OLD MEMORIES...

MUSIC: "I'M STEPPING OUT WITH MEMORY TONIGHT. . . LEWIS, ORCH
(APPLAUSE)

-9-

MERCER: *THANKS A LOT, TED LEWIS YOU'VE MADE EVERYBODY HAPPY.*
WELL, CUSTOMERS WE'VE JUST ABOUT RUN OUT OF TIME FOR
TONIGHT. BUT, WE HOPE YOU JOIN US TOMORROW WHEN WE
JOURNEY DOWN TO EL TORRO TO TROT OUT OUR WARES FOR
THE PERSONNEL OF THE MARINE AIR BASE. MEANWHILE BE
SURE TO ENJOY A PACK OF THOSE COOLER SMOKING CHESTERFIELDS.
THIS IS JOHNNY MERCER SAYING "GOOD NIGHT".
(APPLAUSE)

MUSIC: THEME

ANNCR: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS.
YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND
COMFORT TO MILLIONS OF OUR FIGHTING FORCES ALL OVER THE
WORLD. YOU'LL AGREE THEY SATISFY.
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC
ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

MERCER: SOME TIME AGO YOUR 'UMBLE PROPRIETOR ^{Santa} WHIPPED UP A LITTLE
 DITTY WHICH WE'VE HAD A HEAP OF REQUESTS FOR OF LATE. ^{WELL, ONE}
^{IT'S CALLED WAITIN FOR THE EVENING MAIL.}
 WE THOUGHT IT APPROPRIATE TO REINTRODUCE IT HERE THIS
 EVENING BECAUSE THESE MARINES HERE AT EL TORO ^{-They} DON'T CARE
 WHETHER IT'S V-MAIL OR FEMALE -- SO LONG AS IT TAKES AN
 EVENING. HOWEVER, THAT EVENING MAIL CAN BE MIGHTY
 IMPORTANT TO A SERVICE MAN. ^{So} GIVE ME A ⁶ DOWN BEAT, ^{Will You}
 MR. WESTON.

MUSIC: "WAITIN' FOR THE EVENING MAIL" MERCER, ORCH.

(APPLAUSE)

MERCER: THANK YOU. AND RIGHT NOW WE'RE WAITIN' FOR A FEW WORDS
 ABOUT CHESTERFIELD.

ANNCR: Whenever you buy cigarettes, look for Chesterfields. Their Right Combination - World's Best Tobaccos gives you the cigarette that satisfies. To meet the great and ever-growing demand for Chesterfields by the men and women in our Armed Forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. Yes, Chesterfields are more popular today than ever before. Whether you're in our fighting forces or working here on the home front, you can smoke them with every confidence, for the quality never varies. Chesterfields give you the three things every smoker wants real mildness, a cooler smoke and a far better taste.

MUSIC: "I WALK ALONE" (ESTABLISH FOR:)

MERCER: (OVER MUSIC) OUR ^{LOVELY} OWN JO STAFFORD BRINGS AN ENDEARING
NOTE TO ALL YOU FLYERS HERE AT THE MARINE AIR BASE.
SHE TELLS US ^{THAT} WHILE YOU ^{YOU'RE} ~~WINGS ARE~~ OFF INTO THE WIDE
BLUE HORIZON ^{THE ONE} ~~THAT THE GIRL~~ YOU LEFT BEHIND IS LEARNING
TO SOLO, TOO. ^{SHE} ~~THE LOVELY MISS STAFFORD~~ BRINGS US THE
NUMBER ONE BALLAD OF THE DAY -- I WALK ALONE.

MUSIC: "I WALK ALONE" STAFFORD, ORCH

(APPLAUSE)

MERCER: ^{Now} ~~ONCE AGAIN~~ THE PIED PIPERS AND I ARE GONNA FEATHER
OUR RESPECTIVE PROPS AND TAKE OFF, MORE OR LESS TOGETHER,
ON "MARGIE". PAUL - CONTACT!

MUSIC: "MARGIE" MERCER, PIPERS, ORCH
(APPLAUSE)

Well, What do You Know - We Made it -6-

MERCER: WELL, ^{MARINES} ~~FELLOWS~~, WE SEE BY OUR COMPUTOR THAT WE'VE JUST ABOUT RUN OUT OF TIME FOR THIS EVENING AND ON BEHALF OF THE GANG AND MYSELF, I'D LIKE TO THANK THE ENTIRE PERSONNEL HERE AT THE MARINE AIR BASE AT EL TORO FOR A REALLY SWELL DAY. WE HOPE YOU'RE GOING TO BE WITH US WHEN ^{THE MUSIC SHOP} WE OPEN UP AGAIN ON MONDAY. MEANWHILE, ~~WE TRUST~~ ^{PLEASE} YOU ~~FELLOWS~~ ALL ENJOY THAT PACK OF CHESTERFIELDS WE'RE LEAVING EACH OF YOU. BEFORE WE SHOVE OFF, WE'D LIKE TO THANK, IN PARTICULAR COL Wm. J. Fox, Capt. N.B. Roper & Lt. Virginia Pearson ^{THEIR} FOR ~~THE~~ SWELL COOPERATION. ~~WHICH MADE THIS BROADCAST~~ ~~POSSIBLE~~. THIS IS JOHNNY MERCER SAYING GOODNIGHT AND WISHING YOU ~~FELLOWS~~ ALL THE LUCK IN THE WORLD.

(APPLAUSE)

MUSIC: THEME

ANNCR: FRIENDS, WHEN YOU BUY ^{CHESTERFIELDS} ~~CIGARETTES~~, LOOK FOR ^{THE GREAT CIGARETTE,} CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE MARINE AIR BASE AT EL TORO, CALIFORNIA. THIS IS THE NATIONAL BROADCASTING COMPANY.

MERCER: EVENING CUSTOMERS. HERE WE ARE STARTIN' A BRAND NEW WEEK
IN THE CHESTERFIELD MUSIC SHOP - SO WHILE YOUR HARRIED
PROPRIETOR, DUSTS OFF THE FRONT COUNTER, AND HANGS OUT THE
"WELCOME" SIGN -- HOW ABOUT PULLIN' UP A PACK OF THOSE
SATISFYIN' CHESTERFIELDS WHILE THOSE NAUGHTY PIED PIPERS
RE-ARRANGE THE CALENDAR BY BRINGING US "SUNDAY;" ON
MONDAY. A POWERFUL DOWN-BEAT, MAESTRO WESTON.

MUSIC: "SUNDAY" PIPERS AND ORCHESTRA

(APPLAUSE)

~~MERCER: THANK YOU, PIPERS. AND HERE IS WITH
THE GOOD WORD ON SMOKING PLEASURE.~~

G

2

~~(OVER MUSIC)~~ *Thank You. You Dynamic Singing Organization.*

MERCER: THIS IS YOUR PO' OLE LOVE SICK PROPRIETOR, TURNIN' THE
~~EIGHTS~~ *FIVE* DOWN LOW, SNUGGLIN' UP TO THE ~~HANDS~~ *NEAREST SICK GUY* AND
ASKING -- "WHY DON'T YOU KISS ME".

MUSIC: WHY DON'T YOU KISS ME MERCER, ORCHESTRA

(APPLAUSE)

*Mercer: Thank you, and here we
partly Introduce with the good
word on ending pleasure.
~~Thank you~~*

4
-b-

COMMERCIAL

Thank you, Johnny

ANNCR: NOTHING TAKES THE PLACE OF A REALLY GOOD CIGARETTE. YOU SMOKERS KNOW THAT BETTER TODAY THAN EVER BEFORE. WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND THEIR RIGHT COMBINATION...WORLD'S BEST TOBACCOS GIVES YOU A SMOKE THAT REALLY SATISFIES. TO MEET THE GREAT AND EVER-GROWING DEMAND FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME, OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. CHESTERFIELD'S POPULARITY IS GREATER THAN EVER. YOU CAN SMOKE CHESTERFIELDS WITH EVERY CONFIDENCE BECAUSE THEY GIVE YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~YOU~~.... A Milder SMOKE, A COOLER SMOKE, AND A BETTER TASTE. LOOK FOR CHESTERFIELDS... THEY SATISFY.

G

(OVER MUSIC)

MERCER: WE TURN NOW TO THE GLAMOUR GAL OF THE MUSIC SHOP - OUR OWN
JO STAFFORD. THIS EVENING THE LOVELY MISS STAFFORD SEEMS
TO HAVE A TRACE OF MAGNOLIA IN HER HAIR AND "GEORGIA ON
HER MIND."

MUSIC: "GEORGIA ON MY MIND" STAFFORD, ORCHESTRA

(APPLAUSE)

MERCER: FOR OUR FINAL "SEE-LECTION" OF THE EVENING OLD DEACON
MERCER CALLS THE MEETIN' TO ORDER AND EXALTS THAT
DIS-REPUTABLE GROUP ALIAS THE PIED PIPERS TO "SING YOU
SINNERS."

MUSIC: "SING YOU SINNERS" MERCER, PIPERS, & ORCH.

(APPLAUSE)

G

MERCER: *Thank You Very Much*
 WELL, CUSTOMERS, THAT WINDS UP A NOT SO BLUE MONDAY. ~~HERE~~ *AT THAT*
~~IN THE MUSIC SHOP...~~ BUT WE'RE LOOKING FORWARD TO A REALLY
CHESTERFIELD
 BIZZY WEEK HERE IN THE, SHOP.

ANNCR: CAN I READ THE SCHEDULE OF THE WEEK - ~~HUH, JOHNNY, HUH,~~
~~JOHNNY, ... HUH?~~

MERCER: *Harley -*
 WHAT IS THIS, SOMETHING NEW ... AN ~~NEW~~ ANNOUNCER WHO CAN
 READ?

ANNCR: SURE - IT SAYS RIGHT HERE - (READS SLOWLY), "TOMORROW
At Rising Young Singer,
 NIGHT - OUR GUEST IS GONNA BE PAUL CARLEY, ~~NEW~~
~~SINGING CHESTERFIELD~~"

MERCER: *Of The James Dorsey Group, I Do Believe.*
 WE BELIEVE YOU. HOWEVER, ON WEDNESDAY, WE PRESENT OUR
 TWO POPULAR SPECIALS - THE MEMORY TUNE AND ONCE AGAIN WE
 INTRODUCE A BRAND NEW NUMBER. THAT'S ON WEDNESDAY.

ANNCR: AND ON THURSDAY OUR GUEST OF THE WEEK IS - ~~OH BOY,~~ ~~PEGGY~~
~~BEAN.~~ SHE'S CUTE.

MERCER: *Stop Harley - Let's Hold That Till Tomorrow.*
~~WHAT HAVE WE ON OUR HANDS - "SNOWFLAKE'S OTHER HUSBAND"?~~
Now -
 IF I MAY FINISH? ON FRIDAY WE MAKE OUR USUAL SERVICE

JAUNT THIS TIME TO ~~THE~~ ROOSEVELT COSE AT TERMINAL
~~ISLAND.~~
 JOIN US AGAIN STARTING TOMORROW, MEANWHILE, ENJOY A PACK
AND NEW FOR TO
 OF THOSE COOLER SMOKING CHESTERFIELDS. ~~UNTIL TOMORROW,~~
Starting, Paul Nelson, the Big Pack & Myself
~~THEN,~~ THIS IS JOHNNY MERCER SAYING -- "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME

ANNCR: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS.
 YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND
 COMFORT TO MILLIONS OF OUR FIGHTING FORCES ALL OVER THE
 WORLD. YOU'LL AGREE THEY SATISFY.

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

G

AGENCY
As Requested

THE CHESTERFIELD MUSIC SHOP

NOVEMBER 14, 1944

MUSIC: THEME UP AND FADE FOR:

ANNCR: IT'S THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY

MERCER -- WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA --

THE PIED PIPERS WITH JUNE HUTTON -- *AND YOURS TRULY*
Harvey Mitchell. ~~AND JOHNNY'S SPECIAL~~

~~GUEST -- PAUL CARLEY.~~ AND HERE IS ~~YOUR SINGING~~

~~PROPRIETOR~~ -- JOHNNY MERCER! *WHOSE GUEST TONIGHT IS*
PAUL CARLEY.

MUSIC: THEME UP AND FINISH:

G

MERCER: HOWDY, CUSTOMERS. WE SUGGEST YOU LIGHT UP ONE OF THOSE COOLER SMOKING CHESTERFIELDS AND START THE EVENING RIGHT WHILST THOSE PERCOLATIN' PIED PIPERS, AND YOURS TRULY START HEADING FOR PARTS UNKNOWN BY WAY OF "THE HIGHWAY POLKA".

THE GREEN LIGHT, MR. WESTON.

MUSIC: "HIGHWAY POLKA". MERCER, PIPERS, & ORCH.

APPLAUSE:

MERCER: THANKS FOR THE KIND ASSISTANCE, PIPERS. BUT RIGHT NOW COMES HARRY MITCHELL WITH THE NEWS AND VIEWS ON A CERTAIN TOBACCO.

COMMERCIAL

Thank You, Johnny. You Know.

ANNCR: NOTHING TAKES THE PLACE OF A REALLY GOOD CIGARETTE. YOU SMOKERS KNOW THAT BETTER TODAY THAN EVER BEFORE. WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND THEIR RIGHT COMBINATION...WORLD'S BEST TOBACCOS GIVES YOU A SMOKE THAT REALLY SATISFIES. TO MEET THE GREAT AND EVER-GROWING DEMAND FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME, OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. CHESTERFIELD'S POPULARITY IS GREATER THAN EVER. YOU CAN SMOKE CHESTERFIELDS WITH EVERY CONFIDENCE BECAUSE THEY GIVE YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~YOU~~.... A Milder SMOKE, A COOLER SMOKE, AND A BETTER TASTE. LOOK FOR CHESTERFIELDS... THEY SATISFY.

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MUSIC: "NIGHT AFTER NIGHT" (ESTABLISH FOR:)

MERCER: (OVER MUSIC) ERNESTO LECUONA IS EVIDENTLY NOT THE ONLY TALENTED MEMBER OF THE FAMILY. BECAUSE ALONG HAS COME A MUSICAL NIECE, ERNESTINA LECUONA, WITH A MELODY OF HER OWN CALLED "NIGHT AFTER NIGHT". ^{I'VE ASKED} MISS JO STAFFORD ^{TO} SING IT FOR YOU NOW.

MUSIC: "NIGHT AFTER NIGHT" STAFFORD & ORCHESTRA
(APPLAUSE)

MERCER: FRONT AND CENTER, NOW, ARE OUR PIED PIPERS. THIS TIME
ECHOING THE PRAYER AND PROMISE OF ALL OF US HERE AT HOME
FOR A BETTER DAY "WHEN HE COMES ~~MARCHING~~ HOME".

MUSIC: "WHEN HE COMES ~~MARCHING~~ HOME" PIPERS & ORCHESTRA

APPLAUSE:

G

Right Here

MERCER: WE GET A GREAT DEAL OF PLEASURE INTRODUCING OUR GUEST THIS EVENING. HE'S A COMING VOCALIST WHO WE FEEL CERTAIN IS HEADED FOR THE GRAVY TRAIN HERE IN HOLLYWOOD. FRESH OUT OF JIMMY DORSEY'S BAND, *I'm sure you've seen his handsome* ~~HE'S NOW UNDER CONTRACT TO~~ *PROFILE IN MANY FICKER FILMS.* UNIVERSAL PICTURES. CUSTOMERS, MEET MR. PAUL CARLE!

(APPLAUSE)

MERCER: WELCOME TO THE MUSIC SHOP, PAUL.

CARLE: THANKS, JOHNNY. THAT SURE WAS SOME BUILD-UP - MAYBE I'D BETTER QUIT NOW WHILE I'M ^{Still} AHEAD.

MERCER: OH, NO YOU DON'T, PAUL. BUT TELL ME...I SUPPOSE LIKE ALL SINGERS YOU HAVE YOUR FAVORITE ~~FEMININE~~ VOCALIST.

Carley: *Now Yes. M. FEMININE TOO?*
CARLE: ~~OH, SURE.~~ MY FAVORITE ^{FEMININE} VOCALIST IS - LANA TURNER.

MERCER: WHY, I DIDN'T KNOW LANA COULD SING.

CARLE: SHE CAN'T - BUT WHO NOTICES?

MERCER: WELL, IF THE TRUTH WERE KNOWN, I'M A BETTY GRABLE MAN MYSELF. AS A MATTER OF FACT, IF YOU WON'T LET THIS GO ANY FURTHER, PAUL...

CARLE: *You Can*
TRUST ME, JOHNNY.

MERCER: WELL, ALL DAY YESTERDAY I THOUGHT OF ^{Nothing But} BETTY GRABLE, ~~ALL DAY LONG.~~ AND LAST NIGHT I WENT HOME TO DREAM.

CARLE: I SEE. AND WHAT DID YOU DREAM ABOUT?

MERCER: HARRY JAMES. BUT ENOUGH OF THIS CLEVER CHIT-CHAT. PAUL, SUPPOSE YOU PROVE TO OUR CUSTOMERS THAT OUR PREIDCTIONS ON YOU WERE REALLY SOLID.

CARLE: THANKS, JOHNNY. I'D LIKE TO SING "I'LL REMEMBER APRIL".

MERCER: *You Got it.*
MUSIC: "I'LL REMEMBER APRIL" CARLE, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU PAUL CARLE. THAT WAS ~~WONDERFUL~~^{FINE}. KEEP UP THE GOOD WORK. WELL, CUSTOMERS, THAT BRINGS US TO THE END OF THE PAGE FOR THIS SESSION OF THE CHESTERFIELD MUSIC SHOP. BUT - DON'T DESPAIR - WE'LL ALL BE BACK TOMORROW WITH OUR ^{MIDWEEK IS THAT? YES - THAT'S WHAT IT SAYS HERE.} TWO MID-WEEK SPECIALS - THE MEMORY TUNE AND THE NEW TUNE OF THE WEEK.

BY THE WAY, HARRY. I STOPPED YOU LAST NIGHT BEFORE YOU ANNOUNCED OUR GUEST FOR THURSDAY. YOU BETTER LET THE FOLKS IN ON IT ^{LIKE} ~~AS~~ WE PROMISED.

MITCHELL: OKAY, JOHNNY. THE TREAT WE HAVE IN STORE FOR EVERYONE IS NONE OTHER THAN THAT LATIN-AMERICAN BOMBSHELL - LINA ROMAY!

MERCER: MM MM! COME ON THURSDAY! BUT FOR NOW THIS IS JOHNNY MERCER SAYING REMEMBER THOSE SATISFYING CHESTERFIELDS. SEE YOU TOMORROW. GOODNIGHT.

MUSIC: THEME

ANNCR: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS OF OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE, THEY SATISFY.
(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

November 15, 1944

MUSIC: THEME UP AND FADE FOR:

ANNCR: IT'S THE CHESTERFIELD MUSIC SHOP -- STARRING JOHNNY
 MERCER -- WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA --
 THE PIED PIPERS WITH JUNE HUTTON -- AND YOURS TRULY
 HARRY MITCHELL. AND HERE IS -- JOHNNY MERCER!

MUSIC: THEME UP AND FINISH

Thank You and

MERCER: GREETINGS, CUSTOMERS. AND A HAPPY WEDNESDAY TO YOU. HOW ABOUT REACHING FOR ONE OF THOSE COOLER SMOKING CHESTERFIELDS WHILE THE PIED PIPERS AND FRIEND, BORROW THE TENDER LEXICON OF THE BARD, AND WHISPER SOFTLY ~~TO OUR RESPECTIVE TRUELOVES~~ *A BALLAD WE ORIGINALLY DEDICATED TO Miss JUNE HUTTON. It's CALLED* -- "AWH, COME ON NOW!"

AWH COME ON NOW
(APPLAUSE)

MERCER, PIPERS AND ORCHESTRA

MERCER: ~~THAT WAS "AWH, COME ON NOW"~~ AND COMING ON NOW IS OUR *A WORD ABOUT CHESTERFIELD.* GOOD FRIEND HARRY MITCHELL WITH ~~YOU KNOW WHAT.~~

COMMERCIAL

Thank You, Johnny. You Know

ANNCR: NOTHING TAKES THE PLACE OF A REALLY GOOD CIGARETTE. YOU SMOKERS KNOW THAT BETTER TODAY THAN EVER BEFORE. WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND THEIR RIGHT COMBINATION...WORLD'S BEST TOBACCOS GIVES YOU A SMOKE THAT REALLY SATISFIES. TO MEET THE GREAT AND EVER-GROWING DEMAND FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME, OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. CHESTERFIELD'S POPULARITY IS GREATER THAN EVER. YOU CAN SMOKE CHESTERFIELDS WITH EVERY CONFIDENCE BECAUSE THEY GIVE YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~YOU~~.... A Milder SMOKE, A COOLER SMOKE, AND A BETTER TASTE. LOOK FOR CHESTERFIELDS... THEY SATISFY.

G

MERCER: (OVER MUSIC) CONFIRMED SENTIMENTALISTS, ALL, IT IS OUR
CUSTOM HERE IN THE MUSIC SHOP TO CAST A LONG LINGERING LOOK
DOWN MEMORIES INDEARING PATH. THIS EVENING OUR LOVELY
VOCALIST MISS JO STAFFORD STRIKES A NOSTALGIC CORD WITH A
GREAT TONE POEM OF YESTERYEAR -- "ALONE TOGETHER."

ALONE TOGETHER

STAFFORD & ORCH.

(APPLAUSE)

MERCER: *The*
 LOOKING AHEAD TO ~~THAT~~ ~~NOT~~ ~~TO~~ ~~FAR~~ ~~DISTANT~~ DAY WHEN OUR
~~INCOMPARABLE~~ G.I. JOE GOES TWO-STEPPING DOWN HITLER'S
 UTTER DE LINDEN ~~IN~~ ~~THE~~ ~~INCENDIARY~~ ~~FLAMES~~ ~~OF~~ ~~OUR~~ ~~INCENDIARY~~
 FOURSOME, THE PIED PIPERS, CLAIM "THERE'S GONNA BE A HOT
 TIME IN THE TOWN OF BERLIN".

MUSIC: "HOT TIME IN TOWN OF BERLIN" PIPERS - ORCH.

(APPLAUSE)

MERCER:

RIGHT NOW THE MUSIC SHOP SCHEDULE CALLS FOR ¹⁵⁻~~ITS AGED~~
PROPRIETOR TO BRAVE THE VOCAL PITFALLS ALONE. HOWEVER,
~~THIS TIME, DESPITE HIS ALLEGED INADEQUACIES~~ HE DOES
SO BRAVELY, UNAFRAID. 'CAUSE HE'S PACKING SOME ~~POWERFUL~~
POWERFUL AMMUNITION IN THE FORM OF A BRAND NEW ^{DIXIELAND} TUNE BY
JERRY LIVINGSTON AND RAY EVANS. "BAND BABY".

MUSIC:

"BAND BABY"

MERCER, ORCH.

(APPLAUSE)

MERCER MUSIC SHOP
11/15/44

(REVISED) -7-

MERCER: WELL, CUSTOMERS, THAT WINDS UP OUR MUSIC SHOP SPECIALS FOR THIS EVENING. HOWEVER WE'LL ALL BE BACK TOMORROW WHEN OUR GUEST WILL BE THAT LOVELY SENORITA - MISS LINA ROMAY. (BARKS). MEANWHILE, TRY A PACK OF THOSE COOLER SMOKING CHESTERFIELDS. THIS IS JOHNNY MERCER SAYING "GOODNIGHT".

MUSIC: THEME

ANNCR: NOW THE MERCHANT MARINE NEEDS 43,000 EXPERIENCED SEAMEN IN THE NEXT TWELVE MONTHS. IF WE ARE TO KEEP OUR ARMIES SUPPLIED AND OUR CASUALTIES DOWN. APPLY BY WIRE TO MERCHANT MARINE, WASHINGTON, D.C. OR CALL AT YOUR LOCAL UNITED STATES EMPLOYMENT OFFICE.

FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS OF OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE, THEY SATISFY.

(APPLAUSE)

MUSIC: THEME UP & UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

NOVEMBER 16, 1944

MUSIC: THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER-
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - YOURS TRULY, HARRY MITCHELL -
AND HERE IS JOHNNY MERCER - WHO'S GUEST TONIGHT IS LINA
ROMAY!

MUSIC: THEME UP AND FINISH

(APPLAUSE)

N

MERCER: SALUTATIONS, CUSTOMERS. RIGHT NOW WE SUGGEST YOU LIGHT UP ONE OF THOSE SATISFYING CHESTERFIELDS AND TAKE OFF WITH THOSE FACE-SETTIN' PIED PIPERS AND A CERTAIN NAMELESS BUNDLE-STIFF AS THEY GO "SINGING DOWN THE ROAD".

MUSIC: SINGING DOWN THE ROADMERCER, PIPERS, ORCHESTRA.

(APPLAUSE)

MERCER: THANKS FOR THE RIDE, PIPERS. AT THE HEAD OF THE CLASS, NOW IS HARRY MITCHELL WITH A SHORT RECITATIVE ON
CHESTERFIELDS.
~~COBACOO.~~

N

COMMERCIAL

Thank You Tomorrow. You Know

ANNCR:

NOTHING TAKES THE PLACE OF A REALLY GOOD CIGARETTE. YOU SMOKERS KNOW THAT BETTER TODAY THAN EVER BEFORE. WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND THEIR RIGHT COMBINATION...WORLD'S BEST TOBACCOS GIVES YOU A SMOKE THAT REALLY SATISFIES. TO MEET THE GREAT AND EVER-GROWING DEMAND FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME, OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. CHESTERFIELD'S POPULARITY IS GREATER THAN EVER. YOU CAN SMOKE CHESTERFIELDS WITH EVERY CONFIDENCE BECAUSE THEY GIVE YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~you~~.... A Milder SMOKE, A COOLER SMOKE, AND A BETTER TASTE. LOOK FOR CHESTERFIELDS... THEY SATISFY.

G

CHESTERFIELD
11/16/44

(REVISED) -4-

MERCER: OUR FRIEND DUKE ELLINGTON IS PROBABLY BEST KNOWN FOR
HIS TORRID INTER^{PRETATION}~~PRETATION~~ OF MODERN JIVE. BUT THE GOOD
DUKE IS NO MEAN SHAKY AT WRITING THEM EITHER.
JO STAFFORD AND THE PIED PIPERS GIVE AMPLE PROOF OF
THIS NOW WITH ONE OF HIS LATEST -- "I DIDN'T KNOW ABOUT YOU"

MUSIC: "I DIDN'T KNOW ABOUT YOU"

(APPLAUSE)

MERCER: THANK YOU, JO STAFFORD. YOU KNOW, CUSTOMERS, ALL WEEK
LONG I'VE BEEN LOOKING FORWARD TO THIS EVENING. 'CAUSE
OUR GUEST IS NOT ONLY METRO-GOLDWYN-MAYER'S CHARMING
LATIN ~~VOCALIST~~ ^{Spoken Span} BUT SHE A ~~TERRIFICALLY~~ ^{Very} ATTRACTIVE YOUNG
LADY -- MIS LINA ROMAY!

(APPLAUSE)

ROMAY: OH, THANK YOU, JOHNNY, THAT WAS VERY SWEET.

MERCER: (JUST LOOKS AT LINA)

ROMAY: WHY, JOHNNY, DON'T JUST STAND THERE -- AREN'T YOU GOING TO
SAY SOMETHING?

MERCER: (BARKS) ARF, ARF, ARF ---- AWHOOOOL!

ROMAY: (LAUGHS) MR. MERCER, YOU ARE VERY FLATTERING. YOU ARE
WHAT WE CALL A...(SPANISH AD LIB END WITH "SI")

MERCER: FINE - BUT I'LL HAVE TO ASK MOTHER FIRST.

ROMAY: NO, NO, I MEAN YOU ARE SORT OF A WOLF.

MERCER: ~~ONLY MENTALLY~~ ^{Not Exactly} LINA, ~~ONLY MENTALLY~~ ^{A Large Quipuna.} BUT I SUPPOSE

YOU'VE MET LOT'S OF SO CALLED WOLVES HERE IN HOLLYWOOD?

ROMAY: YES, BUT I FIND THAT THE MOST DANGEROUS KIND ARE THE
"SILVER FOX."

MERCER: "SILVER FOX?"

ROMAY: THAT'S A WOLF WITH GRAY HAIR.

MERCER: WELL, LINA HOW DO THE MEN IN HOLLYWOOD COMPARE WITH THOSE
IN YOUR COUNTRY?

ROMAY: OH, HOLLYWOOD HAS MANY CHARMING MEN. VAN JOHNSON, HE IS
SO CUTE. CLARK GABLE HE IS SO MANLY. WALTER PIDGEON HE
IS SO ATTRACTIVE.

MERCER: WELL, LINA WHAT ABOUT ME?

ROMAY: OH, JOHNNY, YOU ARE SO....SO...

f

MERCER: SO WHAT, LINA?

ROMAY: OH, JUST SO-SO.

MERCER: SI-SI. BUT TELL ME, LINA WE HEAR SO MUCH ABOUT IT...WHAT IS REALLY THE DIFFERENCE BETWEEN LATIN AND AMERICAN MEN?

ROMAY: WELL, THE LATIN MAN IS MUCH MORE PERSISTANT. NO MATTER HOW MANY TIMES HE IS TURNED DOWN --- HE NEVER GIVES UP.... HE KEEPS COMING BACK TIME AFTER TIME. WE CALL THAT TYPE A CABALLERO.

MERCER: WE HAVE THEM UP HERE.....ONLY WE CALL THEM REPUBLICANS.

ROMAY: THEN OUR CUSTOMS ARE SO DIFFERENT. FOR INSTANCE WHEN I'M INTRODUCED TO AN ELDERLY MAN, I CURTSY. WHEN I MEET A MAN OF MY OWN AGE - WE SHAKE HANDS. WHEN I MEET A LITTLE BOY I KISS HIM ON THE CHEEK. WHAT DO YOU THINK OF THAT?

MERCER: (LIKE BABY) GOOOOO!

ROMAY: (LAUGH) YOU SEE JOHNNY, THE LATIN MAN TRIES VERY HARD TO IMPRESS A GIRL. HE TALKS OF BOOKS, ART, THE THEATRE.

MERCER: WELL, I'M FAMILIAR WITH BOOKS, ART AND THE THEATRE.

ROMAY: DIEKENS, PICASSO, AND SHAKESPEARE?

MERCER: NO, ESQUIRE, PETTY, AND MINSKY.

ROMAY: I THOUGHT SO. BESIDES ALL THAT, THE MEN IN MY COUNTRY TRY TO DEVELOP A CHARMING PERSONALITY.

MERCER: PERSONALITY, WHY, LINDA, I HAVE THE IDEAL PERSONALITY. I'M REFRESHING, SPARKLING, EFFERVESCENT, BUBBLING OVER!

ROMAY: SO IS ^{ALKA Seltzer.} ~~A BOTTLE OF SEVEN-UP. ANOTHER THING LOTS OF~~
~~SOUTH AMERICAN MEN GO IN FOR SPORTS - THEY OWN HUGE~~
~~STRINGS OF RACE HORSES. A FRIEND OF MINE OWNED THAT~~
~~GREAT CHAMPION... "STREAMLINER OUT OF BLACK BEAUTY BY~~
~~KING COLE."~~

f

MERCER: WELL, OUT ON MY RANCH IN THE VALLEY I HAVE A HORSE.

ROMAY: WHAT'S HIS PEDEGREE?

MERCER: I THINK IT'S "USED CAR OUT OF GLENDALE BY MAD-MAN MUNTZ."

ROMAY: WELL, JOHNNY, DON'T YOU EVERY TRY TO CHANGE. I THINK AMERICAN MEN ARE THE MOST CHARMING IN THE WORLD.

MERCER: AND WE THINK YOU'RE PRETTY SWELL, TOO, LINA.

ROMAY: THANK YOU, JOHNNY.

MERCER: YOU KNOW, LINA, I DROPPED OUT TO ~~SEE~~ ^{WHEN} JUDY GARLAND ON THE ^{MGM I SAW} "MEET ME IN ST. LOUIS" SET AND ^{WHILE THERE HEARD} EVERYONE ~~WAS~~ TALKING ABOUT YOUR INTERPRETATION OF "BRAZIL". SO HOW ABOUT A RE-TAKE FOR OUR CUSTOMERS?

ROMAY: I'D BE VERY ^{HAPPY} ~~GLAD~~ TO ~~JOHNNY~~.

MUSIC: BRAZIL ROMAY AND ORCHESTRA

(APPLAUSE)

f

MUCHAS GRACIAS SENORITA RIMOV. VERY SLOW -8- 120 BCD.

MERCER: WELL, CUSTOMERS, TIME TO CLOSE UP THE MUSIC SHOP FOR THIS EVENING. BUT, WE HOPE YOU JOIN US TOMORROW WHEN WE ~~OPEN~~ ^{'LL} ~~BE COMIN' AT YOU FROM THE NAVY'S ROOSEVELT~~ ~~THE MUSIC SHOP FOR OUR FIGHTING FORCES. THIS TIME WE'RE~~ ~~ROSE ON TERMINAL ISLAND.~~ ~~TALKING TO~~ _____ . MEANWHILE BE SURE TO ENJOY A PACK OF THOSE COOLER SMOKING CHESTERFIELDS. THIS IS JOHNNY MERCER SAYING "GOOD NIGHT".

(APPLAUSE)

MUSIC: THEME

ANNCR: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS OF OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY.

(APPLAUSE)

ANNCR: LINA RIMOV APPEARED THROUGH THE COURTESY OF
MUSIC: THEME UP AND UNDER *METRO FOLLOWING MAVER STUDIOS.*

NBC

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

N

MERCER: THANK YOU, DOLLY BLOOMER. NOW HERE IS ~~OUR OWN~~
~~BLOOMER BOY~~, HARRY MITCHELL WITH A BRIEF WORD ABOUT
CHESTERFIELDS.

m

COMMERCIAL

-3-

ANNCR: THANK YOU, JOHNNY. YOU KNOW, NOTHING TAKES THE PLACE OF
A REALLY GOOD CIGARETTE. YOU SMOKERS KNOW THAT BETTER
TODAY THAN EVER BEFORE. WHENEVER YOU BUY CIGARETTES,
LOOK FOR CHESTERFIELDS. YOU'LL FIND THEIR RIGHT
COMBINATION...WORLD'S BEST TOBACCOS GIVES YOU A SMOKE THAT
REALLY SATISFIES. TO MEET THE GREAT AND EVER-GROWING
DEMAND FOR CHESTERFIELDS BY THE MEN AND WOMEN IN OUR ARMED
FORCES AND THE FOLKS HERE AT HOME, OUR FACTORIES ARE
WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY
CAN POSSIBLY TURN OUT. CHESTERFIELD'S POPULARITY IS
GREATER THAN EVER. YOU CAN SMOKE CHESTERFIELDS WITH
EVERY CONFIDENCE BECAUSE THEY GIVE YOU EVERYTHING A GOOD
CIGARETTE CAN GIVE ~~YOU~~ ... A MILDER SMOKE, A COOLER SMOKE,
AND A BETTER TASTE. LOOK FOR CHESTERFIELDS ... THEY
SATISFY.

310

355

m

Thank You Hoeev.

MERCER: ACCORDING TO MR. WEBSTER'S STANDARD UNABRIDGED DICTIONARY AND WORLD ATLAS, A COQUETTE IS NOT A SHORT COKE BUT A

"VAIN, FRIVOLOUS GIRL WHO SEEKS TO GAIN MEN'S FAVOR AND ATTENTION".

OUR PIED PIPERS
~~ACCORDING TO OUR SEA FARING PIED PIPERS,~~
~~POOR COQUETTE HAS BEEN DONE A GRAVE INJUSTICE. (SHE~~

~~THAT'S WHAT SHE GETS FOR GOING OUT WITH MARINES~~

~~WOULD YOU STRAIGHTEN OUT THE RECORDS, PIPERS?~~

PLEASE GET IN A NEW TUNION. PIPERS?

MUSIC: "COQUETTE" PIPERS, ORCHESTRA

(APPLAUSE)

m

MUSIC: "~~I PROMISE YOU~~" (ESTABLISH FOR:)

MERCER: (OVER MUSIC) WITH A CERTAIN FAR AWAY LOOK IN HER EYES,
OUR LOVELY VOCALIST MISS JO STAFFORD ^{BRINGS US A} ~~VOICES AN ENDEARING~~
^{SENTIMENTAL BALLAD IN THE 20's: THERE'S NO YOU}
~~NOTE TO A CERTAIN SEA-FARING LAD: "I PROMISE YOU".~~

MUSIC: "~~I PROMISE YOU~~" *THERE'S NO YOU* STAFFORD, ORCH.
(APPLAUSE)

MERCER: A WHILE BACK, YOUR HUMBLE PROPRIETOR, "SCUPPERS" MERCER,
WAS CALLED ON TO WHIP UP A FEW NEW TUNES FOR PARAMOUNT'S
NEW PICTURE CALLED
"HERE COME THE WAVES". WITH THE ASSISTANCE OF HAROLD
ARLEN AND AN OFF SHORE BREEZE, HE WAS FORTUNATE TO COME UP
WITH A LITTLE DITTY THAT WE HOPE YOU'LL ENJOY. SO, IT'S
HEAVE HO FOR YOURS TRULY AND THE PIED PIPERS AS WE WEIGH
ANCHOR ON THE MUSICAL NARRATION OF "ACCENTUATE THE
POSITIVE".

MUSIC: "ACCENTUATE THE POSITIVE" JOHN, PIPERS, ORCH
(APPLAUSE)

A Mighty Entourage

MERCER: WELL, SAILORS, THAT BRINGS US TO THE END OF ~~OUR~~ HITCH
 HERE AT THE ^{NAVAL} SMALL CRAFT ~~NAVAL~~ TRAINING CENTER ON
 TERMINAL ISLAND. WE WOULD LIKE TO THANK COMMODORE S.F.
 HEIM, CAPTAIN FRANK WALKER AND LIEUTENANT ^{L.E. HENDRICKSON} ~~BENNETT A. TODD~~
 FOR ^{THEIR FINE ASSISTANCE. CAST OFF} ~~A SWELL DAY~~. BEFORE WE UP ~~SHIP'S ANCHOR~~ WE HOPE ALL
 YOU FELLOWS ~~WILL~~ ENJOY THAT PACK OF CHESTERFIELDS WE'RE
 LEAVING EACH OF YOU. ^{UNTIL MONDAY} THIS IS JOHNNY MERCER SAYING
 GOODNIGHT AND GOOD SAILING.

(APPLAUSE)

MUSIC: THEME

ANNCR: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS.
 YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND
 COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE
 WORLD. YOU'LL AGREE THEY SATISFY.

1415

(APPLAUSE)

1425

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE SMALL
 CRAFT TRAINING CENTER AT ROOSEVELT BASE, TERMINAL ISLAND.
 THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

MONDAY

NOVEMBER 20, 1944

MUSIC: THEME UP AND FADE

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER!
- WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS ^{WITH} ~~AND~~ JUNE HUTTON & YOU'RS TRULY, HARRY MITCHELL -
AND HERE'S JOHNNY MERCER!

MUSIC: THEME UP AND FINISH

(APPLAUSE)

G

Thank You Johnny

MERCER: HAPPY MONDAY, CUSTOMERS. WHILE WE RE-ARRANGE THE DUST AND GET THE OLD MUSIC SHOP READY FOR THE WEEK'S BUSINESS, WE SUGGEST YOU LIGHT UP ONE OF THOSE SATISFYIN' CHESTERFIELDS AND CATCH A LISTEN TO THOSE POWERFUL PIED PIPERS AND AN UNIDENTIFIED MALCONTENT, MORNFULLY DE-CRYING -- "IT'S ALL OVER NOW".

MUSIC: "IT'S ALL OVER NOW" . MERCER, PIPERS, & ORCH.

(APPLAUSE)

MERCER: THANK YOU -- YOU LOVELY PEOPLE. WE TURN, NOW, TO HARRY MITCHELL AND SOME LOVELY WORDS ON SMOKING PLEASURE. *WITH CHESTERFIELDS.*

COMMERCIAL

MITCHELL: HERE'S SOMETHING WE SMOKERS KNOW TODAY BETTER THAN EVER BEFORE - THERE'S A WHOLE OF A DIFFERENCE BETWEEN ONE CIGARETTE AND ANOTHER. YOU AND I KNOW THE EXTRA PLEASURE WE GET FROM A CIGARETTE THAT GIVES US A MILDER SMOKE, A COOLER SMOKE AND A BETTER TASTE. SO, WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND ~~THE~~ THEIR RIGHT COMBINATION, WORLD'S BEST TOBACCOS GIVES YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~YOU~~, A MILDER SMOKE, A COOLER SMOKE, AND A FAR BETTER TASTE. TO MEET THE GREAT AND EVER GROWING DEMAND FOR CHESTERFIELDS BOTH BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. FOR CHESTERFIELDS POPULARITY IS GREATER TODAY THAN EVER BEFORE. SMOKERS KNOW THEY CAN SMOKE THEM WITH EVERY CONFIDENCE. LOOK FOR CHESTERFIELDS WHENEVER YOU BUY CIGARETTES - IT'S THE CIGARETTE THAT REALLY SATISFIES.

G

(OVER MUSIC)

MERCER: *At THE MUSIC SHOP Counter Now is Miss Jo Stafford*
~~RETURNING NOW, AND THE PIPED PIPERS WITH A NEW MELODY BY~~
OUR GOOD FRIEND AND PROLIFIC TUNE-SMITH, JEROME KERN -
"MORE AND MORE".

MUSIC: "MORE AND MORE" PIPERS, & ORCHESTRA

(APPLAUSE)

G

MERCER: WE ~~WERE~~ ^{CHESTERFIELD} IN THE MUSIC SHOP FEEL OURSELVES MIGHTY
FORTUNATE IN HAVING THE CAPABLE PAUL WESTON AND MEN
BEHIND US. THIS EVENING WE TURN THE MUSICAL SPOTLIGHT
ON SAID GROUP AND IN PARTICULAR ONE MATTY MATLOCK -- WHO'S
CLARINET SOLO "BABY, WON'T YOU PLEASE COME HOME" ^{WAS PERFORMED FOR ORCHESTRA BY MATTY HIMSELF} -- IS A ^{AND}
THING OF TENDER BEAUTY. PROCEED MR. MATLOCK.

MUSIC: "BABY, WON'T YOU PLEASE COME HOME MATLOCK, & ORCH.

(APPLAUSE)

G

MERCER: IT IS OUR CUSTOM ON OCCASION TO GATHER THE ENTIRE COMPANY
TOGETHER AND REGAL THE RAFTERS WITH OUR CLOSE AND OFTEN
NOT SO CLOSE HARMONY. TONIGHT WE DO SO WITH A QUAIN
LITTLE PIECE ^{COMED} ~~BY A NAMELESS ASPIRANT TO SONG WRITING FAME~~ -
"THERE GOES THAT SONG AGAIN".

MUSIC: "THERE GOES THAT SONG AGAIN". GANG & ORCHESTRA

(APPLAUSE)

G

"Chesterfield Music Shop"
11/20/44

(REVISED)

-7-

MERCER: WELL, CUSTOMERS, THAT WINDS UP THE BUSINESS FOR TODAY.
HOWEVER, WE HAVE A MIGHTY POTENT LINE UP FOR THE WEEK.
TOMORROW, KEN CURTIS, ^{PART OF} ~~A VERY FINE~~ ^{YOUNG BARIitone} WILL BE WITH US.

MITCHELL: OH BOY, HE'S WONDERFUL.

MERCER: ON WEDNESDAY, WE HAVE OUR TWO WEEKLY SPECIALS - THE
MEMORY TUNE - AND A BRAND NEW NUMBER, _____.

MITCHELL: OH BOY, THAT'S WONDERFUL.

MERCER: AND ON THURSDAY, OUR GUEST OF THE WEEK - IS UNIVERSAL'S
NEW, YOUNG STAR -- PEGGY RYAN!

MITCHELL: OH BOY, SHE'S WONDERFUL.

MERCER: AND ON FRIDAY IN KEEPING WITH OUR POLICY WE JOURNEY DOWN
TO ENTERTAIN THE PERSONNEL AT THE COAST GUARD BASE AT
WILMINGTON, AND ON FRIDAY, HARRY, OF COURSE, I'M GOING
TO SING.

MITCHELL: (PAUSE) WELL, THAT'S RADIO FOR YOU.

MERCER: (LAUGHS) HOW TRUE. WELL, CUSTOMERS, JOIN US AGAIN TOMORRO:
MEANWHILE, ENJOY A PACK OF THOSE COOLER-SMOKIN'
CHESTERFIELDS, AND DON'T FORGET, FOLKS, TONIGHT MARKS THE
START OF THE SIXTH WAR LOAN DRIVE. GET YOUR SHARE OF
VICTORY BY BUYING ANOTHER BOND NOW. THIS IS JOHNNY
MERCER SAYING "GOODNIGHT".

MUSIC: THEME UP AND UNDER

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS.
YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND
COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE
WORLD, YOU'LL AGREE THEY SATISFY.

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

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AGENCY

As Broadcast

CHESTERFIELD MUSIC SHOP

NOVEMBER 21, 1944

MUSIC: THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY
 MERCER! --- WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA -
 THE PIED PIPERS WITH JUNE HUTTON, AND YOUR'S TRULY,
 HARRY MITCHELL - AND HERE IS JOHNNY MERCER WHO'S GUEST
 TONIGHT IS KEN CURTIS!

(APPLAUSE)

MUSIC: THEME UP AND FINISH:

r

MERCER: GREETINGS, CUSTOMERS. WHY NOT DRAG OUT ONE OF THOSE
SATISFYIN' CHESTERFIELDS WHILE YOUR 'UMBLE PROPRIETOR,
"CATFISH" MERCER DOES SOME LAZY DREAMING DOWN "BY THE
RIVER ST. ^{MARIE}~~LOUIS~~." PADDLE ALONG, MR. WESTON.

MUSIC: BY THE RIVER ST. LOUIS MERCER, ORCHESTRA

(APPLAUSE)

MERCER: ~~MIGHTY PRUTTY, RIVER, ^{Mr Weston}~~MR~~, MIGHTY PRUTTY.~~ NOW, HERE IS
OUR BOY HARRY MITCHELL WITH SOME MIGHTY PRUTTY WORDS ~~●~~
~~HE'S OWN.~~ *About CHESTERFIELDS*

(INSERT COMMERCIAL)

COMMERCIAL

Thank You Johnny

MITCHELL: HERE'S SOMETHING WE SMOKERS KNOW TODAY BETTER THAN EVER BEFORE - THERE'S A WHOLE OF A DIFFERENCE BETWEEN ONE CIGARETTE AND ANOTHER. YOU AND I KNOW THE EXTRA PLEASURE WE GET FROM A CIGARETTE THAT GIVES US A MILDER SMOKE, A COOLER SMOKE AND A BETTER TASTE. SO, WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND ~~THE~~ THEIR RIGHT COMBINATION, WORLD'S BEST TOBACCOS GIVES YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~YOU~~, A MILDER SMOKE, A COOLER SMOKE, AND A FAR BETTER TASTE. TO MEET THE GREAT AND EVER GROWING DEMAND FOR CHESTERFIELDS BOTH BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. FOR CHESTERFIELDS POPULARITY IS GREATER TODAY THAN EVER BEFORE. SMOKERS KNOW THEY CAN SMOKE THEM WITH EVERY CONFIDENCE. LOOK FOR CHESTERFIELDS WHENEVER YOU BUY CIGARETTES - IT'S THE CIGARETTE THAT REALLY SATISFIES.

G

(OVER MUSIC)

MERCER: OUR GLAMOROUS MISS JO STAFFORD, FEELING KINDA LONESOME
THIS EVENING, BRINGS US ONE OF THE POPULAR BALLADS OF
THE DAY -- *A Favorite of a Week or So Ago* "I'LL BE SEEING YOU".

MUSIC: I'LL BE SEEING YOU STAFFORD, ORCHESTRA

(APPLAUSE)

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MERCER: SITTIN' ON THE OLD BACK FENCE, NOW, AND PURRING
CONTENTED LIKE ARE OUR PIQUANT PIED PIPERS, SERANADING,
OF ^{All} PEOPLE, "TABBY THE CAT".

MUSIC: TABBY THE CAT PIPERS, ORCHESTRA
(APPLAUSE)

MERCER: ONCE AGAIN IT IS OUR PRIVILEGE ^{Y PERSUASION} TO INTRODUCE TO OUR ^{Music Shop} CUSTOMERS ANOTHER UP AND COMING YOUNG VOCALIST - A BOY WITH A RARE COMBINATION - GOOD LOOKS AND A FINE VOCAL TALENT ^{AND A GOOD BET FOR PICTURES.} ~~FROM UNIVERSAL PICTURES~~, CUSTOMERS MEET - KEN CURTIS.

(APPLAUSE)

CURTIS: THANK YOU, JOHNNY, FOR A VERY HIGH SOUNDING INTRODUCTION.

MERCER: ~~IT WAS A PLEASURE~~ ^{That's All Right} ~~TO MEET SOMEONE FROM PICTURES~~ ^{You Really Are Handsome} ~~AND~~ ^{IT WAS A PLEASURE} ~~TO MEET SOMEONE FROM PICTURES~~ ^{TO BE IN PICTURES OF COURSE} ~~AND~~ ^{NEED SOMEONE FROM PICTURES}, I KINDA LEAN THAT WAY MYSELF.

CURTIS: HAVE YOU BEEN IN MANY PICTURES, JOHNNY?

MERCER: HAVE I BEEN IN MANY PICTURES? (LAUGHS) WHY, I'VE MADE... THERE WERE THAT SHORT AT PARAMOUNT ...

CURTIS: ABOUT HOW MANY IN ROUND NUMBERS?

MERCER: ERRR...ONE. OF COURSE, I DID AUDITION FOR WARNER BROTHERS?

CURTIS: SAY, HOW DID YOU MAKE OUT?

MERCER: AFTER THEY SAW MY TEST THE ~~GOOD BROTHER'S~~ ^{PRODUCERS} WARNER SUGGESTED I TAKE A PART IN "ARSENIC AND OLD LACE".

CURTIS: WHAT PART DID THEY SUGGEST YOU TAKE?

MERCER: "ARSENIC". BUT ENOUGH ABOUT MY RATHER TIRED PICTURE CAREER. KEN, SUPPOSE YOU TELL THE CUSTOMERS WHAT YOU'RE GOING TO SING.

CURTIS: ^{Well Johnny} IT'S ONE OF MY FAVORITES AND A REAL CLASSIC OF THE OLD WEST - "TUMBLIN, TUMBLE WEEDS".

MUSIC: "TUMBLIN, TUMBLE WEEDS" CURTIS, ORCHESTRA

(APPLAUSE)

MERCER: THAT WAS REALLY TOPS, KEN CURTIS. WELL, CUSTOMERS, THAT GETS IT FOR THIS EVENING. HOWEVER, WE'LL ALL BE BACK AGAIN TOMORROW WITH OUR TWO MID-WEEK ^{Specials} SPECIALS.

MEANWHILE, TRY A PACK OF THOSE COOLER SMOKIN'

CHESTERFIELDS. ~~THIS IS JOHNNY MERCER SAYING "GOODNIGHT",~~
~~AND REMINDING YOU THAT~~ ^{FOLKS REMEMBER} THE 6th. WAR LOAN SPELLS A SPEEDY

VICTORY FOR OUR BOYS "OVER THERE" SO PICK UP THAT EXTRA BOND - TODAY. *This is Johnny Mercer*

(APPROUSE) *saying Goodnight.*

MUSIC: THEME UP AND FADE

MITCHELL: FRIENDS, ~~NEXT TIME~~ ^{Would} YOU BUY CIGARETTES, ~~FOR~~ ^{Look} FOR CHESTERFIELDS. THE CIGARETTE THAT'S GIVING MORE SMOKING ^{You'll LIKE} PLEASURE TO ^{MILLIONS IN} OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE -- THEY SATISFY.

MUSIC: THEME

ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
NBC THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

CHESTERFIELD MUSIC SHOP

NOVEMBER 22, 1944

THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED PIPERS
WITH JUNE HUTTON & YOUR'S TRULY, HARRY MITCHELL - AND HERE
IS JOHNNY MERCER - WHO'S GUEST TONIGHT IS JOHNNY MERCER.

(APPLAUSE)

THEME UP AND FINISH:

MERCER: HAPPY WEDNESDAY, CUSTOMERS. HOW 'BOUT STARTIN' THE EVE IN
HAPPY FASHION BY LIGHTIN' UP ONE OF THOSE SATISFYIN'
CHESTERFIELDS WHILE YOUR OBEDIENT SERVANT, J. MERCER, WITH
ALL THE ARDOR OF A LOVE SMITTEN SWAIN, DREAMS OF NOT
TOMORROW BUT "SOMEDAY SWEATHEART."

SOME DAY SWEATHEART

MERCER, ORCHESTRA.

(APPLAUSE)

MERCER: THANK YOU, PAUL WESTON, FOR A MIGHTY DREAMY ARRANGEMENT
HARRY MITCHELL BRINGS US BACK TO REALITY, NOW, WITH A
PLEASING REMINDER.

MERCER
11/22/44

(REVISED) -3-

(OVER MUSIC)

MERCER: MISS JUNE HUTTON REPRESENTING THE FEMINE CONTIGENT OF
OUR PROSAIC PIED PIPERS STEPS OUT ALL ALONE CE SOIR
AND LATCHES ON TO, OF ALL THINGS, "A SLEIGH RIDE IN JULY".

MUSIC: "SLEIGH RIDE IN JULY" HUTTON, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, *JUNE. A MIGHTY PLEASANT SLEIGH RIDE, TOO.*
~~PAUL WESTON, FOR A MIGHTY SLEIGH ARRANGEMENT.~~

AND NOW HARRY MITCHELL BRINGS US A PLEASING REMINDER
ABOUT CHESTERFIELDS.

4-

COMMERCIAL

Trade You Tobacco

MITCHELL: HERE'S SOMETHING WE SMOKERS KNOW TODAY BETTER THAN EVER BEFORE - THERE'S A WHOLE OF A DIFFERENCE BETWEEN ONE CIGARETTE AND ANOTHER. YOU AND I KNOW THE EXTRA PLEASURE WE GET FROM A CIGARETTE THAT GIVES US A MILDER SMOKE, A COOLER SMOKE AND A BETTER TASTE. SO, WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND ~~THEY~~ THEIR RIGHT COMBINATION, WORLD'S BEST TOBACCOS GIVES YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~you~~, A MILDER SMOKE, A COOLER SMOKE, AND A FAR BETTER TASTE. TO MEET THE GREAT AND EVER GROWING DEMAND FOR CHESTERFIELDS BOTH BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. FOR CHESTERFIELDS POPULARITY IS GREATER TODAY THAN EVER BEFORE. SMOKERS KNOW THEY CAN SMOKE THEM WITH EVERY CONFIDENCE. LOOK FOR CHESTERFIELDS WHENEVER YOU BUY CIGARETTES - IT'S THE CIGARETTE THAT REALLY SATISFIES.

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MERCER: ONCE AGAIN, AS IS OUR CUSTOM EACH WEDNESDAY, WE RE-INTRODUCE
A FAVORITE OF ANOTHER DAY -- ~~OUR MEMORY TUNE~~. THIS EVENING
~~JO STAFFORD AND~~ THE PIED PIPERS RECALL SWEET MEMORIES AS
THEY BRING US THE EVER LOVELY "BEAUTIFUL OHIO."

BEAUTIFUL OHIO

STAFFORD, PIPERS, ORCH.

(APPLAUSE)

j

(REVISED) -6-

MERCER: HAVING ~~TO MEET~~ ^{TO MEET} A MUSICAL DEADLINE THIS P.M. AND NO
RELIEF IN SIGHT - MAESTRO WESTON AND I RUMMAGED AROUND -
FOUND A FAMILIAR MUSICAL PHRASE - AN OLD BOOK TITLE,
AND INCORPORATED THEM INTO THIS WEEK'S WORLD SHAKING
NEW SONG. MISS JO STAFFORD AND YOUR OLD PROPRIETOR
HIT YOU WITH "MRS. WIGGS OF THE CABBAGE PATCH."

MUSIC: "MRS. WIGGS OF THE CABBAGE PATCH" MERCER, STAFFORD, ORCH

(APPLAUSE)

7-

MERCER: WELL, CUSTOMERS, ACCORDING TO OUR MICKEY MOUSE WATCH
 TIME'S JUST ABOUT UP FOR TODAY. HOWEVER, ~~WE WILL ALL BE~~ *The Movie Show Will Be*
~~OPEN FOR BUSINESS AGAIN TOMORROW &~~ *BACK TOMORROW* WHEN OUR GUEST WILL BE UNIVERSAL PICTURE'S
 HEPPEST JILL - PEGGY RYAN. BEFORE WE CLOSE WE HAVE AN
 URGENT REQUEST FROM OUR FIGHTING MEN TO EVERY
 REGISTERED NURSE AND EVERY STUDENT NURSE ABOUT TO
 GRADUATE. OUR SICK AND WOUNDED IN HOSPITALS HERE AT
 HOME NEED THE HELP ONLY YOU CAN GIVE. AND FURTHERMORE,
 WHEN YOU ENTER *THE* HUMANITARIAN SERVICE OF YOUR COUNTRY *THAT'S IN SERVICE - WHEN YOU ENTER*
 YOU'RE COMMISSIONED A SECOND LIEUTENANT ~~AND WE~~ *WITH*
~~EXCELLENT~~ *EXCELLENT* OPPORTUNITIES FOR ADVANCEMENT. ~~AND~~
 EXCELLENT. SO IF YOU ARE A REGISTERED NURSE WRITE TO
 SURGEON GENERAL, U.S. ARMY OR CALL YOUR LOCAL RED CROSS
 CHAPTER - BUT DO THIS NOW -- NEVER BEFORE HAS THE NEED
 BEEN SO GREAT. *AND FOLKS - DON'T FORGET THE 6TH WAR LOAN*
~~UNTIL TOMORROW THEN~~ *DRIVE. BUY THAT EXTRA BOND TODAY.* THIS IS JOHNNY MERCER
 SAYING "GOODNIGHT."

(APPLAUSE)

MUSIC: THEME UP AND FADE FOR:

MITCHELL: FRIENDS, ~~NEXT TIME~~ *WHEN* YOU BUY CIGARETTES ~~ASK~~ *LOOK* FOR
 CHESTERFIELDS, THE CIGARETTE THAT'S GIVING ~~MORE~~ *YOU'LL LIKE* PLEASURE ~~AND~~
~~TO~~ *COMFORT* OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE
 THEY SATISFY.

MUSIC: THEME UP AND FINISH:

G-

AGENCY

CHESTERFIELD MUSIC SHOP

NOVEMBER 23, 1944

MUSIC: THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER!
 -- WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA, THE PIED
 PIPERS WITH JUNE HUTTON, YOUR'S TRULY, HARRY MITCHELL --
 AND HERE IS JOHNNY MERCER WHO'S GUEST TONIGHT IS --
 PEGGY RYAN!
 (APPLAUSE)

MUSIC: THEME UP AND FINISH

G

MERCER: HAPPY, HOLIDAY, CUSTOMERS. AFTER THAT POWERFUL FESTIVE
FEAST I'M SURE ONE OF THOSE ~~EXTREMELY SATISFYIN'~~
~~CHESTERFIELDS WOULD BE MOST WELCOME.~~ SO HOW 'BOUT
LIGHTING UP ^{A CHESTERFIELD} WHILE OUR PALPATIN' PILGRIMS, THE PIED PIPERS
AND YOURS TRULY -- "BIG CHIEF SINGING--SLIGHTLY-OFF-KEY" --
SHOUT THE PRAISES OF ~~LETING BERLIN'S HAPPY GROUP~~ -
"ALEXANDER'S RAG TIME BAND". COME ALONG, MR. WESTON.

MUSIC: "ALEXANDER'S RAG TIME BAND" MERCER, PIPERS, & ORCH.

(APPLAUSE)

MERCER: ~~SO MUCH FOR ALEXANDER'S GAY GROUP WE TURN NOW TO HARRY
MITCHELL WITH WHAT'S TOPS IN TOBACCO.~~

*And now Harry Mitchell for
Chesterfield.*

COMMERCIAL

Thank You Jimmy

MITCHELL: HERE'S SOMETHING WE SMOKERS KNOW TODAY BETTER THAN EVER BEFORE - THERE'S A WHOLE OF A DIFFERENCE BETWEEN ONE CIGARETTE AND ANOTHER. YOU AND I KNOW THE EXTRA PLEASURE WE GET FROM A CIGARETTE THAT GIVES US A MILDER SMOKE, A COOLER SMOKE AND A BETTER TASTE. SO, WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND ~~THE~~ THEIR RIGHT COMBINATION, WORLD'S BEST TOBACCOS GIVES YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~YOU~~, A MILDER SMOKE, A COOLER SMOKE, AND A FAR BETTER TASTE. TO MEET THE GREAT AND EVER GROWING DEMAND FOR CHESTERFIELDS BOTH BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. FOR CHESTERFIELDS POPULARITY IS GREATER TODAY THAN EVER BEFORE. SMOKERS KNOW THEY CAN SMOKE THEM WITH EVERY CONFIDENCE. LOOK FOR CHESTERFIELDS WHENEVER YOU BUY CIGARETTES - IT'S THE CIGARETTE THAT REALLY SATISFIES.

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(OVER MUSIC)

MERCER: THE LIGHT FADES DIMLY, NOW, AS OUR LOVELY JO STAFFORD
SENDS AN ENDEARING THOUGHT TO ALL YOU FELLOWS "OUT THERE"
FROM YOUR SWEETHEARTS "BACK HERE". YES, THEY'RE
"WAITING".

MUSIC: "WAITING". STAFFORD & ORCHESTRA

(APPLAUSE)

MERCER: YOU KNOW, CUSTOMERS, WE DON'T EXACTLY KNOW HOW TO
INTRODUCE OUR GUEST THIS EVENING -- SHE'S A TOP VOCALIST,
SHE'S THE NATION'S NUMBER ONE HEP CHICK, SHE'S A STAR
IN HER OWN RIGHT -- FROM UNIVERSAL PICTURES -- SHE'S
MISS PEGGY RYAN!

(APPLAUSE)

MERCER: (HEP AND CORNY!) GREETINGS, GATE. DRAG THE TIRED AND
WEARY UP TO OUR "JIVE DISPENSE" AND GRAB YOURSELF A
FISTFUL OF DIGGETS 'CAUSE WE'RE JUMPIN' WITH JOY TO SEE
YOU SOLID, GROOVEY, AND REET'.

RYAN: (PAUSE WHILE SHE LOOKS AT JOHNNY) JOHNNY MERCER, HAVE
YOU BEEN EATING MEAT AGAIN?

MERCER: (LAUGHS) NO, MISS RYAN, I WAS JUST TRYING TO WELCOME YOU
IN TRUE JITTERBUG FASHION. WELL, ANYWAY WELCOME TO THE
MUSIC SHOP, PEGGY, I CAN CALL YOU PEGGY?

RYAN: THANK YOU, JOHNNY, I CAN CALL YOU, JOHNNY?

MERCER: YOU CAN CALL ME ANY EVENING AFTER FIVE...SUNSET 5281 --
IF A MAN ANSWERS ... IT'S ME.

RYAN: NOW, JOHNNY, DON'T TELL ME YOU'RE A KANGA-WOLF.

MERCER: KANGA-WOLF...WHAT'S THAT?

RYAN: A WOLF WITH A POUCH.

MERCER: THAT'S NOT A POUCH, PEGGY, I'M JUST WELL STUFFED WITH
TURKEY. HE WAS SOME BIRD TOO...A REAL YOUNG FRANKLIN
TURKEY.

RYAN: "YOUNG FRANKLIN" ... YOU MEAN YOUNG TOM TURKEY?

MERCER: NO, YOUNG TOM DIDN'T DO SO GOOD THIS YEAR.

G~

RYAN: I SEE WHAT YOU MEAN. BUT, JOHNNY, I REALLY CAME OVER HERE TONIGHT ON BUSINESS.

MERCER: BUSINESS?

RYAN: YES, YOU SEE, I'VE BEEN LOOKING EVERYWHERE TRYING TO FIND A NEW LEADING MAN TO REPLACE DONALD O'CONNOR. HE MUST BE HANDSOME, DANCE LIKE ASTAIRE, SING LIKE CROSBY, TELL JOKES LIKE BOB HOPE. I THOUGHT MAYBE..MAY BE YOU COULD SUGGEST SOMEONE.

MERCER: HANDSOME ... DANCE ASTAIRE ... SING CROSBY ... PEGGY, I KNOW JUST THE BOY.

RYAN: WHO?

MERCER: ME.

RYAN: OH, BROTHER! I WAS AFRAID OF THAT.

MERCER: WELL, WHO DO YOU HAVE IN MIND?

RYAN: YOU KNOW, AFTER I MADE "THE MERRY MONNAHANS" I THOUGHT MAYBE JACK OAKIE WOULD DO...BUT AS A HEP CHARACTER OAKIE WASN'T SO DOKIE.

MERCER: WELL, WHAT ABOUT ME?

RYAN: BROTHER, MERCER IS WORSER.

MERCER: COME NOW, PEGGY, YOU MISJUDGE ME. OF COURSE, I'LL ADMIT I'M NOT LIKE OTHER HANDSOME GUYS.

RYAN: YOU'RE NOT?

MERCER: NO, THEY'VE GOT A STRAIGHT PART AND CURLEY HAIR - I'VE GOT STRAIGHT HAIR AND A CURLEY PART.

RYAN: WELL, JOHNNY, YOU JUST MIGHT DO...OF COURSE, YOU'RE NOT EXACTLY A DONALD O'CONNOR BUT THEN AGAIN YOUR GENERATION HAD SO MUCH CHARM.

G-

MERCER: BLESS YOU, CHILD, BLESS YOU.

RYAN: BUT CAN YOU ACT?

MERCER: CAN I ACT? SAY, I'D BE GREAT IF I COULD JUST TEAM UP WITH THE RIGHT PERSON.

RYAN: LIKE WHO?

MERCER: WELL, DON'T YOU THINK I COULD REPLACE LUNT WITH FONTAINE?

RYAN: (SILENCE)

MERCER: DO YOU THINK I COULD REPLACE AMOS WITH ANDY?

RYAN: (SILENCE)

MERCER: MOLLY WITH FIBBER MCGEE?

RYAN: (SILENCE)

MERCER: SHAKEY WITH SNOWFLAKE?

RYAN: (SILENCE)

MERCER: (PAUSE) DOES ANYONE KNOW IF THE LONE RANGER IS GETTING ALONG WITH SILVER?

RYAN: ON SECOND THOUGHT, JOHNNY, I REALLY DON'T THINK YOU'RE YOUNG ENOUGH.

MERCER: WELL, AREN'T I THE JUVENILE TYPE?

RYAN: YES, IN A DELIQUENT SORT OF WAY.

MERCER: WELL, DON'T I LOOK TAN, TERRIFIC AND TWENTY.

RYAN: YOU LOOK MORE SAD, SACKY, AND FORTY.

MERCER: OUCH!. IF YOU EXCUSE ME I'LL JUST GO SIT IN THE CORNER AND WAIT FOR RIGOR MORTIS TO SET IN.

RYAN: I'M SORRY, JOHNNY, AFTER ALL YOU ARE A "HIP" CAT.

MERCER: HIT CAT...YOU MEAN HEP CAT?

RYAN: NO, YOU'RE ONE OF THE HIPPEST CATS I'VE SEEN.

MERCER: WHY, PEGGY, TO HEAR YOU TALK PEOPLE WILL GET THE
IMPRESSION I'M DOLTING, FAT, FLABBY, BALD, AND STUPID.

RYAN: OH, NO, JOHNNY, YOU'RE NOT AT ALL BALD.

MERCER: THIS JUST ISN'T MY NIGHT.

RYAN: LOOKING AT IT FROM EVERY ANGLE...I'M WILLING TO GIVE YOU
A CHANCE... THAT IS IF YOU CAN DANCE?

MERCER: DANCE? WELL, I USED TO BE A PRETTY SHARP APPLE WITH
THE BUNNY HUG ... BUT I GAVE IT UP.

RYAN: YOU GAVE UP THE BUNNY HUG ... WHY?

MERCER: I COULDN'T SEE MUCH FUTURE DANCING AROUND WITH A LOT OF
LITTLE RABBITS. BUT REMEMBER, PEGGY, WHEN YOU GET ME
YOU'RE GETTING A MAN OF THE WORLD...POLISHED, REFINED,
CULTURED, A STUDENT OF THE ARTS, HISTORY.

RYAN: HISTORY? I'LL BET YOU DON'T EVEN KNOW WHAT HAPPENED
IN 1492?

MERCER: WHAT HOTEL?

RYAN: THAT'S WHAT I LIKE ABOUT YOU, JOHNNY, YOU HAVE SOMETHING.

MERCER: WELL, TELL ME MORE, GIRL.

RYAN: YOU'RE FOR ME....BECAUSE YOU'RE SO ~~RUDE, CRUDE, AND~~
UNATTRACTIVE...

(INTO SONG)

(APPLAUSE)

G-

MERCER: Thank you, Peggy Ryan, that was wonderful.

RYAN: By the way, Johnny--we had some Spars with us for Thanksgiving dinner, and they were telling me how much they liked Navy life.

MERCER: I'll bet they enjoyed a home cooked meal.

RYAN: They did--but they said Navy food was excellent too.

MERCER: Yes. Uncle Sam has only the best for our armed forces, and they deserve it.

RYAN: You know, Johnny, those Spars made me realize that in many American homes a lot of familiar faces were missing around the table on this, our third wartime Thanksgiving.

MERCER: Yes, Peggy, and friends--let's make sure another Thanksgiving sees our fighting men and women back home by buying that extra war bond now.

RYAN: You're right. A successful Sixth War Loan Drive may mean that a seventh won't be necessary.

MERCER: That's a good thought, Peggy. Thanks for being with us tonight. Well, customers, that winds up Thanksgiving here in the Music Shop. But join us again tomorrow when we tie up at the Coast Guard Base at Wilmington. This is Johnny Mercer saying Goodnight.

MUSIC: THEME

MITCHELL: When you buy cigarettes, look for Chesterfields. You'll like the cigarette that's giving pleasure and comfort to millions in our fighting forces all over the world. You'll agree they satisfy.

(APPLAUSE)

MITCHELL: Peggy Ryan is currently appearing in Universal's production, "Bowery to Broadway."

MUSIC: THEME

NBC ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

COMMERCIAL

MITCHELL: THANK YOU, JOHNNY.

HERE'S SOMETHING WE SMOKERS KNOW TODAY BETTER THAN EVER BEFORE - THERE'S A WHOLE OF A DIFFERENCE BETWEEN ONE CIGARETTE AND ANOTHER. YOU AND I KNOW THE EXTRA PLEASURE WE GET FROM A CIGARETTE THAT GIVES US A MILDER SMOKE, A COOLER SMOKE AND A BETTER TASTE. SO, WHENEVER YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL FIND ~~THE~~ THEIR RIGHT COMBINATION, WORLD'S BEST TOBACCOS GIVES YOU EVERYTHING A GOOD CIGARETTE CAN GIVE ~~YOU~~, A MILDER SMOKE, A COOLER SMOKE, AND A FAR BETTER TASTE. TO MEET THE GREAT AND EVER GROWING DEMAND FOR CHESTERFIELDS BOTH BY THE MEN AND WOMEN IN OUR ARMED FORCES AND THE FOLKS HERE AT HOME OUR FACTORIES ARE WORKING AT FULL CAPACITY MAKING ALL THE CIGARETTES THEY CAN POSSIBLY TURN OUT. FOR CHESTERFIELDS POPULARITY IS GREATER TODAY THAN EVER BEFORE. SMOKERS KNOW THEY CAN SMOKE THEM WITH EVERY CONFIDENCE. LOOK FOR CHESTERFIELDS WHENEVER YOU BUY CIGARETTES - IT'S THE CIGARETTE THAT REALLY SATISFIES.

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MERCER: PERAMBULATING ROUND THE SHOP NOW IS YOUR HUMBLE
PROPRIETOR ~ GAZING LANGUIDLY ^{As THE Cash REGISTER} ~~IN THE DISTANCE TO~~
^{ING A BIG SELLER}
RECALL ~~A CERTAIN LORRAINE~~ -- "SWEET LORRAINE".

MUSIC: "SWEET LORRAINE" MERCER, ORCH
(APPLAUSE)

MMERCER: "DON'T YOU KNOW I CARE" (ESTABLISH FOR)

MERCER: (OVER MUSIC) WHEN IT COMES TO TAKING A POPULAR BALLAD
AND REALLY WRAPPING IT UP, THERE'S NO ONE QUITE LIKE OUR
OWN JO STAFFORD. THIS EVENING MISS JO TREATS US TO
"DON'T YOU KNOW I CARE".

MUSIC: "DON'T YOU KNOW I CARE" STAFFORD, ORCH
(APPLAUSE)

MERCER: ATTIRED IN BIG PANAMA HAT, SHOESTRING TIE AND APPROPRIATE APPAREL, OLD COLONEL MERCER STANDS IN FRONT OF THE COUNTER AND CALLS ON THE ENTIRE STAFF TO HELP SELL A NEW LINE OF MERCHANDISE. ADD DIAMOND RINGS, STORE - BOUGHT HAIR, A TOUCH OF ROCK AND RYE, AND YOU HAVE ONE OF YOUR FAVORITE SONGS WHICH IS ENTITLED "THE ST. LOUIS BLUES."

MUSIC: "ST. LOUIS BLUES" EVERYBODY

(APPLAUSE)

MERCER: THANK YOU. WELL, PATRONS, THAT WINDS UP ANOTHER HAPPY WEEK IN THE MUSIC SHOP. BUT WE'LL BE SENDING SOME MORE OF OUR MUSICAL WARES YOUR WAY AGAIN MONDAY ~~OVER WIRELESS~~. SO DIG US THEN. MEANTIME, TRY ^{A PACK} ~~ONE~~ OF THOSE SATISFYIN' CHESTERFIELDS. BEFORE WE LOCK THE DOORS - FOLKS, REMEMBER YOU CAN START OUR BOYS ON THAT VOYAGE HOME MUCH SOONER BY SUPPORTING THE SIXTH WAR LOAN DRIVE. SO BUY AN EXTRA BOND TODAY. ^{AND NOW FOR TO SPANISH, PAUL WEISS, THE} THIS IS JOHNNY MERCER SAYING GOODNIGHT. ^{RED PIPE AND MUSIC}

(APPLAUSE)

MUSIC: THEME

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S GIVING PLEASURE AND COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE -- "THEY SATISFY".

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

MONDAY - NOVEMBER 27, 1944.

THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER.

 -- WITH JO STAFFORD, PAUL WESTON'S ORCHESTRA, THE PIED
 PIPERS WITH JUNE HUTTON, ^YOURS TRULY, HARRY MITCHELL.

 AND HERE IS JOHNNY MERCER.

 (APPLAUSE)

MUSIC: THEME UP AND FINISH:

MERCER: GREETINGS CUSTOMERS, AND HAPPY MONDAY TO YOU ALL. BY THE WAY OF STARTING, WHAT WE HOPE WILL BE, A PLEASANT INTERLUDE, WE SUGGEST YOU LIGHT UP ONE OF THOSE COOLER SMOKIN' CHESTERFIELDS WHILE YOUR EXCENTRIC PROPRIETOR ATIRED IN TOP HAT, WHITE TIE, AND SWEATSHIRT DOES SOME PLAIN AND FANCY STRUTTIN'. YES, "I'M GONNA SEE MY BABY."

GONNA SEE MY BABY MERCER & ORCHESTRA.

(APPLAUSE)

~~MERCER: SO MUCH FOR OUR BABY, HERE IS HARRY MITCHELL TO TELL
CHESTERFIELD
ABOUT OUR SUGAR DADDY.~~

~~(INSERT COMMERCIAL)~~

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(OVER MUSIC)

MERCER: OUR LOVELY VOCALIST, MISS JO STAFFORD, BRINGS US NOW,
A NEW BALLAD OF A LOVE THAT HAS GROWN COLD -- "I'M ~~LOST~~
IN THE MIDDLE OF NOWHERE."

LOST IN THE MIDDLE OF NOWHERE STAFFORD & ORCHESTRA
(APPLAUSE)

*Mercer: Thank you, Jo. And here
is Harry Mitchell to tell us
about Chesterfields.*

COMMERCIAL

THANK YOU JOURNAL

H

MITCHELL: TODAYS DEMAND IS FOR ^{1A}QUALITY CIGARETTE. QUALITY COUNTS MORE THAN EVER. THAT IS WHY YOU HEAR MORE AND MORE PEOPLE ASKING FOR CHESTERFIELDS. MILLIONS OF SMOKERS KNOW AND MILLIONS MORE ARE FINDING ^{OUT} THAT CHESTERFIELDS HAVE THE RIGHT BASIC FORMULA - RIGHT COMBINATION - WORLD'S BEST TOBACCOS. HERE ARE THE UNFAILING QUALITIES WE SMOKERS LIKE IN CHESTERFIELDS. PACK AFTER PACK THE SAME PLEASING MILDNESS - THE SAME COOLER SMOKE - AND ALWAYS THAT BETTER TASTE. NATURALLY THIS HAS RESULTED IN INCREASED DEMAND. ^v TO MEET THIS EVER INCREASING DEMAND OUR FACTORIES ARE TURNING OUT ALL THE CHESTERFIELDS THEY CAN POSSIBLY MAKE. SO WHENEVER YOU BUY CIGARETTES LOOK FOR THE CIGARETTE THAT SATISFIES - THE CIGARETTE THAT GIVES YOU THE THREE THINGS THAT EVERY SMOKER WANTS - REAL MILDNESS - A COOLER SMOKE - AND A FAR BETTER TASTE. LOOK FOR CHESTERFIELDS - YOU CAN SMOKE THEM WITH EVERY CONFIDENCE.

MERCER: ~~CROSSING OUR FINGERS IN APPREHENSION~~, WE TURN THE MUSIC
 SHOP OVER TO ~~MAESTRO PAUL WESTON AND HIS MAD GROUP~~ ^{Now} *Who Plays*
~~SAID GROUP HAVE WHIPPED UP A TORRID ARRANGEMENT OF~~ A
Beautiful NUMBER ~~THEY~~ HUMBLY DEDICATED TO THE LOS ANGELES CHAMBER
 OF COMMERCE -- "RAIN". ~~START PADDLIN', MR. WESTON.~~

RAIN ORCHESTRA
 (APPLAUSE)

f

MERCER: CLIMBING DOWN OFF THEIR RESPECTIVE PALIMONIO'S, OUR
BRONKO BUSTIN' PIED PIPERS GATHER ROUND THE OLE CHUCK
WAGON AND LAMENT THE PASSING OF THE OLE WEST -- WITH
COLE PORTER'S SAGE OF THE WIDE OPEN SPACES -- "DON'T
FENCE ME IN." THROW ANOTHER COWBOY ON THE FIRE,
"PODNER."

"DON'T FENCE ME IN" PIPERS & ORCH.
(APPLAUSE)

f

MERCER: THANK YOU, PIPERS. AND THAT JUST ABOUT BRINGS US TO THE
END OF THE TRAIL, FOR THIS EVENING, HERE IN THE MUSIC SHOP.
BUT WE'RE EXPECTIN' BIG DOINGS AROUND THESE PARTS
COMMENCIN' TO-MORROW ... WHEN OUR ^{THURSDAY} ~~TUESDAY~~ GUEST WILL BE
AN UP AND COMING YOUNG SINGER, HAL STEVENS.

MITCHELL: BOY, WE'RE REALLY LOADED!

MERCER: YES, HARRY, AND OF COURSE, ON WEDNESDAY, WE HAVE OUR
MID-WEEK SPECIALS - THE MEMORY TUNE AND A BRAND, NEW
NUMBER.

MITCHELL: BOY, WE'RE REALLY LOADED!

MERCER: YES, HARRY. ON THURSDAY OUR SPECIAL GUEST WILL BE THAT
RAVING MANIAC AND STELLAR COMEDIAN DOODLES WEAVER.

MITCHELL: BOY, WE'RE REALLY LOADED!

MERCER: AND ON FRIDAY WE MAKE ANOTHER OF OUR JAUNTS TO ENTERTAIN
THE MEN AND WOMEN OF THE FIGHTING FORCES. THIS TIME ~~AT~~ ^{TO}
THE ARMY AIR FORCE RE-DISTRIBUTION CENTER IN SANTA MONICA
WHEN YOURS TRULY, WILL BE ON HAND TO DO A LITTLE
HARMONIZING. HARRY, I SAID I WAS GOING TO SING -- ARE WE
STILL LOADED?

MITCHELL: I THINK WE JUST RAN OUT OF AMMUNITION.

MERCER: BOY, YOU'RE LOADED. WELL ANYWAY CUSTOMERS, WE'LL BE SEEIN'
YOU ALL AGAIN TOMORROW. MEANTIME TRY A PACK OF THOSE
SATISFYIN' CHESTERFIELDS'. AND FOLKS REMEMBER THE 6TH
WAR LOAN IS FOR ALL OF US ... SO BUY THAT EXTRA BOND -
NOW. THIS IS JOHNNY MERCER SAYIN' GOODNIGHT.

(APPLAUSE)

N

(REVISED) -8-

MUSIC: THEME UP AND FADE FOR:

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES LOOK FOR CHESTERFIELDS.
 YOU'LL LIKE THE CIGARETTE THAT'S BRINGING PLEASURE AND
 COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE
 WORLD. YOU'LL AGREE THEY SATISFY.
 (APPLAUSE)

MUSIC: THEME UP AND FINISH:

NBC
ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

N

AGENCY
No Broadcast

THE CHESTERFIELD MUSIC SHOP

Tuesday - November 28, 1944

MUSIC: THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER!
 -- WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA -- THE
 PIED PIPERS WITH JUNE HUTTON -- YOURS TRULY, HARRY
 MITCHELL -- AND HERE IS JOHNNY MERCER, WHOSE GUEST
 TONIGHT IS HAL STEVENS.

(APPLAUSE)

MUSIC: THEME UP AND FINISH

MERCER: HOWDY, CUSTOMERS. HOW 'BOUT SLIPPIN' INTO THAT OLD
EASY CHAIR AND PUFFIN' AWAY ON ONE OF THOSE
SATISFYIN' CHESTERFIELDS AS THOSE ~~PIQUANT~~^{PICT} PIED PIPERS
Paul Weston's Group
AND FRIEND GET TOGETHER ON SOME FANCY HARMONY AS WE
SERENADE OUR OLD SWEETHEART, "MARGIE".

MUSIC: "MARGIE" MERCER, PIPERS, ORCH
(APPLAUSE)

MERCER: ~~ENOUGH OF "MARGIE"~~ -- HARRY MITCHELL TELLS US ABOUT
ANOTHER OLD FAVORITE WITH A LOT OF NEW FRIENDS,
CHESTERFIELDS.

COMMERCIAL

-3-

Thank You, Tomorrow.

MITCHELL: TODAY'S DEMAND IS FOR ^{1A} QUALITY CIGARETTE. QUALITY COUNTS MORE THAN EVER. THAT IS WHY YOU HEAR MORE AND MORE PEOPLE ASKING FOR CHESTERFIELDS. MILLIONS OF SMOKERS KNOW AND MILLIONS MORE ARE FINDING ^{1B} THAT CHESTERFIELDS HAVE THE RIGHT BASIC FORMULA - RIGHT COMBINATION - WORLD'S BEST TOBACCOS. HERE ARE THE UNFAILING QUALITIES WE SMOKERS LIKE IN CHESTERFIELDS. PACK AFTER PACK THE SAME PLEASING MILDNESS - THE SAME COOLER SMOKE - AND ALWAYS THAT BETTER TASTE. NATURALLY THIS HAS RESULTED IN INCREASED DEMAND. TO MEET THIS EVER INCREASING DEMAND OUR FACTORIES ARE TURNING OUT ALL THE CHESTERFIELDS THEY CAN POSSIBLY MAKE. SO WHENEVER YOU BUY CIGARETTES LOOK FOR THE CIGARETTE THAT SATISFIES - THE CIGARETTE THAT GIVES YOU THE THREE THINGS THAT EVERY SMOKER WANTS - REAL MILDNESS - A COOLER SMOKE - AND A FAR BETTER TASTE. LOOK FOR CHESTERFIELDS - YOU CAN SMOKE THEM WITH EVERY CONFIDENCE.

f

MERCER: (OVER MUSIC)

MERCER: MISS JO STAFFORD LOOKING LOVELINESS ITSELF THIS EVE
TELLS OF THE MAGIC SPELL OF ROMANCE - "LOVE TURNS
WINTER TO SPRING".

LOVE TURNS WINTER TO SPRING

STAFFORD & ORCH.

(APPLAUSE)

MERCER:

ANTICIPATIN' THAT GREAT DAY WHEN OUR ~~BOYS~~ ^{BOYS} AND
~~GIRLS~~ ^{GIRLS} COME HOME TO FAMILY AND LOVE ONES, OUR PIED
PIPERS SWING OUT WITH A NEW NUMBER THAT'S ~~REALLY BEEN~~ ^{REALLY GOTTEN OFF}
~~ZOOMING TO THE TOP OF LATE~~ ^{TO A GREAT FOOT} -- "WHEN HE COMES HOME."

WHEN HE COMES HOME

PIPERS & ORCHESTRA

(APPLAUSE)

m

MERCER: IN THE PAST FEW WEEKS IT HAS BEEN OUR PRIVILEGE TO
INTRODUCE TO YOU CUSTOMERS YOUNG SINGERS WHO WE FEEL ARE
EAR-MARKED FOR SUCCESS. THIS EVENING WE HAVE WITH US A
LAD WITH AN A-1 PRIORITY ON THAT PROVERBAL LADDER HERE
IN HOLLYWOOD. CUSTOMERS MEET - HAL STEVENS!

(APPLAUSE)

STEVENS: THANK YOU, JOHNNY, FOR A SWELL BUILD UP.

MERCER: YOU'RE PERFECTLY WELCOME, HAL. BUT THEY TELL ME, BESIDES
THE POP TUNES YOU LEAN A LITTLE TOWARDS THE ^{Classical Tunes} CLASSICAL
STUFF.

STEVENS: OH, A LITTLE, JOHNNY. BUT THAT TAKES LOT'S OF PRACTICE.

MERCER: SURE DOES, HAL, YOU KNOW IN ME YOUTH I ALMOST TOOK UP A
CAREER AS A CONCERT PIANIST.

STEVENS: IS THAT RIGHT?

MERCER: YES. I STUDIED UNDER THAT GREAT IRISH PIANIST.

STEVENS: IRISH PIANIST?

MERCER: YEAH - PAT O'ROOSKI. (LOVE THAT BOY.)

STEVENS: (LAUGHS) WELL, JOHNNY, WHEN I WAS GOING TO HIGH SCHOOL
WE KIDS ORGANIZED A BAND - WE HAD 45 PIECES.

MERCER: 45 PIECES? SOME BAND.

STEVENS: ONLY TROUBLE WAS -- WHEN WE PUT ALL THE PIECES TOGETHER
WE HAD ONE VIOLIN.

MERCER: SO MUCH FOR OUR LURID PAST. HAL, SUPPOSE YOU TROT OUT
YOUR VOCAL WARES FOR OUR CUSTOMERS.

STEVENS: THANK YOU, JOHNNY. I'D LIKE TO SING "THAT OLD BLACK MAGIC!"

MERCER: A DOWN BEAT, MR. WESTON.

MUSIC: OLD BLACK MAGIC. STEVENS, ORCHESTRA.

(APPLAUSE)

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MERCER: THANK YOU, HAL STEVENS. AND CUSTOMERS, THAT'S ALL FOR THE
NONCE - WE'LL BE BACK AGAIN TOMORROW WITH OUR TWO MID-WEEK
SPECIALS - MEANWHILE, TRY A PACK OF THOSE SATISFYIN'
CHESTERFIELDS - AND REMEMBER, THE 6TH WAR LOAN IS WELL
UNDER WAY, SO BACK OUR FIGHTING MEN OVER THERE - BUY THAT
EXTRA WAR BOND - TOMORROW - SURE. THIS IS JOHNNY MERCER,
SAYING "GOODNIGHT".

(APPLAUSE)

MUSIC: THEME UP AND FADE FOR:

MITCHELL: FRIENDS, ^{When} ~~Next Time~~ YOU BUY CIGARETTES ^{Look} ~~Ask~~ FOR CHESTERFIELDS,
^{You'll like} THE CIGARETTE THAT'S BRINGING ^{Pleasure & Comfort} ~~More Smoking Pleasure~~ TO OUR ^{Millions} ~~in~~
FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY
SATISFY.

NBC

ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

N

MERCER: IN THE PAST FEW WEEKS IT HAS BEEN OUR PRIVILEGE TO
INTRODUCE TO YOU CUSTOMERS YOUNG SINGERS WHO WE FEEL ARE
EAR-MARKED FOR SUCCESS. THIS EVENING WE HAVE WITH US A
LAD WITH AN A-1 PRIORITY ON THAT PROVERBAL LADDER HERE
IN HOLLYWOOD. CUSTOMERS MEET - HAL STEVENS!
(APPLAUSE)

STEVENS: THANK YOU, JOHNNY, FOR A SWELL BUILD UP.

MERCER: YOU'RE PERFECTLY WELCOME, HAL. BUT THEY TELL ME, BESIDES
THE POP TUNES YOU LEAN A LITTLE TOWARDS THE CLASSICAL
STUFF.

STEVENS: OH, A LITTLE, JOHNNY. BUT THAT TAKES LOT'S OF PRACTICE.

MERCER: SURE DOES, HAL, YOU KNOW IN ME YOUTH I ALMOST TOOK UP A
CAREER AS A CONCERT PIANIST.

STEVENS: IS THAT RIGHT?

MERCER: YES. I STUDIED UNDER THAT GREAT IRISH PIANIST.

STEVENS: IRISH PIANIST?

MERCER: YEAH - PAT O'ROOSKI. (LOVE THAT BOY.)

STEVENS: (LAUGHS) WELL, JOHNNY, WHEN I WAS GOING TO HIGH SCHOOL
WE KIDS ORGANIZED A BAND - WE HAD 45 PIECES.

MERCER: 45 PIECES? SOME BAND.

STEVENS: ONLY TROUBLE WAS -- WHEN WE PUT ALL THE PIECES TOGETHER
WE HAD ONE VIOLIN.

MERCER: SO MUCH FOR OUR LURID PAST. HAL, SUPPOSE YOU TROT OUT
YOUR VOCAL WARES FOR OUR CUSTOMERS.

N

STEVENS: THANK YOU, JOHNNY. AS LONG AS I'M A GUEST ON THE
MUSIC SHOP, I THOUGHT IT MIGHT BE A GOOD IDEA TO
FLATTER THE OLD PROPRIETOR BY SINGING ONE OF HIS
OWN SONGS.

MERCER: OH? AND NAME OF SAME?

STEVENS: "THAT OLD BLACK MAGIC."

MERCER: WHY, YOU DO ME AN HONOR. A DOWNBEAT, PLEASE,
MR. WESTON.

MUSIC: OLD BLACK MAGIC STEVENS, ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, HAL STEVENS, A VERY FINE RENDITION. YOUR OLD PROPRIETOR IS REALLY FLATTERED. WELL, CUSTOMERS, THAT'S ALL FOR THE NONCE - WE'LL BE BACK AGAIN TOMORROW WITH OUR TWO MID-WEEK SPECIALS - MEANWHILE, TRY A PACK OF THOSE SATISFYIN' CHESTERFIELDS - AND REMEMBER, THE 6TH WAR LOAN IS WELL UNDER WAY, SO BACK OUR FIGHTING MEN OVER THERE - BUY THAT EXTRA WAR BOND - TOMORROW - SURE. THIS IS JOHNNY MERCER, SAYING "GOODNIGHT".
(APPLAUSE)

MUSIC: THEME UP AND FADE FOR:

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S BRINGING PLEASURE AND COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY.

NBC
ANNCR: THIS IS THE NATIONAL BROADCASTING COMPANY.

Agency
As Broadcast

THE CHESTERFIELD MUSIC SHOP
WEDNESDAY, NOVEMBER 29, 1944

MUSIC: THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP STARRING JOHNNY MERCER,
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
 PIPERS WITH JUNE HUTTON, YOUR'S TRULY, HARRY MITCHELL -
 AND HERE IS JOHNNY MERCER!
 (APPLAUSE)

MUSIC: THEME UP AND FINISH:

MERCER: Howdy, customers. Come on in - and pull up a pack
of Chesterfields, sit down, and listen,--because
the rhythm around here is CRAZY!

MUSIC: "CRAZY RHYTHM"

(APPLAUSE)

HARRIS: One of the nicest things about writing songs is
 having someone like Jo Stafford sing them. If
~~anybody~~ you enjoy hearing Miss Jo as much as
 we do, I think you'll like her treatment of a
 new song by Harold Arlen and myself ^{from} ~~for~~ the new
 picture, "Here Come the Waves." It's called
 "Let's Take the Long Way Home."

HARRIS: "LET'S TAKE THE LONG WAY HOME"

HARRIS: Thank you, Jo. Don't wander too far. Right here
 Harry Mitchell gives us the short way to smoking
 pleasure with Chesterfields.

COMMERCIAL

Thank you Johnny

4

MITCHELL: TODAYS DEMAND IS FOR ¹⁰QUALITY CIGARETTE. QUALITY COUNTS MORE THAN EVER. THAT IS WHY YOU HEAR MORE AND MORE PEOPLE ASKING FOR CHESTERFIELDS. MILLIONS OF SMOKERS KNOW AND MILLIONS MORE ARE FINDING ^{100%} THAT CHESTERFIELDS HAVE THE RIGHT BASIC FORMULA - RIGHT COMBINATION - WORLD'S BEST TOBACCOS. HERE ARE THE UNFAILING QUALITIES WE SMOKERS LIKE IN CHESTERFIELDS. PACK AFTER PACK THE SAME PLEASING MILDNESS - THE SAME COOLER SMOKE - AND ALWAYS THAT BETTER TASTE. NATURALLY THIS HAS RESULTED IN INCREASED DEMAND. TO MEET THIS EVER INCREASING DEMAND OUR FACTORIES ARE TURNING OUT ALL THE CHESTERFIELDS THEY CAN POSSIBLY MAKE. SO WHENEVER YOU BUY CIGARETTES LOOK FOR THE CIGARETTE THAT SATISFIES - THE CIGARETTE THAT GIVES YOU THE THREE THINGS THAT EVERY SMOKER WANTS - REAL MILDNESS - A COOLER SMOKE - AND A FAR BETTER TASTE. LOOK FOR CHESTERFIELDS - YOU CAN SMOKE THEM WITH EVERY CONFIDENCE.

MERCER: THIS BEING WEDNESDAY, ONCE AGAIN, ~~IN KEEPING WITH MUSIC~~
~~SHOW TRADITION~~, WE RE-INTRODUCE ONE OF THE HIT TUNES OF
ANOTHER DAY -- OUR MEMORY TUNE. THIS EVENING THE PIED
PIPERS, BUBBLE PIPE IN HAND, RE-CALL A GREAT ALL TIME
FAVORITE "I'M FOREVER BLOWING BUBBLES".

FOREVER BLOWING BUBBLES PIED PIPERS, ORCH

(APPLAUSE)

Y

MERCER: TAKE A TITLE AS CATCHY AS "OH, BROTHER!" THROW IN TWO
SUCH MUSICALLY PROFICIENT CHARACTERS AS ALLIE RUBEL AND
MATTY MALNECK AND YOU'LL INVARIABLY HAVE A ^{Swiss} GRAND NEW
TUNE. WE HAVE JUST SUCH IN ^{THEIR} MESSERS. RUBEL AND MALNECK'S
LATEST, ~~as ^{Comp. by} "OH BROTHER!"~~ -- "OH BROTHER!"

OH BROTHER

MERCER, ORCHESTRA

(APPLAUSE)

F

MERCER: WELL, CUSTOMERS THAT BRINGS US UNDER THE WIRE FOR THIS SESSION OF THE MUSIC SHOP. HOWEVER, DISPAIR NOT - WE'LL ALL BE BACK TO-MORROW WHEN OUR GUEST WILL BE THAT PIXALATED GENT -- DOODLES WEAVER. MEANWHILE, ENJOY A PACK OF SATISFYIN' CHESTERFIELDS. THIS IS JOHNNY MERCER SAYING ~~"GOOD NIGHT"~~ AND REMINDING YOU THAT OUR FIGHTING MEN IN THE SNOW AND SLEET OF EUROPE AND THE TORRENTIAL RAINS OF THE PACIFIC ARE CALLED ON TO DO THE IMPOSSIBLE - ALL WE'RE ASKED TO DO - IS BUY AN EXTRA WAR BOND DURING THIS THE 6TH WAR LOAN - THINK IT OVER - AND BUY THAT WAR BOND ^{Now} ~~TO-MORROW~~. *Good evening.*

(APPLAUSE)

MUSIC: THEME UP AND FADE FOR:

MITCHELL: FRIENDS, ^{When} ~~Next Time~~ YOU BUY CIGARETTES ^{Look} ~~ASK~~ FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S ^{Being} ~~GIVING~~ ^{Pleasure & Content} ~~MORE SMOKING PLEASURE~~ TO OUR FIGHTING FORCES ALL OVER ^{Millions in} ~~THE~~ WORLD. YOU, ^{ALL} ~~TOO,~~ WILL AGREE - THEY SATISFY.

MUSIC: THEME UP AND FINISH:

THIS IS THE NATIONAL BROADCASTING COMPANY.

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AGENCY
As Broadcast

THE CHESTERFIELD MUSIC SHOP

THURSDAY - NOVEMBER 30, 1944

MUSIC: THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY
 MERCER! WITH JO STAFFORD -- PAUL WESTON'S ORCHESTRA -
 THE PIED PIPERS WITH JUNE HUTTON, YOUR'S TRULY, HARRY
 MITCHELL - AND HERE IS JOHNNY MERCER WHO'S GUEST TO-NIGHT
 IS DOODLES WEAVER!
 (APPLAUSE)

MUSIC: THEME UP AND FINISH

G

ANNOUNCER: Evening, customers. Pull up a Chesterfields and sit down while the Pied Pipers tell us "There's gonna be a hot time in the town of Berlin."

~~ANNOUNCER: "THERE'S GONNA BE A HOT TIME IN THE TOWN OF BERLIN"~~

(MUSIC)

ANNOUNCER: Comes now Harry Mitchell to sum up Chesterfield's smoking pleasure.

COMMERCIAL

Thank you, Johnny.

MITCHELL: TODAY'S DEMAND IS FOR ¹⁰QUALITY CIGARETTE. QUALITY COUNTS MORE THAN EVER. THAT IS WHY YOU HEAR MORE AND MORE PEOPLE ASKING FOR CHESTERFIELDS. MILLIONS OF SMOKERS KNOW AND MILLIONS MORE ARE FINDING ¹⁰⁰THAT CHESTERFIELDS HAVE THE RIGHT BASIC FORMULA - RIGHT COMBINATION - WORLD'S BEST TOBACCOS. HERE ARE THE UNFAILING QUALITIES WE SMOKERS LIKE IN CHESTERFIELDS. PACK AFTER PACK THE SAME PLEASING MILDNESS - THE SAME COOLER SMOKE - AND ALWAYS THAT BETTER TASTE. NATURALLY THIS HAS RESULTED IN INCREASED DEMAND. TO MEET THIS EVER INCREASING DEMAND OUR FACTORIES ARE TURNING OUT ALL THE CHESTERFIELDS THEY CAN POSSIBLY MAKE. SO WHENEVER YOU BUY CIGARETTES LOOK FOR THE CIGARETTE THAT SATISFIES - THE CIGARETTE THAT GIVES YOU THE THREE THINGS THAT EVERY SMOKER WANTS - REAL MILDNESS - A COOLER SMOKE - AND A FAR BETTER TASTE. LOOK FOR CHESTERFIELDS - YOU CAN SMOKE THEM WITH EVERY CONFIDENCE.

f

MERCER: PUTTING ASIDE ^{IN} ~~OUR~~ LEATHER BOUND COPIES OF "^{West}FREUD" AND
"SCHOPENHAUER" AND DOING A LITTLE PHILOSOPHYING OF ~~HIS~~ ^{His}
OWN, YOUR SCHOLARLY PROPRIETOR OBSERVES THAT, LOOKING AT
IT FROM THE OBLIQUE, "LIFE IS JUST A BOWL OF CHERRIES".
SUGAR IT UP, MR. WESTON.

MUSIC: "LIFE IS JUST A BOWL OF CHERRIES. . . . MERCER, ORCHESTRA
(APPLAUSE)

G

4-10

MERCER: ~~EVENING CUSTOMERS. WE'RE PACKIN' A POWERFUL THURSDAY SCHEDULE HERE IN THE MUSIC SHOP SO IF YOU CUSTOMERS JUST LIGHT UP ONE OF THOSE COOLER SMOKING CHESTERFIELDS THE~~
~~PIED PIPERS ACCOMPANIED BY JOE "CHIPPENS AND CORN-PONE"~~
 MERCE~~R~~ WILL DO A NITE OF LAZY REMINISCING 'CAUSE "OLD ROCKING CHAIR" DONE GOT US.

Right HERE

To Stafford Pipers

The Pied

MUSIC: "ROCKING CHAIR" MERCER, PIPERS, ORCHESTRA

(APPLAUSE)

MERCER: ~~THANK YOU, PIPERS. COMES NOW ONE, HARRY MITCHELL, TO SUM UP THE TOBACCO PICTURE.~~

Chesterfield smoking

plan

MERCER: WELL, CUSTOMERS, WE'RE MIGHTY HAPPY TO INTRODUCE OUR GUEST TONIGHT BECAUSE HE'S LONG BEEN A PARTICULAR FAVORITE OF OURS. HIS ORIGINAL AND TRULY FRESH APPROACH TO COMEDY WAS ONE OF THE STAND-OUTS OF THAT STELLAR STANDOUT "MEET THE PEOPLE". YOU'VE NO DOUBT SEEN HIM IN PICTURES, HEARD HIS VOICE IN INNUMERABLE DISNEY CARTOONS, OR MORE RECENTLY ON THE RUDY VALLEE SHOW. CUSTOMERS, MEET HOLLYWOOD'S NUMBER ONE ZANY -- DOODLES WEAVER!

(APPLAUSE)

MERCER: WELCOME TO THE MUSIC SHOP, DOODLES. INCIDENTLY YOU SEEM A LITTLE ON THE HURRIED SIDE THIS EVE?

WEAVER: I SHOULD BE, JOHNNY. I JUST CAME FROM HOLLYWOOD PARK.

MERCER: THE RACES? WELL, HOW DID YOU DO?

WEAVER: I CAME IN SECOND.

MERCER: YOU CAME IN SECOND?

WEAVER: I WOULD HAVE DONE BETTER ONLY THE JOCKEY DIDN'T HAVE THE HEART TO USE THE WHIP ON ME. (WHINNIES)

MERCER: (LAUGHS) SAME OLD DOODLES. BUT COME NOW, REALLY, HOW DID YOU DO?

WEAVER: WELL, THE HORSE I BET ON CAME IN FOR A PICTURE.

MERCER: A PHOTO FINISH?

WEAVER: NO, ^{THE HORSE I BET ON WAS SO SLOW - IT WASN'T} AN OIL PAINTING. ^{A PHOTO FINISH. IS WAS -}

MERCER: I TAKE IT, THEN, YOU'RE INTERESTED IN HORSE RACING?

WEAVER: IN A WAY. OF COURSE, AUTO RACING IS MY NUMBER ONE CHOICE. IN FACT, I'M GONNA AUDITION FOR ANNOUNCER AS SOON AS THE INDIANAPOLIS SPEEDWAY RE-OPENS.

MERCER: WELL, DOODLES, I HARDLY FIGURED YOU FOR THE TYPE TO ANNOUNCE AUTO RACES.

WEAVER: OH, I CAN JUST SEE IT NOW. IT'S OPENING DAY, THE SPEEDWAY IS JAMMED YOU TURN ON YOUR RADIO AND....

†

(INSERT AUTO RACING ROUTINE)

WEAVER: For thrills and spills in the world of sports we bring you now your favorite sports announcer, Mr. Clem McHusing, with a word by word description of the famous Indianapolis race classic, the five hundred mile automobile races, the Memorial Day spectacle.

And now, Clem McHusing, take it away, Indianapolis!

Good afternoon, ladies and gentlemen, this is Clem McHusing in the press box at Indianapolis. It's a beeeoooootiful day for the races out here, not a cloud in the sky, the sun is out and it's going to be a great race I am sure.

The stands are packed, a hundred and fifty thousand people waiting for the great event, the infield is crowded with cars, people standing on hoods and fenders looking through binoculars waiting for the boys to start. I can see the entire track from here: two and a half miles to my right, two and a half across, a five mile back stretch, two and a half miles across, and two and a half mile straightaway to me here in the press box.

Now the boys are down there warming up their cars, checking on the motors for this grind. Get your papers and pencils out, the boys are lined up as follows; there's #10 with Curt Spangler on the inside, Don Mulhaupt driving #45. Next to him, Harry Gentry on the pole and 30 other beautiful cars all different colors out here waiting for the flag!

(MORE)

f

WEAVER:
(CONT'D)

Now the boys are ready to go, they're all bunched together going into the turn. I believe it's a perfect start. As they pass the start the green flag is waving. It's a perfect start. And there they go.

Number 10, 15, 87, 35, 81 all bunched together going into the back stretch. I don't see how they can avoid an accident, but they do! #10 is pulling out in front of the others, #4, 5, 98, 101 a green car, a blue car, red car, number 16 right behind. Everyone driving like demons. I've never seen races like this in my life, dust flying in all directions, number ten is still out in front by two lengths coming around the turn at 105, 110, 120. 130, 140, 50, 60, SOLD! (OH NO)

Here comes number ten now racing down the straightaway. Here he comes, look at him go, here he comes, here he comes and (ZZT) there goes number ten. (ZZT) three (ZZT) four (ZZT) five (ZZT) eleven (ZZT) fifty one and.....Uhhohooooo-- there's a wreck on the far turn. There's a man skidding around, skidding backward, forward, sideways, unless he's careful, he's going to hit the fence. Don't hit that fence, look out, look out. I can't watch. He's going to hit it. (GANG) He hit it.

Ladies and gentlemen, I have an idea: This is Clem McHusing in the press box. I'm going to transfer controls to my assistant down on the track and have him cross the track and have the driver of that car say a word or two so that everybody will know that he's perfectly okay...It's all yours, Joe. Take it away down on the track but be careful crossing as those cars are really going..Okay Joe..

f

(MORE)

WEAVER:
(Cont'd)

"I'm down on the track now, and I'm about to cross the track and have the driver say a word or two. I just want to tell you people listening in that (ZZZZZT) ... That was number four that went by then...I just want to say that if you can (ZZZT) Number three went by...I'm having a little difficulty crossing the track...Well, there's the green light. I can make it now (ZZZT) Hmm, he went through the signal...must be a Los Angeles driver. (ZZZT) That last car almost took my foot off (ZZZT) It did take my foot off!

Well, I got across the track okay, and here's the driver of that wrecked car...Say a few words, driver, so that everyone listening in will know you're all right.

OOOOOOooooooooohhhhhh.

Thank you very much, and take it away upstairs, McHusing. It's all yours, I'm signing off..."

Ladies and gentlemen, this is Clem McHusing back in the stands for the finish of the races...the best man out here today is number 13...that boy is really moving... he's passing everyone on the track...he's going like a demon. (ZZZT) There he goes now. Look at that baby travel! (ZZT) There he goes again. And he's setting records. (ZZZT) There he goes again right and left. I'm timing that boy. (ZZZZT) There he goes again... (ZZZZT ZZZZZZT!) He went by twice!

(MORE)

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WEAVER:
(Cont'd)

And here comes a baby midget racer doing his best to stay with the big boys. Lookit that little midget go! He's cutting along great. Here comes that midget and (Z) there goes the midget!... (ROAR) The B-29...where did that come from? I must be in the wrong place! Oooooooooohhh, there's something wrong with this car... he's weaving around as he comes by, swinging from side to side...Oooooo, there he goes the other way...a woman driver. Number 12, 86, 4, 9, all going along...the race is almost over...Number 13 is still out there in front. Look at him come around for that last lap. The crowd is giving him a huge cheer...here he comes down the straightaway for the checkered flag, he's a cinch to be the winner...here he comes...here he comes...and here he is -- the winner...

SOUND: HORSE'S NEIGH

WEAVER: WHIRLAWAY!

MERCER: THANK YOU, DOODLES WEAVER. ^{That was really wonderful} ~~BEFORE HE LEAVES, DOODLES,~~
~~WISHES US TO ANNOUNCE HE WAS BROUGHT HERE THIS EVENING~~
~~WITH GREAT EXPENSE....FOUR HUNDRED DOLLARS BAIL.~~
^{That} AND THAT, CUSTOMERS, WRAPS UP ANOTHER MEETING HERE IN
 THE MUSIC SHOP - TOMORROW WE SET UP SHOP FOR THE ARMY
 AIR CORPS AT THE REDISTRIBUTION CENTER IN SANTA MONICA.
 MEANWHILE, ASK FOR CHESTERFIELDS. THIS IS JOHNNY MERCER
~~SAYING "GOOD NIGHT" AND ASKING YOU NOT TO FORGET~~
^{To} THERE'S STILL A WAR ON - SO BACK OUR FIGHTING MEN BY
 BACKING THE 6TH WAR LOAN - GET THAT EXTRA BOND - NOW!
 (APPLAUSE) *GOODNIGHT.*

THEME: UP AND FADE FOR:

MITCHELL: FRIENDS, ^{When} ~~NEXT TIME~~ YOU BUY CIGARETTES ^{Look} ~~ASK~~ FOR
 CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S
 BRINGING ^{Pleasure & Comfort} ~~MORE SMOKING PLEASURE~~ ^{Millions of}
 ALL OVER THE WORLD.
 YOU'LL AGREE THEY SATISFY.

THEME: UP AND FINISH:

THIS IS THE NATIONAL BROADCASTING COMPANY

f

FRAN

As before

CHESTERFIELD MUSIC SHOP

December 1, 1944

MUSIC: THEME...FADE FOR:

MITCHELL: FROM ~~THE ARMY AIR FORCE REDISTRIBUTION CENTER IN~~ SANTA MONICA, CALIFORNIA, IT'S THE CHESTERFIELD MUSIC SHOP STARRING JOHNNY MERCER - WITH JO STAFFORD, - PAUL WESTON - THE PIED PIPERS WITH JUNE HUTTON, AND YOURS TRULY HARRY MITCHELL. AND HERE'S JOHNNY MERCER!

MUSIC: THEME TO FINISH

(APPLAUSE)

MERCER: HI, CUSTOMERS, AND A SPECIAL HIE TO ALL YOU FLYERS HERE AT THE REDISTRIBUTION CENTER. ~~IN SANTA MONICA..... THAT'S A "QUONSETT" HUT WITH FOG LIGHTS. - HOWEVER,~~ WE GET UNDER WAY THIS EVE WITH OUR STURDY GROUP, THE PIED PIPERS, WHO SERENADE THE SWEETHEART OF THE A.A.F.--

"PEGGY THE PIN-UP GIRL."

MUSIC: "PEGGY THE PIN-UP GIRL." PIPERS, ORCH

(APPLAUSE)

~~MERCER: ENOUGH OF PEGGY, THE PIPPIN. HERE IS HARRY MITCHELL *Tommy* ABOUT WITH CHESTERFIELDS, TRUE SATISFYING.~~

MERCER: GROUNDED TEMPORARILY BY A CERTAIN HI-OCTANE BLONDE,
YOUR POOR BROKEN-HEARTED PROPRIETOR PLEADS: "GEE BABY,
AIN'T I GOOD TO YOU".

MUSIC: "GEE, BABY, AIN'T I GOOD TO YOU" MERCER, ORCH
(APPLAUSE)

*Mercer: Here is Harry Mitchell to
tell us about our friends*

MITCHELL: THANK YOU, JOHNNY, TODAY'S DEMAND IS FOR A QUALITY CIGARETTE. QUALITY COUNTS MORE THAN EVER. THAT IS WHY YOU HEAR MORE AND MORE PEOPLE ASKING FOR CHESTERFIELDS. MILLIONS OF SMOKERS KNOW AND MILLIONS MORE ARE FINDING OUT THAT CHESTERFIELDS HAVE THE RIGHT BASIC FORMULA - RIGHT COMBINATION - WORLD'S BEST TOBACCOS. HERE ARE THE UNFAILING QUALITIES WE SMOKERS LIKE IN CHESTERFIELDS. PACK AFTER PACK THE SAME PLEASING MILDNESS - THE SAME COOLER SMOKE - AND ALWAYS THAT BETTER TASTE. NATURALLY THIS HAS RESULTED IN INCREASED DEMAND. TO MEET THIS EVER INCREASING DEMAND OUR FACTORIES ARE TURNING OUT ALL THE CHESTERFIELDS THEY CAN POSSIBLY MAKE. SO WHENEVER YOU BUY CIGARETTES LOOK FOR THE CIGARETTE THAT SATISFIES - THE CIGARETTE THAT GIVES YOU THE THREE THINGS THAT EVERY SMOKER WANTS - REAL MILDNESS - A COOLER SMOKE - AND A FAR BETTER TASTE. LOOK FOR CHESTERFIELDS - YOU CAN SMOKE THEM WITH EVERY CONFIDENCE.

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MUSIC: "I PROMISE YOU" (ESTABLISH FOR:)

MERCER: (OVER MUSIC) BEAMED ESPECIALLY FOR YOU MEN OF THE A.A.F.,
OUR LOVELY SONGSTRESS, JO STAFFORD GIVES ~~NEW~~ LIFE TO *A NEW*
EFFECT BY HAROLD ARLEN AND YOUNG TRACY
~~J. MERCER'S HUMBLE EFFORT~~, "I PROMISE YOU".

MUSIC: "I PROMISE YOU" STAFFORD, ORCHESTRA
(APPLAUSE)

G

Thank You To - 10 Minutes Time Myself.
MERCER: GATHER ROUND CHILLUN. YOUR OLD DEACON MERCER IS EXALTIN'
ALL YOU BRETHREN TO SET YOUR FEETS ON THE EVER LOVIN'
STRAIGHT AND NARROW AND FOREVER ELIMINATE THE NEGATIVE
BY "ACCENTUATIN' THE POSITIVE".

MUSIC: "ACCENTUATE THE POSITIVE MERCER, PIPERS, & ORCH.
(APPLAUSE)

MERCER: WELL, FLYERS, THAT BRINGS US TO THE END OF OUR VISIT HERE AT THE ARMY AIR FORCE REDISTRIBUTION CENTER IN SANTA MONICA. WE'VE HAD ~~A MEMORABLE DAY HERE WITH A TRULY GRAND BUNCH OF MEN.~~ WE'D LIKE TO THANK COLONEL LEWIS L. ROBERTS, MAJOR WALTER E. MARKS, AND CAPTAIN JAMES S. MACDONALD, FOR THEIR SPLENDID COOPERATION, AND HOPE ALL YOU FELLOWS ENJOY THE PACK OF CHESTERFIELDS WE'RE LEAVING EACH ONE OF YOU. ~~CUSTOMERS,~~ BEFORE WE SAY GOODNIGHT HERE *LET ME REMIND YOU CUSTOMERS THAT* ~~AT THE MUSIC SHOP - MOST OF THESE MEN HERE ARE FRESH BACK FROM THE FIGHTING FRONTS. THEY'VE GIVEN MORE THAN THEIR SHARE MANY TIMES OVER. HAVE YOU? TALK IT OVER WITH YOUR CONSCIENCE, AND BUY THAT WAR BOND NOW. THIS IS JOHNNY MERCER SAYING GOODNIGHT AND HAPPY LANDINGS!~~

(APPLAUSE)

MUSIC: THEME

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S BRINGING PLEASURE AND COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY!

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM THE ARMY AIR FORCE REDISTRIBUTION CENTER IN SANTA MONICA, CALIFORNIA.

THIS IS THE NATIONAL BROADCASTING COMPANY

G

As Broadcast

CHESTERFIELD MUSIC SHOP

DECEMBER 4, 1944

MONDAY

MUSIC: THEME UP AND FADE FOR:

MITCHELL: It's the Chesterfield Music Shop starring Johnny Mercer!
 with Jo Stafford - Paul Weston's Orchestra - the Pied
 Pipers with June Hutton - your's truly - Harry Mitchell -
 and here is Johnny Mercer!

(APPLAUSE)

MUSIC: THEME UP AND FINISH

(REVISED) -2-

MERCER: HAPPY MONDAY, CITIZENS. HOW 'BOUT COZYING UP TO THE OLD MUSIC BOX, LIGHTIN' UP ONE OF THOSE EXTREMELY SATISFYIN' CHESTERFIELDS WHILE A CERTAIN NAMELESS "HOOSHIER HOT SHOT" GOES RAMBLIN' DOWN "INDIANA" WAY. IF INDIANA IS LISTIN' IN, I APOLOGIZE.

MUSIC: INDIANA ----- MERCER, PIPERS, ORCH.
(APPLAUSE)

MERCER: HARRY MITCHELL TAKES US TO SMOKING PLEASURE WITH CHESTERFIELDS.

MITCHELL: More people want Chesterfields today than ever before because we smokers appreciate more than ever what real quality means in a cigarette. Chesterfield's popularity is the natural result of people finding out that in each Chesterfield you smoke you get the three things that every smoker wants ... Real mildness ... a cooler smoke ... and a far better taste. Chesterfield's popularity today is greater than ever. To meet this great and ever-growing demand for Chesterfields by the men and women in our armed forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. You can smoke Chesterfields with every confidence because their right combination ... worlds best tobaccos gives you everything a good cigarette can give you ... a milder smoke, a cooler smoke and a far better taste. Look for Chesterfields ... smoke the cigarette that satisfies.

(REVISED) -4-

MERCER: TO THE FORE, NOW, ARE OUR SENTIMENTAL PIED PIPERS, THIS TIME, WITH A NUMBER THEY'VE HAD A SOLID BEVY OF REQUESTS TO REPEAT, "COQUETTE". SO GET OUT YOUR HEP DICTIONARY BECAUSE MR. WEBSTER WON'T BE ABLE TO HELP YOU MUCH IN THE CASE OF -- "COQUETTE". PIPERS, START DEFININ'.

MUSIC: "COQUETTE" PIPERS, ORCHESTRA

(APPLAUSE)

(REVISED)

-5-

MERCER: MOST OF THE TIME WE TRY AND ANSWER ALL THE REQUESTS THAT YOU GOOD PEOPLE SEND IN TO US. TODAY I AM INDULGING MYSELF IN THE LUXURY OF ASKING MISS JO STAFFORD TO SING A SONG OF MINE WHICH SHE DID SO WONDERFULLY A WEEK OR SO AGO -- "FOOLS RUSH IN".

MUSIC: FOOLS RUSH IN STAFFORD & ORCH.

(APPLAUSE)

MERCER: PROBABLY MORE THAN ANY OTHER MAN, THE IMMORTAL STEVEN FOSTER, HAS CAPTURED THE SPIRIT, THE BREATHLESS GAYITY, THE NOSTALGIA, OF THE OLD SOUTH. THIS EVENING THE ENTIRE SWING SHIFT OF THE MUSIC SHOP SWING OUT WITH ONE OF MR. FOSTER LIVLIEST - "CAMPTOWN RACES". DO IT, MR. WESTON.

CAMPTOWN RACES

GANG, ORCHESTRA

(APPLAUSE)

MERCER: WELL, CUSTOMERS, THAT BRINGS US TO THE BOTTOM OF THE PAGE
HERE IN THE MUSIC SHOP. BUT, WE'LL BE OPEN AGAIN FOR
BUSINESS TOMORROW. AND, NOW, MR. MITCHELL IF YOU WILL
DRAG OUT THOSE NOTES I MADE ON THE WEEKS DOINGS WE'LL DO
A BIT OF PREVIEWIN'.

MITCHELL: HMMMM.....TUESDAY, JOHNNY, WE'RE ANSWERING MANY REQUESTS
FROM OUR CUSTOMERS --

MERCER: OH YES, BY BRINGING BACK HAL STEVENS WHO DID SUCH A FINE
JOB OF SINGING FOR US LAST TUESDAY.

MITCHELL: THAT'S RIGHT. AND WEDNESDAY WE HAVE OUR TWO MID-WEEK
SPECIALS - THE MEMORY TUNE AND A BRAND, NEW, NUMBER,

MERCER: AND ON THURSDAY WE'RE LINING UP A SPECIAL TREAT FOR OUR
PATRONS, _____.

MITCHELL: FRIDAY THE MUSIC SHOP WILL ENTERTAIN THE SERVICE MEN AT
THE HOLLYWOOD CANTEEN, WHERE OUR PROPRIETOR, AS USUAL,
WILL SING.

MERCER: (ENTHUSIASTIC) LOVE THAT BOY!

MITCHELL: MR. MERCER - PLEASE!

MERCER: MR. MITCHELL - SORRY. WELL, FOLKS, DROP IN ON US AGAIN
TOMORROW. MEANWHILE, TRY A PACK OF THOSE SATISFYIN'
CHESTERFIELDS - AND BUY THAT EXTRA WAR BOND - HELP PUT
THE 6th WAR LOAN OVER THE TOP. THIS IS JOHNNY MERCER
SAYING "GOODNIGHT".

MUSIC: THEME UP FADE FOR:

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS.
YOU'LL LIKE THE CIGARETTE THAT'S BRINGING PLEASURE AND
COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE
WORLD, YOU'LL AGREE THEY SATISFY!

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

As Best

THE CHESTERFIELD MUSIC SHOP

Tuesday - ~~November~~ 5, 1944

Dec.

MUSIC: THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER,
 WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
 PIPERS WITH JUNE HUTTON - YOURS TRULY, HARRY MITCHELL -
 AND HERE IS JOHNNY MERCER, WHOSE GUEST TONIGHT IS
 HAL STEVENS.

(APPLAUSE)

MUSIC: THEME UP AND FINISH

MERCER: BRIGHT TUESDAY, CUSTOMERS. TO ADD TO YOUR ENJOYMENT OF THE NEXT QUARTER HOUR WE SUGGEST YOU LIGHT UP ONE OF THOSE SATISFYIN' CHESTERFIELDS. WHILST YOU'RE DOING SAME THOSE HONORABLE PIED PIPERS ACCOMPANIED BY YOUR LOQUACIOUS PROPRIETOR BARE OUR POOR AND ACHING HEARTS WITH - "IF I KNEW THEM".

MUSIC: IF I KNEW THEM MERCER, PIPERS, ORCH
(APPLAUSE)

MERCER: THANK YOU, PIPERS. HERE IS OUR PRODIGIOUS BOY, HARRY MITCHELL, ^{with} ~~and~~ A WORD OR TWO ^{Chesterfield} ON SMOKING PLEASURE.

MITCHELL: More people want Chesterfields today than ever before because we smokers appreciate more than ever what real quality means in a cigarette. Chesterfield's popularity is the natural result of people finding out that in each Chesterfield you smoke you get the three things that every smoker wants ... Real mildness ... a cooler smoke ... and a far better taste. Chesterfield's popularity today is greater than ever. To meet this great and ever-growing demand for Chesterfields by the men and women in our armed forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. You can smoke Chesterfields with every confidence because their right combination ... worlds best tobaccos gives you everything a good cigarette can give you ... a milder smoke, a cooler smoke and a far better taste. Look for Chesterfields ... smoke the cigarette that satisfies.

7

(OVER MUSIC)

MERCER: WEARING THAT CERTAIN "NEVER-NEVER" LOOK IN HER EYES, OUR
LOVELY MISS JO STAFFORD SOFTLY WHISPERS "I'M GLAD THERE IS
YOU".

MUSIC: I'M GLAD THERE IS YOU STAFFORD, ORCH
(APPLAUSE)

MERCER: COMPLETE WITH STRAW HAT, HANDBAR MUSTACHES, ANKLE CHOAKERS,
AND CELLULOID COLLARS OUR PIQUANT PIED PIPERS AND MISS
"FLORADORA" HUTTON TROT OUT THAT "GRRR-AND OLD FAVOR-RITE"
"I'M JUST WILD ABOUT HARRY."

I'M JUST WILD ABOUT HARRY

PIPERS, ORCHESTRA

(APPLAUSE)

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MERCER: LAST WEEK WE INTRODUCED OUR CLIENTEL TO ANOTHER UP AND COMING VOCALIST WHO WE FEEL IS HEADED FOR GREENER FIELDS. WE LIKED THIS BOY SO MUCH THAT WE'VE ASKED HIM TO DROP 'ROUND AGAIN THIS EVENING. CUSTOMERS, IT'S HAL STEVENS. (APPLAUSE)

MERCER: WELCOME, HAL, ONCE AGAIN TO THE MUSIC SHOP.

STEVENS: THANKS, JOHNNY, IT'S SWELL OF YOU TO HAVE ME BACK.

MERCER: HAL, I UNDERSTAND YOU HAVE MORE THAN A PASSING INTEREST IN HORSES.

STEVENS: YES, JOHNNY, JUST THE OTHER DAY I PICKED UP A REAL THOROUGHBRED - HE'S "MIDNIGHT OUT OF DIXIE BELLE BY BLACK BEAUTY".

MERCER: WELL, THAT'S QUITE A COINCIDENCE, HALL, YOU KNOW, I HAVE A HORSE OUT IN THE VALLEY MYSELF.

STEVENS: WHAT'S HIS PEDIGREE?

MERCER: I THINK IT'S "USED CAR OUT OF GLENDALE BY MADMAN MUNTZ".

STEVENS: WE'D BETTER CHECK THAT PEDIGREE. JOHNNY, YOU MAY NOT BELIEVE THIS BUT I TAKE MY HORSE EVERYPLACE I GO. HAD A LITTLE TROUBLE LAST NIGHT, THOUGH.

MERCER: TROUBLE?

STEVENS: YES, THEY WOULDN'T LET MY HORSE IN THE PALLADIUM WITHOUT A NECKTIE ON.

MERCER: OUCH! ENOUGH OF ^{these clever quips} ~~THIS CLEVER CHIT-CHAT~~, HAL, SUPPOSE YOU EXPLAIN TO THE CUSTOMERS YOUR SELECTION OF THE EVE?

STEVENS: ALL RIGHT, JOHNNY. IT'S ONE OF MY FAVORITES. "THE SONG IS YOU".

MUSIC: SONG IS YOU STEVENS, ORCHESTRA
(APPLAUSE)

N

We've enjoyed having you with us again Tonight -7-
MERCER: THANK YOU, HAL STEVENS / WELL, THAT JUST ABOUT WRAPS UP
THIS SESSION OF THE OLD MUSIC SHOP - WE'LL ALL BE BACK
TOMORROW WITH OUR TWO MID-WEEK SPECIALS *And then when our guest is*
Be That Singing Caballero Tito Guizar ~~HOW ABOUT~~
~~DROPPING IN ON US:~~ MEANWHILE BE SURE AND ASK FOR
CHESTERFIELDS. THIS IS, JOHNNY MERCER SAYING ~~"GOOD NIGHT"~~
Reminding you once again that
~~AND CUSTOMERS, DON'T FORGET~~ OUR BOYS OVER THERE ARE
COUNTING ON ALL OF US BACK HERE TO PASS THE AMMUNITION
NEED FOR VICTORY. SO PICK UP THAT EXTRA WAR BOND FIRST
THING TOMORROW *wait you* VICTORY CAN'T WAIT. *Goodnight*
~~(APPLAUSE)~~

MUSIC: THEME UP AND FADE FOR

(INSERT CLOSING COMMERCIAL)

MUSIC: THEME UP AND FINISH

NBC

ANNCR: THIS PROGRAM CAME TO YOU FROM HOLLYWOOD.

THIS IS THE NATIONAL BROADCASTING COMPANY.

N

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS.
YOU'LL LIKE THE CIGARETTE THAT'S BRINGING PLEASURE AND
COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE
WORLD, YOU'LL AGREE THEY SATISFY!

(APPLAUSE)

MUSIC: THEME UP AND UNDER

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD.
THIS IS THE NATIONAL BROADCASTING COMPANY.

G-

B. B. B. B.

CHESTERFIELD MUSIC SHOP
Thursday - ~~November~~ ^{DECEMBER} 7, 1944

THEME UP AND FADE FOR:

MITCHELL: IT'S THE CHESTERFIELD MUSIC SHOP - STARRING JOHNNY MERCER!
WITH JO STAFFORD - PAUL WESTON'S ORCHESTRA - THE PIED
PIPERS WITH JUNE HUTTON - YOUR'S TRULY, HARRY MITCHELL -
AND HERE IS JOHNNY MERCER WHO'S GUEST TONIGHT IS
TITO GUIZAR!
(APPLAUSE)

THEME UP AND FINISH

MERCER: GREETINGS, CUSTOMERS. ~~WE'RE RUNNING UNDER FULL SAIL THIS~~
~~EVE IN THE MUSIC SHOP SO LIGHT UP ONE OF THOSE EXTREMELY~~
~~SATISFYING~~ CHESTERFIELD'S WHILE ~~THE GLAMOROUS~~ JO STAFFORD
AND FRIEND TROT OUT AN EARTHY BIT OF WHIMSEY WRITTEN BY
ONE PAUL WESTON ASSISTED BY SAME NAMELESS FRIEND.
"MRS. WIGGS OF THE CABBAGE".

MRS. WIGGS OF THE CABBAGE PATCH MERCER, STAFFORD, ORCH.

(APPLAUSE)

MERCER: SO MUCH FOR THE GOOD MRS. WIGGS. ~~HERE'S THE HANDY~~
~~MR. MITCHELL AND TOBACCO FACTS.~~

For Chesterfields

MITCHELL: More people want Chesterfields today than ever before because we smokers appreciate more than ever what real quality means in a cigarette. Chesterfield's popularity is the natural result of people finding out that in each Chesterfield you smoke you get the three things that every smoker wants ... Real mildness ... a cooler smoke ... and a far better taste. Chesterfield's popularity today is greater than ever. To meet this great and ever-growing demand for Chesterfields by the men and women in our armed forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. You can smoke Chesterfields with every confidence because their right combination ... worlds best tobaccos gives you everything a good cigarette can give you ... a milder smoke, a cooler smoke and a far better taste. Look for Chesterfields ... smoke the cigarette that satisfies.

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MERCER: TO THE FORE NOW, IS OUR HAPPY GROUP, THE PIED PIPERS
WITH A CATCHY, NEW TUNE, THEY INTRODUCED A WHILE BACK.
"TABBY THE CAT". START MEOWING ~~FOR~~ ~~THE~~ ~~PIED~~ ~~PIPERS~~ GROUP.

TABBY THE CAT

PIPERS, ORCH.

(APPLAUSE)

MERCER: A FEW WEEKS BACK WE WERE FORTUNATE TO CATCH A FAST "LOOK SEE" AT REPUBLIC PICTURES NEW, TECHNICOLOR MUSICAL, "BRAZIL". WE'RE HAPPY TO REPORT THAT HERE IS ONE LATIN-AMERICAN OPUS THAT NOT ONLY CAPTURES ALL THE COLOR AND GAIETY, BUT GIVES US AN ALMOST REAL LIFE PICTURE OF OUR GOOD NEIGHBORS TO THE SOUTH. THIS EVENING, FOR OUR GUEST OF THE WEEK, WE HAVE WITH US THE STAR OF THIS REALLY SWELL PAN-AMERICAN MUSICAL - SENOR TITO GUIZAR!

(APPLAUSE)

MERCER: (PHONEY SPANISH) AH, BUNAS MUCHOS, SENOR TITO, ADIOS ... HASTA LAGUA ... MANNANA ... FRIJOLIES ... ENCHILADIAS.

GUIZAR: (LOOKS AT JOHNNY) I'M SORRY, MR. MERCER, BUT I DON'T SPEAK FRENCH.

MERCER: I ASKED FOR IT. BUT, TITO, I WAS ONLY TRYING TO GREET YOU IN TRUE LATIN FASHION. I'LL ADMIT IT'S NOT PERFECT BUT MY SPANISH DOES HAVE A RING OF AUTHENTICITY.

GUIZAR: WELL, MAYBE JOHNNY...BUT ...

MERCER: COME, TITO, YOU NOTICE WHEN I PRONOUNCE "FRIJOLIES"... MY "J" SOUNDS LIKE "H".

GUIZAR: SO DOES YOUR SPANISH.

MERCER: SO BE IT. OF COURSE, TITO, I ENVY YOU SOUTH AMERICANS.

GUIZAR: HOW SO, JOHNNY?

MERCER: OH, NOTHING TO DO ALL DAY LONG. JUST SIT AROUND ALL DAY ON YOUR ENCHILADA PLAYING A TUNE ON YOUR SOMBRERO.

GUIZAR: OH NO, NO, JOHNNY. THE PEOPLE OF SOUTH AMERICA ARE VERY INDUSTRIOUS. WHEN SOMEONE UP HERE TELLS ME, THEY DO NOTHING BUT SLEEP IN THE SUN, I DON'T LIKE THEIR "INCINERATIONS".

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MERCER: TITO, YOU MEAN INSINUATIONS - INCINERATE MEANS TO SET ON FIRE.

GUIZAR: THAT'S IT - THEY BURN ME UP.

MERCER: WELL, ANYWAY, IT MUST BE GREAT COUNTRY.

GUIZAR: OH, YOU HAVE NEVER BEEN TO SOUTH AMERICA?

MERCER: NO. BUT, I DID HAVE A GIRL ONCE - SHE CAME FROM BRAZIL. YOU KNOW, I MUST HAVE BEEN VERY ROMANTIC. ONE NIGHT AFTER I KISSED HER SHE TOLD ME I REMINDED HER OF A NATIVE OF SOUTH AMERICA.

GUIZAR: SHE DID?

MERCER: YEAH - WHAT'S A LLAMA?

GUIZAR: WELL, JOHNNY, PROBABLY YOU WOULD NOT HAVE KISSED HER IN BRAZIL AT ALL. HER DUENNA WOULD HAVE STOPPED YOU.

MERCER: DUENNA?

GUIZAR: YES, "DUENNA". THAT'S SPANISH FOR M.P. YOU SEE, IT IS A CUSTOM WHEN A GIRL GOES OUT WITH A YOUNG MAN. IF THE YOUNG MAN TRIES TO HOLD THE GIRL'S HAND, THE DUENNA'S JOB IS TO WATCH.

MERCER: I SEE.

GUIZAR: WHEN HE TRIES TO PUT HIS ARM AROUND HER, OR KISS HER, SHE SITS THERE AND WATCHES.

MERCER: HMM ... FOR THAT - SHE GETS PAID?

GUIZAR: (LAUGHS) YES, IT IS THE CUSTOM.

MERCER: YOU KNOW, TITO, I'VE ALWAYS MARVELED AT THE POISE AND PERSONALITY ALL YOU LATIN'S SEEM TO HAVE.

GUIZAR: IT MAY ONLY SEEM SO, JOHNNY. YOU SEE, MOST SOUTH AMERICANS YOU MEET HERE HAVE TRAVELED A GREAT DEAL. FOR INSTANCE, SEVERAL YEARS I STUDIED VOICE IN PARIS.

MERCER: OH, GAY PARIS.

GUIZAR: YES. IT WAS AN EDUCATION. I HAD SO MUCH FUN. FRANCE IS SO GAY...I LOVED FRANCE...I STILL KEEP IN TOUCH.... POST CARDS, YOU KNOW.

MERCER: ERR...TO GET BACK TO YOUR PICTURE - "BRAZIL" - HOW DID YOU LIKE WORKING WITH LOVELY VIRGINIA BRUCE?

GUIZAR: OH, IT WAS WONDERFUL, JOHNNY. YOU SEE IN THE PICTURE SHE THINKS LATINS ARE NOT VERY ROMANTIC SO I SET OUT TO TEACH HER A LESSON.

MERCER: I SEE.

GUIZAR: IN LESSON ONE - I SING TO HER. IN LESSON TWO - I HOLD HER HAND. IN LESSON THREE - I HOLD HER TIGHT. IN LESSON ---

MERCER: NEVER MIND THE DETAILS - LET'S GET TO THAT SEVENTH LESSON.

GUIZAR: JOHNNY, YOU ARE IMPATIENCE. FINALLY, I TAKE VIRGINIA IN MY ARMS, I HOLD HER VERY CLOSE, SHE LOOKS INTO MY EYES.

MERCER: YES.

GUIZAR: I LOOK INTO HER EYES AND THEN ...

MERCER: YES, YES. GO ON.

GUIZAR: THE DIRECTOR SHOUTED "CUT!" AND WE ALL WENT TO LUNCH.

MERCER: OH SHUCKS. ONE THING I NOTICE IN THE PICTURE...COME FIESTA TIME, YOU SOUTH AMERICANS REALLY PUT ON A THING.

GUIZAR: YES. WE REALLY LET OUR HAIR DOWN THEN. WE HAVE A WONDERFUL TIME. IT IS OFTEN THE CUSTOM FOR YOUNG FELLOWS TO DRINK ONE BOTTLE OF TEQUILLA FOR BREAKFAST, ONE BOTTLE OF TEQUILLA FOR LUNCH, AND ONE BOTTLE OF TEQUILLA FOR DINNER.

MERCER: BUT, TITO, THAT WOULD RUIN YOUR HEALTH!

GUIZAR: I KNOW - BUT AFTER THREE BOTTLES OF TEQUILLA - WHO CARES?

MERCER: WELL, WHEN IT COMES TO GAIETY OR LOVE MAKING YOU SOUTH AMERICANS REALLY PUT YOUR HEART INTO IT.

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GUIZAR: WE CAN'T HELP IT, JOHNNY...IT IS SOMETHING DOWN HERE
INSIDE. A CONSTANT BURNING SENSATION THAT BUILDS INSIDE
SEEMS TO KEEP US IN A STATE OF UNREST. HAVE YOU EVER
FELT THAT WAY?

MERCER: ^{AA Siesta Time} YES, THE LAST TIME I ATE CHILLIE CON CARNE. ^{well} ~~SEE~~, TITO,
^{Get you Guitars and} SUPPOSE YOU GIVE US A SAMPLE OF THAT LATIN FIRE .. VOCALLY.

GUIZAR: GLADLY, I WOULD LIKE TO SING MY FAVORITE SONG FROM OUR
PICTURE. IT'S CALLED "RIO DE JANEIRO" AND IT IS BY MY
GOOD FRIEND ALCY BORRISO WHO WROTE
THE SO POPULAR "BRAZIL".

MERCER: CUSTOMERS, FOR THE FIRST TIME ON THE AIR, TITO GUIZAR,
BRINGS US ONE OF THE GRAND, NEW SONGS FROM REPUBLIC
PICTURE'S "BRAZIL" ... "RIO DE JANEIRO"

RIO DE JANEIRO

GUIZAR, ORCH

(APPLAUSE)

MERCER: THANK YOU, TITO GUIZAR. WELL, CUSTOMERS, THAT GETS IT FOR THIS EVE HERE IN THE MUSIC SHOP. HOWEVER, BE SURE AND CATCH US TOMORROW - WE'RE DOING A SPECIAL BROADCAST FROM *The* *Famous* HOLLYWOOD ~~CANTINE~~ CANTEEN. BIG THINGS ARE PROMISED SO HOW ABOUT SITTING IN? MEANWHILE, ASK FOR CHESTERFIELDS. THIS IS JOHNNY MERCER SAYING "GOODNIGHT" AND SUGGESTING THAT THIS CHRISTMAS YOU GIVE WAR BONDS - AND ^{Folk}REMEMBER YOUR WAY OF SAYING "WE'RE WITH YOU" ^{this Xmas} TO OUR ARMED FORCES IS BY BUYING THAT EXTRA BOND DURING THIS, THE 6TH WAR LOAN. GOODNIGHT.

(APPLAUSE)

THEME UP AND FADE FOR:

MITCHELL: FRIENDS, WHEN YOU BUY CIGARETTES, LOOK FOR CHESTERFIELDS. YOU'LL LIKE THE CIGARETTE THAT'S BRINGING PLEASURE AND COMFORT TO MILLIONS IN OUR FIGHTING FORCES ALL OVER THE WORLD, YOU'LL AGREE THEY SATISFY.

THEME UP AND UNDER:

NBC ANNCR: THE CHESTERFIELD MUSIC SHOP CAME TO YOU FROM HOLLYWOOD. THIS IS THE NATIONAL BROADCASTING COMPANY.

Bonus

Johnny Mercer

THE CHESTERFIELD MUSIC SHOP

Friday - December 8, 1944

THEME UP AND FADE FOR:

MITCHELL: FROM HOLLYWOOD'S FAMED CANTEEN - IT'S THE CHESTERFIELD
MUSIC SHOP - STARRING JOHNNY MERCER! WITH JO STAFFORD -
PAUL WESTON'S ORCHESTRA - THE PIED PIPERS WITH JUNE HUTTON -
YOUR'S TRULY, HARRY MITCHELL, AND HERE'S JOHNNY MERCER!

(APPLAUSE)

THEME UP AND FINISH

4/5

45

"HOLLYWOOD CANTEEN" FEW BARS TO ESTABLISH FADE FOR:

MERCER: YES, CUSTOMERS, WE HAVE A NEW THEME FOR THE EVENING.
 IT'S "HOLLYWOOD CANTEEN" ~~FROM WARNER BROS.~~ *From The*
 STAR-STUDED RELEASE "HOLLYWOOD CANTEEN" DEDICATED TO
 THE MEN AND WOMEN OF OUR FIGHTING FORCES AND THE MEN AND
 WOMEN OF THE MOTION PICTURE INDUSTRY WHO MADE THIS
 CANTEEN POSSIBLE. ~~(WE RECOMMEND YOU CATCH "HOLLYWOOD
 CANTEEN" WHEN IT ROLLS ROUND TO YOUR LOCAL "PLITCHER"
 PALACE, BECAUSE IT'S NOT ONLY SWEEET ENTERTAINMENT, FILMED
 WITH SUCH STARS AS BETTE DAVIS, PAUL H. BROWN, JOHN
 GARFIELD, THE ANDREW SISTERS, JACK BENNY AND A HOST OF
 OTHERS, BUT A GENEROUS ~~PERCENTAGE~~ *Portion of the Proceeds*
 OF ITS TAKE IS DIVERTED TO
 KEEPING THE DOORS OF THIS HOLLYWOOD CANTEEN - EVER OPEN.)
 RIGHT NOW, I CATCH A GLANCE AT OUR OWN PIED PIPERS,
 AS CLUTCHING TRANSFERS IN HAND, THEY HARMONIOUSLY SWING
 ABOARD "THE TROLLEY SONG".~~

120
4-10
05

TROLLEY SONG *250* PIPERS, AND ORCHESTRA

(APPLAUSE)

MERCER: THANK YOU, PIPERS, FOR A SWELL RIDE - AT THIS POINT WE
 PICK UP HARRY MITCHELL AND CHESTERFIELDS.

420

420

MITCHELL: More people want Chesterfields today than ever before because we smokers appreciate more than ever what real quality means in a cigarette. Chesterfield's popularity is the natural result of people finding out that in each Chesterfield you smoke you get the three things that every smoker wants ... Real mildness ... a cooler smoke ... and a far better taste. Chesterfield's popularity today is greater than ever. To meet this great and ever-growing demand for Chesterfields by the men and women in our armed forces and the folks here at home, our factories are working at full capacity making all the cigarettes they can possibly turn out. You can smoke Chesterfields with every confidence because their right combination ... worlds best tobaccos gives you everything a good cigarette can give you ... a milder smoke, a cooler smoke and a far better taste. Look for Chesterfields ... smoke the cigarette that satisfies.

10
3

5-

v

522

MERCER: FRONT AND CENTER, NOW, IS "YARD BIRD" MERCER BEARING
GLAD TIDINGS TO ALL YOU G.I.'S HERE IN THE CANTEEN.
BOY, AIN'T YOU HEARD? "LULU'S BACK IN TOWN".

LULU

MERCER, ORCHESTRA

(APPLAUSE)

525
70

220/20

1720

8-7-20

MERCER: OUR GLAMOROUS, JO STAFFORD, ACCOMPANIED BY THOSE LOVELY,
PIED PIPERS, TELLS US TO STAY "ON THE SUNNY SIDE OF THE
STREET". MAKE IT SHINE, GROUP.

705 0.5

SUNNY SIDE OF STREET 230 STAFFORD, PIPERS, ORCH.

955

(APPLAUSE)

1000

1010
~~1012~~

MERCER: LOOKING AHEAD TO A FUTURE RE-UNION THE ENTIRE MUSIC SHOP
 GANG (THAT'S JO STAFFORD, PAUL WESTON AND MEN, PIED PIPERS
 AND YOUR OBEDIENT SERVANT) JOIN HANDS BY WAY OF THOSE
 POWERFUL "MEMPHIS BLUES".

10
~~1010~~
GANG
~~1325~~

MEMPHIS BLUES

(APPLAUSE)

1330
Theme:

- Fade for -
↓

MERCER: (OVER MUSIC) TONIGHT, ALL OF US HERE IN THE MUSIC SHOP
 WISH TO SAY SO LONG FOR A WHILE AND TO INVITE YOU TO
 LISTEN TO CHESTERFIELD'S NEW PROGRAM BEGINNING NEXT MONDAY
 ON THIS SAME STATION, SAME TIME. IT'S THE CHESTERFIELD
 SUPPER CLUB AND WILL STAR THAT SMOOTH AND EXCITING YOUNG
 SINGER, PERRY COMO, WITH ORCHESTRA LEADER TED STEELE AND
 LOVELY MARY ASHWORTH AND MARTIN BLOCK AS MASTER OF
 CEREMONIES. AND EVERY NIGHT YOU WILL HAVE AS GUEST A
 GREAT STAR FROM THE ENTERTAINMENT WORLD. NEXT MONDAY,
 FOR EXAMPLE, YOU WILL HEAR FOR THE FIRST TIME ON THE
 AIR, THAT LOVABLE AND WHIMSICAL LITTLE GUY, JIMMY SAVO.
 AND NOW THIS IS JOHNNY MERCER SAYING SO LONG FOR
 JO STAFFORD, THE PIED PIPERS, PAUL WESTON AND THE BOYS
 AND THANKS A LOT, FOLKS, FOR YOUR LOYAL LISTENING. DON'T
 FORGET, IT'S THE CHESTERFIELD SUPPER CLUB STARTING NEXT
 MONDAY ON THIS SAME STATION, SAME TIME, GOODNIGHT.

1515

APPLAUSE: (IF TIME)

"HOLLYWOOD CANTEEN" FADE FOR:

MERCER: WELL, CUSTOMERS, IT'S BEEN A LOT OF FUN DROPPING OVER AND SORT OF HELPING OUT THIS EVE HERE IN THE CANTEEN.... BEFORE WE SAY "GOODNIGHT" WE'D LIKE TO THANK EVERYONE CONNECTED WITH THE CANTEEN, AND IN PARTICULAR YOU MEN AND WOMEN WHO WEAR OUR UNIFORM, FOR A MEMORABLE EVENING. AND REMEMBER, CUSTOMERS, OUR FIGHTING FORCES AREN'T ASKING ANY FAVORS - BUT THEY RIGHTLY EXPECT US HERE AT HOME TO CARRY OUR SHARE OF THE FIGHT - SO MAKE SURE YOU BUY THAT EXTRA WAR BOND, TOMORROW.

(APPLAUSE)

THEME UP AND FADE FOR:

MITCHELL: FRIENDS, NEXT TIME YOU BUY CIGARETTES ASK FOR CHESTERFIELDS. YOU'LL ENJOY THE CIGARETTE THAT'S BRINGING COMFORT AND PLEASURE TO OUR FIGHTING FORCES ALL OVER THE WORLD. YOU'LL AGREE THEY SATISFY.

THEME UP AND FADE FOR:

NBC
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