

RADIO
CONTINUITY

PALL MALL

GRAND FIELDS
VICTORY SHOW

APR - JULY
1943

RTX01 0230536

Folder # :

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Project CP15 Folder sheet

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ATX01 0230540

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Cc Broadcast

2ND REV.

#59

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: THURS. 4/1/43

DATE: BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, my
cousin Bert was born on April ^{the} second - just one day
too late. I remember he used to take a bottle of milk
to the movies because he thought the picture was a
serial. (GIGGLES) ^{You know,} He had a club-footed hen and he
fed her sawdust by mistake. She laid twelve eggs and
~~sat on them~~. When they hatched out, eleven of the
chickens had wooden legs ~~and~~ the twelfth was a
woodpecker. Well, Bert's joined the army now. He's
in the Quartermaster's Store -- ~~and here's what they~~
~~sell.~~

SONG: ("QUARTERMASTER'S STORES")

(APPLAUSE)

ATX01 0230542

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen .. you don't have to take anyone's word about how PELL MELL protects your throat. Notice PELL MELL'S greater length! That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further ... gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember .. PELL MELL'S Modern Design filters the smoke ... protects your throat.

MUSIC: (FULL WITH INTRO TO "TILL WE MEET AGAIN." FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I have a grand old song that was popular during the last war. And tonight I'm going to sing it for a very special group of lads in honor of a very special occasion. But first here's a little story for you.

~~Even though the meat shortage has resulted in a lot of strange happenings... I don't believe this ever took place... However, it makes a good story so I think you'd like to hear it~~ ... The wife of the game-keeper on a certain English Duke's estate, met a friend of hers ⁱⁿ at the market. "Come over to the house for dinner tonight, dearie, we're gonna have roast duke." "Roast DUKE? You mean DUCK don't cha?" "No, dearie .. you see its like this ... larst night my husband went duck hunting with the Duke .. and the Duke didn't duck ... so we're gonna have DUKE!"
(LAUGHTER - APPLAUSE)

MUSIC: (SWEELS BRIEFLY. FADES FOR BACKING)

GRACIE: Well, ~~you know~~ today is the twenty-fifth anniversary of the founding of the R. A. F. Before that it was known as the Royal Flying Corps and many American boys were members of it in the last war. So tonight, I'd like to dedicate this song "Till We Meet Again" to the lads of the R.A.F. and the United States Army Air Force who are working together ^{again} for Victory.

SONG: ("TILL WE MEET AGAIN")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Honduras.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH - FADE FOR BACKING)

GRACIE: When we think of courage we think of Valley Forge and Vicksburg and Verdun. And when we think of Victory, we think of the letter V, for it has become the universal symbol of the coming United Nation Victory. It is this symbol, this V for Victory, which you see on the back of every package of my PELL MELL cigarettes ~~-and I'm proud of it.~~ And now, I want you to come with me as we visit a lonely cove on a Honduran beach which fronts the Caribbean Sea. A solitary fisherman stands on the shore casting his line into the ocean. Presently he sees several objects half buried in the sand. The wind has uncovered them and he goes to investigate, then races to the nearest coast patrol station.

(MORE)

GRACIE:
(CONTD)

Several nights later, when the moon is hidden by a bank of lowering clouds, a dark, grey shape rises slowly from the sea - and a boat puts off for the cove where the fisherman has stood. As it reaches the beach, members of the Honduran coast patrol rush from hiding, make prisoners of the landing party and prevent them from accomplishing their purpose. For they are members of an Axis submarine crew who have come to get drums of oil to refuel their craft - drums of oil which the Honduran fisherman had discovered hidden in the sand.

MUSIC: (BUGLE CALL, MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march "King Cotton" people of Honduras, we join you in saying --
ON TO VICTORY!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK: Smokers, you can see at a glance the advantage you get from smoking PELL MELL. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further ... gets rid of heat and bite on the way. So, smokers .. when you buy cigarettes, remember PELL MELL'S greater length filters the smoke.. protects your throat.

MUSIC: (FULL WITH INTRO TO "JIMMIE JONES". FADE BACK FOR)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: We all know the lad this little song tells about.
His name is Jimmie Jones, and he is leaving the Main
Streets of the country by the thousands every day -
to go to the fighting fronts. ~~And~~ when he gets there,
you can bet he'll do his everlasting best to show the
Axis that aggression and oppression have no place in
the world.

SONG: ("JIMMIE JONES: WITH GRACIE AND QUARTETTE.)
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

GRACIE: On to Victory! Chins up! Keep smiling!.. And let's
all sing together!

SONG: ("ALL FOR ONE" -- FADE ON CUE FOR BACKING)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember -- PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects your
throat!

GRACIE: Goodnight, everybody ... and God Bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

REV.
#60

DATE:

FRI. 4/2/43

NETWORK:

BLUE

PROGRAM:

GRACIE FIELDS
(7:15 - 7:30 P.W.T.)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling American from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everhwere! This is me again with
some songs and a bit of a story for you. Well, my
young cousin Alf got a job in a meat market. The
butcher agreed to pay him five dollars a week, but he
wanted to know what Alf could do to make himself useful.
"I can do anything," said Alf..

Well, "You'll have to be more definite. Can you dress a
chicken?"

Push! Not on five dollars a week!"

(GIGGLES) Well, we'll all be eating more chicken now
that meat is being rationed, but don't worry about it. *I love it!*

SONG: ("CAUSE YOU HAVEN'T GOT IT.")
(APPLAUSE)

Don't you.

ATX01 0230547

HANCOCK:

Gracie will be back with more songs in just a moment. Ladies and gentlemen ... you can be your own judge and jury about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further .. gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember ... PELL MELL'S Modern Design filters the smoke ... protects your throat.

MUSIC:

(FULL WITH INTRO TO "THE TREK SONG." FADE BACK FOR:)

HANCOCK:

What are you going to sing now Gracie?

GRACIE:

Well, Don, I'm going to sing a song we've had a lot of requests for in the last few weeks. But first, here's ~~a~~ ^{but} little story ~~for you~~.

All ^{of} his life, ^{Young} "Dashing Bertie Stebbins" as the girls called him, had trod the Primrose path, inhaled the wine when it was red, and done those things he ought not to have done.

Now, wild and fast living had caught up with him and the end was ^{very} near. The local Vicar was kneeling at his beside.

"Bertie, my son," said the old Vicar, "while you still have time, renounce the devil!"

Bertie kept his eyes shut and didn't answer. The old man shook him gently.

In a few ^{moments} ~~minutes~~ you'll be in the next world... why do you refuse to renounce the devil?"

(MORE)

ATX01 0230548

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen ... you can be your own judge and jury about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further .. gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember ... PELL MELL'S Modern Design filters the smoke ... protects your throat.

MUSIC: (FULL WITH INTRO TO "THE TREK SONG." FADE BACK FOR:)

HANCOCK: What are you going to sing now Gracie?

GRACIE: Well, Don, I'm going to sing a song we've had a lot of requests for in the last few weeks. But first, here's ~~but~~ ^a little story for you.

All ^{of} his life, ^{young} "Dashing Bertie Stebbins" as the girls called him, had trod the Primrose path, inhaled the wine when it was red, and done those things he ought not to have done. Now, wild and fast living had caught up with him and the end was ^{very} near. The local Vicar was kneeling at his beside.

"Bertie, my son," said the old Vicar, "while you still have time, renounce the devil!"

Bertie kept his eyes shut and didn't answer. The old man shook him gently.

In a few ^{moments} ~~minutes~~ you'll be in the next world... why do you refuse to renounce the devil?"

(MORE)

GRACIE:
(CONTD)

Bertie opened his eyes and spoke.

"Well, you see, sir .. I'm not sure of exactly where I'm going .. and this is no time to be making new enemies!"

(LAUGHTER APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE:

Well, now I'd like to tell you about this little song. It's the marching song of our fighting allies, the South Africans- so I'd like to dedicate it to them. It was originally written in Africaans which is the native tongue, so I'll sing the first part in that language and the rest in English.

SONG:

("TREKSONG" WITH GRACIE AND QUARTETTE)

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes- Iraq.

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN FIFTH - FADE FOR BACKING)

GRACIE:

Thumbs up was the sign given to victorious Gladiators who fought in ancient arenas. Today, the sign is the letter "V" - for it symbolized the coming United Nations victory. And I'm proud that you see this "V" for Victory on the back of every package of my PELL MELL cigarettes. Though Iraq is the most recent member of the United Nations group, she has been in the thick of things since nineteen hundred and forty one. For it was in May of that year, that the Arab Legion's Dessert Patrol took a leading part in supressing a Nazi inspired revolt which had as its objective the seizure of the Mosul oil fields.

(MORE)

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GRACIE:
(CONTD)

The desert patrol, composed of Bedouin Arabs and equipped with armored cars and trucks, guided British divisions along the Iraq oil pipeline, and guarded the rear with quick sorties into the desert which cut off Nazi supplies coming in from Syria. Finally, in a scorching desert heat which averaged one hundred and thirty degrees, they closed in ~~and~~ and took all the oil stations along the pipeline. Thus, even before Iraq was officially at war against the Axis, her people were striking telling blows for a United Nations Victory.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play one ~~Sousa's~~ ^{the} stirring march, "High School Cadets", people of Iraq, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Ladies and Gentlemen..Food, as well as planes, tanks, and guns, is a vital factor in our victory drive. The point rationing plan for meats, cheese, butter and oils started on March 29th. Red Stamps in Ration Book number Two are for these foods and the weekly allowance is sixteen points per person. Unlike the system for Blue stamps, a different set of Red stamps becomes valid each week, starting with the A stamp for the week beginning March 29th. The following week, starting April 4th, B stamps will be good, and so on.

(MORE)

HANCOCK:
(CONTD)

new Here's one thing to remember: The A stamps may be carried over for use even after the first week, and the same holds true for the B, C, and D stamps which likewise are good from the day they become valid until April 30th, when all A. B. C, and D stamps will expire. Keep that V for Victory in mind and acquaint yourself with all details of food rationing tonight!

MUSIC:

(FULL WITH INTRO TO "YANKS ARE COMING AGAIN," FADE
BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: It was back in nineteen seventeen and eighteen that ^{the} American lads ~~by the thousands~~ went overseas to help their allies put the Kaiser into exile. Today, they're going over ~~by the millions~~ to help put Hitler into oblivion. So let's salute all the Yanks with a musical cheerio as we sing "~~The Yanks Are Coming Again.~~"

SONG: ("THE YANKS ARE COMING AGAIN" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again ^{Monday} ~~tomorrow~~ night to the Gracie Fields Victory Show! And smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Goodnight, everybody...and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FOR:)

ANNR: ^{Victory Show} Gracie Fields comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST: #51

DATE: MON. 4/5/43

PROGRAM: GRACIE FIELDS
(7:15 - 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME....FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, I've been courting my boy friend Walter for years but I'm not having much luck. I ^{said}~~say~~ to him: "Let's get married, love. A bachelor has nobody to share his troubles." Then he looks ^{said}~~says~~ at me and ^{said}~~says~~: "Why should a bachelor have any troubles?" ~~me~~, I'm beginning to despair about him. *Sincerely am.*

SONG: ("WALTER, WALTER")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen....there's no secret about how PELL MELL protects your throat! Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

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HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember ... PELL MELL'S Modern Design filters the smoke ... protects your throat.

MUSIC: (FULL WITH INTRO TO "WHEN THEY SOUND THE LAST ALL CLEAR."
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, after ^{She told you} I tell my little story, I'm going to sing a song we've had a lot of requests for. But right now I want to tell you about ----
Bertie and Al who ^{had} met on a ^{vacant lot where a little} London street... a street ^{travelling a circus has just set up} called Petticoat Lane... because it's just inside the out-skirts! Neither Bertie nor Al were very bright but they started discussing ^{Oh, this} the meat shortage. ^{is} "It's gettin' pretty bad, Bert...folks are eatin' a lot o' horse-meat."
"I know, Al...and opossum...and muskrat...and even crow."
"I tell you, Bert, before ^{war} this is over they'll eat anything wot don't bite them first!" "Oh, come ^{on} now... it's not as bad as all that." "It's worse. I didn't have the stomach to look at it..but I know it's goin' on. He's doin' it!" "You know wot's goin' on? Who's doin' wot!" "Follow me -- you'll see!" And leading Bert ~~around the corner to a vacant lot where a little~~ ~~travelling circus had just set up, he pointed to a sign~~ ^{how come then, you see what that sign says} which read: "Man eating Tiger....inside!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE:

~~Well, now that we've had a little laugh, we'll have~~
~~another song.~~ You know, it always pleases me very much
to get letters from lads in the service. Most of those
who write, tell me their only thought is to win the
war as quickly as possible so they can come home again.
And I'm sure we all feel the same way. So no matter
what our jobs ^{are} in the war effort are, let's ^{all} dig in for
all we're worth and help bring those boys back as soon
as possible.

SONG:

("WHEN THEY SOUND THE LAST ALL CLEAR.")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER.)

HANCOCK:

Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes ^{the} United States.

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE BACK FOR:)

GRACIE:

Vox Populi is an ancient expression which means "The
Voice of the People." Today, the voice of the people
speaks one word - Victory. And its symbol is the letter
V - the V for Victory which you see on the back of every
package of my PELL MELL Cigarettes. Tonight, as we
salute the United States, I'm happy to tell you this true
story of the Navy's first air ace - Lieutenant Edward
O'Hare of St. Louis, Missouri. Known as Butch to his
pals, he was a member of the flight crew of an aircraft
carrier, had not seen action before Pearl Harbor. But
when action came, he was ready. Flying a navy single
seater fighter plane, he found himself alone against a
formation of nine Jap bombers on their way to attack the
carrier to which he was attached. He knew the odds were
nine to one against him. He knew the Japs had
twenty-seven guns while he had only three. (MORE)

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GRACIE:
(CONTD.)

Yet he climbed ^{up} above a cloud bank and dived to the attack. His first shots sent two of the bombers down in flames. Then he went after the others, and within five minutes, had shot down or damaged all the rest. None of the enemy bombers reached the carrier, for though the odds were nine to one against him, Butch O'Hare had gambled and won.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Thomas Allen's stirring "Hall of Fame" March, people of the United States, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you can see instantly the advantages you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further ... gets rid of heat and bite on the way. So, smokers ... when you buy cigarettes, remember PELL MELL'S greater length filters the smoke ... protects your throat.

MUSIC: (FULL WITH INTRO TO "ANCHORS AWEIGH." FADE BACK FOR!)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: We're seeing a lot of Navy uniforms out here in California these days, and many of them are being worn by lads who have just come back from the South Pacific. They've been doing a grand job out there, and tonight we want to send them ^{our} grateful cheerio as we sing the Navy's own song.

SONG: ("ANCHORS AWEIGH" WITH GRACIE AND QUARTETTE.)

(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - AND FADE FOR)

HANCOCK: Listen in again tomorrow night to the Gracie Fields Victory Show! And smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Goodnight, everybody....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE; FADE ON CUE FOR

ANNR: Gracie Fields/^{Victory Show} comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

#62

DATE: TUES. 4/6/43

NETWORK:

BLUE

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...__ ...__ ...__

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ...__ ...__ ...__

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my Uncle always used to say: "Gracie, marriage is like a prize fight. Very often the preliminaries are better than the main event." ^{Will} But I don't agree with him. I think marriage is like a card game. They start with a pair; he shows ^{has} a diamond; she shows a flush - and they end up with a full house. Well, anyway, in England brides don't have hope chests. They use the little bottom drawer of mother's dresser.

SONG: ("THE LITTLE BOTTOM DRAWER.")
(APPLAUSE)

ATX01 0230559

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, anybody can see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further . . . gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember . . . PELL MELL'S Modern Design filters the smoke . . . protects your throat.

MUSIC: (FULL WITH INTRO TO "SECOND LIEUTENANT." FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, a few weeks ago I sang about a second Lieutenant, and since then, we've received a lot of letters asking us to repeat the song. So, tonight's the night. But first, here's a little story for you. England takes much pride in her "London Bobbies"... the world renowned policemen of that great metropolis. And all the London Bobbies are brave, conscientious and imposing looking.....and mentally alert. That is----- all but Constable Wilkins...who had spent so much time in the London fog that a lot of it had gotten into his brain...~~with~~ ^{but} he thought he was pretty smart! Having made an arrest one day, he was walking his prisoner to the police call box when the man's hat blew off and went skimming down the street. "Blimey!" said the man, "There goes me best hat. Can I run after it and fetch it back?"

GRACIE:
(CONTD)

Constable Wilkins smiled shrewdly.

*hah! hah!
hah! hah!*

"Let you run after your hat and never come back again?

Not a chance, my man! You stand here and I'll run
after your hat!"

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes - Yugoslavia.

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE BACK FOR:)

GRACIE:

Most Tunisian children cannot speak English, but they
know that V means Victory. For, as our troops march by,
they smile and hold up two fingers to form the letter V.

*and now, (71's 9st
ack to our second
in Tunis. You know,
they may act as
high as the major
when they're in camp
but when they come
our on base it's
flin a different story
at least, that's what
the girl in this
sing thinks.*

It is this universal symbol - this V for Victory - that
you see on the back of every package of my Pell Mell
cigarettes. Tonight, I'm proud to be able to tell you
a true story which shows how the fight for Victory goes
on in occupied Yugoslavia. It is night, and on the
high, mountainous railroad to Mostar, an engine puffs
along - pulling a line of tank cars which carry oil for
the Bulgarian troops fighting the Nazi's war in that
theater of action. Looking out of his cab window, the
engineer sees a signal set against him, brings the train
to a stop. The crew and guards get off to stretch their
legs and talk. Presently the signal flashes "GO", and
the train rolls into motion again. But as it rounds
the turn a few miles further on, the oil tanks come
loose from their bases and go crashing into the valley
below.

GRACIE:
(CONTD)

For Yugoslav Guerrilla Patriots, had set the signal to stop the train, and had crept up in the darkness to silently loosen the bolts and cables which fasten the tanks to the flat cars. ~~That is but one of the many ways in which Yugoslav patriots fight the hated invaders of their homeland.~~ Thus, another cargo of ~~precious oil for the Axis war machine, failed to reach its destination.~~

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march "The Royal Fusileers", people of Yugoslavia, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK: Smokers -- there's no mystery about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further . . gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke . . . protects your throat.

MUSIC: (FULL WITH INTRO TO "PACK UP YOUR TROUBLES.")

FADE BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: We all have our little troubles these war days. We have to give up some of our pleasures, and some of the things we like to eat, and a good bit of our salaries for bonds and taxes. But it's all a part of the price we must pay for Victory - and it's little enough. So let's do it with a smile, eh?

SONG: ("PACK UP YOUR TROUBLES" WITH GRACIE AND QUARTETTE.)
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...__ ...__ ...__

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Field Victory Show! And smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Goodnight, everybody...and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FOR:)

ANNR: *Victory Show*
Gracie Fields comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT:

AMERICAN C. & C. COMPANY
FALL MALL

BROADCAST:

DATE:

#63

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

WED. 4/7/43
BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my ~~second~~ cousin Bert owned more sheep than anyone else back home. ~~He was the head sheepman, so we called him "Mutton Head".~~ One winter he wanted to take the sheep over a river that was all ice, but the woman who owned the river said "no". So he promised to marry her - ~~and~~ that's how he pulled the wool over her "ice".
(BLEATS)

SONG: ("WILL YOU LOVE ME WHEN I'M MUTTON?")
(APPLAUSE)

ATX01 0230564

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen, you don't have to guess about how
PELL MELL protects your throat. Notice PELL MELL'S
greater length. That's Modern Design! PELL MELL'S
greater length filters the smoke naturally over a twenty
per cent longer route of PELL MELL'S traditionally fine
tobaccos. PELL MELL'S greater length travels the
smoke further ... gets rid of heat and bite on the way.
Smokers of America, when you buy cigarettes, remember...
PELL MELL'S Modern Design filters the smoke ...
protects your throat.

MUSIC: (FULL WITH INTRO TO "THEY STILL MAKE LOVE IN LONDON".)
(FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I'm going to sing another little song about
love. (SIGHS) ~~Love that certain something that makes a~~
~~girl marry her boss and work for him the rest of her~~
~~life without salary.~~ But first, I want to tell you
about - Private Reggie Bivens.

While fighting with His Majesty's Forces in the
South Pacific ^{at} ^{Bivens} Reggie came down with tropical fever
and two weeks later opened his eyes in the base
^{and he was} hospital ... ravenously hungry. But despite his
demands the doctors knew best so for breakfast, the
nurse brought him one small teaspoonful of oatmeal.

Oh, "Is that all I get?"

"That's all you get until lunchtime," ~~she said.~~

(MORE)

GRACIE:
(CONTD)

All morning he looked forward to lunch and then she arrived with one teaspoonful of soft boiled egg... and for dinner she gave him a teaspoonful of custard. A few minutes later he rang the bell and when she appeared he said: -

"If you don't mind, nurse, I wish you'd bring me a postage stamp. I feel like doin' a little readin'!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY - FADES FOR BACKING.)

GRACIE: Well, now let's be serious for a moment. You know, they say that it's love that makes the world go around and there's a lot of truth in that. For in spite of the war and the bombing, lads and lasses over in ~~London~~ ^{England} meet and fall in love and make plans for the time after the war when Victory will be won.

SONG: ("THEY STILL MAKE LOVE IN LONDON.")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Panama.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE
BACK FOR)

GRACIE: An oil pipeline which stretches from Texas to the Atlantic Seaboard, has recently been completed. Through it flow nine million barrels of oil a month. Thus have we taken another step forward on the road to victory - to our final and complete Victory whose symbol is the letter V.

(MORE)

ATX01 0230566

GRACIE:
(CONTD)

It is this V for Victory which is carried on the back of every package of my PELL MELL Cigarettes ~~and~~

~~I'm proud of it, as I'm proud tonight to tell you this~~

Paula Shaw

story of our Sister Republic Panama. On December Seventh Nineteen Forty One, ~~a taxi stood outside the local hotel in the town of David, while its radio blared forth news of the Jap attack on Pearl Harbor.~~

~~Suddenly~~ a man carrying a suitcase dashed from ~~the~~ *a* hotel, jumped in ~~the taxi~~ *Taxi* and ordered the driver to take him to the airport. The taxi chauffeur had driven this man before, recognized him as a representative of the

great German Oil Company, Helda, - took him, not to the airport, but to the police station. There,

officials searched his luggage, found nothing but personal belongings and five boxes ~~containing fifty~~

of

cigars ~~each~~. They were about to let him go, when one of them took a cigar and started to light it. As he did so, the German cried out and made a dash for the door, but was quickly captured. Puzzled by ~~his~~ *this*

strange action~~s~~, the officials examined the cigars more closely and found they each contained a *vicious*

~~cleverly constructed~~ incendiary bomb. What might have

happened had the Nazi Agent gone free may be left to the imagination, but thanks to the alert cab driver and the police of Panama, he is now safely under lock and key.

MUSIC:

(BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "National Fencibles" March, people of Panama, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- you can see for yourself the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke ... protects your throat!

MUSIC: (FULL WITH INTRO TO "THE CAISSONS GO ROLLING ALONG."
FADE BACK FOR)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: The reports which are coming in from the battle front in Tunisia make us realize what a very important part Artillery plays in bringing our victory closer. So tonight, we sing a grateful salute to the men of the United States Field Artillery Corps.

SONG: ("THE CAISSONS GO ROLLING ALONG," WITH GRACIE AND QUARTETTE.)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember -- PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects your
throat!

GRACIE: Goodnight, everybody ... and God Bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: *Pictury Show*
Gracie Fields comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #64

DATE: THURS, 4/8/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL... ..

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, my
grandfather ^{a man about town and what a fool about women.} ~~is ninety years old and he has twelve~~ He got
round-shouldered from kissing so many short girls. Also, he went to
children. ~~One day he took his two youngest girls to the~~
so many musical shows he got bald-headed from buying his tickets from
Zoo, ~~stepped in front of the stork's cage, and told them-~~
scalpers.
~~the legend of how the bird had brought them to their~~
~~mamma~~ when he'd finished, one little girl whispered to
the other: "Don't you think we ought to tell the poor
old dear the truth?"

SONG: ("HE'S DEAD BUT HE WON'T LIE DOWN,")

(APPLAUSE)

ATX01 0230570

HANCOCK:

Gracie will be back with more songs in just a moment. Ladies and gentlemen there's nothing mysterious about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember.... PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO "NIGHTY, NIGHT LITTLE SAILOR BOY."
FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Donald, first I'm going to tell my little story, then I'm going to sing "Nighty Night Little Sailor Boy."

~~Tonight my story is about~~ ^{It seems} - Mr. Horatio Simpson who ~~being a bachelor, had plenty of time to poke his nose into other people's business. Which accounts for the~~ ^{want} ~~fact that, although no inventor, he wangled his way~~ into the Inventors Exhibit in London. The invention that fascinated him most was ^a ~~the~~ Lie Detector. To him it seemed almost human. On his way home he ran into his friend Henry Wigginsa very much married man.

"Henry, he said, "I've just seen a miracle, I have.

"A thing that can tell if you're lyin' the minute you open your mouth!"

Ah! "Wot's ~~so~~ wonderful about that?"

"Wot's wonderful about it? Did you ever see one?"

"See one?" said Henry, ^{huh!} ~~Lumme!~~ I married one!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: ~~And now we'll get back to our singing.~~ You know, the navy is playing a major part in this war. More men are enlisted in that branch of the service than ever before in our history. So tonight, I'd like to sing this song for all the children the navy men have left behind them - to let them know that their daddies are thinking of them.

SONG: ("NIGHTY NIGHT LITTLE SAILOR BOY.")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Russia.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE BACK FOR:)

GRACIE: In Russia the Nazis tore up the rails of the 300-mile Velikiuki
~~In his speech to congress on January seventh,~~
~~Moscow Railroad at intervals of 50 yards. Yet one week after the~~
~~President Roosevelt said: There is as much iron and steel~~
~~Russians re-captured it it was in operation again. That is the spirit~~
~~material being flown into China today as ever went over~~
~~of victory at work, and the symbol is the letter "V", the same~~
~~the Burma Road. That is the spirit of victory at work.~~
~~"V" for Victory which you see on the back of every package of my~~
~~And its symbol is the letter "V" the same "V" for~~
~~PALL MALL Cigarettes.~~
~~Victory which you see on the back of every package of~~
~~my PALL MALL cigarettes.~~ Tonight, I'd like to tell you
a true story which illustrates why our allies, the
Russians, will never be beaten. During the seige of
Leningrad, a Russian bomber pilot named Tarasov was
approaching his target when anti-aircraft shells fired
the wing of his plane. As the flames spread, he managed
to stay in formation until he had reached his objective
and had dropped his stick of bombs.....(MORE)

GRACIE:
(CONTD)

Then as his squadron turned on the homeward flight, Pilot Tarasov remained behind. He could have bailed out and saved himself, but he didn't. Spotting a concentration of Nazi tanks, he ordered his companions to jump, then ^{deliberately} crashed his flaming plane full into the center of the enemy machines. It is to men like Russian Bomber Pilot Tarasov, that the United Nations will owe their final victory.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring ~~march~~ "Beau Ideal" ^{March} people of Russia, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK: Smokers..it's as plain as day the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "THE CONVOY MUST GO THROUGH." FADE BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: I received a letter not long ago, from ~~a lady~~ ^{an} whose ~~husband is~~ engineer on a freighter in the convoy service. ~~And what she wrote made me realize that men like her~~ ~~husband are every bit as much soldiers as the~~ ~~lads on~~ the fighting fronts. For these quiet, brave ~~men~~ ^{lads} risk their lives daily to see that our supplies get through.

So, Tonight, we express our gratitude to the men of the Merchant Marine as we sing "The Convoy Must Go Through".

SONG: ("THE CONVOY MUST GO THROUGH." WITH GRACIE AND QUARTETTE.
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields Vicotry show! And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Goodnight, everybody,....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields ^{Victory Show} comes to you from Hollywood.

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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Ces Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALM MALL

BROADCAST: #65
FRI. 4/9/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

DATE:
NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

ATK01 0230575

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, when I was a little girl, we had a terrible wind storm. It blew our old wood stove seventeen miles away. ~~So, it~~ ^{God} ~~was awful. Then~~ it came back the next morning and got the wood.

SONG: ("WIND ROUND MY HEART.")
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen - it's easy to see how PELL MELL protects your throat. Notice PELL MELL'S greater length.. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "WHEN YOU'RE A LONG LONG WAY FROM HOME." FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I have another old timer for you, Don. One of those nice, sentimental old songs with white whiskers on it. But first, ~~here's a little story for you.~~ A good illustration of why the British can never be beaten by air attack is found in the story of the London barber.. who not only refused to leave his shop during air attacks but put a sign in his window..."Hair cuts during air raids..half price."

(MORE)

ATX01 0230576

GRACIE;
(CONT'D)

When asked to explain this he said:

"Well you see, chum, I'm the type o' man who only likes to be paid for the labor he does....and when a bloke is sittin' in ~~me~~ barber's chair...and the bombs are droppin' all around us..naturally his hair stands up...and then it's twice as easy to CUT!"

(LAUGHTER - APPLAUSE)

MUSIC:

(SWELLS BRIEFLY, FADES FOR BACKING)

GRACIE:

Well, I'm sure many of you will remember this song even though it was written many years ago. It's called "When You're A Long, Long Way From Home" - which is a very appropriate title these days when so many of our lads are a long, ~~long~~ way from home -- on the fighting fronts. So tonight, I'd like to sing it to them to let them know they are always in our thoughts and ~~our~~ prayers.

SONG:

("WHEN YOU'RE A LONG, LONG WAY FROM HOME.")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Norway..

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE BACK FOR:)

GRACIE: When buildings are constructed in the occupied countries, patriots strike the letter V in code as they hammer in the nails. It is this letter V which symbolizes their faith in the coming United Nations Victory, and it is this V for Victory which you see on the back of every package of my PELL MELL Cigarettes. Tonight, I'm happy to tell you the true story of a sixteen year old Norwegian lad whom we'll call Gene. When the Nazis invaded Norway they burned his home and he had been living in a tent near Tolgen. Fiercely determined to get away and join the fighting Norwegians, Gene, last winter, enlisted the aid of ~~the local pastor~~ ^{a friend}. Together, they built a rowboat, and when it was completed, they fitted it with skis. Then, hiding by day and traveling only under cover of darkness, they dragged the tiny craft over the mountains to the coast. There, Gene said goodbye to his friend, set out alone to row through the mine infested waters of the North Sea. Three weeks later, having rowed four hundred and fifty miles, he landed in the Shetland Isles - and I'm happy to be able to tell you that Gene is now at Little Norway near Toronto, Canada where he and hundreds of his patriotic countrymen are training to become fighter pilots. Thus, risking hardship and death, he has achieved his ambition to join the fight for Victory.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Bigelow's stirring march "Our Director," people of Norway, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

ATX01 0230578

(APPLAUSE)

HANCOCK:

Smokers, you don't have to guess about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember, PELL MELL'S greater length filters the smoke....protects your throat.

MUSIC:

(FULL WITH INTRO TO "BLESS 'EM ALL," FADE BACK FOR:)

HANCOCK:

Here she is again your own Gracie Fields.

GRACIE:

Here's a lively tune that seems to be catching on with all the lads in the service here the way it did in England, Canada and Australia. I met an Australian sailor the other day who told me it was still the number one tune in the land - "down under". So, here's a musical cheerio to you, lads, as we sing "Bless 'Em All."

SONG:

("BLESS 'EM ALL" WITH GRACIE AND QUARTETTE)

(APPLAUSE)

MUSIC:

(FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again Monday night to the Gracie Fields Victory Show! And smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. ^{and} Second, PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Goodnight, everybody -- and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FOR:)

ANNR: *Victory Show*
Gracie Fields comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #66
MON. 4/12/43

DATE: BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME....FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, whenever my grandfather would shave before breakfast he was always late - because he'd talk himself into a shampoo and a massage. (GIGGLES) So grandma talked him into growing a beard. ~~Oh, it was a lovely sight to see and~~ ^{but poor} grandma ~~well,~~ ^{there was a lot of tragedy happened..} loved it dearly. ^{S'll Tell you.}

SONG: ("BEARD IN A GILDED FRAME.")
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen . . . you don't need any complicated proof of how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. (MORE)

ATX01 0230581

HANCOCK:
(CONTD)

PELL MELL'S grester length travels the smoke further..
gets rid of heat and bite on the way. Smokers of America
when you buy cigarettes, remember...PELL MELL'S Modern
Design filters the smoke...protects your throat.

MUSIC:

(FULL WITH INTRO TO "THERE'LL ALWAYS BE AN ENGLAND"
FADE BACK FOR.)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

~~I'm going to sing~~ ^{Oh,} a song that's very dear to me, Don.
But first, I have a little story for you. During the
~~now~~ famous "Battle of London"...wholesale vaccination
was practiced to prevent epidemics ~~following the vast~~
~~destruction of watermain and drainage systems, and~~
~~the first day, Mr. Aloisius Hubble, a typical cockney,~~
~~only~~ presented himself at one of the dispensaries.
~~Touching his cap to the surgeon in charge of~~ ^{and} said:

Good "Mornin', guvnor..ah wants a bit o' this here
vaccination." *if you don't mind.*

"Very well, my man...roll up your sleeve."

"Not on the arm, doctor..I'm a tram conductor. ^{and} All
day long I takes in fares and rings ~~tem up~~ ^{the bell.}"

I see..on the leg then."

"Oh, no, sir -- ^{Not on my leg} I'm on me feet all day...walkin' up
and down the car."

The surgeon started to lose patience.

'Well then, where do you want to be vaccinated?

"Well, doctorI don't sit DOWN much!.....

(LAUGHTER - APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE:

-3- #56

Well, here's a song which many people in the United States have requested us to sing. So tonight I'm going to dedicate "There'll Always Be an England" to our fighting Allies. The people of the British Empire hear it, whether they are on the fighting fronts or the home front, there wells up within them a feeling of love and of pride in the knowledge that there is always be an England.

SONG: ("THERE'LL ALWAYS BE AN ENGLAND.")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Belgium.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE FOR BACKING)

GRACIE: When United Nations short wave radio stations are ~~ready~~ ~~long~~ on the air, they send out the letter V in morse code as a signal that they are open for business. It is this letter V that has become the universal symbol of the coming United Nations Victory. And it is this V for Victory which you see on the back of every package of my PELL MELL cigarettes. Many children are working for Victory in this war. Take little ten year old Leon L. for instance. Leon lives in the town of Excel, Belgium, near the Dutch border; and if you should ask him why he spends his days playing by the railroad station, he would tell you that it's because he likes to watch the trains go by. And if you should wonder why he enters a certain small grocery store at exactly the same hour each night, he would reply that it is to buy a loaf of bread for his mother. (MORE)

ATX01 0230583

GRACIE:
(CONTD)

The Nazis would give a lot to know how the British learn of troop movements in Holland. But you may be sure that Leon will never tell them that he makes a mental record of every train that passes as he plays about the station - and gives this information to the grocer who relays it to England. No, Leon will never tell them, because he is a soldier - a soldier of the underground - and good soldiers never talk.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march, "Hands Across the Sea", people of Belgium, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, it's very simple to understand the advantage you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further ... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke ... protects your throat.

MUSIC: (FULL WITH INTRO TO "MARCHING ALONG TOGETHER." FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a grand song that was written some years ago.
But it might have been written today because it expresses
so well the spirit of our times. For the United Nations
are on the march to Victory - so let's all join in the
song as we go ~~marching along together~~.

SONG: ("MARCHING ALONG TOGETHER" WITH GRACIE AND QUARTETTE.)
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" -- FADE ON CUE FOR BACKING")

HANCOCK: Listen in again tomorrow night to the Gracie Fields'
Victory Show! And smokers, remember -- PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke -- protects
your throat!

GRACIE: Goodnight, everybody..and God Bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields' Victory Show comes to you from
Hollywood.

THIS IS THE BLUE NETWORK.

ATK01 0230585

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #67

DATE: TUES. 4/13/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:00 P.W.T)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, my uncle
started a farm thirty years ago. He made the cows sleep
on their backs so the cream would be on top in the
morning. ^{Oh,} But he didn't do very well, poor fellow. All
the hens got discouraged because they could never find
things where they laid them. ^{well, anyway} So he bought a couple of
ducks. *(I nearly wrecked that one up, didn't I)*

SONG: ("A COUPLE OF DUCKS.")

(APPLAUSE)

ATX01 0230586

HANCOCK:

Gracie will be back with more songs in just a moment. Ladies and gentlemen...there's no guesswork about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember... PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO "SISTER SUSIE'S SEWING SHIRTS FOR SOLDIERS." FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

I'm going to sing about Sister Susie, Don. She's the one they used to call the village belle because everybody wanted to wring her neck. ^(I'm a lady) But first I want to tell you about the absent-minded ^{Martin O'Neil} ~~Mr. Horace Hipple~~ who was in the hospital with multiple abrasions and contusions...and Mrs. Hipple was in court..charged with assault and battery. This is her story the way she told it. 'It's like this, your Worship...even though me husband ^{Martin} ~~Horace~~ is a travelin' salesman..and absent minded something awful.... I never mistrusted him until the other night."

~~Tell the court exactly what happened."~~

(MORE)

GRACIE:
(CONTD)

~~"Yes, sir"~~ when he come home from his trip I
had dinner on the table. He hung up his hat and coat
..sat down without a word..finished his meal and put
a shillin' under the plate. Then he looked at me and
said "You're too pretty to be workin' in a dump like
this dump. Let's get together tonight and talk it
over!and he chucked me under the chin. That's
when I chucked him under the table!"

(LAUGHTER -- APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: Well, here's a little song the lads in the service sang
in the last war --" to the folks back home knitting
socks and sewing shirts for them." There's one thing
I'm sure of about this war -- the service shirts
soldiers sport are snappier than the shirts Sister
Susie sewed in seventeen. Oh ~~mother!~~ *Don't say again.*

SONG: ("SISTER SUSIE'S SEWING SHIRTS FOR SOLDIERS")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes - China.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE FOR BACKING)

GRACIE:

The other day on the street I saw a man who was smoking a pipe shaped like the letter V. You can't look anywhere today without seeing the letter V for it has become the symbol of the coming United Nations Victory. My PELL MELL Cigarettes carry the V for Victory on the back of every package, and I'm proud of it as I'm proud tonight to tell this true story of a young Chinese girl's heroism. Yang Hui Chung was seventeen years old Back in nineteen thirty seven when she served as a Red Cross worker in the International Settlement in Shanghai. It was then that the Japs besieged the Native Quarter of the city and trapped a battalion of Chinese troops in a building on Suchow creek. In the settlement across the bridge which spanned the creek, Yang Hui Chung watched the grim battle, ^{saw} saw a shell tear away the Chinese flag which flew from the top of the building. Quietly procuring another one, she wrapped it about her waist, mounted her bicycle and raced across the bridge amid a hail of shells. One bullet shattered the wheel of her ^{bi} cycle, another struck her in the arm. She dismounted and ran the rest of the way on foot. Soon the cheering spectators saw the emblem of China unfurl itself from the roof of the fort. Then Yang Hui Chung remembered she had ^{walk} ~~walk~~ ^{do} ~~walk~~ to roll. Crawling on her stomach, she recrossed the bridge, had her wounded arm dressed, and returned to work at the Red Cross depot. Of such as this young Chinese Patriot is victory born.

MUSIC:

(BUGAL CALL. MARCHING FEET.)

ATX01 0230589

GRACIE: Tonight as we play Sousa's stirring ~~march~~ "El Capitan" ^{March} people of China, we join you in saying - on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - you don't have to believe ..you can actually see the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke.. protects your throat.

MUSIC: (FULL WITH INTRO TO "PRAISE THE LORD AND PASS THE AMMUNITION." FADE BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Here's a song that symbolizes the spirit of Pearl Harbor. For the people of a democracy are peaceable people. But if you attack them, they'll drop whatever they're doing and get in there and fight till they win. Just like the sky pilot did.

SONG: ('PRAISE THE LORD AND PASS THE AMMUNITION" WITH GRACIE AND QUARTETTE.)
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On To Victory! Chins up! Keep smiling!...And let's all sing together!

SONG: ("ALL FOR ONE" -- FADE ON CUE FOR BACKING)

HANCOCK: Listen in again tomorrow night to the Gracie Fields Victory Show! And smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second PELL MELL'S greater length filters the smoke -- protects your throat!

GRACIE: Goodnight, everybody...and God Bless you!

(FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FOR:)

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

2ND REV.

#68

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: WED. 4/14/43

DATE: BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME.....FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, my
friend Mr. Binns whose wife was expecting, came home
very late the other night. The maid met him at the
door and said, ^{Good} "Gracious, you are late sir. It's two
o'clock! And ^{good} there's some news for you, sir! You are
the father of twins!" ^{boy} "What a strange coincidence",
said Mr. Binns, "two o'clock and two babies. It's a
jolly ^{good} thing I didn't come home at twelve!"

SONG: ("MRS. BINNSES' TWINS")

(APPLAUSE)

ATX01 0230592

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Well, here's a song that will never become very popular in Japan. And I'd like to sing it tonight for the lads of the United States Army Air Force who are proving to the Japs that a zero is the lowest point in a standard of comparison.

SONG: ("JOHNNY ZERO.")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Brazil.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE FOR BACKING)

GRACIE: It is no accident that the antennas of United Nations short wave radio ^{sets} ~~stations~~ which bring messages of hope and faith to the occupied countries, are called V-beams. Because the letter V symbolizes the coming victory of the United Nations - and it is this symbol, this V for Victory, which you see on the back of every package of my PELL MELL Cigarettes. This is Pan America Day, so I'm ~~am~~ especially happy to tell you this story of the Republic of Brazil. ~~Great consequences often result from trivial events. Before Brazil declared war on the Axis, the fascist owned Latam Line operated an air plane passenger service between Rio De Janeiro and Buenos Aires. And it was on one of this company's planes that a Brazilian lady chose to fly when she went to visit her sister in Argentina.~~

(MORE)

See attach sheet for revise

ATX01 0230593

GRACIE:Sometime before Brazil entered the war, a lady flew from Rio de Janeiro to Buenos Aires to visit her sister. She went on a plane which was operated by the Fascist-owner Lati Line, which was taken over by the Brazilian government when that country entered the war. Some months later the Brazilian lady visited a rabbit farm near her home to make a purchase. The very next day officials raided it and arrested the owners, for the lady had recognized them as the Fascist pilot and radio operator of the plane on which she had flown. Brazilian officials found on the farm a large box containing a short wave transmitter which was being used to notify the Axis of troop ship movements. So tonight, our hats are off to the Brazilian lady whose alertness and good memory ended another Axis plot."

GRACIE:
(CONTD)

~~(When war came, the Government took over the Lati, and
other Axis operated air lines. But it may well be that
the Brazilian lady was thinking of her trip to Buencs
Aires the day she visited a rabbit farm near Rio de
Janeiro to make a purchase. At any rate, on the very
next day Brazilian officials swooped down on it, and
after considerable digging, unearthed a large iron box,
In it was a short wave transmitter which was being used
to send information about troopships sailing to the Axis.
For our lady had recognized in the rabbit farmers, the
Fascist pilot and radio operator of the plane which had
flown her to Buencs Aires months before. Yes, great
consequences often result from trivial events - and
an Axis plot ended in disaster because a Brazilian lady
with a liking for rabbits had flown to visit her sister.~~

MUSIC: (BUGLE CALL. MARCHING FEET.)

GRACIE: Tonight, as we play Sousa's stirring ~~march~~ "Semper
Fidelis", ^{march} people of Brazil, we join you in saying - on
to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - seeing is believing. And you can see the
advantage you get in smoking PELL MELL Famous Cigarettes.
It's Modern Design that makes the big difference. Modern
Design means PELL MELL is longer. Modern Design means
your throat is protected.

(MORE)

ATK01 0230595

HANCOCK:
(CONTD)

PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. So, smokers..when you buy cigarettes remember PELL MELL'S greater length filters the smoke... protects your throat.

MUSIC:

(FULL WITH INTRO TO "OVER THERE" FADE BACK FOR:)

HANCOCK:

Here she is again your own Gracie Fields.

GRACIE:

I received a letter recently which said "I'm doing war work, Gracie, because I'm too old for active service. But I was in France back in nineteen eighteen and some night I wish you'd sing a song that we used to march along to then." All right, sir. Tonight's the night -- ~~so here we go with "Over There".~~
And here's your song.

SONG:

(WITH GRACIE AND QUARTETTE. "OVER THERE")
(APPLAUSE)

MUSIC:

(FULL FANFARE THEME AND DOWN FOR:)

HANCOCK:

Here we go for Victory!

SOUND:

TONE SIGNAL

GRACIE:

On to Victory! Chins up! Keep smiling! ..and let's all sing together!

SONG:

("ALL FOR ONE" - FADE ON CUE FOR BACKING)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember -- PELL MELL'S
Modern Design gives you two important benefits.
First, PELL MELL'S greater length travels the smoke
further, gets rid of heat and bite on the way.
Second, PELL MELL'S greater length filters the smoke -
protects your throat!

GRACIE: Goodnight, everybody.....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
PCR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #69
THURS. 4/15/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

DATE: BLUE

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME.....FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, when
I first came to California I lived in one of those
Hollywood apartments. You know, one of ~~those~~ ^{the}
apartments where, if you want to go to the dining
room or the kitchen, you just stay where you are.

~~California's a wonderful place. There are bull frogs~~

~~seven years old in the Los Angeles River that have~~

~~never seen water. And then there's the movies. Well~~

~~until I tell you about that. Anyway, I love it, and~~

SONG: ("I NEVER CRIED SO MUCH IN ALL MY LIFE.") ^{the war is, too}

(APPLAUSE)

ATX01 0230598

HANCOCK:

Gracie will be back with more songs in just a moment. Ladies and gentlemen...you have only to look at a PELL MELL Cigarette to understand how it protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further....gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke....protects your throat.

MUSIC:

(FULL WITH INTRO TO "SMILE WHEN YOU SAY GOODBYE."
FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Donald, I'm going to sing a song that ^{we had a} ~~has a lot~~ ^{lot of requests for} ~~of good advice in it~~. But I have ^{the} a little story for you first. ^{you know}

You hear a lot of talk about the wonderful spirit and courage of the people of England, who, no matter how fast the Nazi bombs demolish their homes, ~~churches~~ and public buildings...^{they} put them back together again almost over night!

And the men who deserve a lot of the credit for this are the reconstruction foremen...and here's a little cross-section of their unquenchable spirit and the way they work.

(MORE)

ATX01 0230599

GRACIE:
(CONTD.)

Now "Come on you 'handsome Harrys'....hop to it!"
Common
And you blokes over there...~~you ain't moved in~~
It's so long ~~since you moved~~ I thought you were blinkin' statues!
Come on now...get into it....this ain't no time
for conversation, we ~~got~~ *way* to get this buildin' UP!"
"Aw, take it easy, Alf," ~~one of the men sings out,~~
"Rome wasn't build in a day!"
"I KNOW," ~~says Alf,~~ "but I wasn't foreman on THAT job!"
(LAUGHTER- APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Well, we're all saying goodbye these days to friends
and loved ones who are going overseas to help win a
smashing Victory for the United Nations. I know that
goodbyes are hard to say. But they can be made a lot
easier if we say them with a smile. So let's remember
that, ~~not only for our own sake - but for the lads who~~
~~are leaving us.~~

SONG: ("SMILE WHEN YOU SAY GOODBYE")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes *The Union of* South Africa.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE FOR
BACKING.)

GRACIE:

There are no conscripts in the South African Army. Every member of its armed forces volunteered for Victory - the United Nations Victory which is symbolized by the letter V. It is this symbolic letter V, this V for Victory, which is carried on the back of every package of my PELL MELL Cigarettes. All the United Nations are working together for Victory, but none fights harder than the Union of South Africa. One night in November 1941, at Bardia, North Africa, ~~troops of the Union of South Africa~~ ^{troops} found themselves in a desperate position as they faced an attack at dawn by a ~~superior~~ ^{large} force of Nazis. It was then that young Lieutenant Krelberg volunteered to put on a German uniform and enter the enemy lines on a mission of destruction. ~~Under cover of darkness, he scurried across the eight miles that separated the two forces, and reached~~ ^{reaching} the Nazi lines just before dawn. There he proceeded to cut tires on all the motor vehicles, ~~destroyed~~ ^{damaged} gas and oil drums. So successfully did he carry out his work of sabotage, that the Nazis were unable to attack. But the South African troops did, taking ninety-nine German prisoners and Lieutenant Krelberg who, ^{was} still wearing the Nazi uniform, ~~was thus~~ ^{So a prisoner of} his own men, ~~he was able to reach the British lines safely. It is the kind of courage displayed by Lieutenant Krelberg in the face of overwhelming odds that is spelling Victory for the~~ ^{enabled to reach his own lines safely. We of the United Nations can be sure of a final victory as long as we have leaders like Krelberg fighting on our side.}

~~United Nations.~~

MUSIC:

(BUGLE CALL: MARCHING FEET)

ATX01 0230601

GRACIE: Tonight, as we play Sousa's stirring "Rifle Regiment" march, People of the Union of South Africa, we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you don't have to accept anyone's "say so" about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke.....protects your throat.

MUSIC: (FULL WITH INTRO TO "BE A GOOD SOLDIER". FADE BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Most little boys like to play soldier, but during these war days it is more than just a game. For many of them have fathers who are serving overseas with the armed forces. And I'm sure that these youngsters all want to make their daddies proud of them by proving that they can be good soldiers too.

SONG: ("BE A GOOD SOLDIER" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling!...And let's
all sing together!

SONG: ("ALL FOR ONE" -- FADE ON CUE FOR BACKING)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember -- PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects
your throat!

GRACIE: Goodnight, everybody.....and God Bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

211 REV. #70

DATE:

FRI. 4/16/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK:

BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, when I was in Spain some years ago, it was very cold. I slept between so many blankets I had to put ~~in~~ a book ⁱⁿ ~~mark~~ to show where I was. (WHISTLES) I met a Spanish ^{lad} ~~lad~~ named Fonzo who was learning to be a bull fighter. But he nearly got killed, poor fellow, because his teacher gave him a bum steer.

SONG: "(FONZO MY HOT SPANISH KNIGHT.)"
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, you don't need any scientific gadgets to prove to you how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! (MORE)

ATX01 0230604

HANCOCK:
(CONTD.)

PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember, PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO "WALTZING MATILDA". FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Donald, I'm going to sing the marching song of our fighting allies, the Australians. But first, I'd like to tell you a little story. When a certain New York business house closed its California office, they notified the California manager's private secretary, whose work had been outstanding, that if she wished to come to New York they'd find a place for her ~~in the~~ ^{there} ~~home office.~~ In due time she arrived and proved to be a very beautiful blonde ...and the New York manager immediately engaged her as his secretary. The first morning she arrived at nine o'clock and as she took off her hat she said: "I presume you begin the day over here the same as they do in California?"

"Yes," said the manager, "Just the same." ~~The girl~~ ^{she} sighed and sat down on his lap. "Well hurry up and kiss me then....I want to get to work!"

(LAUGHTER-APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #71

DATE: MON. 4/19/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, ^athe week after
my cousin Bert joined the army, the sergeant said to the
recruits - "Listen, men, when I was a child I had a set
of wooden soldiers." And I gave them to a ^{little} poor boy who
lived next door. Then I cried because I wanted them
back and my mother said, 'Don't cry, Sonny, some day
you'll get your wooden soldiers back' -- and believe me,
you thick headed so and sos that day has come."

~~Well, Bert had an answer and this is what he said:~~

SONG: ("DON'T BE ANGRY WITH ME SERGEANT")

(APPLAUSE)

ATX01 0230606

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen..it's as simple as A-B-C...how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "CHANGING OF THE GUARD".
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I have a song that was written in England, and I'll sing it for you right after I tell my little story. It seems the British instructor was trying to teach the art of camouflage to a class of London housewives. "You see, ladies, the art of camouflage is based on matching colors to make things inconspicuous. For instance, if we wanted to camouflage your husbands we'd make them all wear clothes to match their hair. Those with black hair would have to wear black clothes those with brown hair would have to wear brown clothes and so on." "Ah'm glad it's only for instance," said Mrs. Stubbs, "my old man is bald-headed!"
(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: You know, England is a land of ancient traditions, and one of them is the changing of the palace guard. Those who visit London usually watch this old ceremony whenever they can. For it is symbolic of England itself - an England which has stood firm through the centuries - and always will.

SONG: ("CHANGING OF THE GUARD")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Luxemburg.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING)

GRACIE: Three members of an American bomber crew were recently rescued after spending ten months in the jungles of New Guinea. They survived because they had the will to win - the will to Victory. The letter V symbolized this spirit - and I'm proud that this symbol, this V for Victory appears on the back of every package of my PELL MELL Cigarettes. Ever since its birth, the motto of the Grand Duchy of Luxemburg has been: "We Wish to Remain As We Are." And by that is meant a free, peace-loving people. One day a British fighter plane, streaking for home, was hit by Nazi anti-aircraft fire as it flew over Luxemburg. The German gun crew saw the pilot bail out and parachute ~~earthward~~ toward a field on a farm about a mile away. They raced toward the spot, but when they reached it, they found no trace of the British pilot.

(MORE)

ATX01 0230608

GRACIE:
(CONTD.)

Instead, they found three citizens of Luxemburg, quietly working in the field. One had no coat, another had no shirt, and the third wore no trousers. "Why do you go about like this? Where are your clothes?" asked the Germans. "We wish to remain as we are," came the reply. Some weeks later when, ~~with the help of the underground,~~ ^{a ~~lived~~ British pilot} reached England, ~~he~~ ^{The British pilot who} was still wearing the coat, shirt and trousers of the patriotic Luxemburg farmers who had helped him to escape to carry on the fight for Victory.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Saber and Spurs" March, people of Luxemburg, we join you in saying -
On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, it's so obvious - the advantage you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers...when you buy cigarettes, remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "WINGS OVER THE NAVY". FADE BACK FOR)



RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALM MALL
PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

BROADCAST: #72
DATE: TUES. 4/20/43
NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME... FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, I phoned
my grocer the other day and asked him how much eggs were.
He told me they were sixty cents a dozen. "Why that's
five cents for each egg!"

"I know, Gracie," he said, "But you must remember that one
egg is a whole day's work for a hen."

*So if you think you're working hard, just think of the
well, if you think prices are high, here's a bit of
hens. They got used to it, so
advice for you.*

SONG: ("YOU'LL GET USED TO IT")

(APPLAUSE)

ATX01 0230610

GRACIE: Well, now let's get back to our marching song. There are some words in the lyrics which we may not understand because they are strictly Australian expressions. But what we all can understand is the magnificent job the boys from 'Down Under' are doing on the fighting fronts. So we say - good luck to you, lads, as we sing your own song 'Waltzing Matilda.'

SONG: ("WALTZING MATILDA")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Cuba.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN FIFTH. FADE FOR BACKING)

GRACIE: There are five major branches of our armed forces - the Army, the Navy, the Marines, the Air Force and the Coast Guard -- all working together for a United Nations Victory whose symbol is the letter V. It is this letter V, this V for Victory, which you see on the back of every package of my PELL MELL Cigarettes. In ^a ^{the} town of ~~Guantanamo~~, Cuba, a young Cuban boy went to work for an obscure stamp dealer. He was an observant lad and he soon noticed that every day a packet of United States stamps were sent to a certain address in Havana. ~~Being an amateur stamp collector himself~~, he was puzzled by the fact that the stamps were always of small denomination. So he watched and waited. Then, one day, instead of mailing the stamps he took them to the police. ~~"So what?" said they, "there's no law against dealing in stamps."~~ (MORE)

ATX01 0230611

GRACIE:
(CONTD)

"It's just a hunch," ^{said} ~~replied~~ the boy, "but please check and see how many warships left the ^{U.S.} ~~Guantanamo~~-base yesterday." The police did so, found that one battleship, two cruisers, one destroyer and four submarines had steamed out of the harbor. The boy then opened the packet of stamps. In it were one five cent stamps, two three cent stamps, one two cent stamp and four one cent stamps. So it was that the alert young Cuban boy had disclosed an Axis plan to forward information concerning Naval units to means of a stamp code.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Manhattan Beach"
~~March~~, people of Cuba, we join you in saying -
On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER.)
(APPLAUSE)

HANCOCK: Ladies and Gentlemen, there's an American fighting for Victory in the war zone who desperately needs every bit of help you can possibly give him - right now! How can YOU help? By cutting down - by going without things - by giving up all but simple necessities - and by putting every cent ABOVE the cost of necessities into war bonds or stamps. Do this as your part in the Second War Loan drive, now go ng on! The tremendous sum of thirteen billion dollars is immediately required.

(MORE)

ATX01 0230612

HANCOCK:
(CONTD)

And these are fighting dollars -- needed for the greatest single, concentrated military offensive in history. Don't be a bystander! Get into the fight Remember - American fighting men give their lives -- you lend your money. The dollars YOU put into war bonds may be the ones that tip the scales toward victory!

MUSIC: (FULL WITH INTRO TO "IT'S A LONG WAY TO TIPPERARY."
FADE BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Here's a grand old song that will gladden the heart and quicken the pulse of every veteran of the last war. They sang it as they marched against the Germans twenty-five years ago. And it is in the same spirit of victory that we sing it for them tonight.

SONG: ("IT'S A LONG WAY TO TIPPERARY." WITH GRACIE AND
QUARTETTE.)
(APPLAUSE)

MUSIC: (FULL PANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again Monday night to the Gracie Fields
Victory Show! And smokers, remember - PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects
your throat!

GRACIE: Good night, everybody....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen, you don't have to believe..you can actually see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "THE SWEETEST SONG IN THE WORLD."
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, ~~you'll never believe it but~~ I've got a new little song..~~and it's~~ about L-U-V + love, but right now it's story time. ~~It seems~~ Private Stebbins received an unexpected three day pass from camp, sent his fiancée a ^{Telegram} ~~note~~ that he'd see her that night and took the train for London. Arriving at her home about eight that ^{evening} ~~night~~, he found her holding hands with a sailor, and ~~so he~~ broke the engagement on the spot. The next day the girl's father came to him and said, "Stebbins, old boy, I just came around to tell you everything's ~~is~~ all right. I knew Rosie must have a good reason for that little episode, and she had." "Oh yeah," ~~said Private Stebbins~~. "Sure", ~~beamed the old man~~, "you see she didn't get your telegram".

(LAUGHTER.....APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: I haven't sung this song on the air before. It's called "The Sweetest Song In The World" and tonight I'd like to dedicate it to the finest lads in the world - the members of our armed forces - and to the girls they've left behind them. And I sing it with the sincere hope that they may soon be together again.

SONG: ("THE SWEETEST SONG IN THE WORLD")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Canada.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH, FADE FOR BACKING)

GRACIE: Hundreds of trucks are now rolling over the new sixteen hundred mile Alcan highway which links Alaska to Canada. This great avenue of supply is another mile post on the road to Tokio - and to a United Nations Victory, whose symbol is the Letter V. It is this symbol, this V for Victory which you see on the back of every package of my PELL MELL Cigarettes. Tonight, we salute Canada and two of her sons - Flight Lieutenant Fleming, ~~D.P.O.~~ of Calgary and flying Officer Meikle of Toronto. In April Nineteen hundred and forty, they were flying a fifteen ton consolidated ~~fly~~ flying boat to England when the ^{Automatic} ~~robot~~ pilot jammed while the starboard aileron was "full down."

(MORE)

ATX01 0230616

GRACIE:
(CONT'D)

Wind action ripped it off, and the plane plunged toward the sea. ~~It was not until they were~~ eight hundred feet above the water that the port aileron broke off and they were able to right their craft--~~only to find themselves flying south instead of east.~~ Then Fleming and Meikle, by skillful maneuvering of the rudder, succeeded in bringing the huge boat around to its course ~~without going into a spin.~~ And after flying for six hours without any lateral control, landed her within three miles of their destination, in England. *They accomplished their mission, saved themselves and their crew, and courage of men like flight lieutenant Fleming and flying officer Meikle is a guarantee of the coming United Nations Victory.*

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Gladiator March," people of Canada, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - it's there for you to see -- the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further,, gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "ARMY AIR CORPS SONG." FADE BACK FOR:)

ATX01 0230617

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Since December 7, 1941, the ~~lads of the~~ ^{flyers} United States Army Air ~~Corps~~ ^{Force} have knocked Axis planes out of the sky at a ratio of better than three to one. That's spelling victory with a capital V. So, for a grand job well done, we salute the United States Army Air ~~Corps~~ ^{Force} as we sing their own song.

SONG: ("ARMY AIR CORPS SONG"- WITH GRACIE AND QUARTETTE)
(APPLAUSE)
(FULL FANFARE DOWN FOR)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields Victory Show! And smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Goodnight, everybody - and God Bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FOR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast
REV.
#73

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

DATE: WED. 4/21/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL... _ _ _ _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ _ _ _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME... FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, you know I'm making a picture called "Holy Matrimony" with Monty Wooley. The other day we had a scene where he had to spill some rum on his beard. Then he lighted a match and ^{The beard} ~~it~~ caught on fire. But Monty wasn't worried. He just fiddled with his ^{whiskers} ~~beard~~ while rum burned. ^{well} (WHISTLES) He's a card ^{our Monty} ~~Monty~~ is. He said to me, "Gracie, before you came on the air I was hungry. But after hearing you I'm absolutely fed up." Wasn't that nice of him?

SONG: ("HAVEN'T BEEN THE SAME GIRL SINCE")

(APPLAUSE)

ATKO1 0230619

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, you see the evidence with your own eyes -- evidence of how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America when you buy cigarettes, remember....PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "I HEAR A DREAM". FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, ^{Don't forget (whistles) Story first} ~~first I'm going to tell my little story and~~ then I'm going to sing a song about a dream.

Well, it seems Reggie and Bert had been torpedoed in the mid-Pacific and for countless days had been floating around in a rubber boat. ~~They lost their cars..they ran out of food and now the water was gone. Reggie seemed content to gaze at the horizon through his binoculars, but Bert had reached the end of his rope.~~ With no food..no water and no help in sight ^{But} ~~he~~ felt the end was near..and he'd better do something about it. Suddenly he raised his arms heavenward and shouted...

"I've been a sinner, but I'm repentin' now. I'll never tell another lie...I'll never take another drink...and no matter how beautiful she is I'll never look at another-----" Before he could say it, Reggie turned around and clapped a hand over his mouth.

"Don't commit yourself too far, matey,....I think I see a rescue-party!"

(LAUGHTER...APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING:)

GRACIE: You know, I imagine ~~this~~ this little song puts into words and music the thoughts that many of our Navy lads have ~~had~~ as they ^{Say} ~~said~~ goodbye to their sweethearts before sailing for "destination unknown". And in the words of this song, I want to express the hope that ~~soon~~ they'll all be safe home again, ~~soon where they should be~~.

SONG: ("I HEAR A DREAM")

(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Nicaragua.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING)

GRACIE: ^{Everyday} Hundreds of trains ~~carry~~ carry vast quantities of supplies across the mountains and plains of America. This is the spirit of Victory roaring along the rails - and its symbol is the Letter V; that's why I'm proud that the V for Victory is carried on the back of every package of my FELL MELL cigarettes. Habit can be a treacherous thing. A lady who lived in Managua had a son who was interested in telegraphy, so she bought him a sending key. And as he practised, she became familiar with the morse code herself. One day she visited a bookstore and saw a young boy idly tapping a telegraph key in the back room. "That is my son," beamed the proprietor. "He wants to become a telegrapher so that he may be of use in our fight against the Axis."

(MORE)

ATX01 0230621

GRACIE:
(CONTD)

The very next day, Nicaraguan officials raided the store and found many pamphlets containing Nazi propaganda hidden in the basement. Yes, habit can be a treacherous thing. For it was habit that caused the proprietor's son to tap out the words "Heil Hitler" while the lady was in the store - never thinking that she would recognize the code and report the incident to the authorities.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march, "The Gallant Seventh", people of Nicaragua, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- you don't have to guess...you know the advantages you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat!

MUSIC: (FULL WITH INTRO TO "WINGS OF ENGLAND". FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: The lads of the R.A.F. are the wings of England. And that's the title of this song which I introduced on the air for the first time two weeks ago. Tonight, as I sing it again, I join the two American ^{boys} who wrote it in saying good luck, lads, and happy landings.

SONG: ("WINGS OF ENGLAND" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUNDS: TONE SIGNAL . . . _ . . . _ . . . _

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields Victory Show! And smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Goodnight, everybody...and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FOR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #74

DATE: THURS. 4/22/43

PROGRAM: GRACIE FIELDS
(7:15 - 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME....FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, my cousin
Bert ^{he's} bought a chicken ranch, ~~and he came to me and said,~~
~~"Gracie, is it correct to say a hen is sitting or a~~
~~hen is setting?" I said, "That question doesn't~~
~~interest me. When I hear a hen cackle, I want to know~~
~~whether she's laying or laying."~~ ^{And right away the poor lad's} ~~Poor Bert~~ got into
trouble. I told him to stay on the ranch and raise
chicks - and he thought I said checks. ~~Well~~, he's in
the army now - ~~in the Quartermaster's Store,~~

SONG: ("THE QUARTERMASTER'S STORES")

(APPLAUSE)

ATK01 0230624

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen - you don't need any long explanation about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes remember...PELL MELL'S Modern Design filters the smoke... protects your throat.

MUSIC: (FULL WITH INTRO "TILL WE MEET AGAIN". FADE BACK FOR:)

HANCOCK: What are you gonng to sing now, Gracie?

GRACIE: I'm going to sing an old favorite of mine, Don. But I have a little story for you first. Before the war when aeroplanes were used mostly for stunt flying at country fairs, Sandy Mac Pherson approached one of the fliers and said: "I'd like to take my wife for a ride with ye, but the price is too high." ~~"Have you ever been up in a plane before?"~~ ~~"No."~~ "Then I'll make a deal with you. If during the trip you never once open your mouth and holler..you'll get the ride free." "It's a deal," ~~said~~ ~~Sandy~~, and he and Mrs. Mac Pherson climbed in. ~~With a~~ ~~and~~ ~~grin~~ the flier took off ~~and the next ten minutes were~~ ~~terrific~~. He did side slips, tail spins, barrel rolls, power dives and looped the loop both inside and outside.. but never a sound came from Sandy. Finally the flier gave up..landed the plane and said: "You win, Mr. Mac Pherson..you didn't holler even once!" "No," ~~said~~ ~~Sandy~~, "but I don't mind tellin' ye...you almost got me when the wife fell out!"
(LAUGHTER...APPLAUSE)

ATX01 0230625

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: ~~Well, now let's be serious for a moment. How often,~~
~~today, we hear the expression "Till We Meet Again"~~ *So often these*
~~we toast those who are leaving for the fighting fronts.~~
~~we know they're going to do their job well, and it's up~~
~~To those who go, the toast is a pledge to do their job~~
~~to us to back them up by~~
~~quickly and thoroughly. And to those who remain, it is~~
~~to us to back them up by doing our jobs well too.~~
~~a promise of love and a token of faith in ultimate~~
~~victory.~~

SONG: ("TILL WE MEET AGAIN")

(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Greece!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING)

GRACIE: When we think of valor, we think of *lads like* Colin Kelley and Buzz Wagner and Butch O'Hare. And when we think of Victory, we think of the letter V, for it symbolizes the coming Victory of the United Nations. And it is this V for Victory which is carried on the back of every package of my PELL MELL Cigarettes. When the ~~ruthless~~ Nazis invaded Greece, a ~~certain~~ Greek citizen whom we'll call George ~~he~~, went to them and offered his services in their cause. He had relatives in Italy - good members of the Fascist Party, he said. ~~Would a man fight his own relatives? Never!~~ The Nazis *found* ~~investigated~~ his statements, ~~found them~~ *were* true, and welcomed him as a local Quisling.

(MORE)

ATX01 0230626

GRACIE:
(CONTD.)

One night he offered to show the ~~local Nazi Commandant~~ where five leaders of the Greek Guerrilla Patriots were to meet back in the mountains. ~~It was arranged that a company of Nazi soldiers were to follow him keeping a considerable distance behind. Then, when he had neared the point of the secret meeting place, he was to signal and the soldiers were to creep forward and surround the place. The Nazis followed him into the hills. Stealthily, the Nazis followed him over tortuous trails into the hills. Suddenly, they saw him halt, raise his arm and give the signal. They crept forward quietly. Then they saw his arm rise and fall quickly several times. And each time it did so, there was a blinding explosion in the midst of them. For George L. was actually no traitor, but ~~he~~ ^{they} had led ~~the Germans~~ ^{them} to a spot where he had concealed a pile of hand grenades so that ~~he might destroy them~~. Many of the Nazis died that night, and in the confusion, George ~~he~~ escaped to live in the hills and ~~as~~ continue his fight against the hated invaders of his home land.~~

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march, "The Corcoran Cadets", people of Greece we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers...nothing could be clearer than the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes, remember, PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "HERE COMES THE NAVY". FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Wars are won by the coordinated effort of all branches of the armed forces. And tonight, it is our special pleasure to salute the men of the United States Navy who ^{are} ~~have been~~ doing such a grand job on all the seven seas. So here's a musical cheerio for you, lads, as we sing "Here Comes The Navy".

SONG: ("HERE COMES THE NAVY" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - AND FADE FOR)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember -- PELL MELL'S
Modern Design gives you two important benefits.
First, PELL MELL'S greater length travels the smoke
further, gets rid of heat and bite on the way.
Second, PELL MELL'S greater length filters the smoke -
protects your throat!

GRACIE: Goodnight, everybody...and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #75

DATE: FRI. 4/23/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, I met my boyfriend in a revolving door and I've been going around with him ever since. He used to say to me: "Gracie, your kisses speak the language of love - let's go in the parlor and talk things over." That's why we call our parlor the mush room. It's where we do our courting.

SONG: ("IN THE PARLOR")
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen - there's no question about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL traditionally fine tobaccos.

(MORE)

ATX01 0230630

HANCOCK:
(CONT'D)

PELL MELL'S greater length travels the smoke further..
gets rid of heat and bite on the way. Smokers of
America, when you buy cigarettes, remember..PELL MELL'S
Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO "GOTTA JOB TO DO FOR UNCLE SAM"
FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, after I tell my little story I'm going to
sing a song about a cowboy. ^{You know} ~~ALL~~ Scotsmen aren't ^{really} ~~light~~
^{fiery} ~~generous~~..some are merely careful in money matters..

but old Donald MacGregor was downright stingy. He had
sat around the Pub all morning, waiting for someone to
buy ^{him} a drink, but he finally got so thirsty he couldn't
stand it any longer..so he walked up to the bar and sadly
laid down a ^{sh} ~~three~~ pence.

"You're not lookin' well, Mr. MacGregor," said the bar
maid, "You're lookin' fair ~~poor~~ ^{worn out}."

"Aye, lass, and it's no wonder. I haven't slept since
yesterday...my wife is verra sick."

"That's why you couldn't sleep?" ^{Don't know}

"Aye..the doctor said what she needed was salt air..
so I spent the whole night fannin' her with a cod-fish!"

(LAUGHTER...APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: You know, it doesn't make much difference what we on the home front did before, because right now there's only one job for all of us. And that is to back up the lads on the fighting front. Lads like the cowboy I'm going to sing about now.

SONG: ("GOTTA JOB TO DO FOR UNCLE SAM")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call with a stirring march, Gracie Fields salutes - Costa Rica.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH, FADE FOR BACKING)

GRACIE: I received a letter the other day. On the envelope was a picture of the Statue of Liberty, supported by a capital letter V. And across it were the words "On To Victory for Liberty." It is this symbolic letter V - ^{every package of} this V for Victory which you see on the back of ~~my~~ ^{my} PELL ~~MELL~~ Cigarettes. I don't know whether the story I am going to tell you tonight properly belongs in a series about heroes. But if heroism and sacrifice ~~are~~ ^{hand} ~~are~~ ^{synonymous}, then I think it does. Jose is twelve years old now and he lives in a poor section of San Jose, Costa Rica. Jose's family never had much money, and from the time he was seven years old, he had helped out by running a paper and magazine route. It was hard work for a little tyke, and Jose dreamed of the time when he might have a bicycle to help him get around more easily.

(MORE)

ATK01 0230632

GRACIE:
(CONTD)

It took four long years of scrimping and saving before his dream came true. But his eyes danced with happiness when, ~~at long last~~, they ^{finally saw} behold the shiney new bicycle which was now his very own. Then came Pearl Harbor -- and news of the rubber shortage. Today, Jose travels his route on foot again, for his ~~new~~ new bicycle tires have gone to help the United Nations rubber drive. Not because he had to give them, but because he wanted to. Yes, somehow I believe that Jose's name belongs in any series of stories which deals with ^{the} heroism and sacrifice.

MUSIC: (BUGLE CALL, MARCHING FEET)

GRACIE: Tonight as we play Meacham's stirring march, "The American Patrol," people of Costa Rica, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, no scientific proof is needed to show the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. So smokers, when you buy cigarettes remember, PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "HOLD YOUR HATS ON" FADE BACK FOR:)

ATX01 0230633

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: There's a line in this little song that says "We've ~~Got~~
A Job To Do". It's true - and it means all of us. For
we who stay at home have the very important job of
backing up the lads on the fighting fronts. They're not
letting us down, so let's pitch in for all we're worth
and help them on to Victory.

SONG: ("HOLD YOUR HATS ON" - GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again Monday night to the Gracie Fields
Victory Show! And smokers, remember -- PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects your
throat.

GRACIE: Goodnight, everybody..and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #76

DATE: MON. 4/26/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, one night my boyfriend said to me: "Gracie, why don't you marry me?" And I said: "All right, I'll do it just for a lark." So he gave me the bird. But that's not the worst of it. Wait till I tell you what he's done now.

SONG: ("HE FORGOT TO COME BACK")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen - there is no mystery about how PELL MELL protects your throat. Notice PELL MELL'S greater length that's Modern Design. Pell Mell's greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

ATX01 0230635

HANCOCK:
(CONTD.)

PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America when you buy cigarettes, remember...PELL MELL'S MODERN Design filters the smoke - protects your throat.

MUSIC:

("FULL WITH INTRO TO "WHEN THE LIGHTS COME ON AGAIN")
(FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Why, Don, you know this is the time for my little story, and then I'm going to sing an old favorite of mine.

Will, the new maid had just reached London from Ireland and Mrs. Smith-Smythe had just got a new maid. She was still pretty green...but maids were scarce, so they hired her. That night Mrs. Smith-Smythe was going out to play bridge. Before leaving she called the maid in and said: "Mary...be sure and put all the children to bed, promptly at nine. If you have any trouble getting them there you have my permission to ^{rough} spank them."

When she returned around midnight she asked Mary if all had gone well...for Mary was a bit mussed up and out of breath.

Ch. 3 "The little ones gave me no trouble, ^{a tall} mum, but I had quite a time of it with that oldest boy who came in a half hour ago -- the red-headed one."

"The red-headed one?" ~~shrieked Mrs. Smith-Smythe.~~

"that was my HUSBAND!"

(LAUGHTER..APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: You know, I think we all want to go back to those days when we lived as we used to. When we didn't look up when planes flew overhead. Those days are coming back, and fast. Because the United Nations are on the march now and ~~our boys won't stop till this job's done & we win.~~ ~~Victory is in sight!~~

SONG: ("WHEN THE LIGHTS COME ON AGAIN")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with ~~the~~ *a* stirring march, Gracie Fields salutes -- Australia!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING)

GRACIE: Between programs many United Nations radio stations broadcast the Letter V in code, for it is the universal symbol of Victory. And I'm proud that this symbol - this V for Victory--appears on the back of every package of my PELL MELL Cigarettes. Speaking of radios brings to mind the story of the Australian fighting unit which was known as the Sparrow force. About a year ago they were driven into the hills of Timor when the Japs attacked with greatly superior numbers. The Sparrows found themselves with rifles, a few machine guns, and four hundred miles of open sea between themselves and the Australian Mainland. Then a young signal man named "Joe Loveless" went to work. Two months later he had built a radio sending set from parts of a weak transmitter, a receiving set borrowed from a native, and a few bits of wire -- ~~all put together with a bamboo soldering stick.~~

(MORE)

ATX01 0230637

GRACIE:
(CONTD)

With this queer machine, Loveless sent the following message to Darwin: " Force in tact and fighting. Badly need boots, money, quinine, tommy gun, ammunition." These supplies were flown in and the Sparrows went to work. ~~When they were driven into the hills they had little with them but courage and initiative, but~~ ^{and} when they came out, the final score was thirty Jap officers and five hundred men killed as against a loss of only three of their own men.

MUSIC: (BUGLE CALL. MARCHING FEET.)

GRACIE: Tonight, as we play ~~THE~~ Hall's stirring "New Colonial" March, people of Australia we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, anybody can see the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke... protects your throat.

MUSIC: (MUSIC FULL WITH INTRO TO "I LOVE A PARADE". FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Wars and marching songs always go together. Because
a good lively tune lightens the miles for the boys
who are on the Victory March. Our lads are on the way
now, so let's all join the parade.

SONG: ("I LOVE A PARADE" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember - PELL MELL'S.
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects
your throat!

GRACIE: Good night, everybody ... and God Bless You!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT:

AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST:

REV:

DATE:

#77

PROGRAM:

GRACIE FIELDS
(7:15 TO 7:30 P.M.T.)

NETWORK:

TUES. 4/27/43

BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, my cousin Bert is in jail again, but it isn't his fault. ~~Because~~ how could he know that the woman didn't mean what she said? He was cleaning house for her and she gave him a rug and told him to beat it. ^{he did} ~~(WHISTLES)~~ And that reminds me, I wish people would leave my butter alone.

SONG: ("PLEASE LEAVE MY BUTTER ALONE")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...you can see for yourself how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design.

(MORE)

ATX01 0230640

HANCOCK:
(CONTD.)

PELL MELL'S greater length filters the smoke naturally OVER a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke.. protects your throat.

MUSIC:

(FULL WITH INTRO TO "I'VE ALWAYS WANTED TO CALL YOU MY SWEETHEART")

(FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

I have a new song for you, Don. I'll sing it right after I've told my little story... ^{Well, I know that} When the Admiral's flag-ship docked at Liverpool, Diane was the first one at the dock to greet her sailor sweetheart, Horace.

Horace came down the gangplank..limping. "It happened like this," he said. "Last night I couldn't sleep for thinkin' abawt you..so I sneaked out to take a walk on deck...and just then along came the Admiral.

"Who's there?" he said. "And wot did you say?"

"Well..bein' as how it was a foggy night..I figured he couldn't see me..so I just dropped down on all fours and meowed like a cat. So he just gave me a kick and walked on." "Where did he kick you?" "Wot?" "I say, where did he kick you?" ~~Horace blushed. "I can't tell you that,~~ ^{Well} ~~Diane..~~ but I'll give you a little hint....he's a Rear Admiral!!!"

(LAUGHTER...APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING:)

GRACIE: You know, I've talked to a great many lads in the service and they all say: "We want to get this over with as soon as possible so we can ^{Go} home again. ^{To our sweethearts} So tonight, I'm going to sing a real sweetheart song ~~I'd like to dedicate this little song to the boys in the service and to the girls they've left behind.~~

SONG: ("I'VE ALWAYS WANTED TO CALL YOU MY SWEETHEART")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - El Salvador!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH, FADE FOR BACKING:)

GRACIE: Recent dispatches tell us that the United States Army Air Force had one hundred and thirty-three flying fortresses over Paris one day, and one hundred over Naples the next day. That is spelling Victory with a capital letter V - and it is this V for Victory which is carried on the back of every package of my PELL MELL cigarettes. The battle for victory goes on in waters of the western hemisphere as well as in Europe. Shortly after Pearl Harbor, the crew of an El Salvador coast patrol cutter boarded the yacht of a Marine Biology Expedition off the Port of La Union. Elaborate drawings of marine specimens were found, and after a conference, the yacht was towed into port and its crew were interned. For study of the pictures of the fish disclosed that markings on them were really maps of every Central American port and harbor.

(MORE)

GRACIE:
(CONTD)

The Axis biology group might never have been detected but for the fact that a member of the Coast Patrol cutter was himself a student of marine biology and had recognized that there was something very "fishy" about the drawings of the fish. By being on their toes as they were in this case, the members of the El Salvador Coast Patrol are performing a real service to the United Nations.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring ~~march~~ ^{march}, "Liberty Bell," people of El Salvador we join you in saying -- on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, there's no secret about the advantage you get from smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos...PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "SING AS WE GO," FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: All over the country today people have teamed together
to beat the Axis. They work on farms and in factories
and as they work the roar of the machines makes a song
of Victory. So let's keep 'em rolling and sing as we go!

SONG: ("SING AS WE GO" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember --- PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects
your throat!

GRACIE: Goodnight, everybody...and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON
CUE FOR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast
REV.

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #78

DATE: WED. 4/28/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH)(FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, my uncle Ben always used to say that Lady Godiva was the greatest gambler in the world - Because she put everything she had on ^a~~one~~ horse. Well, I don't know about that, but I do know what's winning this war for us.

SONG: ("THINGAMABOB")
(APPLAUSE)

RTX01 0230645

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, your own eyes will tell you how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.... gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke..protects your throat!

MUSIC: (FULL WITH INTRO TO "WHEN YOU WISH UPON A STAR".
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, I'm going to sing an old favorite of mine.
I want to tell you about this story.
But right now, ~~it's time for my little story.~~

~~Little Mr. Henry Meek~~ lived up to his name. The way his wife bossed, bullied and henpecked him was the talk of the neighborhood. ~~He was a most unhappy man.~~
So when his next door neighbor, Mrs. Higgins, saw him coming up from the railroad station one day...with a big smile on his face and ~~his~~ hands as black as coal..you can imagine her surprise.

"Lumme, but you ^{do} look happy, Mr. Meek. Wot's happened?"

I was just seein' the wife off, Mrs. Higgins. The train took her away for a whole year's vacation."

"But look at your hands! How'd you get 'em so black?"

Mr. Meek grinned happily.

"I was pattin' the engine!"

(LAUGHTER,...APPLAUSE)

MUSIC: (SWELLS BRIEFLY....FADES FOR BACKING.)

GRACIE: I guess we've all wished upon a star at some time or other. And today I'm sure we're all wishing for the same thing - A quick and final victory for the United Nations. And we'll get it for sure. When you stop to figure that there are forty-eight stars in the American Flag, I don't see how we can miss.

SONG: ("WHEN YOU WISH UPON A STAR")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - THE NETHERLANDS!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING:)

GRACIE: The Dutch word for freedom is vryheit and it begins with the letter V which symbolizes the coming United Nations Victory. That's ~~as~~ as it should be for our victory will insure freedom for the occupied countries. That's why I am proud that this symbol - this V for Victory -- appears on the back of every package of my PELL MELL Cigarettes. When the Nazis drove into Holland, they forced many of her people into slave labor. And one of the jobs given them was the building of submarines for the Nazi fleet. One such craft had recently been completed. But the Germans were suspicious that the Dutch workmen had secretly sabotaged it so that it wouldn't ~~not~~ rise once it had submerged on its trial run.
(MORE)

ATX01 0230647

GRACIE:
(CONTD)

The Nazis are smart. ~~They decided to take no chances.~~
So they ordered the Dutch crew to take the sub on its
trial run while they followed in a Patrol Boat.
Everything went well till the sub dived. ~~When~~, just as
they had suspected, it failed to rise again. Yes, the
Nazis are smart. Probably they are smart enough to
have learned that this submarine did ^{not} rise again until
it reached a port in England where the Dutch crew turned
it over to the British admiralty.

MUSIC: (BUGLE CALL..MARCHING FEET.)

GRACIE: Tonight, as we play Sousa's stirring march, "The
Diplomat", people of the Netherlands, we join you in
saying - on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, on the evidence presented, you can be your own
judge and jury about the advantage you get in smoking
PELL MELL Famous Cigarettes. It's Modern Design that
makes the big difference. Modern Design means PELL MELL
is longer. Modern Design means your throat is protected.
PELL MELL'S greater length filters the smoke naturally
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
travels the smoke further..gets rid of heat and bite
on the way. So, smokers, when you buy cigarettes
remember PELL MELL'S greater length filters the smoke..
protects your throat.

MUSIC: (FULL WITH INTRO TO "JIMMY JONES." FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a littel song we've had a lot of requests for.
I guess that's because we all know the lad it tells
about. He comes from our own main street, and he's
joined the armed forces because he wants to keep that
main street free and peaceful and decent the way it
always was. He will, too. You^{can} just bet he will.

SONG: ("JIMMY JONES" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember - PELL MELL'S
Modern Design gives you two important benefits.
First, PELL MELL'S greater length travels the smoke
further, gets rid of heat and bite on the way. Second,
PELL MELL'S greater length filters the smoke - protects
your throat!

GRACIE: Good night, everybody....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

Radio Broadcast RADIO DIVISION

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

REV.

DATE:

#79

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

THURS. 4/29/43
BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL_...._...._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL_...._...._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: FELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME;...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere. This is me again with
some songs and a bit of a story for you. Well, the
other day I told my little nephew ^{Gracie} ~~Willie~~ the story of
Jonah and the Whale. And when I got through, I said:
"Now, ^{Gracie} ~~Willie~~, ^{does} tell me what ^{that} story teaches." ~~now~~
"That's easy ^{Amie} Gracie, it teaches that you can't keep
a good man down."

Well, now I'm going to sing a little song about another
good man.

SONG: ("HE WOODED HER AND WOODED HER AND WOODED HER")

(APPLAUSE)

ATX01 0230650

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...you don't have to take anyone's word about how PELL MELL protects your throat. Notice PELL MELL'S greater length! That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further,..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke....protects your throat!

MUSIC: (FULL WITH INTRO TO "WHEN EAGLES FLY". FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, we've had a lot of letters asking me to sing "When Eagles Fly", so I'm going to sing it right after I've told ^{you about} ~~my little~~ story.

~~As~~ Mr. Herbert ^{Higgins who went} ~~Biggins~~ started into a London "pub" for his glass of "~~but oh~~"...he saw his old friend, ^{George} ~~Horace~~ ~~McKins~~, come limping out....and limping very painfully. Mr. ^{Higgins} ~~Biggins~~ was ^{wounded} ~~all solicitude~~.

"I say, ^{George} ~~Horace~~, wot's wrong? Got the bloomin' gout or did you 'ave an accident?"

"Neither -- me shoes are too tight. They been almost killin' me ever since I bought 'em, six weeks ago."

"Then wot d'ya wear 'em for? You got plenty of shoes!"

(MORE)

ATK01 0230651

GRACIE:
(CONTD.)

"Well...y'see it's like this, -- me old woman's in the horspital....me son's in jail...me daughter's married to a good-for-nothin'....me automobile tires are worn out and the finance company has taken me radio back. Now the only pleasure I get out O' life, is when I go home at night and take off these blinkin' shoes!!!"

(LAUGHTER...APPLAUSE)

MUSIC:

(SWELLS BRIEFLY....FADES FOR BACKING)

GRACIE:

During the last war, a lot of American boys joined the Royal Flying Corps. And this time many of them enlisted in the R.A.F. and formed the American Eagle Squadron. So tonight, ~~to~~ ^{to} honor ~~all~~ them and the wonderful work they have done, the boys and I are going to sing "When Eagles Fly".

SONG:

("WHEN EAGLES FLY" - WITH GRACIE AND QUARTETTE)

(APPLAUSE)

HANCOCK:

The United Nations Roll Call.

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - MEXICO.

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING)

GRACIE:

Today you see thousands of persons working in their back yards - cultivating Victory gardens. For whether it is with planes and guns on the fighting front or with hoe and spade on the home front, people of the United Nations are working for Victory - Victory which is symbolized by the letter V.

(MORE)

ATX01 0230652

GRACIE:
(CONTD)

It is this V for Victory which you see on the back of every package of my PELL MELL Cigarettes. It was pitch dark that night when a Mexican fisherman ^{rowed} ~~rode~~ quietly toward a lonely stretch of beach ~~near the village of San Miguel~~ on Mexico's Gulf Coast. As he neared the shore, he heard men calling to each other in Spanish, heard the sound of hammering, saw lanterns moving about. Suddenly a man carrying a lantern stumbled and fell. As he did so, he cursed loudly and the sound carried over the water to the fisherman who turned his boat around and ^{rowed} ~~rode~~ swiftly to the nearest town. Within the hour, Mexican officials appeared on the beach and arrested the men who were working there. For they were found to be putting together a pre-fabricated submarine to be sent on its mission of destruction from this perfect submarine harbor. They might never have been caught but for one slight error. When the man with the lantern fell, the fisherman heard him curse, not in Spanish - but in German.

MUSIC: (BUGLE CALL..MARCHING FEET)

GRACIE: Tonight as we play a stirring march by McCoy, people of Mexico we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER - "LIGHTS OUT")
(APPLAUSE)

HANCOCK: Smokers, you can see at a glance the advantage you get from smoking PELL MELL. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers... when you buy cigarettes, remember, PELL MELL'S greater length filters the smoke... protects your throat.

MUSIC: (FULL WITH INTRO TO "WISH ME LUCK", FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a song we used to sing in England back in nineteen forty when so many of our lads were leaving for overseas duty. And I think it expresses what most of them feel about saying goodbye. They don't want a lot of sentiment and tears. All they want is a pat on the back and a smile as we say "Good Luck, Lads, we'll be seeing you".

SONG: ("WISH ME LUCK" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Smokers, you can see at a glance the advantage you get from smoking PELL MELL. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoker naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers... when you buy cigarettes, remember, PELL MELL'S greater length filters the smoke.... protects your throat.

MUSIC: (FULL WITH INTRO TO "WISH ME LUCK". FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a song we used to sing in England back in nineteen forty when so many of our lads were leaving for overseas duty. And I think it expresses what most of them feel about saying goodbye. They don't want a lot of sentiment and tears. All they want is a pat on the back and a smile as we say "Good Luck, lads, we'll be seeing you".

SONG: ("WISH ME LUCK" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

ATK01 0230655

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember - PELL MELL'S
Modern Design gives you two important benefits.
First, PELL MELL'S greater length travels the smoke
further, gets rid of heat and bite on the way. Second,
PELL MELL'S greater length filters the smoke -
protects your throat!

GRACIE: Good night, everybody....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE FADE ON CUE
FOR:)

ANNR: Gracie Fields' Victory Show comes to you from
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RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #80

DATE: FRI. 4/30/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some
songs and a bit of a story for you. ~~Well, I have two~~
~~suitors. One is very poor. If it costs five cents for~~
~~a trip around the world, he couldn't get out of sight.~~
~~But my other suitor has in the neighborhood of a million~~
~~dollars and that's my favorite neighborhood.~~ *Well, I have a suitor*
He's a
card, he is. He's always advising me to carry my money
in my stocking because that's where it will draw the
most interest.

SONG: ("OLD MAN'S DARLING")

(APPLAUSE)

ATX01 0230657

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...you can be your own judge and jury about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember....PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "FIRST SUNDAY MORNING IN MAY".
FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, ~~I'm going to sing a new song~~ ^{I've got a brand new song for you.} But right now it's time for ^a ~~my~~ little story.

~~This is a little story~~ about our old friends Alf and Bill. It was Mother's Day at the barracks...and mothers from all over ~~London and the neighboring shires~~ had arrived to spend the day with their sons. At the height of the merrymaking, Alf suddenly realized he hadn't seen Bill around. ~~Excusing himself to his Mother he started searching.~~ After looking every place he could think of he finally wandered into the camp kitchen. There was Bill, with a bunch of flowers in his hand and a carnation pinned to his tunic, sitting in front of an ^{oil} old stove. ~~Alf couldn't believe his eyes.~~

(MORE)

ATX01 0230658

GRACIE:
(CONTD.)

3-
"Wot the ~~blinkin' blazes~~ ^{dickys} are you doing there on Mother's Day? Wotcha sittin' in front of that oil stove for?"

"She's as close to a mother as I can get," ~~said Bill.~~

"I was an incubator baby!"

(LAUGHTER...APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: Well, ~~even though I've~~ never sung this little song on the air before, ~~it's a favorite of mine because~~ it's about Mothers. Wars are especially hard on Mothers and they deserve a lot of credit for the fine way they have been carrying on. ^{And helping to keep up morale.} So, tonight to all Mothers everywhere but especially to those who have ^{lost} ~~sons~~ overseas, I gratefully dedicate this song.

SONG: ("FIRST SUNDAY MORNING IN MAY")

(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - The Philippines.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH....FADE FOR BACKING)

GRACIE: On college campuses all over the country, victory dances are being held and the proceeds are going into war bonds. Yes, victory is on the march and ^{its} ~~the~~ symbol is the letter V. It is this V for Victory which you see on the back of every package of my PELL MELL cigarettes And I'm proud of it. It is a long jump from college campuses to the jungles of Bataan, but no more heroic stories have come out of this war than those of the gallant stand of our troops there. (MORE)

ATX01 0230659

GRACIE:
(CONT'D)

For instance, Phillipine scout "Ortilano" was manning a machine gun when eleven Japs charged him with fixed bayonets. He got four of them before his gun jammed. Then he whipped out his automatic and picked off five more before that also jammed. The two remaining Japs rushed in, and one of them slashed off Ortilano's thumb with his bayonet. Then the Phillipino went at them with his bare hands, wrested the rifle from his nearest attacker, shot him and then ^{Killed} ~~plugged~~ the other one. Final score - Ortilano eleven, Japs nothing. Phillipine scout Ortilano is a living example of the fighting spirit which means a final victory for the United Nations.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring ~~march~~ "U.S. Field Artillery, ^{March} people of the Phillipines we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Ladies and gentlemen, all of us realize today that there is only one way to help our fighting men on the road to victory. That is for each and every one of us to do all that we can -- no matter what our jobs may be. Some of us will have more of the load to bear than others, but it is up to each of us to do everything in his power to help.

(MORE)

HANCOCK:
(CONTD)

And

One powerful way to help is to invest every cent above necessities in war bonds -- to do that regardless of what our friends and neighbors do. In North Africa or the Solomon Islands, no American soldier hangs back to wait and see what his buddies will do. He fights, confident the others will do their bit! That's what you and I must do....Put MORE than ten per cent -- put EVERY cent above necessities -- in war bonds and stamps NCW, to hasten our coming Victory. Remember, they give their lives -- you lend your money.

MUSIC:

(FULL WITH INTRO TO "LET THE BANDS PLAY." FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields. *The front*

GRACIE: We've been getting some pretty good news from ~~Africa~~ these days. Reports show that our lads out there are over the top and on the road to Victory. So let's join them with a musical cheerio as the bands play.

SONG: ("LET THE BANDS PLAY" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again Monday night to the Gracie Fields Victory Show! And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

GRACIE: Good night, everybody....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FOR:)

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RADIO DIVISION

As Broadcast

CLIENT:	AMERICAN C. & C. COMPANY PALL MALL	BROADCAST:	#81
		DATE:	MON. 5/3/43
PROGRAM:	GRACIE FIELDS (7:15 TO 7:30 P.W.T.)	NETWORK:	BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH)(FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with some songs and a bit of a story for you. Well, my cousin Bert bought a washing machine for his wife and when I asked him how she liked it, he said: "It's no good, Gracie. Every time she gets in it, the paddles knock her black and blue." (GIGGLES) ^{Oh,} Bert's wife is awfully fat from eating soldier food. Everything she eats goes to the front! Well, maybe with *The* rationing she'll reduce a bit.

SONG: ("THEY CAN'T RATION LOVE")
(APPLAUSE)

ATX01 0230664

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen..there's no secret about how PELL MELL protects your throat! Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember..PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "WOODPECKER'S SONG"..FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing the ~~Woodpecker's Song, Don.~~ ~~It's~~ an old favorite of mine. But right now, it's story time. ~~Now~~ I'm going to tell you about the time Private Pinkham of his Majesty's forces was hailed before the captain for insulting his sergeant. The captain eyed him sternly and said:

"Is it true you called the Sergeant a blockhead?"

"No, sir."

"Well, it was something like that. You called him a wooden-head, didn't you?"

"No, sir."

"Then why does he think you did?"

"Blessed if I know, sir. All I said was..."Put on your 'elmet quick, Sargeant. Here come a woodpecker!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY, FADES FOR BACKING:)

GRACIE: I have a little family of woodpeckers living in my backyard and when they go to work, they sound like a battery of machine guns. Well, the Axis is hearing a lot of that sound these days -- and it's spelling defeat for them.

SONG: ("WOODPECKER SONG")
(APPLAUSE)

HANCOCK: The United Nation's Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nation's Roll Call, with a stirring march, Gracie Fields salutes - GUATAMALA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH"..FADE FOR BACKING")

GRACIE: I went into a sweet shop the other day and found all the merchandise was being displayed in the form of the letter "V". This is the symbol of the coming United Nation's Victory, and I'm proud that my PELL MELL Cigarettes carry the "V" for Victory on the back of every package. ~~Rephel is a bright, twelve year old~~
~~lad whose father runs a fruit exchange in Puerto Barrios. Last fall he went on one of his father's banana boats to New Orleans and took in all things American he could during his short stay. Shortly after he returned, a man came to Puerto Barrios and said he was an American who was interested in buying a fruit business. He spent much time on the water front and made friends with the Guatemalan youngsters who played about the docks. (MORE)~~

See attached sheet

GRACIE:I like stories about children, that is why I am happy to tell you this one tonight about a little boy from Guatemala. His father ran a fruit exchange in Puerto Barrios. One autumn this little lad and his father made a trip to New Orleans. It was a big moment in his life because he was able to take in all the things American that he wanted to know about, especially the American games. After they got back to Puerto Barrios, his father met a man who said he was an American who wanted to buy a fruit business, and one day this man offered to show little Raphael and his friends how to play the great American game of football. He put some barrel staves up at the end of an empty field and showed the boys how to throw the ball through it. But Raphael remembered what he had seen in New Orleans, and he knew that football was played with goal lines and not with hoops. So he told his father about it and that is why this man who said he was an American was investigated and found to be an Axis agent who was spying ship movements out of Puerto Barrios.....

ATX01 0230667

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Supplies are as important as guns and planes in this war.
And tonight it is our pleasure to salute the lads who
protect our coastal shipping - as we sing their own
song "The Coast Guard Forever."

SONG: ("THE COAST GUARD FOREVER" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together.

SONG: ("ALL FOR ONE" - FADE ON CUE)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember - PELL MELL'S
Modern Design gives you two important benefits.
First, PELL MELL'S greater length travels the smoke
further, gets rid of heat and bite on the way.
Second, PELL MELL'S greater length filters the smoke
-- protects your throat!

GRACIE: Goodnight, everybody..and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

GRACIE:
(CONTD)

One day he offered to show them how the great American game of football was played. He took some barrel staves and set the hoops up in a vacant lot and showed the boys how to toss the ball through them. Rephael played with the other lads and thoroughly enjoyed himself. But Repahel is a bright twelve year old lad. He remembered his trip to New Orleans, and he remembered that football is played with goal lines, not hoops. That is why he told his father about it, and that is why the fruit merchant was investigated and found to be an Axis agent who was spotting ship movements out of Puerto Barrios.

MUSIC:

(BUGLE CALL..MARCHING FEET)

GRACIE:

Tonight, as we play Goldman's stirring "Sagamore March," people of Guatemala, we join you in saying - on to Victory!

MUSIC:

(DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

IANCOCK:

Smokers you can see instantly the advantages you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. So, smokers... when you buy cigarettes, remember PELL MELL'S greater length filters the smoke..protects your throat...

MUSIC:

(FULL WITH INTRO TO "THE COAST GUARD FOREVER" FADE BACK FOR:)

ATX01 0230669

RUBIN RAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast
REV

CLIENT: AMERICAN C. & W. COMPANY
PALL MALL

BROADCAST: #82

DATE: TUES. 5/4/43
BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, the
other night a spinster lady rushed to the phone and
yelled, "Hello! Hello! Come quickly. Two men are
trying to climb into my window."
"Sorry, madam, but you've called the fire ~~department~~ *brigade*."
"Don't you think I know that! My room is on the second
floor and they need a ladder!"
Poor soul, she should grow an aspidastrea outside her
window.

CNG: ("ASPIDASTRA")
(APPLAUSE)

ATX01 0230670

HANCOCK:

Gracie will be back with more songs in just a moment. Ladies and gentlemen, anybody can see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember..PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO "THERE'S A COWBOY RIDING THROUGH THE SKY.")

(FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Donald, don't forget ~~that my~~ ^{our} little story comes first, and then I've got a new song for you.

Well, Alfred was a notoriously poor ~~soldier~~ ^{sailor}. But he was a patriotic lad and when the government sent out a call for more men to man the battleships, he joined up and was immediately sent to sea in the roughest kind of weather. On his first shore leave, he staggered into the booth of a tattoo artist..his face the color of pea soup, and said, "I want a battleship tattooed on me stomach." The tattoo artist was puzzled.

"Don't you mean on your chest?"

"You put it where I told you!"

"But why do you want it on your stomach?"

"Because it'll ~~be~~ be the first thing I've been able to keep on my stomach since I joined the blinkin' Navy!"

GRACIE:
(CONTD)

"Any sisters?"

"Two... both in reform school."

"Brothers?"

"Just one.. he's at Oxford."

"Oxford University? He's in college? Wot's he studyin'?"

"Oh, he ain't studyin' nothin'. They're studyin' him!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY... FADES FOR BACKING)

GRACIE: You know, all the wide open spaces aren't out in the West. There's ^{the} ~~a~~ wide open sky, and many lads like the one in this song who used to round up cattle a year or so ago, are now busy rounding up ^{the} ~~Axis~~ planes.

SONG: ("THERE'S A COWBOY RIDING THROUGH THE SKY")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her Untied Nations Roll Call, with a stirring march, Gracie Fields salutes - GREAT BRITAIN!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" ... FADE FOR BACKING)

GRACIE: When our troops entered Kairouan in Tunisia. The natives tore covers from match boxes in which was printed the letter "V" and wore them as a sign of welcome. For "V" is the symbol of the coming United Nations victory, and it is this "V" for Victory which appears on the back of every package of my Pell Mell cigarettes. ~~For the first time in the History of War, civilians are in the front lines - and tonight, we salute one of these soldier in civvie.~~ (MORE)

a civilian soldier

ATX01 0230672

GRACIE:
(CONTD)

~~His name~~ is George Dolphin, ~~and he~~ was a Londoner engaged in doing rescue work at the time of Hitler's aerial blitz. One black night, when a bomb struck a hospital, Dolphin rushed to the scene with his demolition squad and found a young nurse lying in a passageway, pinned there by a block of concrete which had fallen across her legs. As the squad tried to free her, there was an ominous, cracking sound as the wall began to collapse. The helpers jumped clear, but ^{George} ~~Dolphin~~ deliberately remained behind. Making an arch of his body over the fallen nurse, he bore the full force of the crashing rubble. When rescuers reached them, the nurse was alive - alive because ^{George} ~~George~~ Dolphin had given his life to save her. Not long afterward, the King awarded the George Cross ~~und~~ ^{and} ~~posthumously~~ to George Dolphin - a civilian hero of The Battle of London.

MUSIC: (BUGLE CALL ... MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march "The Black Horse Troop", people of Great Britain, we join you in saying ... On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK: Smokers -- there's no mystery about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobacco (MORE)

ATX01 0230673

HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke further
..gets rid of heat and bite on the way. So, smokers,
when you buy cigarettes remember PELL MELL'S greater
length filters the smoke....protects your throat.

MUSIC:

(FULL WITH INTRO TO "BLESS 'EM ALL" FADE BACK FOR:)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

We've known for a long time that "Bless 'Em All" is
the number one song of our fighting allies, the
Australians. But we were surprised to learn that it's
also one of the favorites of the American boys who are
in camp at desert training center. So, tonight,
we're going to sing it for them. I hope you're listening
lads.

SONG:

("BLESS 'EM ALL" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC:

(FULL FANFARE AND DOWN FOR)

HANCOCK:

Here we go for Victory!

SOUND:

TONE SIGNAL

GRACIE:

On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG:

("ALL FOR ONE" - FADE ON CUE)

HANCOCK:

Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember - PELL MELL'S
Modern Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke-- protects
your throat!

GRACIE: Goodnight, everybody... and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV.#83
DATE: WED. 5/5/43
NETWORK: BLUE

PROGRAM: GRACIE FIELDS
(7:15 - 7:30 P.W.T.)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, our ~~Herbert is learning to steal. His father was a forger and he wants to follow his father's fingerprints. Poor Herbert works so hard when he's not in prison.~~ ^{Well, they'll get his father again.} In the spring he picks peas, in summer he picks fruit, and in the winter he picks pockets. Then he goes back to jail and picks rocks. I'm afraid he's disgraced us, ^{o g a i l} he has.

SONG: ("TURN HERBERT'S FACE TO THE WALL")
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, you don't have to guess about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

ATX01 0230676

MUSIC: (FULL WITH INTRO TO "HE WAS A HANDSOME YOUNG SOLDIER"...
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, it's time for my little story now. And
after I tell it, I'm going to sing ^{another} a brand-new song for
you. Well, ^{curdly} Constable Billings was patrolling his beat
~~in one of the poor sections of London~~, when suddenly he
heard agonized screams issuing from an upper window down
the block. Blowing his whistle he made a dash for the
house..bounded up the stairs ^{with a} and police-club in hand,
burst into the second story front room. A very sheepish
looking little man was standing in the middle of the
room...a razor in his hand and his face covered with
lather. The constable strode over to him..and snatched
the razor out of his hand. "Wot was them screams?
Wot's goin' on in here?" The little man smiled
apologetically. "Sorry, officer, but I had a horrible
scare I did. While I had me face tipped back, shavin'
me neck, the top half of the mirror fell out...and when
I looked in it again I thought I'd cut ~~off~~ me head!" *off*
(LAUGHTER - APPLAUSE)

MUSIC: (SWELL BRIEFLY...FADES FOR BACKING)

GRACIE: You know, I'm very fond of this happy little song. It
tells us how a handsome young soldier and his lady met
and fell in love. So I'd like to sing it now for all the
lads in our armed forces and their sweethearts.

SONG: ("HE WAS A HANDSOME YOUNG SOLDIER")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- THE DOMINICAN REPUBLIC!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" ... FADE FOR BACKING)

GRACIE: Most gunights are shaped like the letter "V" -- and they are pointed straight at the heart of the Axis. It is this letter "V" which symbolizes the coming Victory of the United Nations, and I'm proud that my PHIL MELL Cigarettes carry the "V" for Victory on the back of every package. The Axis has not given up the idea of trying to convert the peoples of Latin America to their way of thinking. Shortly after the Dominican Republic declared war, German posters mysteriously appeared on the walls of buildings in Azua. They were in Spanish, and the last line read: "You will know real freedom only if the Axis nations win." No one took the posters down. No one even seemed to notice them. But the next morning, every poster had a line drawn through the word "Axis" - and under it was carefully printed the word "Allies". That was the answer the people of the Dominican Republic gave to Axis attempts to convert them.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Goldman's stirring "Southern Echoes" march, people of the Dominican Republic, we join you in saying -- On To Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- you can see for yourself the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat!

MUSIC: (FULL WITH INTRO TO "THE SMITHS AND THE JONES"...
FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Here's a little song I'd like to dedicate to all the lads and lasses who are working for Victory in shipyards, factories and on the farms. I don't think we have much to worry about as long as people like the Smiths and the Jones and the Kellys and the Cohens are on the job!

SONG: ("THE SMITHS AND THE JONES" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - AND FADE FOR)

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV. #84

DATE: THURS. 5/6/43

PROGRAM: GRACIE FIELDS
(7:15 - 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody everywhere! This is me again with
some songs and a bit of a story for you. Well, my
cousin Bert ^{he's} bought a ranch. He went into the corral
with his foreman, got on a horse, and the next minute
he was picking himself up out of the dust. "Man alive!"
~~he said,~~ "That horse bucked somethin' fierce!"
"Bucked?" said the foreman, "Rats! She only coughed!"
Well, Bert decided horses were too dangerous for him so
he got a flock of sheep. ~~One day he heard one say to~~
~~the other~~ *Now I'll Tell you all about them*

SONG: ("WILL YOU LOVE ME WHEN I'M MUTTON")
(APPLAUSE)

ATX01 0230680

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, there's nothing mysterious about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "CENSORED LETTER" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing a song we've had a lot of requests for, Don. But first ^{I want to tell you about} ~~I have a little story for you~~ ^{who} Reggie Atkins had married a telephone operator. In fact..he fell in love with her voice the very first time he heard her say "Excuse it, please." And now he was pacing nervously up and down in the hospital reception room...wondering if it would be a boy or a girl. Suddenly a door opened and a ~~uniformed~~ nurse stepped out...wearing a broad smile. "Mr. Atkins?" "Yes?" "A message from your wife." "Yes?" "She said to tell you it's triplets (PAUSE) and will you excuse it please?"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY....FADES FOR BACKING)

GRACIE: Most of us these days are getting letters from friends or loved ones who are serving with the armed forces. All the letters which come from overseas are censored. They can't tell us much, but ~~if they only say "I'm well and I love you"~~, they are the most welcome letters we get.

SONG: ("CENSORED LETTER")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - POLAND!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH: FADE FOR BACKING:)

GRACIE: When Nazi propaganda pictures are shown in occupied Poland, Patriots in the audience laugh. It is a mocking laugh, for the sound produces the letter "V" in code. It is this symbol of faith in the coming victory of the United Nations, this "V" for victory which you see on the back of every package of my PELL MELL cigarettes. You don't hear very much about the guerilla band which operates in upper Silesia, but this group and its leader are celebrated in song and legend throughout Poland. This Army - ~~for it is an Army in a very real sense of the word~~ - is composed of former errand boys, housemaids, college professors and others who have been able to join the fight for freedom.

(MORE)

ATX01 0230682

GRACIE:
(CON'D)

They armed themselves by ~~breaking into an arsenal at~~
~~Slupia and stealing guns and ammunition. They live by~~
~~robbing the Nazi mail.~~ They attacked a German cavalry
unit near Gydnia and killed the entire company ~~of~~
~~Death's Head Hussars.~~ They, and others like them,
keep Nazi troops immobilized in Poland by forcing them
to wage active war. The spirit of the people ~~of~~ ⁱⁿ
Poland will never be broken, for that nation has no
Guisling, and they will continue to fight until the
Invaders have been driven from their soil.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Goldman's stirring march "Onward,
Upward", people of Poland, we join you in saying - on
to victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers...it's as plain as day the advantage you get when
you smoke PELL MELL Famous Cigarettes. It's Modern
Design that makes the big difference. Modern Design
means PELL MELL is longer. Modern Design means your
throat is protected. PELL MELL'S greater length
filters the smoke naturally over a twenty per cent
longer route of PELL MELL'S traditionally fine tobaccos.
PELL MELL'S greater length travels the smoke further....
gets rid of heat and bite on the way. So, smokers,
when you buy cigarettes remember PELL MELL'S greater
length filters the smoke...protects your throat.

SIC: (FULL WITH INTRO TO "HALLS OF MONTEZUMA" FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields!

ATK01 0230683

GRACIE: Here's one of the grandest songs of our armed forces.
And I'm happy to sing it tonight for one of the finest
branches of our service - The United States Marines.
Cheerio, lads, and good luck.

SONG: ("HALLS OF MONTEZUMA" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

MUSIC: (FULL FANFARE AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - AND FADE FOR)

HANCOCK: Listen in again tomorrow night to the Gracie Fields
Victory Show! And smokers, remember - PELL MELL'S
Modern Design gives you two important benefits.
First, PELL MELL'S greater length travels the smoke
further, gets rid of heat and bite on the way.
Second, PELL MELL'S greater length filters the smoke --
protects your throat!

GRACIE: Goodnight, everybody....and God bless you!

MUSIC: (FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE
FOR:)

NNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST: #85

DATE: FRI. 5/7/43

BLUE

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...- ...- ...-

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ...- ...- ...-

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with some songs and a bit of a story for you. Well, my brother Cecil used to keep a lot of dogs and cats. But since he went into the Army, he only keeps cats - because he has ~~plenty of~~ trouble with his dogs. Poor Cecil, I hope they won't be too rough with him.

SONG: ("DON'T MUCK ABOUT WITH OUR CECIL")
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen - it's easy to see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S Greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

ATX01 0230685

MUSIC: (FULL WITH INTRO TO "ONE SUNDAY MORNING IN MAY"
FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well Don, I have a very special song ^{for you} and it's for a
very special occasion, ^{but} first I want to tell you about -
a young actress friend mine in England. Who was
spending her week-end visiting convalescent soldiers
back from the front. Pausing by the first bed she said
-- "Did you kill any of the enemy?" "I did", ~~said the~~
~~man,~~ "with me good right hand!" She took his right
hand and kissed it. The man in the next bed was left
handed, so she kissed his left hand. Then she came
to a young, good looking cockney. "And did you kill
any of the enemy?"

"Er--Just one, ma'am."

"With which hand"? ~~"With neither" and, ma'am.~~ I bit
'em to death!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY ...FADES FOR BACKING)

GRACIE: I believe ~~that~~ the qualities of courage and devotion
which our boys are showing on the fighting fronts are
really a reflection of the mothers these lads have
left behind them. You know Sunday is Mother's Day and
I hope that everyone will remember his mother ^{and her} not only
then but every day of the year, and now I want to sing
this song..for my mother and for all ^{you} mothers everywhere.
SONG: ("ONE SUNDAY MORNING IN MAY")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DURM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring
merch, Gracie Fields salutes - HAITI!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH"...FADE FOR
BACKING:)

GRACIE: Another ten thousand ton liberty ship was launched the other day, in the record-equalling time of twenty three days. The bridge of ships we are building across the seven seas is spelling victory with a capital "V", and it is this "V" for victory ^{which} you see on the back of every package of my Pell Mell cigarettes. Speaking of ships brings to mind the wheezy little fishing boat that Captain Manuel operated off the coast of Haiti. He was a good fisherman, but for many days he had come home empty-handed - and his wife was worried. One day he was later than usual, but when he came home, his face was ^{all} ~~wreathed in~~ smiles. Presently, his wife heard explosions off the coast, saw a Haitian patrol boat dropping depth charges where Manuel had been fishing. When oil appeared on the surface, Manuel's grin grew broader and he told his wife the story. He had first seen the Nazi submarine many days before. Then it moved away. But he knew that ship Captains usually follow the sea lanes they know. He was sure the sub would return. So he waited and pretended to fish. When it did re-appear, he notified the Haitian coast patrol and they went to work. And that is how Captain Manuel caught the biggest fish in his life.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Goldman's stirring "Indian March" people of Haiti we join you in saying, on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you don't have to guess about the advantages
you get when you smoke PELL MELL Famous Cigarettes.
It's Modern Design that makes the big difference.
Modern Design means PELL MELL is longer. Modern Design
means your throat is protected. PELL MELL'S greater
length filters the smoke naturally over a twenty per
cent longer route of PELL MELL'S traditionally fine
tobaccos. PELL MELL'S greater length travels the smoke
further.. gets rid of heat and bite on the way. So,
smokers, when you buy cigarettes remember, PELL MELL'S
greater length filters the smoke ... protects your
throat.

MUSIC: (FULL WITH INTRO TO "ANCHORS AWAY" FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: The Navy is doing a grand job of clearing the Axis
from the seven seas so that our supplies may go through.
And tonight, we send them our grateful salute as we
sing -

SONG: ("ANCHORS AWAY" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember ... PELL MELL'S Modern Design
gives you two important benefits. First, PELL MELL'S
greater length travels the smoke further, gets rid of
heat and bite on the way. Second, PELL MELL'S greater
length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: (ALL FOR ONE - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in Monday night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK!

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast
REV.

CLIENT: AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST: #85

DATE: MON. 5/10/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with
some songs and a bit of a story for you. Well, my
auntie ^{Ho-sh} ~~is~~ an optician's daughter; Two glasses and she
makes a spectacle of herself. (WHISTLES) ^{Will,} I asked her
if she'd be insulted if a handsome stranger offered
her some champagne, and she said: "Yes, but I'd
Probably swallow the insult." ^{Yes,} Auntie ~~may~~ ^{is} looks
old-fashioned, but she ~~has~~ ^{is} some young ideas.

MUSIC: ("ONE OF THOSE OLD-FASHIONED LADIES")

(APPLAUSE).

ATX01 0230690

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen..you don't need any complicated proof of how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember..PELL MELL'S Modern Design filters the smoke.. protects your throat.

MUSIC: (FULL WITH INTRO TO "LOCAL BOY MAKES GOOD." FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I'm going to sing a song about a lad from your home town and mine. But right now it's time for ~~my~~ ^{our} little story. Mr. Herbert Pettybone's hobby was fishing...but he got such a reputation for stretching the truth that he fixed up a pair of scales and insisted on weighing every fish he caught, in the presence of witnesses. After that..even though the fish seemed fabulously large..people had to believe him. But one day the lady next door had a baby and the nurse ran over and borrowed his scales to weigh it..and almost immediately he heard loud screams and the sound of a woman crying.

(MORE)

ATX01 0230691

GRACIE: When the nurse returned the scales Mr. Pettybone said:
"Was that the mother I heard screaming and crying?"
The nurse nodded.

"Something wrong with the baby?"
Oh, "He looks all right but he ^{must be} a bloomin' freak! He's
only an hour old and he weighs forty-seven pounds!"
(LAUGHTER..APPLAUSE)

MUSIC: (SWEELS BRIEFLY..FADES FOR BACKING)

GRACIE: Well, I said this little song was about a boy from your
own home town. And it is. He's the lad who lives down
the block from you. The kid who joined the Navy the day
after Pearl Harbor and got a citation for bravery in the
South Pacific. He's a local boy and we're all mighty
proud of him and what he's done.

SONG: ("LOCAL BOY MAKES GOOD.")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring
march, Gracie Fields salutes...ETHIOPIA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH..FADE FOR BACKING)

GRACIE: Thirty-two Jap planes in twenty-five minutes ~~was the toll~~
a ~~the~~ United States battleship ~~took~~ ^{shot down} during the ~~Naval~~ battle
of Santa Cruz. That ratio^{war} of enemy losses means final
Victory. Its symbol is the letter "V" - and it is this
"V" for Victory that you see on the back of every package
of my PELL MELL Cigarettes. American soldiers are
fighting all over the world--even in far off Ethiopia...
Our lads who ~~are~~ ^{were} stationed at an airport there got
acquainted with a galla tribesman. They called him Joe
because they couldn't pronounce his native name. (MORE)

GRACIE:
(CONTD)

-4-

REV. #85

I don't suppose ^{Joe}~~he~~ knew much about democracy or what the war is all about. But he did know that he didn't like the Fascists who had invaded his country. He realized ^{that} the Americans were his friends, and that they didn't like the Fascists either. So he went to work for them - doing odd jobs around the airport. He worked hard and faithfully, but one morning he disappeared. Three weeks later, he came back. But he wasn't alone. He had walked ^a~~one~~ hundred miles into the hills to get more of his tribesmen to help. More than two hundred of them came with him, and they went to work. No, Joe doesn't know much about democracy - but he and his galla tribesmen know the difference between right and wrong. So today, they work side by side with their American friends to help win a victory ~~for the right.~~

MUSIC:

(BUGLE CALL..MARCHING FEET)

GRACIE:

Tonight, as we play ^{Sawyer}~~Kennell's~~ stirring march, "Stepping Along," people of Ethiopia we join you in saying - on to Victory!

MUSIC:

(DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK:

Smokers, it's very simple to understand the advantage you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected.

(MORE)

ATX01 0230693

HANCOCK:
(CONTD)

PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke.. protects your throat.

MUSIC:

(FULL WITH INTRO TO "STRIKE UP THE BAND"..FADE BACK FOR:)

HANCOCK:

Here she is again, your own Gracie Fields.

GRACIE:

It wasn't long ago that people went to football games and had a grand time watching the teams and listening to the bands. Now, many of these lads who played in the bands have traded their instruments for guns and planes. And though they play a different tune today, it has the same victory ring to it as it had then. So let's give them a cheer as we strike up the band.

SONG:

("STRIKE UP THE BAND" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK:

Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke -- protects your throat!

MUSIC:

(FULL FANFARE)

HANCOCK:

Here we go for Victory!

SOUND:

TONE SIGNAL

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody --- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast
REV.

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #87

DATE: TUES. 5/11/43

NETWORK: BLUE

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with some songs and a bit of a story for you. Well, I'm afraid I'm going to be an old maid. You know the difference between a young girl and an old maid, ~~don't~~ ~~you?~~ A young girl goes out with the Johnnies, ~~and~~ an old maid stays at home with the willys. ^{Oh} If my ^{boy} friend Walter doesn't propose soon, I'm going to take lessons in how to become a contortionist - so I can sit on my own leg.

SONG: ("WALTER, WALTER")
(APPLAUSE)

ATX01 0230696

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...there's no guesswork about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "THERE'S A BOY COMING HOME ON LEAVE"
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Why, Don, don't forget that this is story time. - And then I've got a new song for you, and I hope you'll like it as much as I do. But now I want to tell you about that bitterly cold day when a British General with his aide, was inspecting the Russian trenches..with the assistance of a guide. The guide didn't speak as they wound their way forward ..then suddenly he whispered...
(WHISPER) "This is the front line trench."
"Ask him how far we are from the Germans," whispered the General, to his aide. So the aide whispered to the guide: "How far are we from the Germans?" And the guide whispered back to the aide: "Four miles."
And the aide whispered to the General: "Four miles."
So the General whispered to the aide: "Then why are we whispering?" And the aide whispered to the guide:
"Then why are we whispering?"

(MORE)

ATX01 0230697

GRACIE:
(CONTD)

And the guide whispered back: "I don't know why you
two are whispering, but I've got laryngitis!!"
(LAUGHTER...APPLAUSE)

MUSIC:

(SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE:

You know, whenever you see a girl who looks especially
happy these days, you can bet it's because her
sweetheart is coming home on leave. Those leaves
mean a lot, and I know we'll all work together to
win this war so that the leaves our lads get can be
permanent ones.

SONG:

("THERE'S A BOY COMING HOME ON LEAVE")
(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes...CZECHOSLOVAKIA!

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR
BACKING)

GRACIE:

The people of Czechoslovakia have a word for it. The
word is VIC-EST-VI, and it means "Victory". You see the
symbol of victory, the letter "V", on the back of every
package of my Pell Mell Cigarettes, and I'm proud of
that "V". The Czechs have never stopped fighting back,
and one of their Guerilla bands - called the "Green
Corps" - makes frequent raids against the Nazis. On
one of these raids, an officer of the corps was caught
and tortured to make him tell the whereabouts of a
secret cache of Czech ammunition. Finally, the officer
agreed to show the Nazis where it was. Guarded by
nearly a hundred soldiers, officers, and Gestapo men,
he led the way to the cache.

(MORE)

GRACIE:
(CONTD)

When they had all gone inside, he turned on the light and pointed to the place where the arms were hidden. Then, he suddenly reached out his hand and threw a switch on the wall which touched off the whole pile - blowing the Nazis and himself to bits. ^{This} ~~That~~ is not a very pleasant story, but it is a true one - and it shows why the Nazis will never conquer the people of Czechoslovakia.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Victor Herbert's stirring ~~march~~ ^{march} "The 22nd Regiment, people of Czechoslovakia, we join you in saying - on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - you don't have to believe ... you can actually see the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes, remember PELL MELL'S greater length filters the smoke.... protects your throat.

MUSIC: (FULL WITH INTRO TO "ALL IN THE SAME BOAT NOW" FADE
BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a favorite little song of mine called "We're All In The Same Boat Now". We, of the United Nations, are all in the same boat now - and when we pull on the oars together, we'll be reaching safe harbor before ~~so very long~~ we know it.

SONG: ("ALL IN THE SAME BOAT NOW" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: "ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody -- and God Bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

#88

DATE:

WED. 5/12/43

NETWORK:

BLUE

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with some songs and a bit of a story for you. Well, my cousin Bert was a dude. Then he got married - ~~and~~ now he's sub-due. He married an Adagio dancer, and three weeks later he told me he hadn't kissed her yet. I said:

Why, "What's the matter? Don't you love her?" ~~And~~ he said: "Sure, I love her - but I can't catch her." Well, *you know* in England brides don't have hope chests. They use the little bottom drawer of mother's dresser, *so this song is* ("LITTLE BOTTOM DRAWER") *for all the new brides.*
(APPLAUSE)

SONG:

ATX01 0230701

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen - it's perfectly clear how
PELL MELL protects your throat. Notice PELL MELL'S
greater length. That's Modern Design! PELL MELL'S
greater length filters the smoke naturally over a
twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length travels the smoke further...gets rid of heat
and bite on the way. Smokers of America, when you
buy cigarettes, remember...PELL MELL'S Modern Design
filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "WHEN THE GUARDSMAN STARTED
CROONING ON PARADE" ("SERGEANT MAJOR") FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, we've had a lot of letters asking us to
sing that song about the Guardsman/ ^{who started crooning.} But first, I wonder
if you've heard the story about Private Jenkins who
was home on a three-day pass -- so on Sunday he took
his wife for a row on the lake. ~~But keep in mind that~~
Private Jenkins was in the ^{British} Army -- not the Navy -- and
he didn't know a thing about boats. The sun was hot..
his wife was fat..and as he pulled ^{and pulled} ~~valiantly~~ on the oars
she fell sound asleep. ^{when} ~~As~~ he reached the middle of the
lake he suddenly noticed water trickling in through the
seams of the boat. In a panic he shook his ~~sleeping~~
wife ^{who was fast asleep} and yelled: "Daisy! ^{Daisy!} The blinkin' boat's leakin'!
^{Wot'll I do?} Wot'll I do???" She opened her eyes sleepily.

Oh, "You know wot to do, dear...put a pan under it and ^{get back}
~~some~~ to bed!"

(LAUGHTER...APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: Well, I'm sure that all of you who've been to London have watched the changing of the Guards at Buckingham Palace. I was watching the parade one day, and I knew that one of the Guardsmen was musical -- because he had cords in his neck. And sure enough, all of a sudden, he began to croon a popular tune -- and then the excitement began.

SONG: ("WHEN THE GUARDSMAN STARTED CROONING ON PARADE"
("SERGEANT MAJOR")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - HONDURAS!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING:)

GRACIE: When Cub Scouts give their salute, they hold up two fingers to form the letter "V". For this is the Universal Symbol of the coming United Nations Victory, and I'm proud that my PELL MELL Cigarettes carry the "V" for Victory on the back of every package. Tollchak was a Honduran Indian who had come out of the jungles to live in a harbor city. He had never heard of the Four Freedoms, but ~~primitive~~ instinct told him the difference between good men and bad. That is why he liked the Honduran business man ~~for whom~~ he worked as a porter. And that is why he distrusted the German-born man who ran an export business near by.

(MORE)

ATX01 0230703

GRACIE:
(CONTD.)

^{The German}
When war came, ~~this man~~ went into the jungles on a hunting trip. And soon, Tollchak began to hear strange stories ^{from the} ~~that only~~ Indians ~~hear~~, because ~~they know the~~ ^{is} ~~jungle grapevine.~~ The man ^{is} ~~was~~ a witch doctor ^{They said} ~~casting~~ evil spells upon ^{our people} ~~the primitive~~ Indians. Tollchak went to investigate. He found the German's camp and saw the strange machine with which the magic was worked. And he went back and told about what he had seen. Yes, Tollchak knows a bad man from a good one, and that is why the German is interned today, while weeds grow high in the jungle where his powerful short-wave set used to send code messages to his Nazi masters.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play King's stirring ~~march~~ ^{March}, "Fame and Fortune", people of Honduras, we join you in saying on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- seeing is believing. And you can see the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So smokers... when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

ATX01 0230704

MUSIC: (FULL WITH INTRO TO "THE YANKS ARE COMING AGAIN." FADE
BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: The Germans will never forget 1917 and 18, because the
Yanks came over then and helped beat them. And the Nazis
won't forget 1943 - because the Yanks are coming again.

SONG: ("YANKS ARE COMING AGAIN" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember..PELL MELL'S Modern Design gives you
two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, ~~everybody~~ ^{everybody!} and God Bless ~~you~~
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes,
the cigarette of Modern Design again presents the
Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV. #89

DATE: THURS. 5/13/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with

some songs and a bit of a story for you. Well, my ~~mother, Tommie~~
~~nephew, Douggle, is a pen handler. He's an interne~~

~~in a hospital. He had his appendix out, and he~~

laughed all through the operation. The doctor had him

in stitches. He had a beautiful nurse, ^{Oh but} ~~though~~ ~~the~~

~~Doctor asked her if she'd kept a chart of his progress,~~

~~and she blushed and said: "No, but I could show you my~~

~~diary!" and I'm going to tell you all about her.~~

SONG: ("NURSIE, NURSIE")

(APPLAUSE)

ATX01 0230706

GRACIE: You know, people never seem to get tired of love songs. I think that's because there's a lot of deep feeling and sentiment in most of us. So, I'd like to sing this little song now for all the lads in the service and for their sweethearts. And with it goes the wish that they'll be together again before very long.

SONG: ("LOVE IS EVERYWHERE")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - NEW ZEALAND!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH..FADE FOR BACKING")

GRACIE: ^{received} I ~~got~~ a postcard from Canada the other day, and the censor's stamp had ^{V-V on it} ~~on it "V"~~ - this is the universal symbol of victory. This is the victory "V" which you see on the back of every package of my PELL MELL cigarettes and I'm proud of it: - As I'M proud tonight to salute our fighting allies, the people of New Zealand. It is not only men and guns, but it is also the ever-lasting will to win which brings final victory. Captain Staton Johnson was a New Zealand school teacher who had this fighting spirit in a marked degree. When the Nazis over-ran Crete he stationed himself at the edge of an air field and shot down enemy parachute troops as they floated earthward. Then, he and a ^{hardy} ~~pitiably small~~ band of his companions offered to stay behind as a rear guard to protect the embarkations of their comrades.

(MORE)

ATX01 0230707

GRACIE:
(CONTD)

There was no hope of rescue - and he knew it. But the point is - he stayed. And because he and his fellow New Zealanders were ready and willing to sacrifice themselves, their comrades were able to escape and continue the fight for final victory.

MUSIC: (BUGLE CALL..MARCHING FEET)

GRACIE: Tonight, as we play ~~a stirring march~~ ^{march} by Murchison's ~~stirring~~
"The Kilties", people of New Zealand, we join you in saying - on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you don't have to accept anyone's "say so" about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos....PELL MELL'S greater length travels the smoke further.... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "THE CAISSONS GO ROLLING ALONG"
FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE FIELDS
THURS. 5/13/43

-5-

2ND REV. #89

GRACIE: The story of Tunisia forms one of the bright pages of this war. And tonight, we're proud to salute the lads of the United States ^{Field} Artillery Corps whose blazing guns ^{have helped spell} ~~are spelling~~ victory in North Africa.

SONG: ("THE CAISSONS GO ROLLING ALONG" WITH GRACIE AND QUARTETTE)

(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

ATX01 0230709

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: 2ND REV. #90

DATE: FRI. 5/14/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, my uncle is smart. He built ten gasoline stations, and not one of them has a roof - so he has no overhead. (WHISTLES) ~~I asked him what he was going to give me for Christmas, and she said: "Close your eyes." Now what do you see? "Nothing." "Well, that's what you're going to get for Christmas."~~ -- Well, we all have to do without things these days but it's not so bad. *Most of us* ~~usually~~ we only want things because we haven't got 'em'.

SONG: ("YOU ONLY WANT IT CAUSE YOU HAVEN' T GOT IT")
(APPLAUSE)

ATX01 0230710

HANCOCK:

Gracie will be back with more songs in just a moment. Ladies and gentlemen...you don't need any scientific gadgets to prove to you how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC:

(FULL WITH INTRO TO "LOVELY WEEKEND" : FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, don't forget - story first, and then a little song. ~~And this time it's about a lovely weekend.~~ But first, I want to tell you about ~~a June day in London.~~

~~two~~ ^{on top of} two June brides of less than a week who were talking it over ~~on~~ ^{Ch} a London bus. The first one sighed and said: "We're very happy...except ~~my~~ ^{my} husband snores like a blinkin' buzz-saw! And he talks in his sleep, he does. Does yours?" ^{no, he mms} ~~He~~ ^{no} don't talk in his sleep but he whistles. All night long he whistles!"

Ch, "Does it keep you awake?" "No, ^{no} it don't keep me ^{though} awake, ~~but I can't~~ we sleep with the window open and this mornin' I found nine dogs in the bed!"

(LAUGHTER...APPLAUSE)

MUSIC:

(SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: Weekends are precious these days when most of us are doing war work six days a week, and our lads in the service don't get home on leave very often. So tonight, I'd like to sing "Lovely Weekend" for the girl war workers whose husbands are with the Armed Forces.

SONG: ("LOVELY WEEKEND") & *Uighur Song in Brooklyn Square*
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - IRAQ!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING)

GRACIE: The second United States War Loan was over-subscribed by more than five billion dollars. ~~That's the only kind of answer to the Axis challenge.~~ That's the kind of answer that will spell Victory for the United Nations - our Victory which is symbolized by the letter "V" - the "V" for Victory which you see on the back of every package of my PELL MELL Cigarettes. Iraq is ^{one of} the most recent countries ^{to} to join the United Nations group - but now that she has done so - her people are going the limit for Victory. ~~Take Abdul Shir, for instance.~~ ^{certain} White men were not welcome in ~~his~~ wild tribal village and very few ever reached there. ~~Those who did, kept their mouths closed on pain of death.~~ So, fantastic tales of secret treasures were told about it. Then war came - and the mystery was solved by ~~Abdul Shir~~ ^{the treasure} ~~himself~~ ^{themselves}.

(MORE)

⁻⁴⁻
Thin Spokkwan said:

GRACIE:
(CONTD)

In his own words, ~~he said~~: "Our secret was oil -- oil sands visible on the surface - oil which would have brought the western civilization we did not want. So we kept the white men out. But now, there is something more important than preserving our tribal way of life. It is the task of helping the United Nations to Victory. You need our oil, and you may have it." Yes, even the wild tribesmen of the Iraqi wastelands are throwing their weight on the scales of freedom.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Free Lance March", people of Iraq, we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

HANCOCK: Ladies and gentlemen, one great battle of this war is being fought right now in your home -- in every home in America. It's a fight against uncontrolled prices, and the situation today is serious. Your help is urgently needed. ^{And} Here's what to do: One - Save all you can and invest your savings in War Bonds. Two - Pay no more than the ceiling price for what you buy. Don't patronize black markets. Three - Buy only what you need and make it last as long as possible. Eat it all, wear it out, make it do, or do without. And above all, don't complain, don't give up, don't retreat, and don't say: "I'll get mine". Instead say: "Mine will go to our fighting men. Mine will go toward Victory!"

MUSIC: (FULL WITH INTRO TO "ALL FOR ONE"...FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: We get letters in almost every mail asking us for the words to our theme song. So tonight, we're going to sing it through for you. Everyone seems to like "All For One and One For All", and I'm glad ~~of it~~. Because when we have that feeling, you can bet we'll be going over the top to Victory.

SONG: ("ALL FOR ONE" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE"-- FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless you!
(APPLAUSE)

HANCOCK: Listen in Monday night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RADIO DIVISION

As Broadcast

2ND REV.

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

#91

DATE: MON. 5/17/43

BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME....FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with
some songs and a bit of a story for you. Well, my
Spanish friend, Fonzo, is always bragging about his
ancestors. He keeps telling me that he sprang from
a long line of peers. Well, I looked up my family tree,
and all I could find was an Uncle who had jumped off a
dock. Fonzo ^{says} ~~said~~ the King touched his ^{grandfather} ~~uncle~~ on the
~~fore~~head with a sword and made him a ^{Knight} ~~Duke~~. That's
nothing. An Indian hit my ^{grandfather} ~~uncle~~ on the head with a
tomohawk and made him an Angel.

SONG: ("FONZO, MY HOT SPANISH KNIGHT")
(APPLAUSE)

ATX01 0230715

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...it's as simple as A-B-C...how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke ...protects your throat.

MUSIC: (FULL WITH INTRO TO "SISTER SUSIE'S SEWING SHIRTS FOR SOLDERS" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, people seem to get a lot of fun out of hearing me sing "Sister Susie's Sewing Shirts For Soldiers". So I'm going to sing it again tonight. But right now, I want to tell you about Daisy Huggins who married ^a Sergeant ~~Peete~~. The moment the three day honeymoon was over and they were settled in their little home...she decided her first marital chore would be to learn how to cook... and she'd start ^{off} ~~with~~ ^{making} some dumplings. So the moment the sergeant left the house she rolled up her sleeves and went to work. But the result was on the heavy side and the more ^{and more} she worked on them the soggier and heavier they got. Finally she gave up in disgust....took the pan of dumplings out to the duck pond and threw them to the ducks.

(MORE)

ATX01 0230716

GRACIE:
(CONTD.)

Ten minutes later there was a ^{loud} knock ^{cut} on the back door.

When she opened it a man said...

"Scuse me, Missus, but I thought you might like to know -- YOUR DUCKS ^{is} HAVE SUNK!!"

(LAUGHTER)

(APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: This old tongue-twister was popular during the last war, and our lads got a laugh out of singing it as they marched along to Victory in 1918. Many of these veterans have sons who are on the march again today. So here's a salute to you, dads, and may your boys come home safe to you soon.

SONG: ("SISTER SUSIE'S SEWING SHIRTS FOR SOLDIERS")

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL.....UNDER:)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes...NORWAY!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH".....FADE FOR BACKING:)

GRACIE: The day before our lads took Bizerte and Tunis, they poured one and one quarter million pounds of bombs on the Axis. That is the kind of all-out attack that will spell final Victory for the United Nations. Its Universal symbol is the letter "V" - the "V" for Victory which is carried on the back of every package of my PELL MELL Cigarettes. ^{Today is Constitution} ~~May 17th is Natal Day~~ in Norway, so we are especially happy to salute the brave Norwedian people on their National Holiday. But tonight, I'm not going to talk about people. I'm going to talk about a boat - a small Norwegian destroyer called the "Sleipner". When the Nazis attacked Norway in 1940, the Sleipner put out to sea - and she has been a source of trouble to the Germans ever since. Her crew has made many commando raids on Nazi occupied coastal towns. They intercept Nazi mail and cut communication lines. And one night, they got word that several high Nazi officials were traveling from Bergen to Trondheim on a Norwegian liner. So they stopped the boat, took the Nazis off and landed them in England where they have been interned for the duration. This ^{ship} ~~little boat~~ and her crew are typical of the spirit of the Norwegian people - A people who will never stop fighting until the Axis ^{have} ~~has~~ been beaten.

MUSIC: (BUGLE CALL...MARCHING FEET:)

GRACIE: Tonight, as we play Goldman's Stirring "Birthday" March, People of Norway we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER:)

(APPLAUSE)

HANCOCK: Smokers, it's so obvious - the advantage you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further ...gets rid of heat and bite on the way. So, smokers ...when you buy cigarettes, remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "MARCHING ALONG TOGETHER"...FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: This little song is called "Marching Along Together". ~~You know~~, I like that word "Together". It's got a good friendly sound to it. And so long as we all pull together, we can't help but come out on top.

SONG: ("MARCHING ALONG TOGETHER" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: (ALL FOR ONE - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Ces Broadcast

CLIENT: AMERICAN C. & C. COMPANY
FALL MALL

BROADCAST: #92

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

DATE: TUES. 5/18/43
BLUE

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL... _ _ _ _ _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL... _ _ _ _ _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME... FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with
some songs and a bit of a story for you. Well, my
cousin Bert swallowed a frog. It didn't ~~seem to~~
bother him very much, but he's liable to croak any
minute. *Will, what Bert had isn't half as bad as what I had.*
~~No, he's not as sick as I was. And now I'm~~
~~Attracted, heartache. Oh, I suffered and suffered and suffered.~~
~~going to tell you about that.~~

SONG: ("WIND ROUND MY HEART")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen, you don't have to believe.. you
can actually see how PELL MELL protects your throat.
Notice PELL MELL'S greater length. That's Modern Design!
PELL MELL'S greater length filters the smoke naturally
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. (MORE)

ATK01 0230721

HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke
further... gets rid of heat and bite on the way.
Smokers of America, when you buy cigarettes, remember...
PELL MELL'S Modern Design filters the smoke... protects
your throat.

MUSIC: (FULL WITH INTRO TO "JOHNNY ZERO" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, don't forget - story first, and ~~then~~
~~I'm going to sing a song about a little boy who grew~~
~~up to be a man - and what a man!~~ Well, it seems that -
Mr. Aloysious Murgatroyd was holding forth in his
favorite London "Pub".

"Did I have a joke played on me larst night! And
blimey, how I bit on it! I come home early from
work and stopped on the front ^{steps} ~~steep~~ to smoke a
pipe-full, when the woman who's got the flat across
from us comes out and says... "Better run upstairs
quick, Mr. Murgatroyd... your missus is up there
kissin' your best friend!"

Gh, "And did you run up?"

"Run up" I almost FLEW up! And then did I feel like
a chump!"

"Your missus wasn't kissin' your best friend?"

"Lumme NO. I didn't even KNOW the blighter!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY... FADE FOR BACKING)

GRACIE: I guess there's at least one little boy in every school who doesn't do his lessons very well. And we shake our heads and say "It's too bad about Johnny. I'm afraid he'll never amount to much." Then he fools us by growing up to be a hero - like the little Johnny in this song.

SONG: ("JOHNNY ZERO")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL.... UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes... YUGOSLAVIA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH", FADE FOR BACKING)

GRACIE: The Serbian word for Victory is "Vitestvo". It begins with the letter "V" which symbolizes the coming United Nations Victory. It is this symbol, this "V" for Victory, which you see on the back of every package of my PELL MELL Cigarettes. I'm proud of it, as I'm proud tonight to tell you this story of a quiet little man whose name will live because he was not afraid to die. He was Milorad Stosich, and he worked as a night watchman in a small city in Yugoslavia. One morning a German civilian was found shot to death. The Nazis arrested ten hostages, and threatened to hang them unless the guilty person gave himself up within twenty-four hours. The time was nearly up, when the little watchman walked into the police station and said that he had killed the German.

(MORE)

ATX01 0230723

GRACIE:
(CONTD)

Within the hour, he was hanged in the public square, and the hostages were released. This would be just another story of Nazi brutality except for one thing. Yugoslav officials made a quiet investigation and proved that Milorad Stosich was entirely innocent. He had deliberately admitted his guilt and given his life so that ten other innocent persons might live.

MUSIC: (BUGLE CALL.... MARCHING FEET)

GRACIE: Tonight, as we play ~~one of Sousa's~~ ^a stirring marches ^{by Sousa,} people of Yugoslavia, we join you in saying - on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- it's there for you to see - the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke.. protects your throat.

MUSIC: (FULL WITH INTRO TO "PACK UP YOUR TROUBLES" FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields!

ATX01 0230724

GRACIE: You know, ~~we've all had a pretty easy time of it since~~
~~the last war. So we're~~ ^{most of us are} apt to complain when things
 don't go just the way we'd like them to. Well, next
 time we feel like doing that, let's think of the lads
 on the fighting fronts. They're not complaining.
 They're too busy fighting - and winning. So ~~must~~ stop
^{grumbling} ~~frowning~~, eh?

SONG: ("PACK UP YOUR TROUBLES" WITH GRACIE AND QUARTETTE)
 (APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
 (PAUSE)

Smokers, remember.. PELL MELL'S Modern Design gives
 you two important benefits. First, PELL MELL'S
 greater length travels the smoke further, gets rid of
 heat and bite on the way. Second, PELL MELL'S
 greater length filters the smoke - protects your
 throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _

GRACIE: On to Victory! Chins up! Keep smiling! And let's
 all sing together!

SONG: (ALL FOR ONE - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
 (APPLAUSE)

HANCOCK: Listen in tomorrow night when .PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #93

DATE: WED. 5/19/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my cousin Bert got a job in a machine shop. One day he took hold of a live wire. I don't know what happened, but it's the only job he ^{Oh dear!} ever held on to! My uncle's got a new job, too, and when he told me about it, I said: ^{Oh} "That's fine

You should be fired with enthusiasm." Well, a week later he was. But it's all right, because ^{all the family's} ~~our whole~~ ^{working - the whole lot of them.} ~~family's doing war work now.~~

SONG: ("WE'RE ALL DOING WAR WORK NOW")

(APPLAUSE)

ATX01 0230727

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL
PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

BROADCAST: ~~END~~ REV. #95
DATE: FRI. 5/21/43
NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME.....FADE ON CUE FOR)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, ^{we} ~~I~~ ^{saw} ~~you~~ ^{know} ~~some time~~ ^{little} ~~my neighbors little boy the other day. He was standing~~ ^{Scotch boy. Today he was nine years old.} ~~in a corner of the garden all by himself saying: Boo!~~ ^{birthdays can mean a lot to little boys & girls. They can be} ~~very disappointing. Too, I am afraid little Jack was a bit~~ ^{fed up with his birthday today because he came up to} ~~Well, tomorrow is my sister's birthday and I want to~~ ^{surprise her. So I'm practicing."} ~~around said -~~

~~Birthdays can mean everything to children or they can be a great disappointment. And now I'm going to tell you what one little lad thinks about them.~~

SONG: ("WHAT'S THE GOOD OF A BIRTHDAY")
(APPLAUSE)

ATX01 023072B

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, you see the evidence with your own eyes -- evidence of how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "CHARMAINE -DIANE" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing two old favorites of mine, Don. But *now* ~~first~~ I want to tell you about Mr. Samuel Sykes who had ^{very very bad} ~~a violent~~ ^{and} temper. The trouble was...when it was aroused the blood rushed to his head and he didn't think very clearly. One night he was giving his son a "jolly good knocking about" for staying out 'till after midnight. "When I was your age," he shouted, "my father wouldn't even let me out of the house after dark!" The boy shouted back:- "Then you must have had a pretty rum father!" "Is that so!" yelled the old man, "I ~~had~~ ^{had} a blamed sight better father than you've got!"

(LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE: Music brings back memories to most of us. So now, I'm going to turn back the clock a few years as I sing "Charmaine-^{and}Diane". We were living in happier times when these grand old songs were written. And I'm sure we'll be living in happier times again - when the war is over and our boys come marching home.

SONG: ("CHARMAINE-DIANE")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER:)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes...PANAMA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH", FADE FOR BACKING:)

GRACIE: As our supply ships cut through the water, their bows form a perfect letter "V" - the symbol of the coming United Nations Victory. - And it is this "V" for Victory which you see on the back of every package of my Pell Mell cigarettes. If you've ever been to Panama, you may have met Mother Cantina. She's a huge woman who used to sit all day by the cash register in her little cafe. Business was good. ^{And} ~~so~~ she bought an automatic phonograph so her customers might have music with their meals. It was one of those regular juke boxes you could play without leaving your table or booth. Her customers liked the new machine - especially two men who used to sit in one of the booths and talk for hours while they played their favorite records. These two men do not come into Mother Cantina's any more - for they were arrested long ago as Axis agents - and they are probably wondering how they were caught. (MOPE)

ATX01 0230730

GRACIE:
(CONTD)

It is safe to tell them now that Mother Cantina had installed a simple listening device to the record selectors. With it, she could hear what was said in ^{each} ~~the~~ booth. For it was connected with tiny earphones which she wore under her lace mantilla. It is safe to tell this now, ^{because} ~~for~~ Mother Cantina's Cafe ^{is} closed, and she is doing other work for the Government of Panama.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play a stirring march by King, people of Panama, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER - ARKANSAS SCHOOL BANDS)
(APPLAUSE)

HANCOCK: Smokers -- you don't have to guess...you know the advantages you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke... protects your throat!

MUSIC: (FULL WITH INTRO TO "OVER THERE" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: When George M. Cohan wrote this wonderful old song,
"Over There" meant only one thing - France. Today,
"Over There" may mean anywhere from Iceland to Africa.
But there's one thing we can be sure of. Wherever they
may be, our lads are doing the same fine job their dads
did back in 1918.

SONG: ("OVER THERE" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember...PELL MELL'S Modern Design
gives you two important benefits. First, PELL MELL'S
greater length travels the smoke further, gets rid of
heat and bite on the way. Second, PELL MELL'S greater
length filters the smoke -- protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody --- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK!

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: ^{11:94}
THURS. 5/20/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

DATE: BLUE
NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with some songs and a bit of a story for you. Well, my grandfather ^{is} ~~was~~ going around with a rich lady ^{about} ~~who is~~ eighty-five years old. It's a football romance. He's waiting for her to kick off! ^{The Granddaddy's Proper} ~~Grandpa is a~~ card, he is. He's got a hotel heart -- always room for one more!

SONG: ("HE'S DEAD BUT HE WON'T LIE DOWN")
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen--you don't need any long explanation about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes remember..PELL MELL'S Modern Design filters the smoke..protects your throat.

ATX01 0230733

MUSIC: (FULL WITH INTRO TO "BOY FROM ALABAMA" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing a song we've had a lot of requests for, Don. ~~But it's story time first~~ ^{but right now} and I want to tell you about--Herbie Hoskins who had married a pretty ~~girl~~ ^{girl} and ~~he~~ meant awfully well--but he wasn't a very responsible fellow--and when the British Army took him he became even less responsible. ~~Instead of sending home a certain portion of his pay, as he had promised, he used it to~~ ~~back a pair of ivory cubes that always rolled seven at the wrong time.~~ Consequently, when his pretty wife wrote him that the rent was overdue, he was totally without funds. Not wanting to tell her he'd been gambling, ~~he decided to pass it off as a joke..so he sent her the following letter:~~

~~Darling~~
Dear Wifey:

Have mislaid my money for the moment, so enclosed find check for a thousand kisses. Hope this will take care of the rent 'till I can send some cash."

The answer came ^{back} by return mail:
~~Darling~~
"Dear Hubby:

Your check for a thousand kisses received. Many thanks, dear. The Landlord called this morning and cashed ^{it} for me!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY..FADES FOR BACKING:)

GRACIE:

Well, our lads in the service are going all over the world these days, ~~but like lads all over the world have~~ ~~And they're getting to know and like~~ ~~always done~~ ~~They want a girl and fall in love with her~~ ~~their fighting allies~~ ~~and that's a good thing.~~ ~~Some~~ ~~became when that little fellow with the bow and arrow~~ ~~of our lads have even fallen in love with their allies.~~ ~~Tell me, shot at you I don't walk any distance, whether~~ ~~like this boy from Alabama who went to Australia and~~ ~~you're from Alabama or Australia.~~ ~~And that's just what~~ ~~met a girl from Gunda Gai.~~ ~~happened to the lad in this song.~~
("BOY FROM ALABAMA")

SONG:

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL..UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes..RUSSIA!

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH", FADE FOR BACKING:)

GRACIE:

When the Nazis attacked Russia, there was one thing they had not counted on. ~~There~~ the fighting spirit of the Russian people who will not rest until they have beaten the Nazis into the dust. The letter "V" symbolizes victory to the people of Russia, as it does to all our other United Nations Allies. That's why I'm proud ~~that~~ ^{of} this symbol - this "V." for Victory - is carried on the back of every package of my PELL MELL Cigarettes. The Nazis complain that the Russians don't know when they're beaten -- ~~which is one way of saying they never give up.~~ A Russian soldier named Plaktienko is like that. He was so badly wounded early in the war that he was discharged from the service and pensioned off.

(MORE)

ATX01 0230735

GRACIE:
(CONTD)

. But one day, he hobbled into a munitions factory on his crutches, and said: "I can't stand idle at a time like this. Give me some work to do." So they rigged up a revolving chair for him, and today, he is turning out four times the work of any other man in the plant. It is the little people ~~in~~ the world--the little people like this crippled Russian soldier, who are bringing Victory closer every day.

MUSIC: (BUGLE CALL..MARCHING FEET)

GRACIE: Tonight, as we play a stirring march by King, people of Russia, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER - "THE BIG CAGE.")
(APPLAUSE)

HANCOCK: Smokers..nothing could be clearer than the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. So, smokers, when you buy cigarettes, remember PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "PRAISE THE LORD AND PASS THE AMMUNITION" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: This song will always mean Pearl Harbor to me, as I'm sure it does to most of us. We're fighting a tough war, and it's going to take everything we've got to win it. But just as sure as shooting, the day will come when our lads will be singing "Praise the Lord and Pass the Ammunition" as they march down the streets of Tokyo. And, believe me, I'd like to be there to sing it with them.

SONG: ("PRAISE THE LORD AND PASS THE AMMUNITION" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.(PAUSE)
Smokers, remember..PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody - and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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ATX01 0230737

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen - there's ~~no~~ no question about how
PELL MELL protects your throat. Notice PELL MELL'S
greater length. That's Modern Design! PELL MELL'S
greater length filters the smoke naturally over a
twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length travels the smoke further...gets rid of heat
and bite on the way. Smokers of America, when you
buy cigarettes, remember... PELL MELL'S Modern Design
filters the smoke.. protects your throat.

MUSIC: (FULL WITH INTRO TO "WALTZING MATILDA" FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing the marching song of one of our
fighting Allies, Don. But first, here's a little
story for you... Mrs. Givens met her neighbor,
Mrs. ~~Gossamer~~ ^{Bimus} coming out of a London Fortune Telling
Parlour. ~~Seen~~ ^{hch have you} havin' your fortune told, dearie?"

"No..I paid me good money to get some advice, but

I think I've been took. ⁱⁿ"

6h "You mean the ~~Mahatma~~ ^{Waharajah's} is a fake? What did you ask him?"

"I told him about how I sent me husband out for a loaf

of bread four years ago and he never come back. And

I asked him what I should do?" ^{oh ch!} "And what did he say?"

"He looked into a glass ball and said: 'Don't wait any
longer -- send out for another LOAF!'"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY... FADES FOR BACKING)

GRACIE: Our Allies, the Australians, have a special name for their tanks. ^{now} They call them "Waltzing Matildas", ~~after their famous marching song.~~ ~~and this song was written about them. The lads from "Down Under" have made it their marching song - so tonight!~~ ^{The lads "Down Under"} we send ~~them~~ a musical "Cheerio" ~~tonight~~ as we sing "Waltzing Matilda",

SONG: ("WALTZING MATILDA")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL... UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes... THE UNITED STATES!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH", FADE FOR BACKING)

GRACIE: Reports from China tell us that our fliers are shooting down ten Jap planes for every one of our own, which is lost. That's the kind of going which will mean our final Victory.

(MORE)

GRACIE:
(CONTD)

Its symbol is the letter "V" - the same "V" for Victory which is carried on the back of every package of my PELL MELL cigarettes. The Congressional Medal of Honor is the highest decoration the United States Government can give, so I'm happy to tell you about an American lad who won it at Pearl Harbor. He is John W. Finn, a Naval Aviation Ordinance man - when the Japs attacked, he rushed to a fifty calibre machine gun which was standing in an open section of the flying field. For hour after hour he poured a deadly fire at the enemy. Once, he was blown off his feet by a bomb, but he stuck to his post. Finally, a medical officer ordered him to sick bay. He took first aid treatment there, and rushed back. In spite of terrible pain from his wounds, he insisted on manning his station until the attack was over. The Citation awarding him the Congressional Medal of Honor said: "His extraordinary heroism and conduct are considered to be in keeping with the highest traditions of the Naval Service".

MUSIC: (BUGLE CALL... MARCHING FEET)

GRACIE: Tonight, as we play "America The Beautiful" by Ward, people of the United States, we join you in saying - on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER - AMERICA THE BEAUTIFUL)
(APPLAUSE)

HANCOCK: Smokers, no scientific proof is needed to show the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember, PELL MELL'S greater length filters the smoke... protects your throat.

MUSIC: (FULL WITH INTRO TO "BE A GOOD SOLDIER" FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE *you know* I don't think there's any such thing as a really bad child. Most of them want to do what's right, if we'll only show them how. They've proved it by helping us put over the scrap and rubber drives, and in many other ways. Yes, they've been good soldiers - so tonight, I'd like to give a special little salute to them as the boys and I sing "Be a Good Soldier".

SONG: ("BE A GOOD SOLDIER" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember .. PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke -- protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in Monday night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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ATX01 0230742

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #96
DATE: MON., 5/24/43
BLUE

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, ~~thirty~~
years ago my uncle started a farm. He had hundreds and
hundreds of cattle. That's a lot of cow. And thousands
and thousands of Bulls. That's a lot of Bull. He used
to use a tooth brush on the cows' teeth so they'd give
dental cream - but it didn't work. So he bought a
couple of ducks, and now I'll tell you about that ^{Suggestive} ¹⁹³²

SONG: ("A COUPLE OF DUCKS")
(APPLAUSE)

ATX01 0230743

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen..you can see for yourself how
PELL MELL protects your throat. Notice PELL MELL'S
greater length. That's Modern Design. PELL MELL'S
greater length filters the smoke naturally over a
twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length travels the smoke further...gets rid of
heat and bite on the way. Smokers of America, when
you buy cigarettes, remember...PELL MELL'S Modern
Design filters the smoke....protects your throat.

MUSIC: (FULL WITH INTRO TO "MY BOY". FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I first sang ^{this} ~~that~~ little song called "My Boy"
on the air a few weeks ago and, since then, a lot of
people have written in to ask when I was going to sing
it again. And tonight's the night. But right now,
it's story time, and ^{Tonight we're going back to} ~~we've got another one about our~~
old friends Alf and Bill. Alf was just polishing the
last button on his uniform when Bill came storming into
the barracks...~~just back from a weekend spent at home.~~

~~As his eyes lighted on Bill he yelled:~~

"I'm gettin' an annulment, that's what I'm gettin'!"

And I'm gonna cut her off without a blinkin' ^{SIX PENCE} ~~thruppence~~

"Who?" "Me old woman, that's who!" ^{Oh} "What did she do

this time?" "She didn't do nothing, but I'm quittin'

her on circumstantial evidence." ~~"How do you mean?"~~

~~Sounds like you're talkin' through your bloomin' hat.~~

Well, If she didn't do nothing how've you got evidence?"

(MORE)

ATKO1 0230744

GRACIE:
(CONTD)

"I didn't write her I was comin' home 'cause I wanted to surprise her...so I went in the back way, tiptoed into the kitchen where she was washin' the dishes... sneaked up behind her and kissed her on the back of the neck." ^{oh} And what did she do?" "She never even turned around. She just said -- 'Two quarts o' milk and a pint o' cream!!!"

(LAUGHTER - APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE:

I want to dedicate this little song to all the mothers who have sons serving with the armed forces overseas. These mothers are right in the front lines every minute, fighting beside their boys - because mothers are like that, ~~and I love them~~

SONG:

("MY BOY")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call.

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Belgium!

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING)

GRACIE:

There are twenty-five thousand acres planted in victory gardens in the state of California alone. Conclusive proof that the home front is working for victory too. It is the letter V which symbolizes the coming Victory of the United Nations. and it is this symbol - this

GRACIE:
(CONTD)

We hear a lot these days about revolt and sabotage in the Nazi occupied countries. Our Belgian allies are expert at that sort of thing and have ^{been causing} ~~caused~~ the Germans plenty of trouble. Here's a case in point. The Nazis have been building a great express highway from Berlin to Paris, by way of Belgium. They rounded up hundreds of Belgians, and forced them to work on the highway. But, somehow, the roadway is never completed. As soon as one part of it is finished, an explosion occurs, and the work has to be done all over again. Belgian workers are sent to concentration camps. Belgian workers are shot - but the Nazis can't stop the sabotage. For the brave people of Belgium are making sure that the Nazis will not have the use of this important highway when the Allies invade Europe.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play Haltzman's stirring "Spirit Of Independence" march, people of Belgium, we join you in saying - on to victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER --"SPIRIT OF INDEPENDENCE.")
(APPLAUSE)

HANCOCK: Smokers, there's no secret about the advantage you get from smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.... PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way.

(MORE)

ATX01 0230746

HANCOCK: So, smokers when you buy cigarettes remember PELL MELL'S
(CONTD) greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "IT'S A LONG WAY TO TIPPERARY".)
(FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here is one of the grand old songs of World War One.

I know many of you will remember it, because our lads ^{Sang it}
~~Marched to victory as they sang it twenty-five years ago as they~~
~~ago~~ ^{Aug 11 tonight for our boys who are on the March}
~~So let's all fall in the line of march again and~~ ^{again}
~~sing "It's A Long way to Tipperary".~~

SONG: ("IT'S A LONG WAY TO TIPPERARY" - WITH GRACIE AND
QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember -- PELL MELL'S Modern Design gives
you two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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ATX01 0230747

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV. #97

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

DATE: TUES. 5/25/43
NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, I have
a Victory Garden, and I decided to do some experimenting.
So I crossed a potato with an onion, ~~but I didn't have~~
~~much luck.~~ All I got was a potato with watery eyes.
(WHISTLES) ~~So I planted a bleeding heart - and now I'll~~
~~tell you all about that. It's a sad, sad story, mates.~~

SONG: ("BLEEDING HEART")

(APPLAUSE)

ATX01 0230748

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen, your own eyes will tell you how
PELL MELL protects your throat. Notice PELL MELL'S
greater length. That's Modern Design! PELL MELL'S
greater length filters the smoke naturally over a
twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length travels the smoke further.. gets rid of heat
and bite on the way. Smokers of America, when you buy
cigarettes, remember... PELL MELL'S Modern Design
filters the smoke.. protects your throat!

MUSIC: (FULL WITH INTRO TO "NITEY-NITE LITTLE SAILOR BOY"...
FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing "Nitey-Nite Little Sailor Boy", Don.
But first, ^{I would've if you've heard the} ~~I'd like to tell you a story.~~ ^{about} ~~When~~ Sergeant
Gaskins of His Majesty's ^{who} ~~Forces~~ was suddenly transferred
to Australia...he cabled his fiancée to join him there
and ~~they'd be married~~. She sailed immediately from
England and they were married...and they ^{id have been happy} ~~were blissfully~~
^{I had to see} ~~happy...until he happened to see~~ the following page in
her diary:

MONDAY: Everybody came down to see me off.

TUESDAY: Having a fine trip. Met the steward of the
ship. He's very handsome.

WEDNESDAY: Steward tried to kiss me. I refused.

THURSDAY: Steward tried to kiss me again..but again I
refused.

FRIDAY: Steward is wild with anger. Says that unless
I kiss him he'll blow up the ship and kill all ^{The} ~~prop~~
on board.

SATURDAY: Just saved the lives of 500 people!
(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: In thousands of homes all over the country tonight, mothers have tucked their children into bed and kissed them goodnight. And they've probably said a little prayer together for Daddy who is serving somewhere overseas. And as I sing this song, it is ~~my~~ prayer that these fathers will be sailing home soon again to their loved ones.

SONG: ("NITEY-NITE LITTLE SAILOR BOY")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - China!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING)

GRACIE: When Major General Chennault of the famous Flying Tigers was in Washington, he said: "I'll be in Tokio before I return to the United States." The General has the kind of fighting spirit that is spelling Victory with a capital letter V. And it is this symbol - this V for Victory - which you see on the back of every package of my PELL MELL Cigarettes. Tonight, I'd like to tell you about a Chinese lady. ~~Her name is Mrs. Chao, and she's well over sixty years old. Yet,~~ she organized a group of Guerrillas around Peiping - and when she heard the Japs were going to kill five hundred prisoners - she determined to prevent it. And, in her own words, this is how she did it.

(MORE)

ATX01 0230750

GRACIE:
(CONT'D)

"It was dusk when our men arrived at the prison. We called through the gate and told the sentry we were ^{Officials} the Japanese Ambassador's party, and that we had come to examine the prisoners and sentence them to death.

As the door opened, we rushed in - shouting and firing our guns. The guards were so surprised and frightened that ~~they did not even resist.~~ So we were able to free all the prisoners, and we got some extra guns besides." Mrs. Chao is in her late sixties, but she and her followers are full of fight. You just can't beat people like that.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play ~~one of~~ Sousa's stirring ~~marches~~, "Washington Post, ^{march} people of China, we join you in saying - On To Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, on the evidence presented, you can be your own judge and jury about the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes, remember PELL MELL'S greater length filters the smoke... protects your throat.

MUSIC: (FULL WITH INTRO TO "THE CONVOY MUST GO THROUGH"..
FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: A few weeks ago, a convoy was attacked by a pack of
twenty-five Axis submarines. Well, our boys got ten
of the subs - and the convoy went through. That's a
wonderful record, lads. We can't express our
appreciation in words, so we'll do it with music
as we sing ~~"The Convoy Must Go Through"~~.

SONG: ("THE CONVOY MUST GO THROUGH" - WITH GRACIE AND
QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember -- PELL MELL'S Modern Design
gives you two important benefits. First, PELL MELL'S
greater length travels the smoke further, gets rid of
heat and bite on the way. Second, PELL MELL'S greater
length filters the smoke - protects your throat!

MUSIC: (FULL PANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" -- FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes,
the cigarette of Modern Design again presents the Gracie
Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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ATX01 0230752

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAL C. & C. COMPANY
PALL MALL

BROADCAST: #98

DATE: WED. 5/26/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Selling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH)(FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody everywhere! This is me again with some
songs and a bit of a story for you. Well, my
grandfather had such a long face, the barbers used to
charge him twice for shaving it. He was so homely he
used to rent himself out to frighten people with hiccups (hic)

Anyway
So he grew a beard - a great big, beautiful beard - as a
matter of fact, I dedicated this song to Uncle Woody
and Gracie loved it deeply.

SONG: ("BEARD IN A GUILDED FRAME")
(APPLAUSE)

ATX01 0230753

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen..you don't have to take anyone's
word about how PELL MELL protects your throat. Notice
PELL MELL'S greater length! That's Modern Design!
PELL MELL'S greater length filters the smoke naturally
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
travels the smoke further...gets rid of heat and bite
on the way. Smokers of America, when you buy cigarettes
remember...PELL MELL'S Modern Design filters the smoke
..protects your throat.

MUSIC: (FULL WITH INTRO TO " SECOND LIEUTENANT" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: The boys and I are going to sing an old favorite of ~~ours~~
~~mine, Don~~. But first, I have a little story for you.
~~And it's about our old friends Alf and Bill. This~~
~~particular~~ ^{One} day, when Alf walked into the barracks,
Bill was on the telephone saying:

~~Alf~~ "Darling...sweetheart...~~I saw you on the street today and~~
~~loved you on sight~~. I've got money...a country estate
....everything to make you happy. Will you fly with me?
Oh..you've already got a husband? Is he satisfactory?
He is? You love him? You do? And you're sure you
don't want to make a change? You are! So sorry..
cheerio.

As he hung up, Alf was waiting for him.

"Shame on you, Bill Huggins, telkin' like that to
a married women - and you with a wife of your own!"

GRACIE:
(CONTD)

Bill ~~gained~~ just laughd.

"She didn't know it was me but that was me wife I was talking to! I was just checkin' up to see how I stood!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: You know, the matter of rank is very important in the army. But when it comes to love, a second lieutenant rates just as high as a major. Sometimes, he rates even higher -- like the shavetail in this little song.

SONG: ("SECOND LIEUTENANT")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Brazil!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING:)

GRACIE: Several weeks ago, I received a letter ~~which was dated May 8th, 1943. The unusual thing about the letter was the fact that the date line had been typed to form the letter "V". This is the letter "V" which has become the universal symbol of victory. This is the "V" for Victory which you see on the back of every package of my PELL MELL cigarettes, and I'm proud of it. Tonight, it is our special pleasure to salute our friendly neighbor and ally, the republic of Brazil. This great country has been doing a man-sized job in the United Nations war effort.~~ ~~Peace and Justice.~~

MUSIC: (SUSTAINING TENSION CHORD)

ATX01 0230755

GRACIE: The Brazilian navy is officially credited with sinking seven Axis submarines..

MUSIC: (TENSION CHORD - A STEP HIGHER)

GRACIE: Brazil is the biggest producer of manganese - the strategic material which is so vital to the United Nations war effort.

MUSIC: (TENSION CHORD - A STEP HIGHER)

GRACIE: There are nearly three million cultivated rubber trees in Brazil which help to supply us with all important rubber. Not only that. The Brazilian government has established special nurseries to raise a vast army of rubber trees for the future. So, on land and sea, Brazil uses the weight of her great resources to help insure a final United Nations Victory.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play ^{Alvin's} ~~Olivetti's~~ stirring "Hall of Fame" march, people of Brazil we join you in saying - on to victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you can see at a glance the advantage you get from smoking PELL MELL. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers..when you buy cigarettes, remember PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "ARMY AIR CORPS SONG" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Our flyers drove the Axis air force out of the skies over Tunisia. That's history. And the boys of the United States Army Air Forces will go right on making History till they land in Berlin and Tokio. So, hats off to you, lads, as we sing your own song.

SONG: ("ARMY AIR CORPS SONG" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

ATX01 0230757

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody - and God Bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast
#99

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

THURS. 5/27/43

BLUE

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, my
cousin Bert is in the Army, and his Sergeant is very
tough. He was raised on marble cake, rock candy, and
brick ice cream. The other day I saw Bert running
across the parade ground, and I asked him what he was
doing. He said, "I'm running to stop a fight." Then
I ask him who was fighting, and he said: "Me and
the Sergeant." Well, Bert tried to make friends with
him - and this is how he did it.

SONG: ("DON'T BE ANGRY WITH ME SERGEANT")
(APPLAUSE)

ATX01 0230759

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen... you can be your own judge and jury about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember.... PELL MELL'S Modern Design filters the smoke... protects your throat.

MUSIC: (FULL WITH INTRO TO "DANNY BOY" FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I have another grand old song for you, Don. But, first, I want to tell you about Private Alf who was sitting in the barracks, cheating himself at a game of Solitaire, when Bill rushed in.

"Hear the news, Alf?"

"Wot news?"

"You know that tough sergeant who's been bullyin' everybody in the company?"

hmm! "I ~~can't~~ ^{won't} likely to forget 'im!"

"Well, he tried it on little Bertie Calkins.. and Bertie up and pops him one on the beezel!"

"WOT? Where is Bertie? I'd like to shake his hand,

~~I would."~~

"So would I.. but they ~~ain't gonna open a grave~~ ^{buried Genna Birmingham on from the} ~~and dig him up~~ ^{hospital} just for that!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY... FADES FOR BACKING)

GRACIE: There are some songs that everybody seems to like -
and "Danny Boy" is one of them. So tonight, I'd
like to sing it for all the lads in the service who
have written ^{And as kids we'd} ~~to ask that I~~ ^{Paullyan, lads, and} sing it again. Here you
are, ~~lads~~

SONG: ("DANNY BOY")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes - the Union of
South Africa!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR
BACKING)

GRACIE: The United States has enough material on hand to meet
its goal of some ninety thousand war planes this year.
That means the United Nations are on the march to
Victory - and our symbol is the letter V. It is this
symbol - this V for Victory - that is carried on the back
of every package of my PELL MELL Cigarettes. At the
start of the war, Joseph Wallace, who lived in
Johannesburg, South Africa, enlisted - and soon was
made a Lance Corporal. One day he was leading his men
across the Libyan dessert, when he came to a stretch of
road he felt sure had been mined. So he ordered his
men to a safe place, went forward alone, and dug
through every section of the road with his bayonet until
he found the mine. (MORE)

GRACIE:
.(CONTD)

Then, although he had no idea how mines worked, he removed it, and succeeded in making it harmless! The citation which awarded Joseph Wallace the military medal said: "All the time he was working, there lay nearby, the bodies of other soldiers who had been killed by a mine in the same field." The calm, quiet, courage of men like Lance Corporal Joseph Wallace is typical of the people of the Union of South Africa, and our hats are off to them.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Royal Fusileers" march, people of the Union of South Africa, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, your own eyes are the best proof of the advantage you get in smoking PELL MELL cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. So smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke.. protects your throat.

MUSIC: (FULL WITH INTRO TO "STOUT HEARTED MEN" FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a wonderful song from the operetta, "New Moon".
It's called "Stout Hearted Men", and the boys and I
are going to sing it for another great company of stout
hearted men - the lads of our fighting forces.

SONG: ("STOUT HEARTED MEN" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember -- PELL MELL'S Modern
Design gives you two important benefits. First,
PELL MELL'S greater length travels the smoke further,
gets rid of heat and bite on the way. Second, PELL
MELL'S greater length filters the smoke - protects your
throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
present the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

REV.

#100

DATE: FRI. 5/28/43

BLUE

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR)
(APPLAUSE)

GRACIE: Hello everybody everywhere! This is me again with some
songs and a bit of a story for you. Well, when I left
home to make my fortune in the city, ^{by} ~~my~~ ^{met an awfully} mother said:
nice young man. He never went any where without
~~"Gracie, if you're not a good girl, you won't go to~~
~~his mother but his mother went everywhere with~~
~~heaven. You want to go to heaven, don't you?" And I~~
~~him. It was a mistake.~~
~~said: "Well, mother, I've been to the movies, and to~~
~~the circus. I can't expect to go everywhere!" But I~~
~~wasn't worried, because I knew that heaven always~~
~~protects an honest girl.~~

SONG: ("HEAVEN WILL PROTECT THE WORKING GIRL")
(APPLAUSE)

ATX01 0230764

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...there's no secret about how PELL MELL protects your throat! Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "COMING IN ON A WING AND A PRAYER" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I have a song for you ^{tonight} that's getting very popular. But first, I'd like to tell you my little story. You know, Johnny Dough-Boy found a Rose in Ireland...but it took Tommy Atkins to find a Daisy in Liverpool...and as our little story opens they're discussing their coming marriage. ~~Tommy looks at her lovingly and says:~~

"I wonder how many children we'll be blessed with, Daisy." ^{oh, he} "Easy enough to figure out, Tommy." "How do you mean?" "Well...my grandfather wot fought in the Boer War was with the First Highlanders ...and he had one child. My father, in the World War, was with the Second Coldstream Guards..and he had two children..

TWINS. And now my brother's with the Third Flyin' Squadron and he's just had TRIPLETS." Tommy turned pale "Lumme, Daisy...the weddin's off! I'm with the SEVENTY-SECOND REGIMENT!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Our flyers out on the fighting fronts don't ask odds of anyone. They fly in all kinds of weather, and very often they are badly out numbered. But that doesn't stop them. They just get their orders and go to work. And I don't need to tell you what a grand job they're doing.

SONG: ("COMING IN ON A WING AND A PRAYER")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -Cuba!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH. FADE FOR BACKING:)

GRACIE: The United States is now producing more airplanes than all the other Nations of the world combined. That means we're on the road to Victory - and its symbol is the letter V. That's why I'm proud that my Pell Mell cigarettes carry the V for Victory on the back of every package. It's funny how little things can trip people up. ~~That's what happened to the two men Ramon met in~~

~~Havana.~~ ^{Cuba} Ramon owned a fishing boat, and the two men hired him to take them to a remote island ^{off the coast of} ~~far down the~~ ^{Cuba.} ~~coast.~~ There was an old, abandoned hotel on the island, and the men used it as their headquarters, when they went there on week ends to fish and rest. ^{Cuba} ~~Ramon~~ made many trips to the island with the men.

(MORE)

ATX01 0230766

GRACIE:
(CONTD)

Then, one day, he went to the authorities. They listened to his story, and after an investigation, arrested the ~~men~~ ^{culon} as Axis agents. What made ~~Ramon~~ suspect the men and go to the authorities? Well, it was a little thing. He noticed that they always took along far more food than they could possibly eat. A little thing in itself - but it tripped them up and led to the discovery that they were stocking the old hotel with food and fitting it up as a rest haven for the crews of Axis submarines in Carribean waters.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play ~~one of~~ Bigelow's stirring marches "Our Director", people of Cuba, we join you in saying-on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Good intentions alone have never yet won a war - never yet done any job. It takes more - it takes action - it takes regular, determined action. Many Americans today have the best of intentions about buying war bonds, and yet, when it comes right down to putting out the money - a regular sum, every week - they sometimes forget.
^{and} That's why it's so vital that all of us make it a habit to set aside at least ten percent of our pay every week for the purchase of war bonds and stamps. Not just now and then - but every payday. In the years to come, that money will come back to you with interest - and meantime, it's fighting! So make every dollar you can possibly spare a fighting dollar! Buy more bonds regularly - for a quicker victory!

MUSIC: (FULL WITH INTRO TO "WINGS OVER THE NAVY". FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Here's a song I'd like to dedicate to the lads who are the eyes of the Navy - our Navy flyers. These seahawks are making it very unhealthy for the enemy wherever they meet him. So here's a musical cheerio for you, lads, as we sing. ~~"Wings Over the Navy"~~.

SONG: ("WINGS OVER THE NAVY" - GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember .. PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke -- protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in Monday night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

REV.

CLIENT: AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST: #101

DATE: MON. 5/31/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!..

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with
some songs and a bit of a story for you. Well, I know
an actor. He's so conceited that every time he hears a
clap of thunder, he ^{rushes} ~~runs~~ to the window and takes a bow.
~~Oh, I love the movies, don't you?~~
~~And I have a friend who's a movie star. She had her~~
~~legs insured the other day for a million dollars. But~~
~~that's only pin money to her. I love the movies,~~
~~though. Because I go to them and just cry and cry and~~
~~cry.~~

SONG: ("I'D NEVER CRIED SO MUCH IN ALL MY LIFE")
(APPLAUSE)

ATX01 0230769

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and Gentlemen, anybody can see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "ROSE OF PICARDY" - FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I'm going to take you back about twenty-five years when I sing my next song. But right now, I've got a little story for you. If you've heard it - don't stop me! A German took ten thousand marks in currency to his bank and the banker gave him a ten thousand mark bank-note for it.

"Wait," said the German, "Who guarantees this bank-note?"

"Hitler."

"But Hitler may be killed"

"Then Goebbels guarantees it."

"But what if something happens to Goebbels?"

"Then the Nazi party guarantees it."

"But what if the Allies win the war and the Nazis are all kicked out?"

The banker smiled and said: "Then you'd lose, my friend, ...but that would be worth ten thousand marks of ANYBODY'S money!"

(LAUGHTER--APPLAUSE)

MUSIC: (SWELLS BRIEFLY - FADES FOR BACKING:)

GRACIE:

yesterday was Memorial Day, the day on which we honor
~~Everyone who could sing or whistle a tune was humming~~
~~our hero's song. Today we have chosen a grand old song~~
~~this little song about the time our lads came marching~~
~~of World War One as our humble tribute to the memory~~
~~home in nineteen-eighteen. So let's relive the memory~~
~~of those gallant lads who gave their lives to~~
~~of those victorious days as we sing "Rose of Picardy."~~
present the cause of freedom and the rights of man.

SONG:

("ROSE OF PICARDY")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes - LUXEMBOURG!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH - FADE FOR
BACKING:)

GRACIE: The United Nations count in the ^{North}African campaigns, which
have just been concluded, totals nine hundred and fifty
thousand Axis casualties. That's a long step forward
on the road to Victory--Which is symbolized by the
letter "V". That's why I'm proud that my PELL MELL
Cigarettes carry this symbol--This "V" for Victory
on the back of every package. The tiny Grand Duchy
of Luxembourg is criss-crossed by two of Europe's
busiest railroad lines. Today, they are controlled
by the Germans, and their tracks are clogged with
troop and supply trains. But the Nazis have found
that strange things happen to their trains as they pass
through Luxembourg. Bridges have a habit of giving
way, rails are pryed loose from their tracks, and
switches are mysteriously left open.

(MORE)

ATX01 0230771

GRACIE:
(CONTD)

Underground reports reaching London from Luxembourg say that, at one time, accidents to Nazi military trains happened at the rate of one a day for thirteen days. It is known that more unexplainable railroad accidents happen in Luxembourg than in any other part of occupied Europe. That is ^{only one of the many ways the brave people} ~~how the people of this brave little~~ ^{of this little} country fight on against the enemy.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play one of Souss's stirring marches, "High School Cadets," people of Luxembourg, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -there's no mystery about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "HERE COMES THE NAVY" - FADE
BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: American-built ~~escort~~ Aircraft Carriers are helping to put the Nazi Submarines in their places. You can count on the lads of the United States Navy to come through with flying colors every time. So tonight, with a musical Cheerio, we salute them as we sing - "Here Comes the Navy".

SONG: (HERE COMES THE NAVY - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember..PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God Bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.



RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

#102

BROADCAST: TUES. 6/1/43
DATE: BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with
some songs and a bit of a story for you. *Well, it's gone on a*
reducing diet. As one of those "A" diet. You know A cup of
cousin Bert had a watermelon tattooed on his chest
too, A leaf of lettuce, A soda cracker. It's not helping much.
But since we've had rationing he's got so thin it
~~looks like an olive. I'm reducing too. But I'm not~~
~~doing very well.~~ I guess I must be one of those
poor losers! *You know* Well, we may not be able to get everything
we want these days -- but ~~we'll get used to it.~~

SONG: (WE'LL GET USED TO IT)
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen, you don't have to guess about
how PELL MELL protects your throat. Notice PELL MELL'S
greater length. That's Modern Design! (MORE)

ATX01 0230775

HANCOCK:
(CONT'D)

PELL MELL'S greater length filters the smoke naturally over a twenty per-cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember.....PELL MELL'S Modern Design filters the smoke ...protects your throat....

MUSIC:

(FULL WITH INTRO TO "GRANDEST SONG OF ALL" - FADE

BACK FOR:

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Donald, I'm going to sing a little song we've had a lot of requests for since I first sang it several weeks ago. But right now, ~~it's story time and~~ I want to tell you about -

Young Doctor Pickney who had barely ~~hung out his shingle~~ ^{opened his new office} when a knock came on his office door. Being a smart young man he shouted "Come in,"...then snatched up the telephone and as the stranger entered he was saying;

"Yes...I can operate on you at ten tomorrow, but please be prompt as I have two operations before that and three to follow. My fee will be a hundred pounds. No, ^{no} not a penny less. Very well...I'll expect you...ten sharp."

Replacing the receiver he turned to the stranger and said..."Now sir, what can I do for you?"

The man shook his head.

"Nothing today, ^{Doctor} ~~Doc~~,.....I just came around to connect up your telephone."

(LAUGHTER - APPLAUSE)

MUSIC: (SWEELS BRIEFLY - FADES FOR BACKING:)

GRACIE: Many of our boys who are overseas are away from home for the first time in their lives. So tonight I'm going to sing a song ^{just for them.} ~~about home.~~ It's called "The Grandest Song of All!" And as I sing it I'll be wishing every one of ^{you} ~~our~~ lads good luck and a safe journey back to ^{your} ~~their~~ loved ones.

SONG: ("GRANDEST SONG OF ALL")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL .. UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - CANADA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH - FADE FOR BACKING)

GRACIE: The office of War Information has disclosed that more than ninety-seven per cent of all naval and marine Personnel wounded on all battle fronts from Pearl Harbor to March 31st this year, have recovered for future war service. These lads are continuing the fight for Victory, and their symbol for it is the letter "V"--the "V" for Victory which you see on the back of every package of my PELL MELL Cigarettes. Tonight, ~~as we salute our friendly neighbor, Canada,~~ I am happy to tell you about a young Canadian lad from Ottawa who won the George Cross. His name is Raoul Jenner, and he was wireless operator in a sterling bomber which ran into heavy anti-aircraft fire during a raid over Duesseldorf.

(MORE)

ATX01 0230777

GRACIE:
(CONTD)

The gasoline tank of the bomber was hit, and the port engine was put out of commission, but somehow, the crew got the plane back to England. But they had to make a pancake landing, and the ship caught fire. All the crew got clear except the tail gunner ~~who was trapped in the fuselage~~, and young Jenner went in to get him. As he did so, the explosion blew him right out of the ship. He landed on his feet twenty yards away, dazed and hurt, ~~but feeling no pain.~~ ^{but} He recovered himself quickly and went right back into the burning plane, freed the gunner and dragged him to safety. Raoul Jenner typifies the courage and spirit of the Canadian people, a people who will not stop fighting until the enemy has been beaten, into unconditional surrender.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play ~~one of~~ Sousa's stirring marches, "The Crusader," people of Canada we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - you can see for yourself the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #103

DATE: WED. 6/2/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with some
songs and a bit of a story for you. Well, one night when
I was sitting in the parlor with my boy friend, my little
brother, Dougie, came in and said to him, "I wish you'd
hurry up and propose to Gracie." Then I blushed and
said, "Why, Dougie, how dare you say such a thing?"
"Well, Papa said he'd jump at the chance and I want to see
him jump!"
Believe me, the parlor is no place to make love when the
family is around.

SONG: ("IN THE PARLOR")

(APPLAUSE)

NOTE: Due to technical trouble the first part of the show was not
broadcast. Broadcast time was 10.41 *Sec.*
min

ATX01 0230779

HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke further...
gets rid of heat and bite on the way. So, smokers,
when you buy cigarettes remember PELL MELL'S greater
length filters the smoke...protects your throat.

MUSIC:

(FULL WITH INTRO TO "WINGS OF ENGLAND" - FADE BACK FOR:)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

Here's a song which was written by two Americans to honor the R.A.F. who have been giving the Nazis good big doses of the same kind of medicine Hitler tried to give England. Well, the Nazis asked for it and they're getting it - by Air Mail Special Delivery - right in their own front yard.

SONG:

("WINGS OF ENGLAND" WITH GRACIE AND QUARTETTE)

(APPLAUSE)

HANCOCK:

Gracie will be with you again in just a moment.(PAUSE)
Smokers, remember..PELL MELL'S Modern Design gives you
two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat
and bite on the way. Second, PELL MELL'S greater
length filters the smoke - protects your throat!

MUSIC:

(FULL FANFARE)

HANCOCK:

Here we go for Victory!

SOUND:

TONE SIGNAL ..._ ..._ ..._

GRACIE:

On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG:

("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE:

Goodnight, everybody...and God Bless you!

(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANFR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MAIL

BROADCAST: #103

DATE: WED. 6/2/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.M.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with some
songs and a bit of a story for you. Well, one night when
I was sitting in the parlor with my boy friend, my little
brother, Dougie, came in and said to him, "I wish you'd
hurry up and propose to Gracie." Then I blushed and
said, "Why, Dougie, how dare you say such a thing?"
"Well, Papa said he'd jump at the chance and I want to see
him jump!"
Believe me, the parlor is no place to make love when the
family is around.

SONG: ("IN THE PARLOR")

(APPLAUSE)

NOTE: Due to technical trouble the first part of the show was not
broadcast. Broadcast time was 10.41 *Sec.*
min

ATX01 0230782

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen there's nothing mysterious about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember..PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "HOME SWEET HOME AGAIN" - FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing an old favorite of mine for you, Don. But first, I'd like to tell you about -- our old friend, Private Bill..this time he was on a furlough, and felt the need of "liquid refreshment" but he was fresh out of money. Suddenly he spied his old buddy Alf coming out of a "pub" smacking his lips. "Got the price of a drink, Alf?" "No I ain't, Bill, but you don't need money in here. The bartender loves funny stories. Just order a drink.. *show started here* ~~tell him a story..and he laughs~~ so hard he forgets whether you paid him or not. I just tried it, ~~and it worked great~~. So Bill went in, ordered a drink and said, "Do you like funny stories?" "I'm crazy about 'em," ~~said the~~ *and* bartender..so Bill told him the funniest one he knew.

(MORE)

ATK01 0230783

GRACIE:
(CONT'D)

tested to laugh
The bartender ~~laughed~~ ^{laughed} ~~'till he almost choked~~ but he suddenly stopped short.

follow
"No more funny stories! A ~~bloke~~ ^{fellow} just left here who told me one..and I laughed so hard I can't remember whether he paid me or not!

oh
"Never mind him," said Bill, *you* "GIMME MY CHANGE!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY--FADES FOR BACKING:)

GRACIE: The name of this little song is "Home Sweet Home Again," and I'm going to sing it for all the boys and girls who are away in training camps and overseas. The way things are going on the fighting fronts, I can't help but feel they'll all be coming home again soon. If ~~god~~ wishes can make that come true, I know they will!

SONG: ("HOME SWEET HOME AGAIN")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER:)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - NICARAGUA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH--FADE FOR BACKING)

GRACIE: On May 20th, the fighter bomber planes of the United States Twelfth Air Force destroyed one hundred and thirteen Axis planes. They lost only one of their own. That's the kind of score that spells Victory with a capital letter "V." It is this letter "V" - this "V" for Victory - which you see on the back of every package of my PELL MELL Cigarettes, and I'm proud of it. Tonight it is our privilege to salute Nicaragua. Her contribution to the United Nations war effort have been many and varied. For instance:

MUSIC: (TENSION CHORD)

GRACIE: Nicaragua was one of the first Latin American countries to declare war on the Axis - on December 8th, 1941.

MUSIC: (TENSION CHORD - A STEP HIGHER)

GRACIE: Hundreds of citizens of Nicaragua have come to the United States to enlist in her armed forces. These Nicaraguans are now serving in every branch of our fighting forces.

MUSIC: (TENSION CHORD - A STEP HIGHER)

GRACIE: Nicaragua is cooperating in every way to finish her leg of the great Pan-American highway so this roadway may be used as an avenue of war supply, and I'm happy to say that the Nicaraguan section will be completely finished in the next few months--far ahead of schedule.

MUSIC: (HUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "King Cotton" march, people of Nicaragua, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers..it's as plain as day the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MCRE)

ATX01 0230785

HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke further..
gets rid of heat and bite on the way. So, smokers, when
you buy cigarettes remember PELL MELL'S greater length
filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "HOLD YOUR HATS ON" - FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Here's a little song that was written in England, but it
might just as well have been written here - because it
expresses that "get-together and go to it" feeling all of
us have these days. That's the spirit that's going to
win for us, so hold on to your hat - here we go!

SONG: ("HOLD YOUR HATS ON" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you
two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody - and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes,
the cigarette of Modern Design again presents the
Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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ATX01 0230787

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

#104

DATE: THURS. 6/3/43**PROGRAM:**

GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with
some songs and a bit of a story for you. Well, my
cousin Bert had an accident the other day. He took
his girl to a restaurant for dinner, and a mosquito
flew into ^{her} ~~the~~ soup. So she called the waiter, and said:

"Waiter, remove this insect." And he threw Bert down
^{oh, I don't know about you but}
two flights of stairs. - ~~that~~, butter is awfully hard to
get these days, and someone's always pinching mine.

I do wish they'd leave it alone.

SONG: ("PLEASE LEAVE MY BUTTER ALONE")

(APPLAUSE)

ATX01 0230788

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen - it's easy to see how PELL MELL
protects your throat. Notice PELL MELL'S greater length.
That's Modern Design! PELL MELL'S greater length filters
the smoke naturally over a twenty per cent longer route
of PELL MELL'S traditionally fine tobaccos. PELL MELL'S
greater length travels the smoke further...gets rid of
heat and bite on the way. Smokers of America, when you
buy cigarettes, remember...PELL MELL'S Modern Design
filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "CHANGING OF THE GUARDS" -
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: *will*
It's time for my little story now, Don, and then I've got
little a song for you. *Putting my tongue into it and it?*
~~a song for you that I've sung only once before on this~~
~~program~~. - It seems that old Ronald MacTavish was a great
believer in learning from the School of Experience. So
when his twenty-one year old son, Donald, decided to
take the little money he had saved and visit London, old
MacTavish merely said: "All right, son, but remember,
you're on your OWN!" So young Donald went to London..
put up at an expensive hotel and proceeded to "paint the
town red." In a short time *of course* his money was gone..the
hotel was pushing him for his bill and he was pretty
desperate. He was ashamed to ask his father outright for
~~financial~~ *money* help...so he sent the following telegram--
collect: "Dear Father--Am broke..owe hotel bill and have
no friends. What shall I do? Donald."
~~and~~ his father wired back: (also collect) - "Dear Son--
Make some friends QUICK!"
(LAUGHTER - APPLAUSE)

ATX01 0230789

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE: You know, the King's Guard at Buckingham Palace is a special group of men that has a great tradition behind it. All the men in the Guard are more than six feet tall, and they make a very impressive sight as they march across the parade ground. And now, I'll try to give you *an impression and* a picture of what the changing of the Guard is like.

SONG: ("CHANGING OF THE GUARD")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER:)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - GREECE!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH - FADE FOR BACKING)

GRACIE: More than half the Fascist divisions in Greece are being held there by bands of Guerilla Patriots. The people of Greece are still fighting for Victory, and their symbol for it is the letter "V". It is this symbol - this "V" for Victory - which is carried on the back of every package of my PELL MELL Cigarettes. The Nazis have taken almost everything material from Greece, but they haven't been able to crush the spirit of her people or rob them of their sense of humor. When the R.A.F. made their recent destructive raids on Turin, Italy, posters appeared on the streets of Athens which read: "Wonderful Opportunity. Lots for sale, in Turin, Italy. Bargain prices. Easy terms."

(MORE)

ATX01 0230790

GRACIE:
(CONTD.)

And when the Russians made gains in the Caucasus, more posters appeared which said: "Large supply of Caucasus oil for immediate delivery at low prices. Apply to German High Military Command." Yes, in spite of their terrible suffering, the Greeks still have their spirit and their sense of humor. You can't beat a people like that, and the Axis is beginning to realize it.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play one of Sousa's stirring marches, "Hands Across the Sea," people of Greece, we join you in saying - On To Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you don't have to guess about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember, PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "I LOVE A PARADE" - FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE FIELDS
THURS. 6/3/43

Rev.
#104

GRACIE: This little song is called "I Love A Parade". Well, I think every one of us from eight ^{year old} to eighty loves a parade. And we'll be seeing a lot of them when our boys finish up their jobs overseas and come back home to us. So let's get into the spirit of the march, as we sing --

SONG: ("I LOVE A PARADE" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke -- protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: (TONE SIGNAL)

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

ATX01 0230792

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #105

DATE: FRI. 6/4/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere, This is me again with some songs and a bit of a story for you. Well, when *I have a friend who courted a girl for years.*
~~my grandfather wanted to get married, he went to his~~
~~It was one of those golden romances. The~~
~~girl friend's mother to ask her permission, and she~~
~~was a very old and he was an old tomat.~~
~~said: "My daughter has a dog that growls, a parrot that~~
~~Oh, well, he loved her anyway. And this is~~
~~swears, a fireplace that smokes, and a cat that stays~~
~~what happened:~~
~~out all night. Why should she get married?" Well,~~
~~Grandpa wouldn't take no for an answer. He kept right~~
~~on trying, he did.~~

SOUND: ("HE WOODED HER AND WOODED HER")

(APPLAUSE)

ATX01 0230793

HANCOCK: Gracie Will be back with more songs in just a moment. Ladies and gentlemen..you don't need any complicated proof of how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty-per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember.... PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "I HEAR A DREAM" - FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, if you believe in dreams, listen carefully ^{in dream} because I'm going to sing a song about ~~one~~ But first ^{Well} I want to tell you my little story. ~~Well~~, Herbert Horkins was a ~~bookkeeper~~ for a London firm of ~~barristers ...and the only exercise he'd ever had~~ was ~~pushing a pen and opening and closing the ledgers.~~ But when he joined the army he was assigned to a mobile squad where, for one solid week he was bounced around in Jeeps..~~these little army cars that hop along like fleas.~~ He was bruised from head to foot and felt as though every bone in his body had been broken. On Sunday, his Sergeant took him into a factory where the Jeeps were made..so he'd understand the mechanical workings. As they passed a man on the assembly line the Sergeant said:

GRACIE:
(CONT'D)

"~~Do~~ You know what would happen if that man was taken sick and missed a day at work? Three thousand Jeeps would go out of this factory without springs." "Blimey," said Herbert, "he's been sick a ^{long time} ~~long~~, AIN'T he!?"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY - FADES FOR BACKING:)

GRACIE: I think all of us like to dream and build castles in the air at times. And many of us make our dreams come true. I'm sure all of us are dreaming now of the time when the war will be over and we'll have a better world to live in. and you can bet that's one dream our lads overseas are going to make come true.

SONG: ("I HEAR A DREAM")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL..UNDER:)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes COSTA RICA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH - FADE FOR BACKING:)

GRACIE: A United States bomber recently crossed the Atlantic Ocean in six hours, carrying a fifty-six thousand pound load. That's the kind of achievement that will insure a United Nations Victory ^{a victory} - which is symbolized by the letter "V" - It's this symbol - this "V" for victory that you see on the back of every package of my PELL MEIL cigarettes. Tonight, I'm happy to be able to tell you a little something about what Costa Rica is doing to help the United Nations War Effort.

MUSIC: (TENSION CHORD)

GRACIE: Eighteen hours after Pearl Harbor, Costa Rica was at war with Japan, Italy and Germany.

MUSIC: (TENSION CHORD A STEP HIGHER)

GRACIE: Costa Rica was the first Central American Country to enter a State of War against all three Axis partners.

MUSIC: (TENSION CHORD A STEP HIGHER)

GRACIE: Costa Rica was the first Central American Country to be under direct attack. Several months ago, ^a~~the~~ United States Freighter was unloading a cargo in the Harbor of Porto Limon, when a Nazi submarine rose to the surface and fired three torpedos from a distance of fifty feet. The freighter sank at the dock, and one hundred Costa Rican lives were lost. This act caused so much resentment, that citizens of Costa Rica destroyed more than eighty Axis-owned buildings before the Police got control of the situation. And in Costa Rica today, every known Axis sympathizer is under lock and key for the duration.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "El Capitan" March people of Costa Rica we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, it's very simple to understand the advantage you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "SING AS WE GO"...FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Have you ever noticed how much better we feel ^{when} ~~if~~ we all get together once in a while and give out with a song? Millions of us are serving in the Armed Forces or working in other ways to help the war these days. And a song ~~will~~ helps us on the way. So let's hop to it, and "Sing as We Go",

SONG: ("SING AS WE GO" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE)

Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: (ALL FOR ONE - FULL CHORUS WITH AUDIENCE)

GRACIE: Good Night, everybody -- and God Bless You!

(APPIAUSE)

HANCOCK Listen in, ^{again} Monday night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

DATE:

#106

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.M.T.)

NETWORK:

MON. 6/7/43
BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME.....FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, ^{I love my} ~~the other day,~~
^{my friend very much but I'm afraid the} ~~my boy friend said to me:~~ "It's funny, but when I stand
on my head, the blood rushes to my head, but when I
stand on my feet, the blood doesn't rush to my feet."

"Well," I said, "Your feet aren't empty."

^{He wandered away a week ago} ~~The poor lad doesn't think very fast. He's always~~
~~forgetting things. I don't even know where he is now.~~
^{and I haven't seen him since.} ~~Maybe his mind wandered and he just went along with it.~~
^{Anyway he's not here,}

SONG: ("HE FORGOT TO COME BACK")

(APPLAUSE)

ATX01 0230799

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...there's no guesswork about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "THREE JAP PLANES" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, we have an old favorite of ours coming up - right after I tell you my little story. ^{It seems} ~~Well~~, one day an old Scotchman who ~~had never bought a thing that wasn't~~ ^{a hand mirror} ~~absolutely necessary~~....picked up a ~~hand~~ mirror that some tourist had lost...the first one he'd ever seen. Looking into the mirror he said:- "Well, if it isn't ^{me} old Faither! An' I never knew he had his picture taken!" He took the mirror home and sneaked up to the attic to hide it...but his suspicious old wife was peeking through ^{the} ~~her~~ ~~door~~ opened door. When he fell asleep that night she slipped up to the attic and after a bit of a search, found the mirror. Looking into it she said:- ^{oh} "So THAT'S the old hag he's been chasin'!!!" (LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE: Here's a little song I sang in the picture "Stage Door Canteen". ~~The song~~ ^{It's} called ~~"Three Jap Planes"~~ ^{"The Machine Gun Song"}, and all the service lads ~~in the picture~~ ^{and I had a lot} joined in the chorus ~~and~~ made the "Ack-Ack" noises with me - ~~so I hope you~~ ^{of fun singing it and I think we will tonight} ~~do that, too.~~ ^{If you'll all join in the chorus when I}

SONG: ("THREE JAP PLANES") ask you to:

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - AUSTRALIA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH"...FADE FOR BACKING:)

GRACIE: On May 21st American fliers shot down seventy-four Axis planes during a raid on Dusseldorf. That's a new high mark for our lads, and it spells Victory with a capital letter "V". It is this symbolic letter "V" - this "V" for Victory - which you see on the back of every package of my Pell Mell cigarettes. I'm proud of it, as I'm proud tonight, to tell you about Captain ~~Harold~~ Edwards who was the first Australian in this war to win the Victoria cross. Captain Edwards led a daring low-level attack on the port of Bremen on July 4th, 1941. As his squadron neared the German coast, they met enemy ships - and Captain Edwards knew the Nazi defenses would be ~~prepared~~ ^{waiting}. So he brought his formation eighty miles overland - flying hardly fifty feet above the ground - passing under high tension cables, and breaking through a heavy balloon barrage. When they reached Bremen, they were met by a withering hail of anti-aircraft fire.

(MORE.)

ATX01 0230801

GRACIE:
(CONTD)

All of the planes were hit and four of them were lost.
Yet, Captain Edwards led his men in a successful attack
and managed to withdraw his remaining planes without
further loss. ~~Victims of the war are Captain Edwards~~

~~and our hats are off to him and his gallant men.~~
*Captain Edwards and all of his fighting
comrades who don't know the meaning of the word quit!*

MUSIC:

(BUGLE CALL...MARCHING FEET)

GRACIE:

Tonight, as we play Sousa's stirring "Gladiator" march,
people of Australia, we join you in saying - on to
Victory!

MUSIC:

(DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK:

Smokers - you don't have to believe...you can actually
see the advantage you get when you smoke PELL MELL
Famous Cigarettes. It's Modern Design that makes the
big difference. Modern Design means PELL MELL is longer.
Modern Design means your throat is protected. PELL
MELL'S greater length filters the smoke naturally over a
twenty per cent longer route of PELL MELL'S traditionally
fine tobaccos. PELL MELL'S greater length travels the
smoke further...gets rid of heat and bite on the way.
So, smokers, when you buy cigarettes, remember PELL
MELL'S greater length filters the smoke...protects your
throat.

MUSIC:

(FULL WITH INTRO TO "BLESS 'EM ALL" FADE BACK FOR:)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

Once more, we turn toward Australia, the land of our
fighting allies from down under. And tonight, we send
them a bundle of good wishes all wrapped up in a musical
cheerio as we sing - "~~Bless 'em all~~".

SONG: ("BLESS 'EM ALL" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember ... PELL MELL'S Modern Design gives
you two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke -- protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Martin

CLIENT:

AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST:

DATE:

#107

PROGRAM:

GRACIE FIELDS
(7:15 TO 7:30 P.M.T.)

NETWORK:

TUES. 5/8/43
BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with some songs and a bit of a story for you. Well, my Cousin Bert went to the grocer's to get a dozen eggs, and the clerk said: "Wot kind do you want? We have first grade eggs, second grade eggs and third grade eggs. Bert said: "Don't bother to tell me the rest. Just let me have some that have graduated!"
Now he's
Well, ~~Bert~~ *and he has all the eggs he wants* in the Army ~~and~~ - in the Quartermaster's Stores. ~~This is what they sell.~~

SONG: ("QUARTERMASTER'S STORES")
(APPLAUSE)

ATX01 0230804

HANCOCK: Gracie will be back with more songs in just a moment.
 Ladies and gentlemen - it's perfectly clear how PELL MELL
 protects your throat. Notice PELL MELL'S greater length.
 That's Modern Design! PELL MELL'S greater length filters
 the smoke naturally over a twenty per cent longer route
 of PELL MELL'S traditionally fine tobaccos. PELL MELL'S
 greater length travels the smoke further...gets rid of
heat and bite on the way. Smokers of America, when you
 buy cigarettes, remember...PELL MELL'S Modern Design
filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "WHEN YOU WISH UPON A STAR"..FADE
 BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I'm going to sing an old song for you - a
 very lovely old song. But now, I want to tell you about
^a~~the~~ British Captain's new "orderly" who was driving him
 about London one day when they passed a fruit stand
 displaying some ^{lovely} delicious looking plums.
 "Stop here, my man," said the Captain, "take this pound
 note and get me a bag full of those plums. But before
 you buy them, pinch a couple to make sure they're ripe."
 The orderly ~~vanished~~..disappeared behind the car ~~and~~
 headed for the fruit stand. ^{and} In five minutes he was back
 with the plums..~~which on closer scrutiny~~ ^{which} looked a bit
 green. The Captain frowned. "Did you pinch a couple
 as I told you to?" ~~The orderly grinned.~~ "Lumme, sir,
 I even exceeded ~~me~~ orders ~~and here is your pound note.~~
 I pinched ~~the whole~~ ^{the whole} BAG FULL!!"
 (LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR PACKING:)

ATK01 0230805

GRACIE: I wonder how many of us look up at the stars at night and think "Those same stars are looking down on our lads on the fighting fronts," And as we look, the stars wink back at us - and we make a wish that everyone of our boys will come back to us safe and well when their job is done.

SONG: ("WHEN YOU WISH UPON A STAR")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - EL SALVADOR!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" - FADE FOR BACKING:)

GRACIE: World War One ended at exactly eleven A.M. on November eleventh, nineteen-eighteen. At that hour the hands on the clock formed a perfect letter "V". Today, the letter "V" symbolizes the coming United Nations Victory, and it is this symbol - this "V" for Victory - which you see on the back of every package of my PELL MELL Cigarettes. Tonight, I'd like to tell you about a ninety-year-old Grandmother and her grandson, Carlos. When his parents died, Carlos went to live with his Grandmother in San Salvador. She was a lady of wealth, and she saw that he had an opportunity to travel extensively and to complete his education at a college here in the United States. The experience had filled Carlos with a love of freedom and justice, so when war came, he joined the United States Army Air Force and proudly wears his uniform tonight.

(MORE)

ATX01 0230806

GRACIE: And Carlos' grandmother has followed him to war. For she has set aside just enough money to live on, and has sent the rest here to be invested in War Bonds. Two people of El Salvador - a little old lady and her grandson who have gone all out for the United Nations Victory.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Semper Fidelis" march, people of El Salvador, we join you in saying - On To Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - seeing is believing. And you can see the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers - when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "JIMMY JONES" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Here's a little song about a lad ^{we} all ~~know~~ know. He's Jimmy Jones - the skinny, awkward kid we went to school with. But that was before the war. Today, with dozens of other boys we used to know, he's somewhere in Africa or Iceland or the South Pacific. And Jimmy's doing all right for himself, ~~to himself~~, and for his country - and for us.

SONG: ("JIMMY JONES" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chin up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" -- FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #108

DATE: WED. 6/9/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with
some songs and a bit of a story for you! Well, my
~~husband~~ ^{brother}, just got married and his wife said to
him: "That young couple who live across the street ~~from us~~
are certainly in love with each other. Every morning
I see Mr. Jones kissing Mrs. Jones goodbye. Why don't
you do that? ~~They do~~"

^{oh yes} ~~My brother~~ ^{you know} I haven't even been introduced to her!"
Well, love is a wonderful thing. Even ^{animate} ~~animate~~ ^{living} ~~living~~
^{like a couple of lumberjacks} ~~like a couple of lumberjacks~~ ^{they do} ~~they do~~

SONG: ("WILL YOU LOVE ME WHEN I'M MUTTON")

(APPLAUSE)

ATX01 0230809

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen..you have only to look at a PELL MELL Cigarette to understand how it protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember..PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "THERE'S A COWBOY RIDING IN THE SKY"
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, ^{Gracie}~~Don~~, I've spent the day reading the letters we've received, and it seems a lot of our friends would like to hear "There's a Cowbody Riding In The Sky." ^{again}~~So~~ ~~that's it.~~ But first, ^{our story -} ~~here's a little story for you -~~ ~~It seems there was a side show~~ ~~It seems a little traveling circus had pitched its~~ ~~tent in the outskirts of London, just before the war.~~ ~~The show opened first.~~..and the barker stepped out to start the matinee.
"Hurry, hurry, folks..right inside..the largest stork in captivity. ~~A real Dutch stork captured in Holland.~~ ~~He stopped short as~~ A little whisp of a man, followed by ^{Ten}~~nineteen~~ children, stepped up.
"I say..could I get a party rate to see the stork?
We've often talked about storks but we've never seen one."

(MORE)

ATX01 0230810

GRACIE:
(CONT'D)

The barker looked at the ~~man~~ little man in amazement.

"Don't tell me all them kids is yours!"

"Oh yes..all ^{them} ~~children~~ of them..the missus is home with
the triplets. ^{But} ~~But~~ about that ^{perky} ~~perky~~ rate to see the
Stork."

~~The barker started for the entrance to the tent.~~

"You won't need to go in and see the Stork, mister.

I'm bringin' the Stork out to see YOU!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY..FADES FOR BACKING:)

GRACIE: Our Armed Forces are made up of lads from every walk
of life. Before the war they were lawyers, mechanics,
salesmen, ^{and} cowboys - everything you can think of.
But now, they're all soldiers - fine soldiers -
welded into the greatest fighting machine the world
has ever known. ~~And we salute every one of them now~~
~~as we sing this song.~~

SONG: ("THERE'S A COWBOY RIDING IN THE SKY")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes - the
NETHERLANDS!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH - FADE FOR
BACKING:)

GRACIE: In neutral Switzerland the value of the German mark and the Italian lira is going down, while the value of the British pound and the American dollar is going up. That's a sign that we're on the road to a United Nations Victory which is symbolized by the letter "V". That's why I'm proud that the "V" for Victory is carried on the back of every package of my PELL MELL Cigarettes. The Dutch fight the Germans with planes, ships and guns - and with a grim sense of humor. The Nazis recently shot down one of their own planes by accident. They quickly brought a painter to make it appear like an R. A. F. plane. The next day, Dutch villagers gathered around it and laughed so hard that Nazi officials came to find out why. On the plane, some Dutch patriot had placed a sign which read: "Wet Paint." Then, there's the story of the little old lady who was arrested back in 1940 for listening to a British radio broadcast. "Well," she said, "I only did it because I understood Hitler would be in England by now and I wanted to hear him." Fighting spirit and a sense of humor is a combination the Nazis will never be able to beat.

MUSIC: (BUGLE CALL, MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march "The Gallant Seventh" - people of the Netherlands, we join you in saying - On To Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you don't have to accept anyone's "say so" about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke.. protects your throat.

MUSIC: (FULL WITH INTRO TO "WISH ME LUCK" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: I think we all believe in luck. At least, most of us keep our fingers crossed when we want something very much. And the one thing we all want these days is to have our boys back with us again. *So all of you wish them to.* ~~So tonight, as we sing this song, we send all the good luck in the world to you, lads.~~ *to you, lads.*

SONG: ("WISH ME LUCK" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember -- PELL MELL'S Modern Design gives
you two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody - and God Bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

W. H. Lee

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #109

DATE: THURS. 6/10/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America From Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME ...FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with
some songs and a bit of a story for you. Well, I have a
~~neighbor who was an architect but he gave it up to go on~~
~~the stage. But it didn't work out very well. He's~~
~~still drawing around here.~~ ^{well} (WHISTLES) When I went into
the movies they said I'd have to have my face lifted -
and the Doctor told me it would cost a thousand dollars.
So I said: "That's robbery. Isn't there something ^{else} less
expensive I could try?" Then he looked at me and said:
"Well, you might try wearing a veil!"

SONG: ("I HAVEN'T BEEN THE SAME GIRL SINCE")
(APPLAUSE)

ATK01 0230815

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...you don't need any scientific gadgets to prove to you how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember... PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "HANDSOME YOUNG SOLDIER" - FADE BACK FOR:)

HANCOCK: What are you going to sing now Gracie?

GRACIE: I'm going to sing one of my special favorites for you, Don. But right now, it's time for ^{our} ~~my little~~ story. Well, the dear little old lady who was visiting the Army Stables, looked at Corporal Stebbins in horror. "You say you even sleep with that mule?" "Every night, ma'am." "You--you sleep in the same stall with him?" "Practically curled up in his arms, ma'am, -- if you can call 'em arms ---with me head on his chest. ^{you know} He won't sleep ^{any} ~~no~~ other way!" "But my dear fellow...don't you know that's unhealthy?" "Don't listen to rumors, ma'am -- that mule ain't been sick a day in his life!!"

(LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE: You know, War or no War, there's one thing that doesn't change much. A girl meets a lad and she falls in love with him just as she always has done. It doesn't make much difference to her whether he's doing War work or he's with our fighting forces. But if he happens to be a handsome ~~young~~ soldier - Well - that's extra special.

SONG: ("HANDSOME YOUNG SOLDIER")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - MEXICO!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH - FADE FOR BACKING:)

GRACIE: The big three-bladed propellers of our fighting planes form three perfect letter "V's" - driving straight toward a United Nations Victory. It is this symbol - this "V" for Victory - which you see on the back of every package of my PELL MELL cigarettes. Our neighbor Mexico, is doing a grand job of helping to win the War, by Winning the battle of transportation.

MUSIC: (ATTACK SHARPLY WITH TENSION CHORD)

GRACIE: Mexican Railroads carry forty per cent more cargo than ever before. And eighty percent of this consists of wartime necessities - bound for the United States.

MUSIC: (TENSION CHORD A STEP HIGHER)

GRACIE: Every pound of vital quicksilver now being mined in Mexico is being sent to American war factories.

MUSIC: (TENSION CHORD A STEP HIGHER)

GRACIE: Mexican engineers recently completed a railroad bridge across ~~the~~ treacherous ~~San Juan~~ River at the border of Guatemala. Before the bridge was built, goods had to be ferried across the river, or sent by freighter up the coast - and this took days of extra time. But now, the same cargo of War Goods can start as far south as El Salvador and roll straight to the United States border by rail. Yes, Mexico is winning the battle of transportation - and transportation and Victory go hand in hand.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "National Fencibles" March," people of Mexico we join you in saying -
On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, your own eyes are the best proof of the advantage you get in smoking PELL MELL Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "LET THE BANDS PLAY" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: These are the days of marches and bands. The kind of music that gives us a lift and helps us to get along with our jobs. And, believe me we've all got a big job to do. So let's keep on our toes as we sing - "Let the Bands Play".

SONG: ("LET THE BANDS PLAY" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember -- PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again present the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Master

REV.

#110

CLIENT: AMERICAN C. & C. COMPANY
FALL MALL

BROADCAST:

DATE: FRI. 6/11/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME,....FADE ON CUE FOR)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, after my Cousin Bert got married, I said to him: "Do you know that your wife is telling everybody that you can't keep her in clothes?"

And Bert said: "That isn't the half of it, Gracie, I bought her a home and I can't keep her in that either," *oh, how*

I don't believe him because they're
Oh well, they're in love so everything will turn out ~~mostly~~ *mostly* ~~all right~~ *all right*. You know that stuff that they ~~all night~~ *contraction*.

SONG: ("YOU CAN'T RATION LOVE")

(APPLAUSE)

ATX01 0230820

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...it's as simple as A-B-C...how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke....protects your throat.

MUSIC: (FULL WITH INTRO TO "I'VE ALWAYS WANTED TO CALL YOU MY SWEETHEART"FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I'm going to sing a little song I sang on the air for the first time about a month ago. But first, I want to know if you've heard about - Mrs. ^{Macintosh}~~Bivens~~ who ran into her old friend, Mrs. Hawkins on a London side street.

"We got your ^{invitation}~~invite~~ to your Silver Anniversary, dearie...and me and me old man is both comin' ^{along}... ~~we wouldn't miss it!~~"

~~"And I wouldn't miss havin' you there, dearie...the both of you."~~

"But you've moved since I called on you last. How do we get to your flat?"

(MORE)

ATX01 0230821

GRACIE:
(CONTD.)

sh
"Easy enough, dearie. Second house down on Dover Street. When you get there you can pull down the latch string with your teeth...push open the door with your foot...push the downstairs' buzzer with your right elbow and the buzzer outside my door with your left elbow."

"But why do we use our teeth, *and* our feet and our elbows?"

"Well, lumme! You ain't comin' empty HANDED are you???"

(LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE: You know, there's nothing that gives a soldier a lift like getting a letter from his best girl. So I hope all you girls who have sweethearts in training camps *and* ~~or~~ overseas will write to your lads early and often. ~~It's~~ it's a little thing to do, *and* ~~but~~ it means so very much.

SONG: ("I'VE ALWAYS WANTED TO CALL YOU MY SWEETHEART")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - THE PHILLIPINES!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" - FADE FOR BACKING:)

GRACIE:

The letter "V" is an arrow pointed straight at the heart of the Axis. It is this symbolic letter "V" - the "V" for Victory - which you see on the back of every package of my PELL MELL Cigarettes, and I'm proud of it. I can't tell you the name of the hero of tonight's story - so we'll just call him the captain. That's what his students called him when he was teaching school in the suburbs of Manila and running a summer ^{camp} ~~school~~ for boys ~~far back~~ in the mountains. When the Japs landed, the captain called his older boys together and said: "If the worst comes to the worst, try to get through the enemy lines and meet me at ^{our} ~~the~~ summer camp. We'll hide away in some distant mountain valley and we'll fight the Japs from there as long as they stay in the Phillipines." The captain and most of his boys did get away. And nothing has been heard ^{of} ~~from~~ them since. But this much we do know. It is estimated that there are one hundred different groups of fighting men in the Phillipines, still holding out against the Japs. And it's a safe bet that the captain and his boys are ^{about} ~~one~~ of these groups.... back there in the mountains carrying on the good fight for freedom.

MUSIC:

(BUGLE CALL...MARCHING FEET)

GRACIE:

Tonight, as we play one of Sousa's stirring marches, "Manhattan Beach", People of the Phillipines we join you in saying - On To Victory!

MUSIC:

(DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

ATK01 0230823

GRACIE FIELDS
FRI. 6/11/43

REV. #110

HANCOCK:

-5-
Zodiac and Gentlemen:

You can help yourself, your neighbors and your country by keeping up to date on ceiling prices for food. These prices are published in the newspapers and are also required to be posted in food stores. Don't be confused /by the fact that the legal prices are not the same in all stores. There are four different sizes of stores listed--four different sets of prices. Make yourself familiar with the prices that apply where you shop -- and then stick to those prices. Don't pay more! Anyone who wants you to pay more than the legal price is running a black market. Report him to your Ration Board. You'll be helping to fight inflation -- helping to fight for Victory!

MUSIC:

(FULL WITH INTRO TO "THE COAST GUARD FOREVER" -
FADE BACK FOR:)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

It's always a privilege to pay tribute to a branch of our fine armed forces. And tonight, we send a musical salute to the lads of the United States Coast Guard, as we sing their own song.

SONG:

("THE COAST GUARD FOREVER" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK:

Gracie will be with you again in just a moment.

(PAUSE)

Smokers, remember..PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite and the way. Second , PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC:

(FULL FANFARE)

ATX01 0230824

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody - and God Bless you!
(APPLAUSE)

HANCOCK: Listen ^{again} in Monday night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from
Hollywood.
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RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

DATE: #111

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.M.T.)

NETWORK: MON. 5/14/43
BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with
some songs and a bit of a story for you. Well, I have a
~~young man~~ ^{young man} who told me he puts all his money under his pillow
every night. I guess he wants me to know he has money
enough to retire on. (WHISTLES) ^{oh,} Well, I'm in an awful
fix, girls. I don't know what to do. Maybe if I tell
you ^{all} about it, you ^{could} ~~can~~ give me some advice.

SONG: ("OLD MAN'S DARLING")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen, you don't have to believe...you can
actually see how PELL MELL protects your throat. Notice
PELL MELL'S greater length. That's Modern Design!
PELL MELL'S greater length filters the smoke naturally
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos.

(MORE)

ATX01 0230826

HANCOCK: PELL MELL'S greater length travels the smoke further...
(CONTD.) gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "WHEN THE GUARDSMAN STARTED CROONING ON PARADE"..FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, by special request I'm going to sing that little song about the Guardsman. But first I've got a little story for you...^{which is} Private Jamie Ludkins ^{is the story} should ^{married} have been a very happy man...for tomorrow was his wedding

~~day~~ ~~that~~ Corporal Fawcett found him sitting on the edge of his bunk..with a very worried look on his face.

"Anything wrong, Jamie?"

^{well} "It's about my weddin' tomorrow...I wonder if I'm makin' a mistake!"

"Why?"

^{you know} "Well...I'm a ~~was~~ ^{little} bit jealous, so when I saw the preacher this mornin' I told him that when he married us I didn't ^{want} ~~wish~~ him to kiss the bride."

^{is he} "And you're worried for fear you ^{no} insulted him?"

^{no} "No..but as soon as I told him he wasn't to kiss her he knocked eight shillin's off the price!!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE: You know, one day I was watching the changing of the Guards at Buckingham Palace, and all of a sudden, one of the Guardsmen started to croon a popular tune. ~~Then the others~~ Then the others joined in with a chorus of mixed voices and they never did get straightened out. It all sounded something like this...

SONG: ("WHEN THE GUARDSMAN STARTED CROONING ON PARADE")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - GUATEMALA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH"...FADE FOR
BACKING:)

GRACIE: The Stars and Stripes have been flying ^{from flag poles in house tops} all over the United States today, for this is Flag Day. And to all people, everywhere, the American Flag symbolizes Liberty and Independence - just as the letter "V" symbolizes the coming United Nations Victory. That's why I'm proud that my PELL MELL Cigarettes carry this symbol - this "V" for Victory - on the back of every package. It is the little people of the world who are winning the war for the United Nations. People like Pedro who worked on a quinine plantation in Guatemala, ~~for from the quinine~~
~~plants.~~ It was his job to guard the vast piles of cinchona bark from which precious quinine is extracted. We might never have heard of Pedro if the piles of bark hadn't caught fire one night. He was alone at the time, but he rushed in to battle the flames. ~~His clothes~~
~~caught on fire, and he was terribly burned,~~ ^{and} but by the time help arrived, he had the fire under control. When the war is over, flags will fly from every housetop in Guatemala, but Pedro will not see them - for he gave his eyes to save a great stock of fighting medicine for the United Nations.

MUSIC: (BUGLE CALL...MARCHING FEET)

ATX01 0230828

GRACIE: Tonight, as we play Meechman's stirring "American Patrol" march, people of Guatemala, we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - it's there for you to see - the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "THE SMITHS AND THE JONES"..FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Men and women all over the United States are doing their bit these days ~~to help put our boys over the top.~~
Whether they're working on farms or in factories, in shipyards or in steel mills, we're going to be all right ^{in time} ~~as~~ people like the Smiths and the Jones and the Kellys and the Cohens are on the job.

SONG: ("THE SMITHS AND THE JONES" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you
two important benefits: First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes
the cigarette of Modern Design again presents the Gracie
Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RADIO DIVISION

DATE: TUES. 6/15/43
NETWORK: BLUE

BTX01 0230031

HANCOCK:
(CONTD)

That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC:

(FULL WITH INTO TO "A BOY CAME HOME ON LEAVE" FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Donald, I'm going to sing one of my special favorites - but not until after I've told you about -- Bertie, who returned to the barracks after spending the evening in London. When he got in... ~~his girl friend~~ ^{his girl friend} was waiting up for him.

"Have a good time, Bert?"

"Horrible!" ^{Horrible} Me feet feel like a couple of red hot crumpets!"

^{oh --} "Wot happened?"

^{well,} "The moment I got to London I rang up me girl. "This is Bertie," says I. "Hooray," says she, 'come right up. My folks is all out so we can play the phonograph and dance." But by ~~the~~ ^{her} time I got there, her folks ~~had~~ ^{had} come home again.....so we HAD to play the phonograph and dance!

(LAUGHTER-APPLAUSE)

MUSIC:

(SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE:

*There is nothing that makes a girl any
I'd like to dedicate this little song to the mothers
happier these days than to have her
when her sons have gone overseas. Many of these lads came
day friend come home or leave. Well
home to leave before they left. These visits must seem
but it's a song for you and your sweetheart,
and I hope you boys will be
girls, and I hope you boys will be
coming home to stay soon.
that as I sing this song, it is my hope that their sons
will come safely home again on a leave that will last a
lifetime.*

SONG:

(A BOY CAME HOME ON LEAVE)
(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields Salutes - GREAT BRITAIN!

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH"...PAUSE FOR
BACKING:)

GRACIE:

Allied shipping losses during May were the lowest for
any month since 1940. That means that we're winning
the battle of shipping and we're well ~~along~~ on the road
to victory. The letter "V" symbolizes our coming
victory, and it is this symbol - this "V" for Victory
that you see on the back of every package of my PELL
MELL cigarettes. Tonight I'm going to tell you about
Miss Victoria Drummond who was second engineer on a British
freighter. Not long ago her ship was attacked by a
German Bomber four hundred miles from land. The first
engineer was wounded, and Victoria took over in the
engine room.

(MORE):

GRACIE:
(CONTD)

A near miss opened a pipe seam - and scalding steam poured into the room. Victoria ordered every one out, and when the men had gone, she got busy. Although her face and hands were scalded, she repaired the pipe, Then, as sounds outside told her the enemy was attacking, *again* she turned down the steam pressure. And after the bombs had fallen, she increased it again to supply the engines with power. The ship came through - and Lloyds of London awarded Victoria their medal for bravery at sea.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play a stirring March by McCoy, people of Great Britain, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers - you don't have to guess...you know the advantages you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "ANCHORS AWAY" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Tonight, it is our privilege to salute the lads of the United States Navy. So gangway, everybody! Come aboard. We're off on a cruise through the musical seas as we sing the Navy's own song.

SONG: ("ANCHORS AWAY" WITH GRACIE AND QUARTET)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember. PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL PANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._..._...

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Martin

CLIENT: AMERICAN C. & C. COMPANY
FALL MALL

BROADCAST: #113

DATE: WED. 6/16/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with some
songs and a bit of a story for you. Well, my brother
Cecil ~~joined~~ ^{left} the Army and one day the Sergeant ~~said~~ ^{shouted}:

"Now, men, remember this new bullet can go through two
feet of solid wood. So keep your heads down." Poor
Cecil, I hope that won't be too hard on him.

SONG: ("DON'T MUCK ABOUT WITH OUR CECIL")

(APPLAUSE)

ATX01 0230836

HANCOCK: Gracie will be back with more songs in just a moment.
 Ladice and gentlemen - you don't need any long
 explanation about how PELL MELL protects your throat.
 Notice PELL MELL'S greater length. That's Modern Design!
 PELL MELL'S greater length filters the smoke naturally
 over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
 travels the smoke further...gets rid of heat and bite on
 the way. Smokers of America, when you buy cigarettes
 remember...PELL MELL'S Modern Design filters the smoke...
 protects your throat.

MUSIC: (FULL WITH INTRO TO "THE TULIPS ARE TALKING TONIGHT"
 FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, a lot of people have written in asking me to
 sing "The Tulips Are Talking Tonight." So I'm going to
 answer their requests right after I tell you my little
 story -- ~~Sometimes I love to tell a story that doesn't~~
~~have much sense to it. When you hear this one you'll~~
~~know what I meant.~~ Our old friends Alf and Bill had just
 finished evening ^{dinner} ~~chow~~ and Alf was getting out the
 checker board. "It's the strangest thing," said Bill,
 "but every night this week I've dreamed I've gone to a
 show. ~~It's always the same theatre and it's the same~~
~~show every night.~~ I almost know the bloomin' thing by *ff*
 heart. Well.....goonight, Alf,--I'm goin' to bed."
~~Alf stopped setting up the checkers.~~ ^{will} You must be balmy!
 It's only seven o'clock. ~~What are you goin' to bed so~~
~~early for?~~ And how about the checker game?"

(MORE)

ATX01 0230837

GRACIE:
 CONTD. "Sorry, Alf, but last night just before I woke up they
 announced that tonight Selly Rand would do her Bubble
 Dance...and I want to be there early to get a front seat!
 (LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADE FOR BACKING)

GRACIE: I'd like to dedicate this little song to the people of
 Holland. Their Navy is doing a grand job against Axis
 submarines and shipping. Their fliers are giving a fine
 account of themselves in the air. And even in occupied
 Holland itself, the people have never lost heart. -- For
 they know that Victory is on the way at last.

SONG: ("THE TULIPS ARE TALKING TONIGHT")
 (APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring
 march, Gracie Fields salutes - THE DOMINICAN REPUBLIC!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" FADE FOR
 BACKING:)

GRACIE: When the Nazis started their aggression, they ~~did not~~ ^{didn't}
 count on the spirit of liberty which the Central and
 Latin American countries possess. Today, this spirit is
 symbolized by the letter "V" - The "V" for Victory which
 you see on the back of every package of my PELL MELL
 cigarettes. The people of the Dominican Republic offer
 a fine example of how the spirit of liberty can be
~~translated~~ ^{carried} into action.

MUSIC: (ATTACK SHARPLY WITH TENSION CHORD)

GRACIE: The Dominican Republic was the first country in the Caribbean to declare war on the Axis.

MUSIC: (TENSION CHORD...A STEP HIGHER)

GRACIE: Members of the Dominican Army Air Service have been sent to United States Army schools for training - and are now flying daily anti-submarine patrols over the waters of the Caribbean.

MUSIC: (TENSION CHORD...A STEP HIGHER)

GRACIE: The Dominican Coast Guard patrols the Mona Passage, which was once the most dangerous spot for United ^{Nations} ~~States~~ ships in the whole Atlantic area. But today, thanks to the help which the Dominican Coast Guard has given to the United States Navy, it is the safest.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Liberty Bell" march people of the Dominican Republic, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

TANCOCK: Smokers...nothing could be clearer than the advantage you get when you smoke PELL MELL famous cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty percent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes, remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO 'STRIKE UP THE BAND" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: There's something about a band that makes your blood tingle and starts your feet tapping. So, come on, everybody, put on your walking shoes and join the Victory march as we sing "Strike up the Band".

SONG: ("STRIKE UP THE BAND" WITH GRACIE AND QUARTET)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember..PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God Bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Martin

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #114

DATE: THURS. 6/17/43

BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, the other day my cousin Bert showed me a ^{new} pair of stockings he'd bought for his wife. But I noticed there was a run in each stocking. ^{He said:} ~~So Bert said:~~ "I know it, Gracie. I put them there because I wanted to get a run for my money." Well somebody gave me a present once. It was an aspidastra, ^{As a matter of fact I've had one or two of them, you} ~~and now I'm going to tell you all about it.~~

SONG: ("THE BIGGEST ASPIDASTRA IN THE WORLD")

(APPLAUSE)

know one of these little mites, don't.

ATX01 0230841

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen - there is no question about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember ... PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "TILL WE MEET AGAIN" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, I'm going to turn back the clock a few years when I sing my next song, Don. But let's not forget it's time for my little story now, and tonight it's about -- The old cockney fish peddler who was very tired and his basket was ^{sitting heavy and empty} ~~empty~~ -- ~~but~~ he hadn't sold a fish all day ~~and~~ ~~by tomorrow they'd be spoiled~~. The only house in the little English village he hadn't tried was way up on top of a hill...but he gritted his teeth and ^{slowly} ~~he~~ climbed to the top. As he knocked on the door, ~~an~~ ~~upstairs window opened and~~ a woman stuck her head out and said: "We don't want any fish today, thank you." "But it's an awful climb up this hill ^{hill} ~~---~~" "Nobody asked you to climb it...and we won't want any fish all week!" ^{poor slowly} ~~Seeing it was no use to argue~~ the old man climbed down the hill again.

(MORE)

ATX01 0230842

GRACIE:
(CONTD)

Just as he got to the bottom he happened to look back and the woman in the window was beckoning to him. Up the hill he toiled again...~~but this time with a lighter~~

~~heart~~. When he got to the top the woman said:

"To save you climbin' the hill NEXT week, old feller... we won't want any fish then, ^{either} ~~neither~~!"

(LAUGHTER-APPLAUSE)

MUSIC:

(SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE:

This little song is an old song, but I think it will always live. Not just because the music is lovely, but because it expresses the thought so many of us want to put into words when we say goodbye to friends and sweethearts who are leaving for the fighting fronts.

SONG:

("TILL WE MEET AGAIN")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - POLAND!

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" FADE FOR BACKING:)

GRACIE:

An American Flying Fortress recently shot down eleven Nazi planes during a single raid over Germany. That's the kind of going that will insure a final United Nations Victory. Our symbol for it is the letter "V" - the "V" for Victory which you see on the back of every package of my Pell Mell Cigarettes. Poland has suffered terribly at the hands of the Nazis, yet ~~she has never~~ ~~stopped~~ her people still fight on.

(MORP)

ATX01 0230843

GRACIE:
(CONTD)

The Germans cannot stop them, so they take their anger out on the innocent civilian population. In one village, they hanged two patriots on a trumped up charge, and placed a notice on the gallows, which read: "Burial Forbidden Under Pain of Death." ~~An armed guard kept watch at the gallows.~~ But one morning, when the villagers appeared on the square, they found that the bodies of the patriots had vanished - and in their place hung five Nazi soldiers. ~~And beneath them was a sign which read: "A Dog's Death For Dogs."~~ I know that isn't a pretty picture, but it will give you some idea why the Germans will never conquer Poland.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Diplomat" march, people of Poland, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, no scientific proof is needed to show the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember, PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "THE HALLS OF MONTEZUMA" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Tonight, we salute our soldiers of the sea - the United States Marines. You'll always find the Marines where the fighting is thickest and the going is toughest. ~~And when the battle is over, you can be sure these boys will have the situation well in hand.~~ Good luck, to you, lads, and lots of it.

SONG: ("THE HALLS OF MONTEZUMA" WITH GRACIE AND QUARTET)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember..PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God Bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again present: the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING *M. J. Ryan*

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: *2nd* REV: #115

DATE: FRI. 6/18/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory !

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME....FADE ON CUT FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again, with
some songs and a bit of a story for you. Well, my
niece in England is the idol of the family. She's been
idle for twenty years, *she says she's tired but finally she*
had to have a job and ~~But she finally got a job, and~~
when I went to the factory to see her, she ran up to
me and said: "Oh, Gracie, you should see what we do
~~here. I make something round shaped, and my friend~~
~~makes something square shaped and nobody tells us~~
~~what it is except that it's a secret.~~

SONG: ("THINGAMABOB")

(APPLAUSE)

ATK01 0230846

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...you can see for yourself how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke....protects your throat.

MUSIC: (FULL WITH INTRO TO "THE TREK SONG" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I have another favorite of mine for you ^{tonight}
"The Trek Song". But before I sing it, I'm going to

tell you my little story --

The night before Bertie went away to fight
~~In the morning, Bertie would be marching away to~~
~~for his country~~
~~fight for his Country.~~

But ~~tonight~~ he was sitting on a sofa with the one and only girl. The lights were low and he knew just what he was going to say... ^{because} ~~for~~ he'd spent two shillings for a book called "How To Propose!"

Suddenly he took her in his arms.

"Daisy....you're the sunshine of me life.

Marry me and I can brave snow, sleet or
desert heat...for the rain clouds will disappear
and all life will be fair and warmer!"

Daisy said:
"Is this a proposal?" ~~said Daisy...~~

or a WEATHER REPORT??!!!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY....FADES FOR BACKING:)

GRACIE: This little song is the marching song of our fighting Allies - the South Africans. So I'm going to sing it especially for them. I'll sing the first part in Africaans, which is the native language of South Africa. Then I'll sing the rest of it in English so we'll all understand the words. *I hope...*

SONG: ("THE TREK SONG")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL....UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - HAITI!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" - FADE FOR BACKING:)

GRACIE: United States Army engineers built roads in Tunisia at the rate of four miles an hour. They were springboards to a United Nations Victory - A Victory which is symbolized by the letter "V". It is this symbol - this "V" for Victory which you see on the back of every package of my PELL MELL Cigarettes - and I'm proud of it as I'm proud to tell you about Dominic who operates a little printing shop in Haiti. Dominic is old - ~~and wise in his years.~~ He has worked long and hard, and has always been honest and fair in all his dealings. As a result, he prospered - and when war came to the Western hemisphere - it found him with enough money to retire on. But he didn't retire.

(MORE)

ATX01 0230848

GRACIE:
(CONTD.)

For the war brought a torrent of Axis propaganda -- and avalanche of lying statements directed against the things Dominic had always believed in. So he decided to put out some propaganda of his own, explaining the ideals for which the United Nations are fighting. No one backed his campaign. He did it alone, and it took all his savings. But he has the satisfaction of knowing that his crusade has been successful. *It's the little people like Dominic who are quietly winning this war for the United Nations.* ~~And he is happy, for he is old and wise in his years.~~

MUSIC: (BUGLE CALL....MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "New Colonial" march, People of Haiti we join you in saying -- On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, there's no secret about the advantage you get from smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. So, smokers when you buy cigarettes remember PELL MELL'S greater length filters the smoke....protects your throat.

MUSIC: (FULL WITH INTRO TO "THE CAISSONS GO ROLLING ALONG")
FADE BACK FOR:)

HANCOCK: *Here she is again, your own Annie Fields..*

ATK01 0230849

GRACIE FIELDS
FRI. 6/18/43

2ND REV. #115

-5-

GRACIE: Whenever you hear the big guns roaring, you're likely to find that the lads of the United States Field Artillery are manning them. For it's their job to pave the way for tank and infantry attack. And they certainly proved they ^{knew} ~~know~~ their stuff when they helped to blast the Axis out of Tunisia. Nice going, lads. Good luck to every one of you, and keep 'em rolling!

SONG: ("THE CAISSONS GO ROLLING ALONG" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember.. PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._..._

GRACIE: On to Victory! Chins up! Keep smiling! And lets all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody... and God bless you!
(APPLAUSE)

HANCOCK: Listen in ^{again} Monday night when PELL MELL Famous Cigarettes the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

ATK01 0230850

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Martin
2ND REV.

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #116

DATE: MON. 6/21/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MEIL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME....FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, the
other day I stalled my car at a traffic light. It was
awful. The lights went from green to yellow, and back
from yellow to red, and then to green again. But I
couldn't move the car. Finally, a cop came over and
said: "What's the matter? Haven't we got any colors
you like?"

We aren't
~~Well, none of us are~~ driving so much these days. And
if you miss those pleasure trips -- here's a little
tip for you.

SONG: ("YOU ONLY WANT IT 'CAUSE YOU HAVEN'T GOT IT.")

(APPLAUSE)

ATX01 0230851

HANCOCK: Gracie will be back with more songs in just a minute. Ladies and gentlemen, your own eyes will tell you how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember...PELL MELL'S Modern Design filters the smoke...protects your throat!

MUSIC: (FULL WITH INTRO TO "JOHNNY ZERO." FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing a little song about one of our American fighting men, Don. But first, I have a little story for you. *There was a loud knock on the door* ~~You know, they say all's fair in love and war --~~ *opened it* ~~this story deals with both. When Mrs. Digby answered the door, it was Mrs. Peacock, her next door neighbor.~~

"Anything wrong, Mrs. Digby? I've been hearing terrible sobbing and crying coming from your house all morning." *and said, oh -* Mrs. Digby shook her head sadly, "It's me grown daughter Annie. All her life she's been saving her kisses for the man she'd someday marry. Not even a soldier or a sailor *has* ~~did~~ she kissed - she's never even kissed another girl or a baby. All her life she's been saving her kisses."

but "Then what's she crying about?"

oh - "Last night she went out with a commando..and in ten minutes she lost the savings of a lifetime."

(LAUGHTER -- APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING:)

GRACIE FIELDS
MON. 6/21/43

-3-

REV. #116

GRACIE: I'm going to sing this little song for all the American lads who are giving the Jap Air Force lessons in arithmetic. Every day they're proving that thirty-eight means more than a Zero.....especially when it's a P-38.

SONG: ("JOHNNY ZERO")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- ETHIOPIA!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING.)

GRACIE: In the early days of the war, the Axis armies were powerful enough to crush everything but the spirit of the people whose lands they invaded. And that spirit, more alive than ever today, will result in a final United Nations Victory. The Universal Symbol for it is the letter V -- the V for Victory which you see on the back of every package of my PELL MELL Cigarettes. The spirit of a freedom loving people is illustrated in this story of Ethiopia. The Fascists invaded this defenseless country in 1936. Four years later Fascist Italy entered the war against the United Nations. The British Empire expecting this move, had concentrated large units of air power just south of the Ethiopian border. So it was that, within twenty-four hours after war was declared, a group of heavy British bombers headed for a large concentration of Italian supplies and trucks which had been camouflaged and hidden near Moyale. (MORE)

ATK01 0230853

GRACIE:
(CONTD.)

As they flew over Ethiopian villages, they were guided toward their target by natives who had pitched their tents in the form of rough arrows pointing toward the objective. The raid was highly successful, but only because the natives of Ethiopia were willing to risk their lives to help their British Allies.

MUSIC: (BUGLE CALL.....MARCHING FEET)

GRACIE: Tonight, as we play Goldman's stirring "Sagamore March", People of Ethiopia, we join you in saying --
On To Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, on the evidence presented, you can be your own judge and jury about the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further ...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO: "WE'RE ALL IN THE SAME BOAT NOW")
(FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a little song that expresses the feeling of unity that's putting the United Nations over the top. When a group of nations will pull on the oars together the way we've been doing, our Victory boat is going places fast.

SONG: ("WE'RE ALL IN THE SAME BOAT NOW" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody....and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Master

CLIENT:

AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST:

REV.
#117

DATE:

TUES. 5/22/43

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK:

BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my uncle ~~has~~ ^{is} ~~become~~ a very successful man. Everything he touches turns to gold. Everything I touch, they make me put back. Oh, well, ^{our} ~~my whole~~ family's ⁱⁿ ~~got~~ a job now--^{I let you} ~~so I'm not~~ ^{are too--} ~~going to worry.~~

SONG: ("WE'RE ALL DOING WAR WORK NOW.")

(APPLAUSE)

HANCOCK: Gracie will be back again with more songs in just a moment. Ladies and gentlemen..you don't have to take anyone's word about how PELL MELL protects your throat. Notice PELL MELL'S greater length! That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

ATX01 0230856

HANCOCK:
(CONTD.)

PELL MELL'S greater length travels the smoke further..
gets rid of heat and bite on the way. Smokers of America,
when you buy cigarettes, remember...PELL MELL'S Modern
Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "WOODPECKER'S SONG"...FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I just reached into our musical grab bag and
came up with the "Woodpecker's Song" ^{which I like very much}. But right now,
I want to tell you about Mrs. Scroggins who met Mrs.
~~Paul~~ ^{Paul} while they were both shopping at a London market.
"How ya makin' out with all the food rationin', dear?"
^{oh} "Not too bad..it could be worse."
"What did you have for ~~your~~ ^{dinner} yesterday?"
"We had chicken -- all of us except my husband."
^{oh-} "Wot did your husband have? Didn't he have ^{any} chicken,
too?"

"No..you see the installment collector came so he
hadda DUCK!"

(LAUGHTER...APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: Have you ever watched a woodpecker drill into a tree?

They work so fast that they sound like a machine gun, and
you wonder why they don't get a headache. And speaking
of headaches, ^{Our machine guns are giving Hitler} I wonder what kind the sound of our
^{one right now. One he'll never forget.}
~~machine guns is giving the Axis? I hope it's one they~~
~~never get over.~~

SONG: ("WOODPECKER SONG")

(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes--CZECHOSLOVAKIA.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING)

GRACIE: It was in Czechoslovakia after the Nazis took ~~that country~~ over, that patriots first began to scrawl the letter V on walls and sidewalks as the token of their faith in the coming United Nations Victory. Today, the letter V has become a universal symbol of Victory. That's why I'm proud that my PELL MELL Cigarettes carry the V for Victory on the back of every package. Now I'd like to tell you a true story about children which an eye witness recently brought out of Czechoslovakia. A marionette show was being given by the Nazis in one of the theatres in Prague. A ^{little} fairy tale ~~character~~ ^{tell} named ~~little~~ Casper appeared on the stage and asked the children to make a wish and it would be granted. The youngsters all began to shout at once: "I want a bike!" "I want a doll!" "I want a pen knife!" Then a boy named Jan came down to the footlights. "What do you want?" asked little Casper. "I want that we have freedom again!" The theatre was in an uproar. Those wishes about bikes and dolls and knives were all forgotten. All hands went up, all voices called: "Freedom! Republic!" The curtain went down and the Gestapo agent took Jan away. But behind him you could still hear the voices calling: "FREEDOM! Republic!" ^{"Freedom!"} ^{"Republic!"} We of the United Nations owe it to those children to make their wish come true. And we will!

GRACIE FIELDS
TUES. 6/22/43

-4-

REV. #117

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play ^{Victory} Herbert's stirring "Twenty-second Regiment March", people of Czechoslovakia we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you can see at a glance the advantage you get from smoking PELL MELL. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers..when you buy cigarettes, remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "THE YANKS ARE COMING AGAIN"...
FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: When the German people learned that the Yanks were coming in World War One, their morale weakened and they began to lose heart. And you can bet that's what ~~happened~~ happened to them this time -- because they know that ~~"The Yanks Are Coming Again"~~.

SONG: ("THE YANKS ARE COMING AGAIN" - WITH GRACIE AND
QUARTETTE)
(APPLAUSE)

ATX01 0230859

HANCOCK: Gracie will be with you again in just a moment.

(PAUSE) Smokers, remember...PELL MELL'S Modern Design gives you two important benefits, First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God bless you!

(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.

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RADIO DIVISION

M. S. Ryan

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #118

DATE: WED. 6/23/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)

GRACIE: Hello everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, there are two
days, ^{that} a child always looks forward to -- ^{one is} Christmas, ^{and the other is} and the other is
his birthday-- I know a little Scotch lad who had a
birthday recently -- ^{he wasn't very happy as} ~~and~~ I'm going to tell you what he
^{said} ~~thought~~ about it.

SONG: ("WHAT'S THE GOOD OF A BIRTHDAY.")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen..you can be your own judge and jury
about how PELL MELL protects your throat. Notice PELL
MELL'S greater length. That's Modern Design! PELL MELL'S
greater length filters the smoke naturally over a twenty
per cent longer route of PELL MELL'S traditionally fine
tobaccos.

(MORE)

ATX01 0230861

HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke further..
gets rid of heat and bite on the way. Smokers of
America, when you buy cigarettes, remember..PELL MELL'S
Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO: "WHEN EAGLES FLY"..FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

I'm going to sing a special favorite of mine for you,
Don. But right now ^{we} ~~I~~ ^{our} have ~~a~~ little story for you.
Under the influence of a big Scotch moon and a "wee
dook 'n doris"..Jock MacGregor ^{had proposed} had proposed to the
widow MacIntosh. ^{if in getting my tongue in a knot,} And now the wedding ceremony was about
to commence. Worried by the panicky look on the
bridegroom's face, the best man tiptoed up the aisle
and whispered:

"What's the matter, Jock? Hae ye lost the ring?"

The unhappy Jock mopped his brow and blurted out:

"No, Sandy. the ring ~~is~~ safe enough..but ~~Man~~, I've
lost ma enthusiasm!"

(LAUGHTER..APPLAUSE)

MUSIC:

(SWELLS BRIEFLY..FADES FOR BACKING)

GRACIE:

The United States and Great Britain are making a fine ^{winning}
team in this war -- ~~a winning team~~. They pull together
like clock work, and this little song expresses their
spirit of comradeship. For it was written by two
Englishmen to honor the American lads who formed the
Eagle Squadron of the R.A.F.

SONG:

("WHEN EAGLES FLY")

(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL..UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- HONDURAS.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH..FADE FOR BACKING)

GRACIE: When War came to the Western Hemisphere, all the Central American countries lined up against the Axis to help win a United Nations Victory. Their symbol for it is the letter V and it is this symbol -- this V for Victory-- which you see on the back of every package of my PELL MELL Cigarettes. On the Carribean side of Honduras -- and especially on the islands which dot the coastline -- lives a proud, sturdy clan of people. ~~There are two things that set them apart from all other people of the world. First,~~ they are proud of their country, proud that Honduras is a fighting member of the United Nations. Secondly, they are ^{also} proud that no better sea-faring people exist on the face of the earth. ~~And~~ It is their ability as men of the sea which has brought honor to them and to Honduras. For they have rallied to the need for trained Merchant Seamen to man the supply ships of the United Nations. They've gone to sea almost to a man. And today due to the dangers of submarine warfare, they have lost more men proportionately in the line of duty than any other group of people on earth. That has been their great contribution to the cause of freedom.

MUSIC: (BUGLE CALL..MARCHING FEET)

GRACIE: Tonight, as we play King's stirring "Fame and Fortune March", people of Honduras we join you in saying -- on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, your own eyes are the best proof of the advantage you get in smoking PELL MELL Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. So smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO: "PRAISE THE LORD AND PASS THE AMMUNITION" - FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: You just can't get away from this grand song. It was born at Pearl Harbor -- and it's been rolling along ever since And tonight I'd like to dedicate "Praise The Lord and Pass The Ammunition" to those fine men who risk their lives every day to bring comfort and spiritual help to our lads on the fighting fronts.

SONG: ("PRAISE THE LORD AND PASS THE AMMUNITION" WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember..PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody..and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RADIO DIVISION

M. J. Ryan

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #119
DATE: THURS. 6/24/43
NETWORK: BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.M.T.)

HANCOCK: Here we go for Victory!

SOUND: TONE Signal ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME..FADE ON CUE FOR:)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my Auntie Mable is a bargain hunter. She finally married ^a ~~the~~ humor skeleton in the circus. ~~humor~~ She's crazy about anything that's reduced. (WHISTLES) ^{oh} Well, I'm crazy about my boyfriend, ~~Walter~~, but I'm not having much luck with him.

SONG: ("WALTER, WALTER")
(APPLAUSE)

HANCOCK: *Music will be back with new songs in just a moment*
Ladies and gentlemen..there's no secret about how PELL MELL protects your throat! Notice PELL MELL'S greater length. That's Modern Design. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America when you buy cigarettes, remember....PELL MELL'S Modern Design filters the smoke...protects your throat.

ATX01 0230866

MUSIC: (FULL WITH INTRO TO "I'VE GOT SIX PENCE" FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I've got a brand new little song for you.

But first, I want to tell you my ~~story~~ story.

~~Herbert~~ ^{Herbert} Bivens, who went to Australia with the first

~~British~~ ^{English} contingent, was a born soldier. And he'd have

been perfectly happy if it hadn't been for one thing. On

every overseas mail, his tent-mate, Harry, would receive

a letter addressed in a feminine hand. He'd tear it

open..take out a blank sheet of paper...stare at it sadly

for a while and then put it under his pillow.

After several weeks of this..~~Herbert~~ ^{Herbert} couldn't stand it

any longer. So the next time it happened he said:

"Who's your letter from, Harry?" "My sweetheart. She

writes me every week..never misses." "She writes you an

envelope every week but what's the idea of just puttin'

a blank sheet of paper in it..with nothin' on it??"

"Well you see we had a quarrel before I left and ~~she~~ ^{she}

ain't speakin' to ~~me~~ ^{her}; and she ain't speakin' to me!"

(LAUGHTER...APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: Here's a little song that was written in England and has

become very popular with our lads over there. Tonight,

will be the first time I've sung it on the air in this

country-- and I hope the boys in the service over here

will get a kick out of it, too.

SONG: ("I'VE GOT SIX PENCE")

(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- NEW ZEALAND.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING)

GRACIE: One out of every two men between the ages of sixteen and sixty in New Zealand are in the Armed Forces. Her people have gone all out for a United Nations Victory -- which is symbolized by the letter V. It is this symbol - this V for Victory - which you see on the back of every package of my PELL MELL Cigarettes, and I'm proud of it -- as I'm proud to give you these stories about New Zealand's contribution to the War effort. New Zealanders flew war planes from Henderson Field on Guadalcanal fighting side by side with American Air Men in the campaign against the Japs. Wing Commander Isherwood, a New Zealander, ^{and} was recently awarded the order of Lenin by the Soviet Union for his exploits on the Russian front. New Zealanders spear-headed the British Eighth Army which knocked the Nazis out of Libya. A thousand stories could be told of the valor of New Zealanders in North Africa. Simple stories, like the Saga of Private John Moore of the New Zealand scouts. His party was ambushed in the desert and all but ^{John} Moore were killed. But he got back to his base with valuable information, even though he had to walk two hundred and ten miles across the desert without food and without shoes to do it. You just can't beat people like that.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Murchison's stirring "Kilties March", people of New Zealand we join you in saying -- on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you can see instantly the advantages you get by smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers....when you buy cigarettes, remember PELL MELL'S greater length filters the smoke....protects your throat.

MUSIC: (FULL WITH INTRO TO: "IT'S A LONG WAY TO TIPPERARY"....
FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Music always brings back memories, and I'm sure that *all the* ~~every~~ lads who fought in World War One will remember this grand old tune. For it lightened many a weary mile for them when they were marching to Victory twenty-five years ago.

SONG: ("IT'S A LONG WAY TO TIPPERARY" - WITH GRACIE AND
QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives
you two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...__ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody - and God Bless You!

(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again presents
the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RADIO DIVISION

Master

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #120

DATE: FRI. 6/25/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME....FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, when my cousin Bert ^{is in the Army. He is a porter.} ~~got sick he had such a pretty nurse I~~ ^{one job when you're really got to pull strings to get in.} ~~didn't think he'd ever get well. One day, the doctor~~ ^{oh well, Bert says he's not worried about getting} ~~asked her if she'd kept a chart of his progress and she~~ ^{said, "No, but I can show you my diary."} ~~you'd know what he's talking about.~~
(WHISTLES)

SONG: ("NURSIE NURSIE")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, anybody can see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. (MORE)

ATX01 0230871

HANCOCK:
(CONTD.)

PELL MELL'S greater length travels the smoke further
...gets rid of heat and bite on the way. Smokers of
America, when you buy cigarettes, remember..PELL
MELL'S Modern Design filters the smoke... protects
your throat.

MUSIC:

(FULL WITH INTRO TO "SMILE WHEN YOU SAY GOODBYE"..
FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, we've had a lot of letters asking us to
sing "Smile When You Say Goodbye" again. So that's
what I'm going to do as soon as I've told you my little
story.

~~It seems that~~ Sergeant Bill Atkins was back in England
~~for a bit of a rest...~~after many months in the jungles
of New Guinea... and his first night home found him
~~in the local "pub"~~ telling some of his experiences
to a group of his ~~admirers~~ ^{friends} townsfolk.

"Blimey!" said one, "that New Guinea jungle must be
a horrible place. How long was you in it?"

"I don't rightly know," ~~said Bill.~~ ^{you know} "When a bloke's
fightin' he loses track o' the time."

"Well about how long was you in it?"

~~Bill scratched his head.~~

^{x all}
"I ain't much on figures...but to give you an idea..

I was in that blinkin' jungle so long that finally,
without even takin' a second look, I could tell a

Jap from a Monkey!"

(LAUGHTER...APPLAUSE)

MUSIC:

(SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: Every day, hundreds of our lads are leaving for training camps or for the fighting front. And the "Goodbyes" we have to say are not ^{new} easy. But they won't be quite so hard if we can manage to say them with a smile. Try it next time -- and you'll see.

SONG: ("SMILE WHEN YOU SAY GOODBYE")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL....UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- IRAC.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH....FADE FOR BACKING)

GRACIE: In April, the United States produced eighteen percent more heavy bombers than in March. That's good news, because increased production means a quicker United Nations Victory. The letter V symbolizes our coming Victory, and my PELL MELL Cigarettes carry this symbol -- this V for Victory -- on the back on every package. Very little news comes out of IRAC these days, but this true story ~~came to life recently~~ ^{about} It concerns a brilliant college professor in Bagdad, ^{came to light recently} ~~and what he did to help the United Nations~~. When war came, the middle East Port of Basra became a ^{center} focal point for axis agents ~~who were spying on allied shipping and troop movements~~ -- and the college professor decided to do something about it.

(MORE)

ATX01 0230873

GRACIE:
(CONTD.)

So he gave up his chair at the university and ~~began~~
~~to study the art of makeup.~~ Soon, he had learned to
~~and~~ ^{an old} disguise himself as a ~~dinky, stooped shouldered~~ Arab
rug seller. Then he went to Basra and wandered along
the water front, talking to all who would listen --
watching for ^{dinky} ~~the least~~ suspicious move. More than two
dozen Axis agents have been arrested because of this
man's work -- this man who traded the quiet of a
university campus for the dangers and filth of the
Basra water front -- all in the cause of freedom.

MUSIC: (BUGLE CALL.....MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "United States
Field Artillery March", People of Iraq, we join you
in saying -- On to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Ladies and gentlemen, here's the way to fight your own
private war against the Axis. Take a pencil and paper
and write down the least amount of money you and your
family need for the necessities of life -- rent, food,
carfare, medicine, insurance, taxes and other
essential expenses. And then, on the other side of
the paper, write down all the money that your family
takes in -- salary or wages, overtime pay, bonuses,
dividends -- whatever money you take in from any source.
Add up both columns and you'll probably find that you
have a surprisingly large amount of money left over
these days.

(MORE)

ATX01 0230874

HANCOCK:
(CONT'D.)

Now, that's the money you should use right now to fight your "private war against the Axis". How? By getting war bonds or stamps with every cent of that "spare" money. Figure it out yourself. YOU can't lose -- and it's the only way of making sure that Hitler WILL lose! Figure it out yourself tonight, and help speed our day of Victory!

MUSIC: (FULL WITH INTRO TO "ALL FOR ONE"....FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: We get letters every day asking us for the words to our theme song "All For One". So tonight we're going to sing ~~it straight through for you~~ ^{it straight through for you} ~~all of it for you again~~ And I hope all you people who are sitting by your radios at home will join in the chorus ^{with} ~~when~~ the studio audience ^{at the end of our show} ~~does~~. That "All For One" spirit really does help us on our way -- so, sing out good and loud... ^{because I'm listening for you}

SONG: ("ALL FOR ONE" WITH GRACIE AND QUARTETTE)

(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.

(PAUSE) Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, ^{it} gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke -- protects your throat!

MUSIC: (FULL PANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody - and God Bless You!

(APPLAUSE)

HANCOCK: Listen in ^{again} Monday night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK!

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

De B...

CLIENT:

AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

DATE: #121
MON. 6/28/43
NETWORK: BLUE

PROGRAM:

GRACIE FIELDS
(7:15 to 7:30 P.M.T.)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, I have a boyfriend ^{called} ~~named~~ Fonzo. ~~But I call him Crazy Cat because he has a silly puss.~~ He has a heart of gold -- and teeth to match. His lower jaw recedes so much he has to use his Adams Apple for a chin. ^{but he's a bit of} ~~But he's wonderful~~ ^{and I love him} ~~just the same. My Fonzo is.~~

SONG: ("FONZO, MY HOT SPANISH KNIGHT")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, you don't have to guess about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

RIX01 0230877

HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke further....
gets rid of heat and bite on the way. Smokers of
America, when you buy cigarettes, remember...PELL MELL'S
Modern Design filters the smoke...protects your throat.

MUSIC:

(FULL WITH INTRO TO "I'VE GOT A JOB TO DO FOR UNCLE SAM"
FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, ^{Don't imagine he answers at all near to him, people who he asked} the old saying that "The rich get richer and the ^{we're} poor get children!" was certainly true in the case of ^{the} little Mr. Dumphey and his wife. ~~The Stork had gotten~~
~~round-shouldered lugging babies up the Dumphey steps.~~
The arrival of the tenth found ^{again} little Mr. Dumphey, pacing
the hospital corridor. He had just re-balanced the
budget and found ^{that} with even one more mouth to feed they
could still scrape along .. ~~though it would call for a~~
~~lot of close figuring.~~ Finally the door opened and a
smiling nurse stepped out. ~~Mr. Dumphey smiled back,~~
~~gamely. The nurse patted his shoulder.~~ "Congratulations
Mr. Dumphey." "Thank you, ma'am." ^{but the nurse's question was to be} Is it a boy? ^{the last one} "The one in the middle is!"
~~The nurse smiled again.~~ "The one in the middle is!"
(LAUGHTER...APPLAUSE)

MUSIC:

(SWELLS BRIEFLY _ FADES FOR BACKING)

GRACIE:

You know, I'm rather fond of this little song -- because
the music has a nice ^{easy sound} ~~swing~~ to it -- and the words make
sense, too. We've all got a job to do these days -- the
biggest job we've ever had in our lives. So let's all
work together to get it done quickly so we can bring our
lads back from overseas and ~~begin to lead normal lives~~
~~again.~~

SONG:

("GOT A JOB TO DO FOR UNCLE SAM")

(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL....UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- CANADA.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING)

GRACIE: For every bomber the Germans sent to attack Britain in May, the R.A.F. sent forty to blast the Reich. That's spelling Victory with a capital letter V. This is the symbolic letter V - the V for Victory -- which you see on the back of every package of my PELL MELL Cigarettes. Tonight, I want to tell you about Pilot Officer George Buerling who was born in the Town of Verdune, Quebec. George tried to join the Canadian Air Force but he was rejected as physically unfit. But that didn't stop him. He wanted to get into the fight. So he worked his way to England as a Merchant Sea Man and ^{perhaps} ~~beseeched~~ the R.A.F. recruiting offices until they accepted him. He was sent to Malta where he became the great hero in the defense of that Island. For he is officially credited with shooting down twenty-four Axis planes ~~over that Island.~~ This lad who wouldn't take no for an answer was only twenty years old at the time. And when he returned to Canada, not long ago, he was greeted by Prime Minister Mc Kenzie King who called him one of Canada's outstanding War heroes. Pilot Officer George Buerling is a credit to the R.A.F. and to his country, and our hats are off to him.

MUSIC: (BUGLE CALL....MARCHING FEET)

ATX01 0230879

GRACIE: Tonight, as we play Sousa's stirring "Corcoran's Cadet March", people of Canada we join you in saying -- on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- you can see for yourself the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat!

MUSIC: (FULL WITH INTRO TO "PACK UP YOUR TROUBLES"....FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: Here's a grand old song that our lads used to sing as they marched along ~~way-back~~ in World War I. It made the miles seem shorter and their steps seem ^{lighter} ~~wider~~. And it will give you a lift and help you forget your troubles too. So swing along with us tonight as we sing --

SONG: ("PACK UP YOUR TROUBLES" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you
two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke -- protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- And God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes
the cigarette of Modern Design again present
Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Master

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST:

#122

DATE:

TUES. 5/29/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK:

BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL..._..._..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL..._..._..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME...FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, my cousin
Burt is in the Army, and his sergeant is ^avery hard
boiled ^{Sergeant}. One day he drank sulphuric acid by mistake,
and the only thing he noticed was that he made holes in
his handkerchief every time he ^{only c.c.} ~~blew his nose~~. Poor Burt
tries to make friends with ^{his sergeant} ~~him~~ but it doesn't seem
to work.

SONG: "DON'T BE ANGRY WITH ME, SERGEANT".

(APPLAUSE)

ATX01 0230882

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen there's nothing mysterious about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditional fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember... PELL MELL'S Modern Design filters the smoke.... protects your throat.

MUSIC: (FULL WITH INTRO TO "WHEN THE LIGHTS GO ON AGAIN ALL OVER THE WORLD".FADE BACK FOR)

HANCOCK: What are you going to sing now Gracie?

GRACIE: Well, Don, right after I tell you my little story, I'm going to sing a special favorite of mine. Well, ~~it~~ ^{man} ~~seems that~~ a little English cockney was picked up by Scotland Yard on suspicion of being a Nazi sympathizer. As he was brought before the Inspector he started to protest. "Lumme, Guvnor...I'm a loyal Britisher, I am. For the King, Winston, the bloomin' Lion and all she represents!

The Inspector frowned. "Then how is it, my man, that every day your neighbors hear you hollering "Hooray for Hitler!"

(MORE)

GRACIE:
(CONTD)

"Oh, that? I can explain that, Guvnor. You see, I live down by the railroad track..and every day twenty carloads of coal go by with soldiers sittin' on top. I stands out ^{side} in me backyard ^{and} yells "Hooray for Hitler" and they all takes a heave at me. They ain't hit me yet..but I got seventeen tons o' COAL!"
(LAUGHTER AND APPLAUSE)

MUSIC: (SWELLS BRIEFLY FADES FOR BACKING)

GRACIE: Reports we are getting from the fighting fronts these days are very emouraging. Our lads overseas are doing a grand job.--And every day they're bringing closer the time when we'll have no more blackouts and we can all live in peace and happiness again.

SONG: ("WHEN THE LIGHTS GO ON AGAIN ALL OVER THE WORLD!")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- RUSSIA.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING.)

GRACIE: The heroic defense of Stalingrad by the Russians will go down in History as one of the war's great contributions to a United Nations ^{effort} ~~Victory~~. The letter V symbolizes our coming victory, and it is this symbol-- this V for Victory -- which you see on the back of every package of my Pell Mell Cigarettes. When the Nazis invaded Russia, the people of the Soviet Union rose as one man to fight them. They fought in many ways. For instance --

ATX01 0230884

MUSIC: (ATTACK SHARPLY WITH SUSTAINING TENSION CHORD)

GRACIE: In spite of all the territory which the Nazis have occupied, Russia last year produced more supplies than in any other year of her history.

MUSIC: (TENSION CHORD A STEP HIGHER)

GRACIE: Thirty Million Russian women are engaged in war work as nurses, doctors, factory workers, flyers, and Guerill fighters.

MUSIC: (TENSION CHORD A STEP HIGHER)

GRACIE: In a single year of war -- in just twelve months time -- Russia has inflicted greater losses on the Germans than they suffered in the whole course of World War I.

MUSIC: (BUGLE CALL,...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Freelance March" People of Russia we join you in saying -- on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK: Smokers...it's as plain as day the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke....protects your throat.

MUSIC: (FULL WITH INTRO TO "BE A GOOD SOLDIER"...FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: I received a letter the other day from a ^{little} lad who said he wants to join the army. I'm afraid he's a ^{bit} ~~little~~ young yet -- because he's only seven years old. But he wants very much to be a soldier like his daddy is. So tonight I'm going to sing this little song especially for him. I hope you are listening, Tommy.

SONG: ("BE A GOOD SOLDIER" -WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke -- protects your throat!

MUSIC: (FULL PANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL..._..._..._

GRACIE: On to Victory! Chins up! Keep smiling! and let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Water

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: #123

DATE: WED. 6/30/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MALL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME.....FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, my uncle had a farm -- and one day I noticed his horse was looking awfully thin, ~~and~~ he said,

"Well, you see -- it's like this. Every morning I toss a coin to see whether he gets his hay or I get my beer -- and that poor horse has lost six mornings straight". (GIGGLES) ^{well} I guess my uncle wasn't cut out to be a farmer ~~after all~~. *should have been an actor*

SONG: ("A COUPLE OF DUCKS")

(APPLAUSE)

ATX01 0230887

HANCOCK:

Gracie will be back with more songs in just a moment. Ladies and gentlemen -- it's easy to see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes...remember...PELL MELL'S Modern Design filters the smoke...protects your throat!

MUSIC:

(FULL WITH INTRO TO "COMING IN ON A WING AND A PRAYER")
FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, I'm going to sing a little song that *is one of our most popular songs* ~~everyone seems to like because it's getting very~~ popular. But right now, I have a little story for you. Poor, meek little Mr. Winkle was not only henpecked... he was yelled at, abused and even cuffed around on occasions. In the language of the neighborhood...his wife was a "holy terror!" One evening as he approached his house he heard a terrific roaring....and the woman next door leaned out of an upstairs window and yelled: "Quick, Mr. Winkle! ^{Quick} A lion escaped from the Zoo and he's in the house with your wife!" "Really?" ^{he} ~~said Mr. Winkle.~~ ^{he} "Well he got himself into it and he'll just have to get out of it the best way he can!"

(LAUGHTER - APPLAUSE)

ATX01 0230688

MUSIC: (SWELLS BRIEFLY - FADES FOR BACKING)

GRACIE: There are no better flyers anywhere than our American lads -- and I'm sure the Japs and the Nazis will agree with me. No matter what they're up against -- and they've been up against plenty -- they go on through, somehow, and come out on top. So tonight we're going to sing this song especially for them. Good luck, lads -- and good hunting.

SONG: ("COMING IN ON A WING AND A PRAYER")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL.....UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- GREECE.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH...FADE FOR BACKING)

GRACIE: In the mountains outside of Athens, armies of guerilla patriots are today raging active warfare against the axis. For the spirit of Victory still lives in Greece -- and its symbol is the Letter V. That's why I'm proud that this symbol -- this V for Victory -- is carried on the back of every package of my PELL MELL Cigarettes. Greece has suffered ^{as much or} more than any other country in this war, ~~perhaps~~, but the spirit of her people will not be broken. That spirit lives in the documents of an underground group called "The Secret Organization of the Women of Greece."

(MORE)

GRACIE:
(CONTD.)

These documents were recently smuggled out of Athens, and I'm going to quote from them now. "Thousands of our brothers and husbands have been victims of mass executions before our eyes, and have been made to dig their own graves. Our knees may bend, tears may run from our eyes, our souls may be torn -- but we do not submit. Free women of the world, we give you this promise. Whatever trials we may go through, we will never deliver our souls to the barbarians, and if necessary, we will make the supreme sacrifice of our lives." There's not much we can add to a statement like that, is there?

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Goldman's stirring "Birthday" March, People of Greece we join you in saying --- On To Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, you don't have to guess about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember, PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "STOUT HEARTED MEN"...FADE BACK
FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: This grand old song is called "Stout Hearted Men",
and I think that title describes the lads of our
fighting forces very well. They proved how stout
hearted they are at Guadalcanal and in Tunisia. And
they'll prove it again when they push across to
Europe and meet the axis right in its own front yard.

SONG: ("STOUT HEARTED MEN" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE)

Smokers, remember...PELL MELL'S Modern Design gives you
two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all
sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody --- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from
Hollywood.

THIS IS THE BLUE NETWORK.



RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

4th
By Broadcast
 3RD REV.
 REV.
 #124

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL

BROADCAST: THURS. 7/1/43

DATE: BLUE

PROGRAM: GRACIE FIELDS
 (7:15 TO 7:30 P.W.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design, brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my grandfather, ~~Joek~~^{he}, found a young owl the other night. So he wrapped it in a piece of flannel and put it in front of the fire before he went to bed. The next morning, ~~his wife~~^{she} saw it and said: "~~There was my Joek's~~ *There was the old man's* been at his tricks again. He's gone and put a beak on the cat." Grandpa's a card, ~~he is~~.

SONG: ("HE'S DEAD BUT HE WON'T LIE DOWN")

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, you don't need any ~~scientific~~^{complicated} gadgets ~~to prove to you~~^{proof of} how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design!

(MORE)

ATX01 0230894

HANCOCK:
(CONTD)

PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further..gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember..PELL MELL'S Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO "MY BOY"..FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, after I tell you my little story, I'm going to sing a song we've had a lot of requests for.

Tonight, my story is about the dear, sweet little old lady who was visiting the camp and taking a personal interest in the soldiers. Stopping in front of two privates who were ~~loitering~~ ^{standing} outside their tent she said: "I suppose a month after this dreadful war is over, you boys will be back in your regular professions and all wrapped up in your work ^{again}" -- "All wot, ma'am?"

"All wrapped up in your work."

"Lumme, ma'am, we HOPES not! You see me buddy here makes Fly Paper..and I makes LIMBURGER CHEESE!"

(LAUGHTER..APPLAUSE)

MUSIC:

(SWELLS BRIEFLY..FADES FOR BACKING)

GRACIE:

We've received a great many letters from mothers who have lads in the service here and overseas. Everyone of the letters reflects the quiet courage and faith of the mothers who wrote them. So tonight, I'm going to sing "My Boy" especially for them. And with my song goes the prayer that their ~~lads~~ ^{boys} will be coming safe home to them soon -- very soon.

SONG:

("MY BOY")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - THE NETHERLANDS!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH - FADE FOR BACKING)

GRACIE: Holland and the Dutch East Indies have been occupied, but the people of The Netherlands still fight on for a United Nations Victory which is symbolized by the letter V. It is this symbol - this V for Victory - which you see on the back of every package of my PELL MELL Cigarettes, and I'm proud of it. Some months ago, in the Dutch city of Eindhoven the workers of a large radio factory asked permission to hold a parade. The Nazis could see no harm to it, so they gave their consent. ~~But suddenly, the parade became a giant procession - with more than twenty thousand people joining the line of march.~~ At the head of the procession, was a huge radio set which the Nazis had given the marchers the right to carry through the streets. But there was one thing they didn't find out until the parade was over. The front of the radio set was shielded by a curtain -- and when the wind blew it aside -- patriots on the sidewalk could see a picture of their exiled Queen Wilhelmina. The Dutch are loyal and brave, and we can count on them to keep fighting with everything they've got until a final victory has been won.

MUSIC: (BUGLE CALL..MARCHING FEET)

GRACIE: Tonight, as we play one of Goldman's stirring marches,
"Onward, Upward," people of the Netherlands, we join
you in saying -- On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK: *It's very simple to understand the*
Smokers, ~~your own eyes are the best proof of the~~
~~advantage you get by~~ *advantage you get by* smoking PELL MELL ^{forous} Cigarettes.
It's Modern Design that makes the big difference.
Modern Design means PELL MELL is longer. Modern
Design means your throat is protected. PELL MELL'S
greater length filters the smoke naturally over a
twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length travels the smoke further...gets rid of heat
and bite on the way. So smokers, when you buy
cigarettes remember PELL MELL'S greater length filters
the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "OVER THERE" FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: Here's a grand old song we never get tired of. When
the late George M. Cohan wrote ^{it} ~~over there~~, our boys
were marching along to victory against the Germans
in World War One. I've got a hunch they'll be singing
it again ~~one of these days~~ ^{soon} --- when they march down the
~~main street of Berlin~~ *Unter Der Linden in Berlin*.

SONG: ("OVER THERE" -- WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember, PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat.

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...- ...- ...-

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody, and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design, again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
 PALL MALL
 PROGRAM: GRACIE FIELDS
 (7:15 TO 7:30 P.W.T.)

BROADCAST: REV: #125
 DATE: FRI. 7/2/43
 NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)
 (APPLAUSE)

GRACIE: Hello everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, I just got over an attack of clothing sickness. My tongue got a coat and my breath came in short pants. (WHISTLES) ^{OK well} ~~But~~ It wasn't as bad as another time I ^{had} ~~was~~ sick. I'll tell you all about that, now.

SONG: ("WIND 'ROUND MY HEART")
 (APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, there's no guess work about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

ATXO1 0230899

HANCOCK:
(CONTD)

PEIL MELL'S greater length travels the smoke further..
gets rid of heat and bite on the way. Smokers of
America, when you buy cigarettes, remember..PEIL MELL'S
Modern Design filters the smoke..protects your throat.

MUSIC:

(FULL WITH INTRO TO "SISTER SUSIE" .. FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

I'm going to sing that song about Sister Susie. She's
the girl who calls her sweetheart "Tomato" because no one
loves her the way her tomato can. Isn't that awful! I
get paid for it, too! Well, tonight my little story
is about -- Private Montague Huggins who was spending his
first day in the Army. He was wandering about looking
things over when he walked right into the middle of a
sham battle. First a Jeep hit him and knocked him flat..
then a tank ran over him..and just as he was "coming to"
a company of Commandos charged across his prostrate form.
By this time he was about mashed to a pulp. A Red Cross
Nurse ran out and sadly stooped over him.

"My poor man," ~~she said~~, "Have you a wife?"

"No ma'am," ~~groaned Private Huggins~~, "This is the worst
thing that ever happened to me!"

(LAUGHTER..APPLAUSE)

MUSIC:

(SWELLS BRIEFLY FADES FOR BACKING)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL..UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- POLAND)

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH..FADE FOR BACKING)

GRACIE: Five hundred Axis Gestapo agents have been killed by patriots in occupied Europe during the first four months of this year. The people of the occupied countries have never lost faith in the coming United Nations victory. Their symbol for it is the letter V, and I'm proud that my PEEL MELL Cigarettes carry this symbol - this V for Victory -- on the back of every package. The Polish people fight the Axis with planes and guns, but they fight in other ways as well. In one Warsaw factory, little incidents such as these occurred regularly. A cancellation ^{order} ~~slip~~ was conveniently lost. So the factory worked for several weeks on an order the Germans didn't want. Finished material was ^{sent} ~~intended~~ to Berlin in ^{to} instead of the Russian front where it was urgently needed. A large shipment of time bombs had been tampered with, so that they had to be completely destroyed...because they had been fixed in such a way that whoever tried to change the fuse to make them work correctly, would be blown to bits. ^{There are just a few "defects"} ~~That was just one~~ of the many "mistakes" which had been made back at the factory in Warsaw. In these, and in hundreds of other ways, the people of occupied Poland risk their lives to work for victory by reducing the Nazi output of war materials..

MUSIC: (BUGLE CALL..MARCHING FEET)

ATX01 0230901

GRACIE: Tonight, as we play one of King's stirring marches,
People of Poland we join you in saying -- On to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- you don't have to believe ... you can
actually see the advantage you get when you smoke PELL
MELL Famous Cigarettes. It's Modern Design that makes
the big difference. Modern Design means PELL MELL is
longer. Modern Design means your throat is protected.
PELL MELL'S greater length filters the smoke naturally
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater
length travels the smoke further...gets rid of heat
and bite on the way. So, smokers, when you buy
cigarettes, remember PELL MELL'S greater length filters
the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "ARMY AIR CORPS SONG"...FADE BACK
FOR)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: The United States Army Air Force is making it very hot
for the enemy as they roar over Axis held territory.
Bombing isn't a pleasant job, but this is a tough war
-- and we've got to go all out if we're going to win it.
So we say, good luck to you, lads, and ~~keep on giving~~ *come back*
~~them everything you've got.~~ *soft*

SONG: ("ARMY AIR CORPS" SONG - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE) Smokers, remember...PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody..and God bless you!
(APPLAUSE)

HANCOCK: Listen in Monday night when PELL MELL Famous Cigarettes, the cigarette of Modern Design again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

ATK01 0230903

RUTHRAUFF & AN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PAUL MALL

BROADCAST: ^{2nd} REV.#120

DATE: MON. 7/5/43
BLUE

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.M.T.)

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, my cousin Burt
has a victory garden. He's crossed cucumbers with sweet
potatoes so the pickles won't be so sour. ^{oh well} I wish I was
that smart -- ~~because what~~ ^{a bleeding heart but it} I planted ~~in my garden hasn't~~
^{hasn't} turned out so well.

SONG: ("BLEEDING HEART")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.

Ladies and gentlemen, it's perfectly clear how PELL MELL
protects your throat. Notice PELL MELL'S greater length.
That's Modern Design! PELL MELL'S greater length filters
the smoke naturally over a twenty per cent longer route
of PELL MELL'S traditionally fine tobaccos. PELL MELL'S
greater length travels the smoke further...gets rid of
heat and bite on the way. Smokers of America, when you
buy cigarettes, remember...PELL MELL'S Modern Design
filters the smoke - protects your throat!

ATX01 0230904

GRACIE FIELDS
MON. 7/5/43

-2-

REV.
#125

MUSIC: (FULL WITH INTRO TO "SECOND LIEUTENANT"...FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: I'm going to sing that little song about the Second

Lieutenant, Don. But right now, I want to tell you about
a Yorkshire farmer and his wife who had been saving their money
~~Annie's first day in the Army... With a squad of several~~
for years and they finally got enough together for a visit to London.
~~Other raw recruits he was lined up before the drill~~
After a day of sight-seeing they went to a hotel for the night.
~~Sergeant who was shouting commands as follows:-~~
Approaching the elegantly dressed hotel clerk, the old Yorkshireman
~~Forward march, halt! Forward march, halt! Forward march, halt!~~
said "May, the wife and I would like to put up here with ye 'till
~~right turn, left turn, right turn~~
tomorrow mornin'".
~~Annie stopped out of the squad and started off toward~~
"Certainly, sir. Would you like a room with a bath?"
~~the barracks. "Hey, you!" yelled the sergeant.~~
The old man hesitated. "Go on, Jammie," said his wife, "Be a sport
~~where do you think you're goin'?~~
"We only live once!"
~~I'm gettin' myself another drill sergeant. You don't~~
~~know your own bloomin' mind from one minute to the next!"~~

(LAUGHTER...APPLAUSE)

MUSIC: (SWELLS BRIEFLY...FADES FOR BACKING)

GRACIE: We're hearing a lot of Army jokes these days, and a good
many of them are about Second Lieutenants. These lads
are on the receiving end of a lot of good natured
kidding--but they can take it. And when they go into
action, on the fighting fronts, they can dish it out, too.
So tonight, we send them a musical cheerio as we sing
this song for ALL our Shavetails.

SONG: ("SECOND LIEUTENANT")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes -- CZECHOSLOVAKIA.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH"...FADE FOR
BACKING:)

ATX01 0230905

GRACIE: As Allied planes roar over Europe, the people of the occupied countries look up and see Victory on the wing. Their symbol for it is the letter V -- and I'm proud that my PELL MELL Cigarettes carry this symbol -- ^{the} ~~the~~ V for Victory -- on the back of every package. Some years before the war, a man named Holek invented the first Bren Gun. He was employed by the famous Skoda Arms Company in Czechoslovakia, and when the Nazis took over that country, he and his fellow workers were forced to turn out his guns for Hitler's armies. This was a bitter tragedy ^{for} ~~to~~ Holek, and he decided to escape at the first opportunity. Like a hunted animal, he fled across Poland to Denmark--and from Denmark across the North Sea by fishing boat to England. Once there, he proved his identity and urged the British to set up a vast gun factory under his management. Tonight, that factory works around the clock, turning out Bren Guns -- a new and improved Bren Gun developed by the one man in the world who was qualified to do so. Tonight this man named Holek works only for that day when the knowledge and skill he brought to Britain will return to Czechoslovakia in the form of guns -- ~~and tanks~~ ^{help} to liberate his homeland forever.

MUSIC: (BUGLE CALL...MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring "Washington Post" march, people of Czechoslovakia, we join you in saying--
On to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- seeing is believing. And you can see the advantage you get in smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. So, smokers... when you buy cigarettes remember PELL MELL'S greater length filters the smoke..protects your throat.

MUSIC: (FULL WITH INTRO TO "MARCHING ALONG TOGETHER"...FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: This little song is called "Marching Along Together" and that's just what our boys on the fighting fronts are doing. Good luck, lads, we'll be seeing you ~~one~~ ^{soon} of ~~these days~~ in Berlin and Rome and Tokio.

SONG: ("MARCHING ALONG TOGETHER" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember..PELL MELL'S Modern Design gives you two important benefits.. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

ATX01 0230907

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody..and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes, the cigarette of Modern Design, again presents the Gracie Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY
PAID MAIL

BROADCAST: #127

DATE: TUES. 7/6/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show!

MUSIC: (FULL THEME.....FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with
some songs and a bit of a story for you. Well, I went
to a masquerade party with my boyfriend and he said:
"My, but you look well in a bustle." ^{ah but} But the joke was
on him -- ~~because~~ I wasn't wearing one. He's wonderful,
he is. We're going to be married, ^{well} ~~so~~ I'll tell you what
I've put away in my little bottom drawer... *you know my*

SONG: ("LITTLE BOTTOM DRAWER")

(APPLAUSE)

little hope chest.

ATX01 0230909

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...you have only to look at a PELL MELL cigarette to understand how it protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. Smokers of America, when you buy cigarettes, remember..PELL MELL'S Modern Design filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "WALTZING MATHILDA" FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, I just reached into our musical grab bag and came ^{pull} ~~up~~ with "Waltzing Mathilda". So that's what I'm going to sing, right after I've told you about --

Mrs. Huggins who was getting ^{run} worried about her new roomer. For two nights ~~she~~ she'd heard him running around his room....all night long. And ^{now} here he was, standing before her, pale and haggard...asking if he could borrow a piece of rope!

"You don't want a piece of rope, Mr. Givney. You're too young to die -- and besides, I don't like my roomers hangin' around the house!"

"Lumme! I'm not hangin' meself, Mrs. Huggins... though I'm so tired from runnin' around ^{her} ~~my~~ room all night I almost feel like doin' it."

GRACIE:
(CONTD.)

"If you're not hangin' yourself why do you want the rope?"

"So I can take me medicine, that's why. The doctor told me to take ~~me~~ two nights runnin' and then skip a night -- and this is the night I SKIP!"

(LAUGHTER....APPLAUSE)

MUSIC:

(SWELLS BRIEFLY...FADES FOR BACKING:)

GRACIE:

There are no better fighting men than our allies, the Australians. They've been in the thick of things from New Guinea to North Africa, and they've done a swell job every time. So tonight, we reach across the seas to the land down under to give them a friendly musical handshake as we sing their own marching song "Waltzing Mathilda".

SONG:

("WALTZING MATHILDA")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- AUSTRALIA!

MUSIC:

(FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH"..FADE FOR BACKING:)

GRACIE:

Out of a total of five million Australian men and women between the ages of fourteen and sixty-five, three million four hundred thousand are either in uniform or in a vital war industry. Yes, Australia has gone all out for Victory, which is symbolized by the letter V.

(MORE)

GRACIE:
(CONTD.)

And it is this symbol -- this V for Victory -- which you see on the back of every package of my PELL MELL Cigarettes. Most of us have heard the heroic story of the old freighter "Jarvis Bay", which fought a Nazi battleship -- but few of us know about the little Australian sloop-of-war, the Yarra. Shortly after the fall of Singapore, she was escorting a convoy of Allied merchantships through East Indian waters, when three Japanese heavy cruisers and four destroyers sighted them and gave chase. It was then that the little wooden Yarra, with her tiny guns, went into action. First, she laid down a smoke screen while the convoy scattered -- and then she steamed straight for the Japanese war ships. It was suicide, and her crew knew it. But the little Yarra's guns blazed away until she was blown to bits and the waters closed over her. The convoy got through -- because the Yarra and her gallant crew chose to go down fighting against overwhelming odds.

MUSIC: (BUGLE CALL.....MARCHING FEET)

GRACIE: Tonight, as we play one of Bigelow's stirring marches "Our Director", People of Australia, we join you in saying - On To Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE).

HANCOCK: Smokers, you don't have to accept anyone's "say so" about the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further...gets rid of heat and bite on the way...So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "WINGS OVER THE NAVY"...FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: No branch of the armed forces has been doing a better job than our Navy flyers. They are the Navy's eyes -- the lads who protect our vital convoys. And they are the lads who've been giving the Axis lessons in flying whenever they've met. So tonight, we send them our grateful salute as we sing --

SONG: ("WINGS OVER THE NAVY" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you
two important benefits. First, PELL MELL'S greater
length travels the smoke further, gets rid of heat and
bite on the way. Second, PELL MELL'S greater length
filters the smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: ~~REV.~~ REV. #128

DATE: WED. 7/7/43

PROGRAM: GRACIE FIELDS
(7:15 TO 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... _ ... _ ... _

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory
Show.

MUSIC: (FULL THEME .. FADE ON CUE FOR)
(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, my Auntie ^{she} ~~is~~
an old maid. One night she rang the Fire Alarm and
twenty firemen came running. When they got there,
Auntie said: "There's no fire, boys, so nineteen of
you can go home". ^{th my} Auntie is a card. *I'm following in her footsteps*
nicely

SONG: ("ONE OF THOSE OLD FASHIONED LADIES")
(APPLAUSE)

ATK01 0230915

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen.. you don't need any ^{scientific gadgets to} ~~complicated~~
^{more 2 you} ~~proof~~ of how PELL MELL protects your throat. Notice
PELL MELL'S greater length. That's Modern Design.
PELL MELL'S greater length filters the smoke naturally
over a twenty per cent longer route of PELL MELL'S
traditionally fine tobaccos. PELL MELL'S greater length
travels the smoke further... gets rid of heat and bite on
the way. Smokers of America, when you buy cigarettes,
remember.. PELL MELL'S Modern Design filters the smoke
... protects your throat.

MUSIC: (FULL WITH INTRO TO "WHEN A LOCAL BOY MAKES GOOD"
FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, we've just spun out little song selector --
and the arrow points to "When A Local Boy Makes Good".
But before I sing it, here's a little story for you.
~~It seems that, in a London grog shop,~~ ^{In a London beer tavern} Mr. Scroggs met
Mrs. Tweedle, who was ordering a case of the best ~~ale.~~ ^{beer}
"Havin' a party at your house, Mrs. Tweedle?"
"No indeed ~~we ain't,~~ ^{he is} Mr. Scroggs. The ~~ale~~ for me poor
husband who's been so sick for the past two years."
^{oh} "Wot's wrong with him?"
"Nobody seems to know what the disease is. He eats well,
sleeps well, smokes, drinks and enjoys life but he can't
do ~~no~~ ^{any} work at all."
"He can't do ~~no~~ ^{any} work?"
"No."
"Blimey! That ain't no disease what he's got -- that's a
GIF!"

(LAUGHTER ... APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Doesn't it make you proud when someone you know makes good in a big way. Well, all of us can be proud of our lads on the fighting fronts -- because that's what they ^{are} ~~are~~ doing -- and how. So tonight we send them a bundle of good luck -- all wrapped up in music as we sing "When A Local Boy Makes Good."

SONG: ("WHEN A LOCAL BOY MAKES GOOD")
(APPLAUSE)

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL.. UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- CHINA.

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S FIFTH .. FADE FOR BACKING)

GRACIE: The Chinese recently won their greatest Victory ^{of} ~~in~~ the War in the Yangtse Valley. They have been outnumbered but never out-fought -- for they have the will to Victory which is symbolized by the letter V. And it is this symbol --- this V for Victory -- which you see on the back of every package of my PELL MELL Cigarettes. Captain Wang Kuo-Ting was recently in charge of a squadron of Chinese Troops which had been ordered to take an objective on a Japanese held railroad. He spread his troops along the right of way, and mined the tracks. When the train reached a point abreast of him, he touched off the charge -- ~~destroying the locomotive and derailling the coaches.~~
(MORE)

ATX01 0230917

GRACIE:
(CONTD)

But, as the engine left the rails, its boiler exploded and Captain Wang was drenched with scalding steam which burned and almost blinded him. Nevertheless, he rallied his troops to the attack ^{and} wiped out the Japs, ~~and sent~~ ~~dispatches to his Commander, saying the position was now~~ ~~in Chinese hands.~~ Then came word that Jap Cavalry was approaching. Captain Wang called his Officers to his side and said: "You may have to finish this action on your own. My sight is not so good." The Jap Cavalry charged -- and a half hour later -- all of them who were not dead, were in flight. Captain Wang typifies the fighting spirit of the Chinese people for he took his objective, but gave his life in doing so.

MUSIC: (BUGLE CALL.. MARCHING FEET)

GRACIE: Tonight, as we play ~~Kenneth's~~ ^{Don't's} stirring "Stepping Along March", people of China we join you in saying -- on to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers, ^{your own eyes are the best proof of} ~~it's very simple to understand~~ the advantage you get ⁱⁿ ~~by~~ smoking PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further.. gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke... protects your throat.

MUSIC: (FULL WITH INTRO TO "HERE COMES THE NAVY".. FADE BACK FOR:)

HANCOCK: Here she is again, your own Gracie Fields.

GRACIE: The United States Navy has a much tougher job in this War than ever before in its history. ~~For this is not just a one ocean War.~~ Today, the Navy is fighting on all the seven seas --- and they're giving the enemy a dose of the merry old ned. So tonight, we send them a musical cheerio as we sing -- "Here Comes The Navy."

SONG: ("HERE COMES THE NAVY" -- WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment.
(PAUSE)

Smokers, remember.. PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke - protects your throat!

MUSIC: (FULL PANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: (ALL FOR ONE - FULL CHORUS WITH AUDIENCE)

GRACIE: Good night, everybody -- and God Bless You!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous
Cigarettes, the cigarette of Modern Design again
presents the Gracie Fields Victory Show!

ANNR: Gracie Fields' Victory Show comes to you from Hollywood.
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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY
PAUL MALL

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

Rev. #129
REV. #129
BROADCAST: THURS. 7/8/43
DATE: BLUE
NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...-...-...-

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ...-...-...-

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME...FADE ON CUE FOR:)

(APPLAUSE)

GRACIE: Hello Everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, I've met the
nicest man. He keeps my picture in his watch ~~use~~ so
he'll learn to love me in time. ~~Some nights we stay home~~
~~and play Fascist poker. You know the deuces wild. And~~
~~some nights we go to those sad movies and cry and cry~~
~~and cry!~~

SONG: ("I NEVER CRIED SO MUCH IN ALL MY LIFE")

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen...it's as simple as A-B-C...how
PELL MELL Protects your throat. Notice PELL MELL'S
greater length. That's Modern Design. PELL MELL'S
greater length filters the smoke naturally over a
twenty per cent longer route of PELL MELL'S traditionally
fine tobaccos. PELL MELL'S greater length travels the
smoke further...gets rid of heat and bite on the way.

(MORE)

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HANCOCK: Smokers of America, when you buy cigarettes, remember...
(CONTD) FELL MELL'S Modern Design filters the smoke...protects
your throat.

MUSIC: (FULL WITH INTRO TO "WHEN THEY SOUND THE LAST ALL CLEAR"
FADE BACK FOR:)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Donald, I'm going to sing a special favorite of
mine. But first, I have a little story for you.
It was in England..before the war...and two cockney
ladies were ~~sounding off the gossip of the neighborhood~~^{gossiping}
~~as they met at the local green grocers.~~

"Did you hear about poor Mr. Wittle, dear^{my}? He
fell in front of a Steam Roller he did, and it pressed
him out so flat they had to roll him up like a ~~blinkin'~~
carpet to carry him home to his wife!"

"Did I hear about it? Lumme! I was sittin' in her
kitchen with her when they brought him in and unrolled
him on the floor.^{she} She was just havin' a cup o' tea ~~she~~
~~was~~."

^{she} "And how did she take it?"

"With two lumps o' sugar and a bit o' cream."

(LAUGHTER...APPLAUSE)

MUSIC: (SWELLS BRIEFLY....FADES FOR BACKING:)

GRACIE: Do you remember those days when you walked down Broadway
or Hollywood Boulevard or Main Street and all the store
windows would be bright and gay with light? Those nights
seem far away, don't they? But when the last all clear
sounds, we'll have them back--^{and} our lads and our gay times--
~~when we can live in peace and happiness again.~~

SONG: ("WHEN THEY SOUND THE LAST ALL CLEAR")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes -- GREAT BRITAIN!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH" PADE FOR BACKING:)

GRACIE: The pounding which allied fliers are giving the Axis is a prelude to invasion -- and to a final Victory which is symbolized by the letter V. It is this symbolic letter V -- the V for Victory -- which you see on the back of every package of my PELL MELL Cigarettes. Tonight, I'd like to tell you about ~~two lads in the Royal Navy who won the Victoria Cross. They are~~ Lieutenant Peter Robertson and Petty Officer Bill Gould who were on board the ^{Cute} submarine "Thrasher" one night when she was attacked by German destroyers. The sub dived and when she came to the surface again her crew heard a strange whizzing noise on deck. They saw that it came from two unexploded German bombs which had somehow gotten tangled in the gear. Robertson and Gould volunteered ~~to try~~ ^{and want to work} to move them, ~~They crawled through the sub's gun casing to where the bombs were located and went to work.~~ They knew that the bombs might explode at any minute and blow them to bits. They knew that if the Germans attacked again their sub would crash dive and they would be drowned like rats. ~~But they didn't think about that.~~ (MORE)

GRACIE:
(CONTD.)

Paul
They thought only of the safety of their ship and her crew. They kept at their dangerous work for ~~more than~~ *more* an hour before they succeeded in ~~dumping the bombs into~~ *getting rid of the* ~~the sea.~~ *front.* The "Thrasher" reached her home port safely because Lieutenant Robertson and Petty Officer Bill Gould risked their lives for their comrades and lived up to the highest traditions of the Royal Navy.

MUSIC: (BUGLE CALL MARCHING FEET)

GRACIE: Tonight as we play Sousa's stirring march, "Hands Across The Sea", People of Great Britain we join you in saying ... On To Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Ladies and gentlemen, from now on you'll be able to put more money into war bonds because the new "pay-as-you-go" Federal Income Tax plan makes it easier for you to budget your income. In most cases your income tax will be automatically deducted from your pay before you get it, so figure it out for yourself. Take paper and pencil and write down the least amount of money you absolutely need for the necessities of life, such as rent, food, medical attention, insurance, and other family expenses. Then on another sheet of paper, write down the total amount, ^{of money} you take in each week. *and* Now subtract what you need from what you take in, and then put the extra money in more war bonds. Buy as many extra bonds as possible each week. Every bit of strength is needed now for the great push toward Victory.

MUSIC: (FULL WITH INTRO TO "WINGS OF ENGLAND" FADE BACK FOR:)

Hancock:

Here she is again - your own Marie Fielder.

GRACIE:

Here's a grand song that was written by two American boys to honor the lads of the R.A.F. The R.A.F. has always done a grand job and they're doing a better one every day. And now that they're working hand in hand with the United States Army Air Forces, the Luftwaffe is going to run into some pretty rough flying weather.

SONG:

("WINGS OF ENGLAND" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Gracie will be with you again in just a moment. (PAUSE)
Smokers, remember...PELL MELL'S Modern Design gives you
two important benefits. First, PELL MELL'S greater length
travels the smoke further, gets rid of heat and bite on
the way. Second, PELL MELL'S greater length filters the
smoke - protects your throat!

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._..._...

GRACIE: On to Victory! Chins up! Keep smiling! And let's
all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: Goodnight, everybody...and God bless you!
(APPLAUSE)

HANCOCK: Listen in tomorrow night when PELL MELL Famous Cigarettes
the cigarette of Modern Design again presents the Gracie
Fields Victory Show!

ANNR: Gracie Fields Victory Show comes to you from Hollywood.
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RADIO DIVISION

Master

CLIENT: AMERICAN C. & C. COMPANY
PALL MALL

BROADCAST: REV. #130

DATE: FRI. 7/9/43

PROGRAM: GRACIE FIELDS
(7:15 to 7:30 P.W.T.)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ..._ ..._ ..._

MUSIC: (BEETHOVEN'S FIFTH) (FIRST TWO PHRASES)

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of Modern
Design brings to millions the Gracie Fields Victory Show!

MUSIC: (FULL THEME ... FADE ON CUE FOR)

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with some
songs and a bit of a story for you. Well, my Cousin
Burt went into the army, and he and his buddy were
assigned to the cavalry. The other day, they were
trying to get a bit into a horse's mouth, but it was no
go. So Burt said: "There's only one thing to do. We'll
just have to wait for the silly beast to yawn." Poor
Burt! The army life is so strange to him, but ~~I suppose~~
he'll get used to it.

SONG: ("HE'LL GET USED TO IT.")

(APPLAUSE)

ATX01 0230927

HANCOCK: Gracie will be back with more songs in just a moment.
Ladies and gentlemen, you don't have to believe ...
you can actually see how PELL MELL protects your
throat. Notice PELL MELL'S greater length. That's
Modern Design! PELL MELL'S greater length filters
the smoke naturally over a twenty per cent longer
route of PELL MELL'S traditionally fine tobaccos.
PELL MELL'S greater length travels the smoke further..
gets rid of heat and bite on the way. Smokers of America,
when you buy cigarettes, remember... PELL MELL'S
Modern Design filters the smoke protects your
throat!

MUSIC: (FULL WITH INTRO TO "I HEAR A DREAM"... FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?

GRACIE: Well, Don, I've had several requests asking me to
sing "I Hear A Dream" again. So tonight's the night.
But right now, it's time for my little story.
It seems that Mrs. ~~Scupper~~ Scupper was suing for
divorce and Mr. Scupper was on the witness stand.
~~The magistrate fixed him with an accusing eye..~~
~~"This is a disgraceful state of affairs, for you two~~
~~to want to terminate your marriage after twenty-five~~
~~years of happy married life."~~
~~Little Mr. Scupper hung his head.~~
"It's all my fault, your worship. Until six months
ago we were like two blinkin' doves together.. and
then .. the baby came!"

(MORE)

ATX01 0230928

GRACIE:
(CONTD)

"But that should have *made you happier.*
~~brought you closer together.~~

Was the baby a boy or a girl?"

"A girl, sir. She was a big blonde baby and she moved
in next door!"

(LAUGHTER ... APPLAUSE)

MUSIC: (SWELLS BRIEFLY... FADES FOR BACKING)

GRACIE: You know, I think everyone of us is dreaming of the time
when the war will be over and we can lead normal, happy
lives again. But just dreaming about it isn't enough.
We must give everything we've got to make that dream come
true. If we do that, we're a cinch. So let's hop
to it, eh?

SONG: ("I HEAR A DREAM")
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL... UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a
stirring march, Gracie Fields salutes -- the UNITED
STATES!

MUSIC: (FIRST TWO PHRASES OF BEETHOVEN'S "FIFTH".. FADE FOR
BACKING)

GRACIE: There were thirteen stars in the first American flag.
Today, there are forty-eight - all welded together in
one common purpose - an all out United Nations Victory.
Our symbol for it is the letter V, and that's why I'm
proud that my PELL MELL Cigarettes carry this symbol -
the V for Victory - on the back of every package.
Tonight, I'm going to tell you about an American lad who
did a grand job when our troops took the island at Attu
from the Japs.
(MORE)

ATK01 0230929

GRACIE:
(CONTD)

He is George Mirich of Klamath Falls, Oregon, and he was a company clerk, doing clerical work. But he wanted to see action - to be what he called "A Real Soldier." And he got his chance. As our troops advanced up a rocky slope, seven Japs threw hand grenades at them from foxholes - stopping the advance. Then George Mirich went into action. Facing ^{murderous} suicidal fire, he went up the slope alone, went from one foxhole to another - killing the Japs in them till his ammunition gave out. ~~Then, using his rifle butt as a club, he closed in on the last Jap and killed him.~~ Our troops took the slope, and George Mirich was made a Sergeant on the spot. For he proved he is a real soldier - the kind of soldier who is winning a final and complete victory for the United Nations.

MUSIC: (BUGLE CALL. MARCHING FEET.)

GRACIE: Tonight, as we play Sousa's stirring march, "The Stars and Stripes Forever," people of the United States, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)
(APPLAUSE)

HANCOCK: Smokers -- it's there for you to see -- the advantage you get when you smoke PELL MELL Famous cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

HANCOCK:
(CONTD)

PELL MELL'S greater length travels the smoke further... gets rid of heat and bite on the way. So, smokers, when you buy cigarettes remember PELL MELL'S greater length filters the smoke...protects your throat.

MUSIC: (FULL WITH INTRO TO "HOLD YOUR HATS ON"...FADE BACK FOR)

HANCOCK: Here she is again, your own Gracie Fields!

GRACIE: This little song was written in England, and I think it expresses the feeling of unity and friendship that exists between the United States and Great Britain. Our countries fought side by side in World War One, and came out on top. And you can bet that's what we're going to do this time.

SONG: (HOLD YOUR HATS ON" - WITH GRACIE AND QUARTETTE)
(APPLAUSE)

HANCOCK: Now here is Gracie again with a special word for you!

GRACIE: Thank you, Don. Well, tonight is the last time we'll be popping into your homes for awhile, because I'm leaving for England ^{in October} next week. I'll be there for the next three months...visiting the lads who have seen action and the boys in training camps, and singing a song or two for them. So, when we come back on the air in October, I hope to have a bagfull of stories for you about our American boys over there. It's been lots of fun these last thirty-nine weeks, and we've got a grand show planned for you when we come back on the air next fall over another network. So I hope I'll be seeing you then. Thank you, *so much*.

(APPLAUSE)

MUSIC: (FULL FANFARE)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL.....

GRACIE: On to Victory! Chins up! Keep smiling! And let's all sing together!

SONG: ("ALL FOR ONE" - FULL CHORUS WITH AUDIENCE)

GRACIE: I'll be ^{with} ~~seeing~~ you again in thirteen weeks. Till then, let's keep smiling..let's keep singing..and let's keep working for Victory. Goodnight...everybody and God Bless You.

HANCOCK: Listen in next ^{year} ~~year~~ October when PELL MEIL Famous Cigarettes the cigarette of Modern Design will again present the Gracie Fields Victory Show over a different network.

ANNR: Gracie Fields Victory Show came to you from Hollywood.
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