0798641-003

ATX01 0139300

OCTOBER

WOR 8:00 - 8:30 PM | AUDITION | Tuesday

Times Square Studio | LUCKY STRIKE | October 26, 1937

LUCKY SONG CHARADE

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BAKER: (CHANT OF THE AUCTIONEER ... ENDING WITH:

ANNOUNCER: With independent tobacco experts ... with men who know tobacco best ... it's LUCKIES two to one!

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

ANNOUNCER: Lucky Strike presents -- YOUR LUCKY SONG CHARADE ... with music by Richard Himber and his Orchestra with songs by Stuart Allen and Alice Marion... A new program that is a whirlwind of fun, skill and prizes ... a brand new-musical game that ev rybody will be playing ... but here's Fred Uttal to give you the low down on Your Lucky Song Charade!

(APPLAUSE)

UTTAL: Thanks ... and good evening, everybody. Let me explain what Your Lucky Song Charade is and how it works. You see, we have a musical program prepared for your enjoyment -- made up of songs and tunes that most all of you have heard many times ... you have heard them so often we feel you should know the titles ... so we have made a game out of it! From our studio audience we have picked at random ten contestants ... and each one of these ten people has a chance to win a crisp, new five dollar bill and a carton of Lucky Strikes. The Prize of five dollars will be given to the first contestant here in the studio to guess the title of the tune before we play it. You see, Your Lucky Song Charade is a new twist on an old game that's becoming so popular again. Here's the way to play it: Before Richard Himber plays each tune, we present a little dramatic sketch and hidden somewhere in the dialogue of the actors, you will find

the title of the tune ... that is we hope you do ... you must be careful because the title may not be in one piece ... part of it may be spoken by one actor, and another part by another actors ... or, then again the title may be implied by a situation and not spoken at all ... do you think you can guess the titles? Well, let's see if this is your Lucky Day.

("THIS IS MY LUCKY DAY" . . . . . ORCHESTRA)

(FADE AND LOSE)

UTTAL: All set? Better light up a Lucky ... that'll help you get in the mood ... Now, here's the first scene ... The title in our first Lucky Song Charade is hidden away in a rural setting. Farmer Elmer Rubin has long been courtin' the wealthy widow Brown, and here he seems to be making some time with his romance at the State Fair ... Watch closely for the title!

WIDDY: I'm so glad that you brought me here to the Fair, Elmer ... I think they're such fun.

ELMER: Glad you like it, Widdy Brown. Can't think of a pussen I'd rather have with me.

WIDDY: Oh Elmer ... You flatterer.

VOICE: (LOUD) Step right over this way folks ... Swing the hammer and ring the bell ... This man here will show you how to do it ... Rock the platform and knock the lead weight up in the air ... If you're a real man you will ring the bell.

WIDDY: Let's watch this, Elmer. The man is going to try that sledge hammer thing over there.

(SOUND: OF ROCK ... SLIDE WHISTLE ... BELL ... CHEERS)

WIDDY: My, isn't he strong, Elmer?

ELMER: Taint so much ... could do it myself. Only last year I gave one of those things a wallop and the weight sailed up and cut clean through the bell and killed a duck that was flying due north. Got the duck stuffed and hangin' over my fireplace ... you can see him anytime.

WIDDY: Why Elmer ... that doesn't seem possible.

ELMER: 'Tweren't nothin' ... Why you see over there ... They're gettin' ready for the weight liftin' contest ... I've won that contest every year for the past ten ... Just stepped out this year to give the young fellers a chance.

WIDDY: I never had any idea that you were such an athlete Elmer.

ELMER: Taint nothin' ... only yesterday I was out plowin' the field when a man drove up and asked the direction to Four Corners ... "Right over there" ... I says, and never realized that I was pointin' with the plow in my hand.

WIDDY: I declare! At your age it doesn't seem possible!

ELMER: At my age! ... I'll have you know that I'm in the best years of my life ... they say a man's only as old as he feels, an' I aint never had that old feelin' yet.

WIDDY: Oh dear! Now what made me do that?

ELMER: What's the matter, Widdy Brown?

WIDDY: I dropped my gloves down there between those two benches.

ELMER: Why I'll get them for you ... Just a minute now, I'll have to reach down in there ... Owww ...

WIDDY: What's the trouble Elmer?

ELMER: Seems as if you'll have to reach 'em out, Widdy ... This confounded lumbago keeps me from bendin' down there where I can get a hand on

'em.

(ORCHESTRA CHORD ...)

UTTAL: Well, old Farmer Elmer is certainly 'what a man' ... Did you guess the title to our first Lucky Song Charade? Okay -- let's see if this is your lucky day ...

(POLL THE CONTESTANTS)

UTTAL: Right you are - play it, boys.

("THAT OLD FEELING" . . . . . ORCHESTRA)

UTTAL: Mr. _____ wins Your First Lucky Song Charade ... Here's your crisp new five dollar bill plus your carton of Luckies. Congratulations.

(APPLAUSE)

UTTAL: All right, folks, was that so tough? I'll say not ... how did Mr. _____ get the winning title? Well, it was just as simple as ABC ... here's how: You remember when the widow said ...

WIDDY: I declare! At your age it doesn't seem possible.

UTTAL: and then Elmer said ...

ELMER: They say a man's only as old as he feels -- an' I ain't never had <u>that old feelin' yet</u>.

UTTAL: Get it? ... "That old feelin" ... there you had the title complete in one line.

(APPLAUSE)

UTTAL: Now you folks listening at home ... do you understand how Your Lucky Song Charades are played? Easy, aren't they? Well, why don't you join in on the fun in your home and keep scores among yourselves and see if <u>your</u> guesses are better than the folks here in the studio ...

a little later in the program we'll tell you how you too can win a prize, but now let's get going ... here's Your Lucky Song Charade number two ... ready -- shoot!

ANNOUNCER: Our scene is the arena of the Uptown Clam Chowder Boxing Club and we hear the last round of the fight between Clay Pigeon McDowd and Barrel House Joe. Our announcer, Jim Burton, is at the ringside.

(SOUND: CROWD NOISES UP ... FADE UNDER FOLLOWING ANNOUNCEMENT)

ANNOUNCER: What a fight this has been, folks -- the crowd has been calling Clay Pigeon a stumble bum and he sure has been taking an awful beating. Barrel House just gave him another hard one in the ribs. Looks like Barrel House is hitting McDowd with everything but the bell and the club lights. Oh -- McDowd took a terrific hook to the jaw. He's down! He's been down for what I think is the twenty-second time! This time it's for keeps, folks. Barrel House is the winner! ... and they're carrying McDowd to his dressing room. Boy, but his face is a sorry looking sight.

(SOUND: CROWD NOISES UP ... OUT)

(SOUND: KNOCK KNOCK)

JOSIE: This is Clay Pigeon's dressing room, ain't it?

MAN: Sure, and he's just finding it out himself. He just came to a minute ago. Hey, punky -- here's your dame here to see ya.

McDOWD: Oh -- it's Josie. Come on in, baby.

JOSIE: A fine sight you made of yourself out there tonight ... you -- canvas kisser!

McDOWD: Oh gee, Josie -- I was just a little off form.

JOSIE: Off form! Off your feet, you mean.

McDOWD: Huh?

JOSIE: Boy, you sure do look a sight.

McDOWD: Aw listen, Josie -- it was woith it. I got a lotta dough and missed the boat and I can have a good time. Whaddye say, huh?

JOSIE: What! The way you look tonight?

(ORCHESTRA: TAG IN "G")

UTTAL: (LAUGHING) Well, there's your second Lucky Song Charade. Who'ss got the Lucky title?

(POLL THE CONTESTANTS)

UTTAL: Right - good work ... come on, Dick Himber -- sock it!

("THE WAY YOU LOOK TONIGHT" . . . . . ORCHESTRA)

(APPLAUSE)

UTTAL: _____ wins Your second Lucky Song Charade ... here's your crisp new five dollar bill wrapped around your carton of Luckies ... thank you.

(APPLAUSE)

You're getting on to our game too fast ... Here's how Mr. _____ found the correct title ... The girl said to the prizefighter at the end of the skit -- What - the way you look tonight!" There was the title -- simple?

(APPLAUSE)

UTTAL: That was nice work ... you see all you have to do is to listen carefully and get the message from the sketch, but speaking of messages - here's Basil Ruysdael to bring you a message from Lucky Strike.

HUYSMAN: Thank you, Fred Uttal.

Here is a message addressed particularly to those of our audience who are new smokers ... Those who have only recently started smoking cigarettes. (SLIGHT PAUSE) In this matter of selecting cigarettes, have you stopped for one moment to consider the facts? Have you ever made a real effort to find out the truth about the different brands? We think that choosing your cigarette is as important as choosing anything else that you make use of every day. So here is something really worth your thinking over ... Sworn records, on file for your inspection, show that, among independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! Now these veteran tobacco experts are certainly good judges of cigarette quality. Auctioneers, buyers, warehousemen, etc., they earn their living in buying, selling and handling the various grades of tobacco. Not connected with any cigarette manufacturer but dealing with all manufacturers impartially, they are in a unique position to judge a cigarette purely on its own merits. So for you who are new smokers ... indeed, for all smokers ... the example of the tobacco experts is one that deserves real consideration. Next time you buy cigarettes, remember ... "With men who know tobacco best — it's Luckies, two to one!"

(ORCHESTRA: INTRODUCE "LUCKY DAY")

(FADE FOR)

UTTAL: All right, folks, here's your Lucky Song Charade number three coming right up ... We'll give you three clues -- big-hearted, aren't we? Well, first, this is a script with a touch of pathos, but that doesn't mean that it hides the title of a sad song ... Second, you will hear music in the background, but that is merely background and has nothing to do with the title to be guessed. Third - this song was popular about twenty years ago ... Now - we're practically handing it to you ... the scene takes us to a dance hall in an amusement park where we find a dance marathon in progress. Joe and Daisy are dancing on their last legs.

(ORCHESTRA IN BACKGROUND PLAYING "TEA FOR TWO" ... MURMUR OF CROWD)

JOE: Howya doin' Daisy ... Are ya asleep, kid?

DAISY: No, I'm all right Joe ... Do ya know what day it is?

JOE: Naw. I lost track of the date a long time ago. If we can only hold out, kid ... It can't go on much longer.

DAISY: I -- I -- don't know whether I can, Joe.

JOE: Hang on tight, kid ... I'll hold you up. Look - there's only four other couples left.

VOICE: (DISTANT) Oh boy! (LAUGHS) Look at that pair of strutters, come on there Number Five -- we're betting on you. Who are you, Fred Astaire and Ginger Rogers?

(ALL LAUGH)

JOE: I could kill those mugs. They think it's funny. They think we like doin' this ... the smug lot of sissies. They dance for an hour at their country club, an' then rest up for a week.

DAISY: I know what they're sayin', Joe. They're sayin' that we aint got any brains.... That some people will do anything for money ... They come here to gloat over us like freaks in a side show ... They don't know that it's killin' us!.... that we aint professionals at this racket.

JOE: I can't make you go through wid this, Daisy ... It aint fair. I'll make some dough some other way ... Let's quit.

DAISY: There aint no quittin' now, Joe ... We come this far now, an' we'll stick it out

(SOUND: CROWD NOISES ... LIGHTS ... WHERE ARE THE LIGHTS)

DAISY: What's happened to the lights, Joe?

JOE: I dunno ... but while it's dark we could sneak a rest, Daisy.-

VOICE: (THRU MEGAPHONE) There's been a temporary failure of service, folks ... The lights are out all over town. This aint a rest period, so the orchestra will keep playin' and the dancers are to keep goin'. Any who are caught resting will be disqualified.

JOE: I'll bet some of the others will sneak a rest.

DAISY: All right, let 'em ... We're goin' to play straight, Joe ...

(RUMOR OF CROWD)

JOE: There go the lights on kid ... Hey look ... We're the only ones left ... Daisy .. we've won ... we've won!

VOICE: (OVER MEGAPHONE) The winning pair of strutters, folks, is couple number five... The ball is over ... One thousand dollars in cash goes to couple number five.

(CHEERS)

JOE: Did you hear that, kid? We won.

DAISY: Oh Joe ... I'm so happy ... Joe ... Joe ... (LAUGHS) You poor guy ... sound asleep ... All right Joe ... You deserve it ...

(ORCHESTRA: CHORD IN "G")

(ROLL THE CONTESTANTS)

UTTAL: Good guessing ... play it, boys.

("DARKTOWN STRUTTERS BALL" . . . . . ORCHESTRA)

(APPLAUSE)

UTTAL: _____ of _____ wins the third Lucky Song Charade -- your crisp new five dollar bill and your carton of Lucky Strikes ... Congratulations.

(APPLAUSE)

UTTAL: The answer to that charade was a little tougher to get -- but, here's the way it worked ... The lights went out and Joe said it was dark -- then the manager said the lights were out all over town ... there you had dark town ... Then the manager said they were a winning pair of strutters and the ball was over. Darktown Strutters Ball. Boy, this is duck soup!

(APPLAUSE)

UTTAL: Now, go to work on your Lucky Song Charade number four. The scene is the headquarters of the traffic division of the police department. The chief is addressing the motorcycle cops.

CHIEF: My good fellows, we have had numerous complaints lately to the effect that you boys are being a little rough and unkind to the taxpayers. It is further alleged that your sirens are very annoying and that the exhausts from your motorcycles offend the nostrils. You will find your bikes now equipped with chimes instead of sirens and I do hope you like the new vanilla-scented gasoline.

UTTAL: The scene changes and we find Mr. Insk speeding along the boulevard well over sixty.

(SOUND: CHIMES AND MOTOR EFFECTS)

INSK: Where is that chime? Oh-oh -- a cop.

OFFICER: Would you mind pulling over just a touch. We can't very well visit here in the middle of the road, can we?

SOUND: (MOTOR STOPS)

INSK: Pardon me, officer, but is that a motorcycle or a fruit cake that you are riding?

OFFICER: That is our new vanilla scented gas, Mr. er - er --

INSK: Insk of Insk, Pinsky and Minsk.

OFFICER: Well, Mr. Insk, I don't want to appear picky but you were doing a very neat sixty-six just now.

INSK: Well slap me down now, was I, and if so that is not allowed, eh?

OFFICER: No, that is not allowed. I'm so sorry.

INSK: Well now I didn't know.

OFFICER: Now you know?

INSK: Yes, I know now.

OFFICER: Goodbye. Insk

INSK: Good bye. It's been awfully pleasant. Come up and see us sometime and bring your sweet motorcycle.

(ORCHESTRA: CHORD IN "GM)

UTTAL: I don't believe it ... but there it is ... and the title was there too ... did you catch it? I believe that you're next in turn here.

GUESSER May I have your name and address please?

GUESSER: ANSWERS

UTTAL: That's the ticket ... Richard Himber ... will you please prove the gentleman's (lady's) answer?

("I KNOW NOW" . . . . . ORCHESTRA)

UTTAL: The winner of your Lucky Song Charade number four is _____ of _____. Here's your five dollars and your carton of Luckies Thank you very much.

(APPLAUSE)

ANNOUNCER: Just a minute, Fred - I must be dumb or something, but I didn't get that charade at all ... will you explain it?

UTTAL: Sure - at the end of the script, the officer said, "Now you know" ... and Mr. Insk said, "I know now." Now do <u>you</u> know?

ANNOUNCER: I get it ...

UTTAL: Okay -- let's get on with the show.

RUYSDAEL: Pardon me, Fred -- before you carry on with these fascinating charades, let me tell you what so discriminating an artist as Lauritz Melchior said about Lucky Strikes ...

That internationally famous Wagnerian tenor, Lauritz Melchior, returns to America in a few days. And when the Metropolitan Opera season opens next month he will become one of the busiest men in America. Even though he will sing the difficult Wagnerian operas, Mr. Melchior will not have to cut down the number of Luckies he smokes! For, he has learned through long experience that Luckies are always easy on his throat. Recently Lauritz Melchior said: "In Tristan, one of the hardest Wagnerian operas for singers, the tenor must sing 1790 words. But I can enjoy a Lucky when the curtain goes down without the slightest complaint from my hard-worked throat!" And Luckies will be just as easy on your throat. Lucky Strike has an exclusive process "It's Toasted" which removes certain harsh throat irritants naturally present in all tobaccos. That's why you'll find Luckies are a light smoke, easy on the throat! And you'll enjoy the flavor of their choice center-leaf tobacco -- the "Cream of the Crop."

X Extras for this week must be
[illegible] not listing the
[illegible] 30 x [illegible]
[illegible] 9 x 7.2 - [illegible] - [illegible] —
[illegible]

(INTRODUCTION TO "LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Well, folks, we come up to a Lucky Double ... a double award of five dollars ... two crisp new five dollar bills and two cartons of Lucky Strikes to go to two Lucky winners. Here's the way it is: You see, each week we ask ~~our audience~~ you to write in an original ~~Lucky Song Charade~~ melody mystery ... it's very simple and you don't have to worry about whether you can write or not — you can just send us your idea for a ~~charade~~ plot ... You pick any popular song and write your ~~little~~ brief sketch around it, making sure that you have in the words spoken by the actors some clue to the actual title ... just the way you hear ~~your Lucky Song Charades~~ these melody mysteries tonight -- The only rules are that if more than one of you pick the same song to write about, the decision as to which ~~charade~~ plot to accept remains entirely with us. We will not send back your scripts, and if you write one we like we'll give you a prize of five dollars and a carton of Luckies. Simple, isn't it? And you can bet - lots of fun.

Now we're going to bring you the ~~Lucky Song Charade~~ Melody Mystery which won the prize this week -- it was written by Mrs. Susan French of 897 Riverside Drive -- congratulations, Mrs. French -- your five dollar award is on the way to you in the mails.

(APPLAUSE)

UTTAL: Now here's the ~~Lucky Song Charade~~ Melody Mystery coming up and you certainly want to pay close attention to get the title... Concentrate on this one and see if you can win a prize. This sketch brings us the Great Sirloin Mystery and our scene opens in the palatial home of J. Hogan Twitchell -- noted financier.

(DOORBELL)

WIFE: Keep your chin up, Jasper. That must be Inspector Hogan. I'll let him in.

(DOOR OPENS)

WIFE: Good evening, Inspector.

INSPECTOR: Good evening, Mrs. Twitchell -- What's the trouble here?

WIFE: Do come in, Inspector -- Mr. Twitchell has been robbed. Jasper - this is Inspector Hogan of the police.

TWITCHELL: This is an outrage, Inspector. Sit down -- have a spot -- an outrage, I tell you -- I have been victimized by desperadoes.

INSPECTOR: Take it easy, Mr. Twitchell -- we'll take care of everything. Just what happened?

TWITCHELL: My priceless Sirloin has been purloined.

INSPECTOR: What? You had a Sirloin? Good grief, man! It is worth a King's ransom.

TWITCHELL: Say -- which one?

INSPECTOR: Think of it -- a real Sirloin steak -- man, this is serious?

TWITCHELL: Serious! Inspector, I was taking it to my safety deposite vault for safe keeping when I was set upon by masked thugs who made off with my steak.

INSPECTOR: Say no more -- say nothing to the papers -- don't talk -- I'll get to the bone of this - never fear.

(DOOR SLAMS)

UTTAL: The scene changes to the hideaway of two desperate characters -- Jimmy the Lug and Butch the Beezer.

JIM: That was nifty work, Butch - nifty.

BUTCH: We got to scram out of here.

JIM: With that Sirloin -- it would be moider -- the thing's too hot.

BUTCH: What was that I heard?

JIM: I didn't hear nothin'.

BUTCH: We ain't takin' no chances. Put out the lights and keep your voice

down to a whisper.

(THEY WHISPER FROM HERE ON)

JIM: Okay -- if the coast is clear we better take this sirloin and snag a boat for South America.

BUTCH: Okay.

(SOUND: BANGING ON DOOR)

INSPECTOR: Open up in the name of the law.

BUTCH: The fat's in the fire -- it's Flatfoot Hogan, the toughest cop in town.

JIM: Geez -- and I could just taste this baby cookin' with onions.

BUTCH: Well, this is our last mis-steak!

(ORCHESTRA TAG IN "G")

UTTAL: There you are -- and who's got the title to your fifth Lucky Song Charade?

(POLL CONTESTANTS)

Good! ... That's great work ... Richard Himber and his Lucky Strike Orchestra play the answer.

("WHISPERS IN THE DARK" . . . . . ORCHESTRA)

UTTAL: Now if _____ will step up here he (she) will receive a cash price of five dollars for guessing the title "Whispers in the Dark" -- There's your crisp new five dollar bill and here's your carton of Luckies -- congratulations.

(APPLAUSE)

UTTAL: Now Mr. _____, will you tell us how you solved this Lucky Song Charade?

VOICE: Yeah - the title was implied in one line where he said "Put out the lights and keep your voice down to a whisper."

UTTAL: Swell - that's fast thinking ... it was "Whispers in the Dark" and that makes a real Lucky Double -- a prize of five dollars and a carton of Luckies to Mrs. French of Riverside Drive for the winning Lucky Song Charade of the week and five dollars and a carton of Luckies to Mr. _____ for the correct title. Congratulations, Mrs. French and Mr. _____, and thank you, ladies and gentlemen.

(APPLAUSE)

("THIS IS MY LUCKY DAY" . . . . . ORCHESTRA)

(FADE FOR)

ANNOUNCER: Well, that's all of our Lucky Song Charades until next week ... we hope to see you then and have another swell evening trying to guess the titles to these songs. Remember, you can win a prize by sending us a winning Lucky Song Charade or you can win a prize by guessing the correct title if you are one of the contestants here in the studio. And next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best ... the independent tobacoo experts. Sworn records on file for your inspection show that among these men who earn their living buying and selling and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer ... their opinion is completely unbiased. Remember -- "<u>with men who know tobacco best -- it's Luckies two to one</u>!"

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

LUCKY STRIKE

MELODY PUZZLES

WOR: 8:00 - 8:30 PM

Times Square Studio

Tuesday

November 2, 1937

ANNOUNCER: Listen to the chant of the auctioneer!

BAKER: CHANT OF THE AUCTIONEER ... ENDING WITH:

ANNOUNCER: With independent tobacco experts ... with men who know tobacco best, it's Luckies two to one!

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

ANNOUNCER: Lucky Strike presents Melody Puzzles with music by Richard Himber and his Orchestra, and songs by Stuart Allen and Alice Marion ... a new program that is a whirlwind of fun, skill and prizes ... a brand-new musical game that everybody will be playing ... but, here's Fred Uttal to tell you how to play Melody Puzzles.

(APPLAUSE)

UTTAL: Thanks, and good evening, everybody. Well, here we are with a new game - plenty of fun to play and plenty of fun to listen to. And here is the idea: We have made up a musical program for your enjoyment - songs and tunes that most all of you have heard many times - so many times that we feel you should know the titles. That's where the game comes in ... from our studio audience we have picked at random - ~~about 100 men, to be exact~~ - ten contestants who sit near us here on the stage. Each of these ten people has the chance to win a crisp new five dollar bill and a carton of Lucky Strikes if they can guess the title of the tune before Dick Himber plays it; and the way they must guess the title is from a clue or clues given in a little dramatization before each tune. Our cast will present before each selection a little playlet, and hidden somewhere in the dialogue of the actors our ten contestants will find the title of the tune ... that is we hope they do ... they must be careful, because

the title may not be in one piece ... part of it may be spoken by one actor, and another part by another actor ... or then again the title may be implied by a situation and not spoken at all ... Is that clear? ... well, the best way to get on to the idea is to go ahead and play one and see how it works. You can join in the fun, too -- see if you can guess the title before our contestants do -- you won't win a prize for it, but you'll have a lot of fun. Later on in the program we'll tell you how you can win a prize in another part of the game. But right now - let's see how good our ten contestants are at guessing the titles to Melody Puzzles.

(("THIS IS MY LUCKY DAY" . . . . . ORCHESTRA)

(FADE AND LOSE)

UTTAL: Ready for your Melody Puzzle number one ... The scene is the palatial home of one Oswald Rocks - famed art patron and Inflationist ... The neighbors thought Mr. Rocks was abroad, but a determined visitor has found him to be home! It is night. Ready - action - camera!

COLLECTOR: You Mr. Rocks - Oswald Rocks?

MUG: Why, me? ... I don't know ... that is ...

COL: You don't know who you are? You live here, don't you?

MUG: Sure - sure.

COL: Then you're Rocks!

MUG: Okay - I'm Rocks!

COL: Mr. Rocks - I'm from the Internal Revenue - I want to talk to you!

MUG: Me? ... but, lissen ...

COL: No buts ... look here, Rocks, what's this deduction you made in your tax sheet of 1936 ... what about it, eh?

MUG: Now lissen, guy ...

COL: Be careful, Rocks ... what's the idea of deducting two thousand dollars for a painting called "The Moon in Murphy's Hat."

MUG: (TITTERING) I guess I just like moons.

COL: Yeah? Where is that chromo?

MUG: Why - um - maybe that's it over there?-

COL: Maybe? Don't you know?

MUG: You know how I am -- I never know what I do with stuff.

COL: Okay - let's take a look at that thing -- get a light.

MUG: I got a light.

COL: What you doin' with a flashlight?

MUG: I got to find my way around, don't I?

COL: Turn that light away -- it got in my eyes!

MUG: Okay.

COL: So - that's the picture you paid two grand for?

MUG: Ain't it pretty?

COL: I seen better mugs than that in Rogues' Gallery.

MUG: I ain't goin' to quibble about art with no turkey like you.

COL: What's that?

MUG: I said you don't appreciate moons.-

COL: Sit down, Mr. Rocks - there's another item of three thousand dollars deducted for upkeep of a ~~Nest~~ Animal hospital -- three thousand for -- oh, why go on -- this tax sheet is pure fraud, Mr. Rocks - what you got to say?

MUG: You're breaking my heart!-

COL: I'll have to take you with me!

MUG: Lissen you got me wrong!

COL: Wrong?

MUG: I ain't Mr Rocks!

COL: You ain't Mr. Rocks -- then who are you?

MUG: I'm just the guy who came here to rob the joint!

(CHORD IN 'G')

UTTAL: (POLLS THE CONTESTANTS ...)

(CALLS IN THE ORCHESTRA ...) (CREDIT TUNE AS ON "YOUR HIT PARADE")

("THE MOON GOT IN MY EYES" . . . . . ORCHESTRA & ALLEN)

UTTAL: _____ wins the first Lucky Melody Puzzle. Here's your five dollar bill and your carton of Luckies ... congratulations.

(APPLAUSE)

Now, how did _____ get the winning title? Very simply -- you remember in the sketch when the Collector said:

COL: What's the idea of deducting two thousand dollars for a painting called "The Moon in Murphy's Hat."

UTTAL: Then the mug said:

MUG: I guess I just like moons.

UTTAL: There you had plenty of moon -- then later the Collector said:

COL: Turn that light away - it got in my eyes.

UTTAL: Put them together and you ~~had~~ HA, "The Moon Got In My Eyes."

~~(APPLAUSE)~~

UTTAL: Now you folks listening at home - do you understand how Melody Puzzles are played? Well, why don't you join in the fun in your home and keep scores among yourselves - see if your guesses are better than the ten contestants here in the studio -- We'll tell you later how you can win a prize, but now let's get going on our Lucky Melody Puzzle number two - ready - shoot!

ANNOUNCER: The scene is a penthouse -- a snuggery tucked away high above the wicked city.

Pause

JONES: Have you seen my new etchings, dear

GIRL: I don't want to see your etchings, Mr. Jones.

JONES: Will you stop calling me Mister.

GIRL: Well, I feel that I don't really know you!

JONES: Ye gods - I'll lose my mind ... the way you look - so beautiful - so alluring and to have you up here alone high above the city with the harbor sounds coming up and the lights of the city twinkling below -- ugh! ... she calls me Mister!

GIRL: I'm sorry, Mr. Jones - can I help it if I'm polite - my family has always been polite.

JONES: Ye gods, do I pick 'em -- Jeeves - Jeeves!

JEEVES: Yes sir?

JONES: Bring the champagne and caviar.

JEEVES: Yes sir -- very good sir.

JONES: Well, what is it, Jeeves?

JEEVES: Begging your pardon, sir -- shall I sever the telephone wires?

JONES: Of course, Jeeves - thank you.

JEEVES: Thank you, sir - I knew you would wish to be alone.

GIRL: ~~Alone~~, Mr. Jones! ~~Alone with~~ Just me - you and champagne and caviar!

JONES: Yes, darling - ~~just~~ WE TWO WITH champagne and caviar!

GIRL: Mr. Jones - why - why are you doing this?

JONES: Because, my darling - don't you remember? This is our tenth wedding anniversary!

(CHORD IN 'G')

UTTAL: (POLLS THE CONTESTANTS)

(BRINGS THE ORCHESTRA IN)

("HARBOR LIGHTS" . . . . . ORCHESTRA & MARION)

UTTAL: _____ wins the second Lucky Melody Puzzle. Here's your crisp five dollar bill and your carton of Luckies -- thank you.

(APPLAUSE)

UTTAL: Well, that was an easy one ... here's how _____ got the title to your Lucky Melody Puzzle number two -- it was all done in one speech. Mr. Jones said: "and to have you up here alone above the city with

the "harbor" sounds coming up and the "lights" ... there you are - "Harbor Lights."

(APPLAUSE)

UTTAL: That was nice work ... you see, all you have to do is to listen carefully and get the message from the sketch - but speaking of messages - here's Basil Ruysdael to bring you a message from Lucky Strike:

RUYSDAEL: Thank you, Fred Uttal. Here is a message addressed particularly to those of our audience who are new smokers ... we think that choosing your cigarette is as important as choosing anything else that you make use of every day - so, here's something really worth thinking over ... sworn records on file for your inspection, show that, among independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! Now, these veteran tobacco experts are certainly good judges of cigarette quality ... auctioneers, buyers, warehousemen, etc. ... they all earn their living in buying, selling and handling the various grades of tobacco - they are in a unique position to judge a cigarette purely on its merits ... so for you new smokers - indeed, for all smokers - the example of the tobacco experts is one that deserves real consideration ... next time you buy cigarettes, remember - with men who know tobacco best - it's Luckies two to one!

(ORCHESTRA: INTRODUCE "LUCKY LAY" ...)

UTTAL: All right folks - another Lucky Melody Puzzle coming right up ... this is number three ... our next tune is what musicians call a standard - that is, it's not new, but it's still popular and you hear it regularly -- watch for the title - this is a quickie - okay - on your toes!

ANNOUNCER: The scene is a dark portion of the waterfront - ~~let us say near the Battery~~... two shadowy figures are huddled near a piling -- it is early morning - just before dawn.

(SOUND: HARBOR SOUNDS AND SUSTAIN)

BOY: It's kind of cold, isn't it?

MAN: Yes - uninviting.

BOY: The water?

MAN: Yes.

BOY: Well, it's inviting to me!

MAN: Then - you were going to jump in?

BOY: Were? No - I am!

MAN: What's the matter - girl trouble?

BOY: Yeah -

MAN: Somebody steal her from you?

BOY: Yeah

MAN: That's nothing to jump in the river about.

BOY: No? What are you doing down here?

MAN: Same thing.

BOY: Yeah - what for?

MAN: Stock Market!

BOY: (LAUGHING BITTERLY) Yeah? That's funny.

MAN: What's funny about it - I'm wiped out!.

BOY: My girl left me to go with a guy who was in Wall Street.

MAN: Funny - I had a girl - she wanted my money - well, let's jump in together. What's your name?

BOY: Anderson.

MAN: Miss Carrington.

BOY: Carrington! J. C. Carrington?

MAN: Yes - what's the matter?

BOY: Go ahead and jump in - you're the guy that ran off with my girl!

(CHORD IN 'G')

UTTAL: (POLLS THE CONTESTANTS)

(CALLS IN THE BAND)

("SOMEBODY STOLE MY GAL" . . . . . ORCHESTRA)

UTTAL: _____ wins your Lucky Melody Puzzle number three -- here you are -- _____ -- here's your crisp new five dollar bill wrapped around your carton of Luckies -- congratulations.

(APPLAUSE)

UTTAL: Well, I don't have to tell you how Mr. _____ guessed that one -- it was as plain as the nose on your face -- it was implied by the situation and the lines of the two actors - so let's get on with your Lucky Melody Puzzle number four - the scene is a city park - a boy and a girl are strolling along - watch your step on this one and don't be fooled by the obvious -- ready - action!

BOY: Aren't you glad we didn't go to a movie?

GIRL: Sure.

BOY: Pretty, ain't it?

GIRL: Yeah ... it's lovely. Let's walk.

BOY: Suits me.

GIRL: No moon tonight ... Gosh, it's dark.

BOY: Scared?

GIRL: (LAUGHS) Not when you're with me.

BOY: Let's take this bench. We'll be alone. (DEEP HAPPY SIGH) Gee, honey - I think you're swell.

GIRL: Darling ... (STARTS) What's that?

BOY: Probably someone else taking a walk.

GIRL: (REASSURED) Oh! (IN A SNUGGLING VOICE) Put your arms around me.

(WHISTLING A SHORT DISTANCE AWAY)

WHATS THIS—

COP: Well, [redacted] WELL [redacted].

BOY: Good evening, officer. Lovely evening.

COP: Yeah ... On your toes and start moving.

BOY: But officer ...

COP: C'mon ... get going.

BOY: But we were just ...

COP: You heard me ... get going.

BOY: Oh, all right ... Come on, Mary.

GIRL: What an old meanie! I bet he never sat in the park with his girl . I bet he never even had a girl.

BOY: Well ... what now?

GIRL: We'll just find another ~~[illegible]~~ Place.

BOY: And have him chase us away again ... Not for me.

ANNOUNCER: Time passes -- but love is made of sterner stuff -- our boy and girl are still in the park.

GIRL: Darling ... Look, there's a bench under that tree.

BOY: Uh huh.

GIRL: (WHISPERING) Well, in the dark he can't see us ... and if we talk in whispers ~~[illegible]~~ he can't hear us!

BOY: Okay, come on.

(PAUSE)

GIRL: (WHISPERING) Gee, this bench is soft!

BOY: (WHISPERING) Yeah ... too soft!

COP: It ought to be ... you're sitting on ~~[illegible]~~ me!

(CHORD IN 'G')

UTTAL: (POLLS THE CONTESTANTS)

(BRING IN THE BAND ON TITLE)

("WHISPERS IN THE DARK" . . . . . ORCHESTRA)

UTTAL: To Mr. _____ goes the prize for his clever deduction of the title

11/2/37

MELODY PUZZLES

COMMERCIAL #2 - NOVEMBER 2,1937

RUYSDAEL: Lanny Ross spends a good part of each week preparing for his new hour radio program. In fact, he recently said it took about 40 hours of rehearsal. So, like others in radio, movies and opera who depend on their voices, he takes every care of his throat. That's why, as Lanny himself says, "I stick to Luckies." And, you will find Luckies gentle on your throat, too. You'd understand why if you could see what quantities of throat irritants are expelled by the exclusive process "It's Toasted". Because these irritants are out of Luckies you can be sure of a light smoke, kind to your throat ... a light smoke of the finest tobacco money can buy. Ask for Lucky Strike.

- "Whispers in the Dark" ... here's your five dollars and your carton of Luckies -- thank you.

(APPLAUSE)

UTTAL: That Lucky Melody Puzzle was a little harder -- but the cue was when the girl said - "Well, in the dark he can't see us - and if we talk softly, he can't hear us"- then they whispered out the scene -- so "Whispers in the Dark" - catch? Elementary, my dear Watson - elementary.

(APPLAUSE)

UTTAL: Now before we go into your Lucky Melody Puzzle number five - here's Basil Rathbone to say a brief word about Lucky Strikes:

(ORCHESTRA: INTRODUCE "LUCKY DAY")

UTTAL: Well, now I'm going to tell you folks listening at home how you too can win a prize with Melod. Puzzles. You've heard four of these Lucky Melody Puzzles and you know how the idea works -- so here's the way you can participate in these Lucky Melody Puzzles ... Write an original Melody Puzzle yourself and send it to us. If you don't think you can write your idea out in dramatic fashion, send us your idea for a Lucky Melody Puzzle playlet ... the idea is to pick any popular song and write down an idea for a sketch, making sure that there will be some clue in the words spoken by the actors to the actual title ... but like any game we've got to have our rules, so here are the rules for writing your Lucky Melody Puzzles ...

(1) Your sketch or idea for a sketch must be written on one side of a sheet of paper only.

(2) If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us ...

(3) We will not send back your scripts - win or lose; nor enter into any correspondence about them ...

(4) If you write one we like we'll award you five dollars - a carton of Luckies and mention your name as author on this program.

(5) Entries for this week must be postmarked not later than midnight Saturday, November 6 - and the winning playlet will be broadcast Tuesday, November 16th. Send your entries to The American Tobacco Company - 111 Fifth Avenue - New York City. Remember the address -- 111 Fifth Avenue - New York City.

Now we'll bring you the fifth Lucky Melody Puzzle of the evening, and pay close attention so you will know how to work up your own ideas for a Lucky Melody Puzzle ... ready - let's go, but be careful -- this one is simple but it has a twist to it -- take it,

_____.

ANNOUNCER: Our scene is the Battery again — coming in from Quarantine is a big liner bearing the Duke and Duchess of Windsor to the United States.

(SOUND: HARBOR SOUNDS)

(SHIP'S WHISTLE ETC. ... THROUGH SCENE)

MAZIE: Oh, Eddie, ain't it grand?

EDDIE: Ain't what grand, Mazie?

MAZIE: That!

EDDIE: That tug?

MAZIE: Nah - to think she is coming home, and him a duke!

EDDIE: Yeah!

MAZIE: Would you abdicate for me, Eddie?

EDDIE: What's that mean?

MAZIE: Give up bein' king of somethin'!

EDDIE: You want me to give up being on relief?

MAZIE: No, Eddie - not that!

EDDIE: Quit kiddin' yourself.

MAZIE: Gee, Eddie - I wish you had a house.

EDDIE: What for?

MAZIE: Then I could be sort of a queen.

EDDIE: Yeah - how come? Have you [redacted] a crown?

MAZIE: No, but don't they say every man's house is his castle?

EDDIE: Not the kind I could buy!

MAZIE: Ah, it would be swell, Eddie.

EDDIE: Well, some of these days we'll go to Flushing and have a gander at

some of that real estate.

MAZIE: Ah, Eddie - you're my baby!

(CHORD IN 'G')

UTALL: (POLLS CONTESTANTS)

(BRINGS IN ORCHESTRA)

("HAVE YOU GOT ANY CASTLES BABY" . . . . . ORCHESTRA)

UTTAL: Now if _____, you will step up here, you will receive a cash award of five dollars and a carton of Luckies. There you are -- thank you.

(APPLAUSE)

UTTAL: That one was certainly obvious if you knew your popular song titles — and it seems you certainly did know them ... the title was implied in the dialogue around the idea of castles ... the baby was found on the doorstep of the last line -- so you had "Have You Got Any Castles Baby" and I hope you've all had a lot of fun playing Melody Puzzles.

(APPLAUSE)

~~UTTAL: Thank you ladies and gentlemen -- [illegible]~~

~~(APPLAUSE)~~

(ORCHESTRA: "LUCKY DAY")

ANNOUNCER: ~~Well~~, THANK YOU FRED UTALL and that's all of our ~~Lucky~~ Melody Puzzles until next Tuesday night at 8 o'clock. Remember you people listening in can win a prize by sending us a winning Lucky Melody ~~[illegible]~~ Puzzle addressed to the American Tobacco Company - 111 Fifth Avenue New York City -- or you can win a prize by guessing the correct title if you are one of the contestants chosen herein the studio ... and, next time you're buying cigarettes, remember the honest opinion of the men who know tobacco best ... the independent tobacco experts. Sworn records on file for your inspection show that among these men who earn their living

buying and selling and handling the various grades of tobacco, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts are not connected with any manufacturer ... their opinion is completely unbiased. Remember -- With men who know tobacco best -- it's Luckies two to one!

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

Client THE AMERICAN TOBACCO COMPANY
Continuity For LUCKY STRIKE - "MELODY PUZZLES"
Date TUESDAY, NOVEMBER 9th, 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BAKER: (CHANT OF THE AUCTIONEER ... ENDING WITH:)

ANNOUNCER: Yes - it's the tobacco that counts - and with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents Melody Puzzles with music by Richard Himber and his Orchestra, and songs by Stuart Allen and Alice Marion...a new program with a brand new musical game that everybody will be playing...but, here's Fred Uttal, your guide to Melody Puzzles.

(APPLAUSE)

UTTAL: Thanks, and good evening, everybody. From our studio audience we have picked at random - out of a hat, in fact - ten contestants who sit near us here on the stage. Each of these ten people has the chance to win a crisp new five dollar bill and a carton of Lucky Strikes by guessing the title of a tune before Dick Himber plays it; and the way they must guess the title is from a clue or clues given in a short dramatization before each tune. Before each selection our cast will present a little playlet, and hidden somewhere in the dialogue of the actors our ten contestants will find the title of the tune...they must be careful, because the title may not be in one piece...part of it may be spoken by one actor, and another part by another actor...or then again the title may be implied by a situation and not spoken at all...Well, let's play one and see how it goes. You can join in the fun, too -- see if you can guess the title before our contestants do -- you won't win a prize for it, but you'll have a lot of fun. Later on in the program we'll tell you how you can win a prize in another part of the game. But right

now - let's see how good our ten contestants are at guessing the title to Melody Puzzles.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Melody Puzzle - Number One - coming right up -

ANNOUNCER: We are at the front desk of the Ritz Plaza Hotel in Oswald, Missouri. It is late at night when the door opens to admit Mr. Schmaltz, a prospective guest well in his cups ...

(SOUND DOOR SLAM)

SCHMALTZ: Is this the Ritz Plaza?

CLERK: Yes, sir. What can I do for you, Sir?

SCHMALTZ: I wanna room.

CLERK: Yes, sir. We have a very nice single on ...

SCHMALTZ: I don't want any room.

CLERK: But you just said you wanted a room.

SCHMALTZ: I don't want any room. I want room 321.

CLERK: Room 321?

SCHMALTZ: That's what I said. My name's Schmaltz. An' when I was here in Oswald before I stayed in Room 321. I like Room 321 very much. I want Room 321

CLERK: Yes, Mr. Schmaltz, You can have 321. It happens to be vacant.

SCHMALTZ: Thass fine, young man. Thass fine.

(SOUND: BELL)

CLERK: Front boy!

BOY: Yes, sir?

CLERK: Please show Mr. Schmaltz to 321. Here are the keys.

BOY: Yes, sir. This way Mr. Schmaltz ...

SCHMALTZ: (ON FADE) I'm comin'. I'm comin' .....

(SOUND: TICK OF CLOCK)

UTTAL: Time ticks on. Ten minutes have passed since Mr. Schmaltz went up to his room. And now .....

(SOUND: DOOR OPEN AND SLAM)

SCHMALTZ: (FADING ON) Shay ... Is this the Ritz Plaza Hotel?

CLERK: Yes, it is sir. But what's happened to you? Your clothes are all torn and there's a cut over your eye.

SCHMALTZ : That's all right. Gimme the key to 321.

CLERK: But you're bleeding.

SCHMALTZ: That's all right. Gimme the key to 321.

CLERK: I'm sorry, sir. You can't have the key to 321. The room's taken. A Mr. Schmaltz just checked in there.

SCHMALTZ: I know it. Don't you remember me?

CLERK: No ... no sir. I can't say I do.

SCHMALTZ: I'm Schmaltz. I just fell out of the window!

(CHORD)

UTTAL: (POLLS CONTESTANT .....)

(CALLS IN ORCHESTRA ....) (CREDIT HIT PARADE)

("REMEMBER ME" . . . . . ALLAN AND ORCHESTRA)

UTTAL: _____ wins the first Lucky Melody Puzzle for this evening ... here's your five dollar bill and your carton of Luckies...congratulations.

(APPLAUSE)

UTTAL: That should have been an easy one -- here's the way it worked -- the title was in one line and you'll recall the clerk saying ...

CLERK: You can't have the key - a Mr. Schmaltz just checked in there.

UTTAL: Then, Schmaltz said ...

SCHMALTZ: I know it - don't you remember me?

UTTAL: Remember Me - as simple as ABC. Now, you folks listening at home - be sure to join in the fun and keep scores among yourselves...see if your guesses are better than those of our ten contestants ... here in the studio. We'll talk to you later on how you can win a prize, but right now - let's get going with

your Melody Puzzle Number Two - ready - shoot!

ANNOUNCER: Ah me, tis the happy home of the Elmer Twiddles - they are both at home and Bridget, the maid is tweaking the tapers - her nightly hint that beddie-bie has come once again.

(SOUND: CLOCK STRIKES)

WIFE: (WITH SUGGESTION OF YAWN) Bed time, dear.

TWIDDLE: Yes?

WIFE: Bridget is fussing with the tapers - going to bed?

TWIDDLE: I'm afraid to.

WIFE: Silly - why?

TWIDDLE: I had the strangest dream last night.

BRIDGET: (COUGHS) Excuse me, mam ... mister.

TWIDDLE: For goodness sake, Bridget - got a cold?

BRIDGET: No sir - yes, sir!

WIFE: Make up your mind, Bridget!

TWIDDLE: Yes, dear - I had the strangest nightmare sort of thing.

WIFE: Sheep?

TWIDDLE: No — not at all - very funny.

WIFE: Funny? As a matter of fact, you look ill.

TWIDDLE: No - feel fine - feel fine.

WIFE: By the way - didn't I hear you about last night?

TWIDDLE: No - no - must have been the cat.

WIFE: Funny - the cat left a compact in your dinner clothes.

TWIDDLE: Preposterous!

WIFE: Very!

TWIDDLE: That's the funny part of it - you know, I dreamt I was on the loose last night — had all sorts of gadding about with an exotic female — my goodness - and came home without a cent and had to stand off

MELODY PUZZLES (LUCKY STRIKE) Tuesday, November 9, 1937

COMMERCIAL NO. 1

RUYSDAEL: Do you realize that 100 pounds of tobacco sold at auction at present prices, may bring anywhere from three to over fifty dollars? Auctioneers, buyers, warehousemen, etc. must be able to tell at a glance the difference between hundreds of grades of tobacco. They are experts, so we naturally expect them to be equally discriminating in their choice of cigarettes. Now what do they smoke? Sworn records on file for your inspection show that, among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! These independent tobacco experts actually see what quality of tobacco is bought at auction for each cigarette company. So next time you buy cigarettes, remember ... these tobacco experts themselves -- these men who know tobacco best -- choose Luckies two to one!

Commercial #1

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Alright, folks - here's your Lucky Melody Puzzle Number Three coming right at you - watch out for this one, it's got the title of a tune that's been a favorite of yours for years ... are you ready? - Okay let's go.

ANNOUNCER: The scene of our next Melody Puzzle is a farmhouse, where ma and pa are jest sittin', waitin' for it to get dark.

(SOUND: CLOCK TICKS VERY LOUD AND CONTINUES TO TICK FOR SEVERAL SECONDS)

PA: Hear somethin?

MA: Hanh?

PA: I said - hear somethin?

MA: No - I feel better!

PA: I'll go see.

(SOUND KNOCKING AT THE DOOR)

(DOOR OPENS)

(WIND EFFECT UP BIG AND KILL AT PEAK)

(DOOR SLAMS)

BOY: Howdy?

PA: Whatcha want?

BOY: I've come a fur piece and I ain't got no place to stay.

PA: Come in.

MA: He is in!

PA: Well, where you come from, son?

BOY: Oh, I come from Georgia - down in Dixie,

MA: Never heard tell of it ...

PA: Well, what you starin' at, son?

BOY: I must have been here before?

MA: You haint the drummer fellow was here last shuckin' time?

PA: What's the matter, boy? Is it true what they say about drummers?

BOY: I know .. now I see it all - you are my long-lost father and mother.

MA: You gonna stand there like a derned fool, pa, and let him say that?

PA: Is it true, son?

BOY: Certainly is, pa — I remember ma sittin' there smokin' jest like she is now.

PA: Why - gosh dern it - this is just like a story book yarn - gol-ding it --- I can't believe these tired old eyes!

BOY: Gee, pa, it's good to be home - it's so nice and warm and comfy like - and, gee I'm hungry -- well, gee - I don't know what to say..

PA: Ma - what do you know about this -- never heard tell o'it?

MA: I knew you shouldn't have answered that door!

BOY: Why, ma - don't you recollect me?

MA: I reckon I don't - but, let me see - we shot one boy - two got stole by gypsies - twelve got married - four's in jail - one died from drinkin' my medicine - you must be the one who got away!

(CHORD IN "G")

UTTAL: (POLL THE CONTESTANTS....)

(CALL IN THE BAND)

("IS IT TRUE WHAT THEY SAY ABOUT DIXIE" . . . . . ORCHESTRA)

UTTAL: There you are _____ wins the Lucky Melody Puzzle number three ... here you are. Your five dollars and your carton of Luckies - thank you.

(APPLAUSE)

UTTAL: How did _____ get that one? Well, pa said, "Where do you

come from, son" ... and the boy said, "I Come from Georgia - down in Dixie" ... then pa said a few lines later - "Is it true what they say about drummers" — there you had IS IT TRUE WHAT THEY SAY ABOUT DIXIE — that was a gift — but let's get on with your Lucky Melody Puzzle Number Four -- action -- camera.

ANNOUNCER: We are in the gun room of Lord Gravy's baronial mansion in Sussex, or perhaps it's Wessex, England. Jeeves answers Lord Gravy's ring...

JEEVES: (FADING ON) Did you ring, m'lord?

LORD: Yes, Jeeves. Are all my bags packed?

JEEVES: Yes, m'lord. They've all been sent down on the boat-train. Your ship sails at ten o'clock tomorrow.

LORD: Ahhh. Ten o'clock tomorrow and I shall be off for dear, old Africa.

JEEVES: Yes, m'lord. And I hope the hunting's good.

LORD: Oh it will be, Jeeves. Hunting's always good in Africa. I've never come home from Africa with anything less than a rabbit.

JEEVES: Except the time you came back with that horrible cold, m'lord.

LORD: Yes ... yes ... I'll never forget that dreadful time.

JEEVES: Which gun will you take with you on this trip, m'lord?

LORD: That's why I rang for you, Jeeves. You're so deucedly clever about such things. Which gun shall I take?

JEEVES: Well, if I'm not presuming too much, sir, I suggest this elephant gun. You know you must be well armed in Africa.

LORD: Here, let me see it.

JEEVES: Yes, m'lord.

LORD: Hmmmmm. It feels rather heavy.

JEEVES: That's all right, M'lord. You'll soon get used to the feel of it again

LORD: Let's see if I can snap it up to my shoulder as I used to. (GRUNT)

11/9/37

MELODY PUZZLES -

COMMERCIAL #2 - NOVEMBER 9,1937

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

JEEVES: Why that's splendid, Lord Gravy. I'd never suspect the gun had ever been out of your hands.

LORD: Arff...well...Arff...it's really nothing, Jeeves. I'm just getting back that old feeling. Watch this. (GRUNT)

(SOUND: BANG! !)

LORD: Oh, I say Jeeves. It went off.

JEEVES: Yes, m'lord. It did.

LORD: And look, Jeeves - there on the floor - a furry, little I must have hit it.

JEEVES: Yes, m'lord. I know you did.

LORD: But ... how could you tell ?

JEEVES: It's my toupe, m'lord.

(CHORE)

UTTAL: (POLLS THE CONTESTANTS)

(BRING IN THE BAND)

("THAT OLD FEELING" . . . . . ALMN & ORCHESTRA)

UTTAL: _____ wins Your Lucky Melody Puzzle number four — here's your five dollars and your carton of Luckies - congratulations.

(APPLAUSE)

Well , that one was a cinch sure enough -- one line did it and the title was sockoed when me Lord said - "It's really nothing, Jeeves I'm just getting back that old feeling.

Now before going into Melody Puzzle number five - here's Basil Ruysdale to say a few words about _____

TESTIMONIAL-COMMERCIAL #2

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Now, I'm going to tell you folks listening at home how you too, can win a prize. Every week we plan to present one original Melody Puzzle

UTIA: writtann in by our listening audience. The author's name will be mentioned on the program and he will receive a prize of $5.00 and a carton of Luckies. This is your chance to join the fun. Pick any popular song and write a Melody Puzzle around its title, making sure that there will be some clew to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's easy! But, like any game, we've got to have our rules, and here they are:

1. The final decision as to the winning Melody Puzzle rests with us, and will be based upon originality, interest and cleverness of clues.
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, November 6th. The winning playlet will be broadcast on Tuesday, November 16th. Address your entries to Melody Puzzles care of LUCKY STRIKE, 111 Fifth Avenue, New York City. Remember the address: 111 Fifth Avenue, New York City.

Be sure to send your entry in before midnight this coming Saturday, if you want to win that carton of Luckies and the $5.00 prize. Everyone can enter except exployees of The American Tobacco Company and their advertising agents.

Now we bring you the Fifth Lucky Melody Puzzle of the evening ... listen closely and watch for the title - okay - up with the curtain.

ANNOUNCER: Scene five ... the often-visited - seldom seen New York Acquarium - that is, seen with he eyes of an understanding heart - whisks us

down to the Acquarium - two Guppies are heard talking.

(SOUND: SLIDE WHISTLE AND POP)

(THEN SOUND OF BUBBLING - A LA RIPPLING RHYTHM)

SAM: Bell - my love - my very own.

BELLA: Sam - how you talk.

SAM: To think we are to be married.

BELLA: Yeah, Sam.

SAM: You're the only guppey in the whole tank for me.

BELLA: Oh, Sammy.

SAM: Come on, give me your fin - I got a surprise for you.

BELLA: Oh, Sammy - what is it.

SAM: Come on.

SOUND: BLOOP)

BELLA: Cooco - Sammy, a beautiful shell house O all for me?

SAM: Yeah, Bella just you and me - some cabin, hey? Come on in.

BELLA: Coco - I must be dreaming - Sammy, is it paid for?

SAM: Well, yes and no.

OYSTER: No - the answer is no (LAUGHS HIS DIRTY LAUGH)

BELLA: Cooo - Mr Oyster -

SAM: What do you want?

OYSTER: (LAUGHS) I want her - my little Guppy.

BELLA: No - no - better death!

SAM: Unhand her - you dirty Bivalve!

OYSTER: Ho - getting tough, eh - and you, my proud beauty -- you'll not move in this house - I have the mortgage .. (LAUGHS) - I'll get you yet, Bella Guppey (LAUGHS)

BELLA: (WEEPS) Ooooo now we can't get married.

SAM: Excuse, me, please Miss Guppey - we shall be married - if you'd be so kindly.

BELL A: How - he has the mortgage and he won't shell out.

SAM: I'll get my family to fix this. (TELEPHONE EFFECT) Hellp - give me Moe Guppey - Hell o, that you, Moe - this is Sammy - that big Mollusk is foreclosing on the mortgage and Bella and I can't get married ... (BLOOP) how many relatives we got now, Moe?

MOE: (BLOOP) How should I know .. I ain't looked since I been talking to you ... but I'll go get em ...

SAM: Hokay - Moe -- now, my little one - the Guppey's ride again!

(SOUND: BIG RIPPLES AND POP)

MOE: There you are, Sam - the Mortgage - once a Guppey - always a Guppey!

SAM: Bella!

BELLA: Sammy - you are the Guppey of my dreams!

(CHORD IN G)

UTTAL: (POLL THE CONTESTANTS)

(BRING IN THE BAND)

("CABIN OF DREAMS" . . . . . ORCHESTRA)

UTTAL: _____ of _____ wins the fifth and final Melody Puzzle of the evening - how did he find the title - well, Sam Guppey was showing Bella Guppey the new house and he said, "some cabin, eh?" ... then the tag line of the sketch - Bella said - "Sammy - you're the Guppey of my dreams -- Cabin of Dreams -- and you nailed it...

(UTTAL ADDS HIS THANKS AND FAREWELL)

(APPLAUSE)

(LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was your Lucky Melody Puzzles - a brand new game with the music of Richard Himber - songs by Alice Marion and Stewart Allen — join the fun again next Tuesday the same time and the next time you're buying cigarettes, remember that with independent tobacco experts - "with men who know tobacco best - it's Luckies two to one!"

(CLOSING SIGNATURE . . . . . .)

(APPLAUSE)

CLIENT: AMERICAN TOBACCO COMPANY
CONTINUITYFOR: LUCKY STRIKE - "MELODY PUZZLES"
DATE: TUESDAY, NOVEMBER 16th 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

BAKER: (CHANT OF THE AUCTIONEER ... ENDING WITH)

ANNOUNCER: Yes - it's the tobacco that counts - and with independent tobacco experts .. "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES with music by Richard Himber and his Orchestra, and songs by Stuart Allen and Alice Marion ... a new program with a brand new musical game that everybody will be playing ... but, here's Fred Uttal, your guide to Melody Puzzles.

(APPLAUSE)

UTTAL: Thanks, and good evening, everybody. Well, from our studio audience we have picked ten contestants. Each one has the chance to win a crisp new five dollar bill and a carton of Lucky Strikes by guessing the title of a tune before Dick Himber plays it; and the way they must guess the title is from a clue or clues given in a short dramatization before each tune. They must be careful, because the title may not be in one piece ... part of it may be spoken by one actor, and another part by another actor ... or then again the title may be implied by a situation and not spoken at all. Well, let's play one and see how it goes. You can join in the fun, too -- see if you can guess the title before our contestants do -- you won't win a prize for it, but you'll have a lot of fun. Later on in the program we'll tell you how you too can win a prize. But right now - let's see how good our ten contestants are at guessing the title to Melody Puzzles.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Melody Puzzle - Number One...

ANNOUNCER: The curtain rises on Grand Central Station, and if you haven't got a train to catch, follow a debonair young man with a carnation in his lapel and a green box of flowers under his arm.

(CROWD SCENE)

(TRAIN EFFECTS ETC)

HENRY: Where is she -?

VOICE: What?

HENRY: I mean - where is that train from the West -- oh, forget it!

VOICE: Hey, you can't go down there!

HENRY: Porter - is this train from Chicago?

PORTER: Yes, suh.

HENRY: Pardon me - pardon me - oh, I'm sorry ---

(WARNING BELL OF LUGGAGE CARRIER)

VOICE: Hey - out of the way.

HENRY: So sorry --

VOICE: Step back please - let the porter get the baggage off.

HENRY: Sorry -- tchk - tchk - maybe she will - maybe she won't - maybe she will - maybe she won't ---- there she is (GLAD SHOUT) Baby!

VOICE: I'm not your baby!

HENRY: I know - now it's quite alright, old man -- hey, baby?

BABY: Henry!

HENRY: Darling!

BABY: Oh, it's so good to see you, Henry.

HENRY: Baby, honey - now you're here - you're really here.

BABY: Oooco - Henry, flowers - my favorite orchids ... Henry did you miss me?

HENRY: Did I miss you -- she asks me if I missed her?

BABY: Henry ... I was so lonesome!

HENRY: Baby - I know - I know ... I've been sick thinking about you.

BABY: Henry - you've gotten thinner.

HENRY: So have you.

BABY: Oh, Henry - have I really?

HENRY: Baby - will you marry me?

BABY: Marry you -- of course!

HENRY: And you'll never go away and leave me all alone?

BABY: No - I'll never divorce you again!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS .....)

(CALLS IN ORCHESTRA .....)

("I KNOW NOW" . . . . . ORCHESTRA)

UTTAL: _____ of _____ wins the first ~~Lucky Song~~ Melody Puzzle - here's your five dollars and your carton of Luckies - congratulations.

(APPLAUSE)

UTTAL: Well, here's the joker in that musical puzzle - a passenger said to the eager husband -

VOICE: I'm not your baby!

UTTAL: And the husband said

HENRY: I know - ~~but~~ now ~~that's~~ it's private alright, old man - ~~there she is~~ Don't take offence.

ITTAL: I Know Now -- all in one speech - simple? - Okay. Now, you folks listening at home - be sure to join in the fun and keep scores among yourselves ... see if your guesses are better than those of our ten contestants ... here in the studio. We'll ~~talk to~~ tell you later on how you can win a prize, but right now - let's get going with your Lucky Melody Puzzle Number 2.

ANNOUNCER: The scene - My Old Kentucky Home - you've seen it before - but you've never got five bucks for listening to it -- Gentlemen - the curtain:

(WHISTLE AND POP)

COLONEL: Well, well, here comes my daughter, Honey Pie -- Honey Pie - this is our guest - Mr Fox.

GUEST: Charmed.

HONEY: Welcome to Paducah - welcome to Sullen Acres - make yourself to home.

COLONEL: Boy - three juleps!

GUEST: Certainly is pretty down here.

COLONEL: Well, suh - we think so, suh.

HONEY: Here's the juleps, pop.

COLONEL: Thank you, Honey Pie - pass the iron bars to our guest.

HONEY: Have a bar, Mr Fox.

GUEST: Thanks - what do I do with this?

COLONEL: Old custom - suh -- when you drink one of our juleps you most always bend the bar into a pretzel and eat it for a chaser - well, here's to you, suh.

GUEST: And to you Miss Honey.

(CLINK AND CLANG OF BARS)

COLONEL: You're pale, Mr Fox - I hope you're not indisposed?

GUEST: I - I'm alright - I think!

HONEY: Why here comes Rastus with Sugar Foot, our race horse.

COLONEL: Drink up, Mr Fox - this is the other thing we do down here where the grass is blue.

GUEST: Blue! So it is, Colonel - or, when I think of it - pink.

COLONEL: Ho - ho - take a look at that piece of horse flesh, suh - there's a horse! -- Too bad we had to retire him.

GUEST: The way he looks tonight - I'd say he was ready for anything.

COLONEL: Excuse me, suh - while I speak to Honey Pie.

GUEST: Some horse - some horse.

HORSE: Think so?

GUEST: Who said that?

HORSE: I did!

GUEST: You did - you a horse - you talk - s-ay -- that's wonderful.

HORSE: That's nothing - I won the Darby, too.

GUEST: You talk and you won the Darby - say that's that's terrific!

HORSE: Well, I got to go now - see you around.

COLONEL: What's the matter, suh?

GUEST: Colonel - colonel - your horse talks!!!

COLONEL: Oh, that - well, I hope he hasn't been fillin' you with that old Bull about winnin' the derby, too?

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS.....)

(CALL IN ORCHESTRA)

("WHERE OR WHEN" . . . . . ORCHESTRA)

UTTAL: _____ your Lucky Melody Puzzle Number 2. Here's the crisp five dollar bill and the carton of Luckies - thank you.

(APPLAUSE)

UTTAL: You had to be on your toes to get that one - here's how it worked out - the Colonel said "This is the other thing we do down here where the grass is blue" - and the guest said - "So it is, Colonel, or when I think of it - pink!" --- Where or When - simple? Well, maybe that was a real puzzler. Now before you have another crack at us - here's Basil Ruysdael to say a few words about Lucky Strikes.

MELODY PUZZLES ... November 16, 1937

COMMERCIAL #1

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

RUYSDAEL: COMMERCIAL #1

("LUCKY DAY" ..... ORCHESTRA)

UTTAL: Now - all ready for your ~~Lucky Song~~ Melody Puzzle Number 3 - well - here she goes and where she stops nobody knows!

ANNOUNCER: Scene 3 - two gentlemen of leisure are heard talking.

FERGIE: Jason, just for the sake of argument, what would you do with plenty of money?

JASON: Oh, rot, Fergie!

FERGIE: Really? That's intemperate of you.

JASON: Come, come - it's getting late - cribbage?

FERGIE: No - nor cards - nor gossip — nor nothing - I'm bored! Have you got anything to offer?

~~JASON: Oh, come, Fergie - it's that dispepsia of yours.~~

~~FERGIE: Well, have you got anything to offer?~~

JASON: And you, Fergie, what have you got to offer?

~~FERGIE: I have been toying with a novel idea.~~

~~JASON: Spill it, but be quick about it.~~

FERGIE: Have you ever considered the possibility of committing the perfect crime?

JASON: Hello - and touche!

FERGIE: Not to go off the deep end, but suppose ... just supposin'...

JASON: Remember, Fergie - the perfect crime leaves no clues.

FERGIE: How could I forget?

JASON: Proceed - I'm all agog!

FERGIE: Well, let's consider that one of us might want to do away with that delightful old hag, Mrs Rumplemyer.

~~JASON: It would be a toss up which one.~~

~~FERGIE: Then we would go home and [illegible] the matter.~~

JASON: Right! - That would be the human thing.

FERGIE: And perhaps decide that it was not worth the candle.

JASON: Don't get faint heart where Mrs Rumplemyer is concerned - of all the old harridans!

FERGIE: There are libel laws, Jason - have a care — but, to go on - one of us - probably me - would hit upon the perfect way.

JASON: Let's not quibble - out with it.

FERGIE: It's so simple - so ~~amazingly simple~~ - one would have one's armorer construct a revolver made of tempered wax — quite hard enough to fire one shell - also of wax - one would walk in on the old so and so at tea time - knock her off - toss the gun into the fire - and the bullet would dissolve of its own accord.

JASON: Not too soon.

FERGIE: Of course not -- now, what do you think?

JASON: If we could only have a go at it!

FERGIE: S——h -- put the damper on the gab - here comes a screw!

(CLANK OF JAIL DOOR)

WARDEN: Alright, [redacted] - time to lock up.

JASON: Oh, thank you warden - well, this has been jolly, Fergie.

FERGIE: Right - good night, warden!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS.....)

(CALLS IN ORCHESTRA)

("WITH PLENTY OF MONEY AND YOU" . . . . . ORCHESTRA)

UTTAL: _____ of _____ wins a real tough Melody Puzzle - number 3 -- here's your five dollar bill and your carton of Lucky Strikes - nice going!

(APPLAUSE)

UTTAL: The answer to this puzzle was in the first line when Fergie said - "What would you do with plenty of money?" Then just to make it easier Jason said a few lines later - "And you, Fergie, what have you got to offer?" - Plenty of Money and You - ha - so it goes - Now here we go again - Melody Puzzle Number 4 coming up!

[illegible]: We're cut in the street in front of a burning building. (SOUND - SIRENS, CROWD) Fire Chief Blitz calls to one of his lieutenants ...

CHIEF: Hey, Joe.

JOE: (FADING ON) Yeah, Chief; What's up?

CHIEF: How's the fire doing?

JOE: Well - I'm well done on one side and rare on the other.

CHIEF: So? What's the matter?

JOE: We're runnin' out of water.

CHIEF: That sounds bad. Why?

JOE: This is Saturday night and everybody in town's takin' a bath. There's only a trickle comin' outa the hydrant.

CHIEF: Gosh, that's terrible. What do you think we oughta do about it, Joe?

JOE: You got me, Chief.

CHIEF: Are all the people out of the building?

JOE: I think so.

CHIEF: Wait! Look; there's Glutz coming outa the building now. He's carrying a women.

JOE: Gollys ... That's the fourth woman he's carried out.

CHIEF: He sure is a brave man.

JOE: Look, Chief! He's going back into the building.

CHIEF: He'll never come out alive. The fire's almost down to the ground floor now .. Hey, Glutz ... Glutz .. Come back here.

JOE: It's no use, Chief. He's goin' right back into those flames.

CHIEF: He'll be killed. He can't get out alive.

JOE: He may be all right if the beams don't fall through. If we only had some water.

CHIEF: There's nothing we can do.

JOE: Look, Chief ... There through the smoke ... He's comin' out.

CHIEF: By Heavens, he is! And look, he's carrying another woman.

JOE: That's the fifth one.

CHIEF: Hey Glutz ... Glutz ... Come here.

JOE: That's right, Chief. Don't let him go back in again.

GLUTZ: (FADING ON) Yes, sir, Chief. You want me?

CHIEF: Glutz, you're a brave man but I don't want you to go back in that building again.

WOMAN: Oh, he's so brave. He saved my life. My hero!

CHIEF: Yes, Glutz, you are a hero. I saw you carry those five women to safety. I'm going to recommend you for a decoration.

GLUTZ: Thanks Chief. I didn't save five women, but this does make the fifth time I've carried out this old maid.

~~WOMAN: My hero!~~

(CHORD IN "G")

UTTAL: (POLLS THE CONTESTANTS .....)

(CALLS IN ORCHESTRA)

("SO RARE" . . . . . ORCHESTRA)

UTTAL: To _____ goes the prize - here's the five bucks and the carton of Luckies - thank you.

(APPLAUSE)

UTTAL: That wasn't so tough, was it? Here's how it worked - the chief

MELODY PUZZLES November 16, 1957

COMMERCIAL #2

RUYSDAEL: That very vivid star of the movies, Joan Crawford, said recently: "To enjoy smoking, I think everyone must have a cigarette that's gentle on the throat." And, Joan Crawford practices what she preaches ... because she smokes Lucky Strike cigarettes — and she has been smoking them for the past eight years. Surely it stands to reason that if Luckies are easy on Joan Crawford's throat ... Luckies will be easy on your throat, too. You see, the exclusive Lucky Strike process "It's Toasted" takes out certain throat irritants found in all tobacco. Because ~~Since~~ these irritants have been expelled ... Luckies are a light smoke, easy on the throat. You'll enjoy Luckies ~~them~~, just as Joan Crawford does. You'll find that they ~~Luckies~~ are a better tasting cigarette ... rich and mellow with the full-bodied flavor of choice center-leaf tobaccos. So follow Joan Crawford's example ... ask for a package of Luckies today.

asked how the fire was doing and Joe said: "Well, I'm well done on one side and rare on the other" - catch? Then the Chief said: "So?" A gift, ladies and gentlemen, a gift. But now before we tackle Puzzle Number 5 - here's Basil Ruysdael to say a few words about Jim Crawford

asked how the fire was doing and Joe said: "Well, I'm well done on one side and rare on the other" - catch? Then the Chief said: "So?" A gift, ladies and gentlemen, a gift. But now before we tackle Puzzle Number 5 - here's Basil Ruysdael to say a few words about Joan Crawford

RUYSDAEL: That very vivid star of the movies, Joan Crawford, said recently: "To enjoy smoking, I think everyone must have a cigarette that's gentle on the throat." And, Joan Crawford practices what she preaches ... because she smokes Lucky Strike cigarettes — and she has been smoking them for the past eight years. Surely it stands to reason that if Luckies are easy on Joan Crawford's throat ... Luckies will be easy on your throat, too. You see, the exclusive Lucky Strike process "It's Toasted" takes out certain throat irritants found in all tobacco. Because ~~Since~~ these irritants have been expelled ... Luckies are a light smoke, easy on the throat. You'll enjoy Luckies ~~them~~, just as Joan Crawford does. You'll find that they ~~Luckies~~ are a better tasting cigarette ... rich and mellow with the full-bodied flavor of choice center-leaf tobaccos. So follow Joan Crawford's example ... ask for a package of Luckies today.

Orchestra - Lucky Day

UTTAL: Now, I'm going to tell you folks listening at home how you, too, can win a prize. Every week we plan to present one original Melody Puzzle written in by our listening audience. The Author's name will be mentioned on the program and he will receive a prize of $5.00 and a carton of Luckies. This is your chance to join the fun. Pick any popular song and write a Melody Puzzle around its title, making sure that there will be some clew to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's easy! But, like any game, we've got to have our rules, and here they are:

1. The final decision as to the winning Melody Puzzle rests with us, and will be based upon originality, interest and cleverness of clues.
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, November 20th. Address your entires to Melody Puzzles care of Lucky Strike, 111 Fifth Avenue, New York City. Remember - the address: 111 Fifth Avenue, New York City.

Be sure to send your entry in before midnight this coming Saturday, if you want to win that carton of Luckies and the $5.00 prize. Everyone can enter except employees of the American Tobacco Company and

their advertising agents.

Now we bring you the Fifth Lucky Melody Puzzle of the evening ... it's the prize winning playlet submitted by our listening audience. To-night's award of $5.00 and the carton of Luckies goes to Mr David Katz, 492 Kosciusko Street, Brooklyn. Congratulations, Mr Katz

Now - ready for the prize winning puzzle of the week - action - sock it!

ANNOUNCER: Street scene - any street - Mr Blimp and Mrs Blimp have been flagged down by that old devil - Mr Cop.

(TRAFFIC EFFECT)

(~~WHISTLE IN DIMINISHING TONE TO~~ POP AND THEN BEEP BEEP OF HORN)

WIFE: You shouldn't have driven so fast - told you not to drive so fast -

HUSBAND: Can't you shut up.

WIFE: Stop abusing me - I'm a lady - at least I'm your wife and entitled to some respect.

COP: Alright - alright - where's the fire?

HUSBAND: Me? ... What was I doin'?

COP: Yes, you - what's the idea of running a red light.

HUSBAND: Why, officer, there must be some mistake - surely I didn't run a light.

COPE: Dreamin' at the wheel - that's the way things happen.

HUSBAND: Now officer - can't we ...?

COP: What's your name?

HUSBAND: Blimp - J - C.

COP: Where do you live?

HUSBAND: White Plains.

COP: Blimp from White Plains - why, say you're not Jake Blimp - not old Jake.

HUSBAND: Yeah - that's me - Jake Blimp.

COP: Not the Blimp that went to the East High School.

HUSBAND: Yeah - that's me.

COP: Well, well, old J C Blimp - the fellow who lived on Foster Street.

HUSBAND: Yeah - gee whiz - that's me alright.

COP: Think of seeing you again down here - well here's a ticket Blimp - small world ain't it!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS.....)

(CALLS IN BAND)

("YOU CAN'T STOP ME FROM DREAMING" . . . . . ORCHESTRA)

UTTAL: There you are - to _____ goes the prize for the solution to the first prize-winning puzzle of Mr Katz -- here's the five dollars and the carton of Lucky Strikes....congratulations. There was one for you and how did it work - as simple as ABC and just the same way - the first line started out "You -"; the second line began with the word "Can't"; the third was "Stop"; the ~~fourth~~ fifth "Me" then you skipped two and had "Dreamin" - unless you were dreamin' and that's that.

(APPLAUSE)

(UTTAL ADDS THANKS AND FAREWELL)

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was your Lucky Melody Puzzles - a brand new game with the

music of Richard Himber - songs by Alice Marion and Stewart Allen — Join the fun again next Tuesday the same time and the next time you're buying cigarettes, remember that with independent tobacco ex - perts - "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE" . . . . . .)

(APPLAUSE

3 in the name of Baal

CLIENT: AMERICAN TOBACCO COMPANY
CONTINUITY FOR: LUCKY STRIKE "MELODY PUZZLES"
DATE: Tuesday, Nov 23/37

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF THE AUCTIONEER ENDING WITH)

ANNOUNCER: Yes - it's the tobacco that counts ... and with independent tobacco experts ... "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES with music by Richard Himber and his orchestra and songs by Alice Marion and Jimmy Shields - the new game that everybody's playing - but, here's Fred Uttal with the low down on Melody Puzzles.

(APPLAUSE . . . .)

UTTAL: Thanks, and good evening Melody Puzzlers ... well, here we are again with our ten contestants picked by chance from our studio audience and tonight I have a surprise for you - before I tell you about that let's review what our puzzle game is about - each of our ten contestants here on the stage has the chance to win a crisp new five dollar bill and a carton of Lucky Strikes by guessing the title of a tune before Dick Himber plays it — and the way they must guess the title is from a clue or clues given in a short dramatization before each tune - the title may be implied by the situation or mentioned whole or in parts in the lines of the actors - you catch on to that, we know - so let's tell you about my surprise: You people at home listening to these melody puzzles and making up ones of your own to send us will be delighted to hear that your response was so overwhelming and your ideas for puzzles so intelligent that instead of presenting only one winning playlet we are going to present five original Melody Puzzles tonight - every puzzle a prize winner ...

and more than that we have increased the prize to ten dollars instead of five -- there you are - each playlet tonight wins ten dollars and a carton of Luckies and each prize winning Melody Puzzle from tonight on will receive ten dollars, too - so you listeners at home - get in there and play the game - and then send us your ideas for a prize winner ... now, let's have the first prize winning melody puzzle of this week -- it was sent in by Mr Joseph Ryan of 58 Henry Street, New York City -- congratulations Mr Ryan - your $10.00 and carton of Luckies are on the way to you - and, contestants here comes the puzzle right at you.

ANNOUNCER: Street scene ... an attractive young lady waits impatiently in front of an office building ... out of the crowd steps an eager young man.

(STREET SCENE EFFECTS.....)

MAN: Darling - I'm late.

WOMAN: I've been waiting almost an hour - I feel like a fool standing here with everybody passing by and looking at me.

MAN: Honey - I'm sorry - really I am - you know how it is.

WOMAN: Yes, I know how it is.

MAN: Now, don't carry on.

WOMAN: You're sorry - you're always sorry - Oh, I don't know why I put up with all this - you might try to be on time at least once in a while.

MAN: Yes dear.

WOMAN: Well, there's no sense in talking any more about it.

MAN: That's my little lamb.

WOMAN: Here, carry this - that's the way it goes - when you first met me you were always so attentive.

MAN: Ah Sweetums - I think about my baby morning, noon and night.

WOMAN: Have you got the tickets?

MAN: Sure - don't I always get the tickets on time?

WOMAN: Well, I'm glad you remembered something - get a taxi, we'll be late.

MAN: Yes dear.

WOMAN: And by the way - why were you late?

MAN: Honey - I had to see my wife off on her train.

(CHORD IN "C")

UTTAL: (CALLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ONCE IN AWHILE" . . . . . SHIELDS & ORCHESTRA)

UTTAL: There you are and to _____ of _____ goes the first prize of the evening. Here you are _____ and here's your five dollars and carton of Luckies - thank you.

(APPLAUSE.....)

UTTAL: That puzzle was okay -- and here's how Mr _____ nailed the title - it was all in one line when the woman said -

WOMAN: YOU MIGHT TRY TO BE ON TIME AT LEAST ONCE IN AWHILE.

UTTAL: Duck soup - wasn't it? Well, you folks at home - how are you coming along? Keeping score among yourselves? See if you can outguess our ten contestants here in the studio -- alright Melody Puzzle Number Two -- written by Miss Valeria Stibravy of 522 South 20th Street, Newark, New Jersey -- nice going Miss Stibravy and here's where our contestants get a good crack at your puzzle which won you a carton of Luckies and $10.00.

ANNOUNCER: Two old friends meet suddenly in the lobby of a hotel - ah, me - that's life.

(LOBBY SCENE.....)

(FADE)

JACK: Jerry, old horse!

JERRY: Jack - you rat - where have you been?

JACK: Haven't seen you since last August - the day of the big storm at Stamford.

JERRY: December you mean.

JACK: Skip it - what are you doing in town?

JERRY: Just for a little shopping - got to get back up state.

JACK: Swell - doing the same thing myself - how's the wife?

JERRY: Swell -- how's the ~~wife~~ married yet?

JACK: You know me - footloose ...

JERRY: Same old Jack -- listen, what do you want to get first.

JACK: Well, I've got a little obligation to perform -- social obligation, you know - flowers.

JERRY: Good idea - my wife loves them.

JACK: Okay brother Elk - let's step over to the florists and we'll do our good deed for the day.

(WHISTLE & POP.....)

VOICE: Yes sir?

JACK: Two dozen American Beauties - usual order, Flannigan.

VOICE: Yes sir - I know.

JERRY: Hold on - that's the same thing I was thinking of - can you beat it - Helen is crazy about American Beauties.

JACK: Really - swell - shall we double the order?

JERRY: Say - I'll take two dozen of those also.

VOICE: Yes sir - where to, Mr Hart?

JACK: Same place - No 12 Royal Avenue - Poughkeepsie.

JERRY: What?

JACK: Jerry - what's the matter - feeling ill?

JERRY: No - no not at all.

VOICE: You sir - where shall I send your flowers?

JERRY: Number 12 - Royal Avenue - Poughkeepsie.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ROSES IN DECEMBER" . . . . . MARION & ORCHESTRA)

UTTAL: There you had it _____ and congratulations on your fast thinking - here's your five dollars and carton of Luckies - thank you.

(APPLAUSE.....)

UTTAL: That was a pretty fast puzzle which Miss Stibravy sent in but you got it on the nose and everybody is happy. Here's how it worked - all by implication and stuff - the entire sketch was written about roses and Jerry said to Jack when the latter asked him about their last meeting being in August - Jack said: "DECEMBER YOU MEAN" .. Get it - Roses in December and now speaking of Melody Puzzles, here's one of a different kind. Because I think everyone of you will guess its title easily, yet it's a Melody Puzzle all the same. Do I make myself clear? No? Well ... listen!

(BOONE ... 10 SECONDS OF CHANT)

UTTAL: You guessed it, didn't you? ... the Chant of the Tobacco Auctioneer. Heard at the beginning of Lucky Strike radio shows that weird sing-song has become familiar to millions all over the country. Yet how

many know what that chant really means? Basil Ruysdael, suppose you explain this melody puzzle to us ...

RUYSDAEL: Thanks for the compliment but -- I'd rather ask the gentleman himself ... Mr F E Boone of Wilson, North Carolina - one of the foremost tobacco auctioneers in the country. How about it, Mr Boone?

BOONE: Why - there's no puzzle to my chant. Leastwise, it's no puzzle to anyone who knows the way a tobacco auction goes.

RUYSDAEL: Well, just what is it you say?

BOONE: I'm singing out the bids. You see, the buyers signal to me when they want to bid on a lot of tobacco. They signal and I sing out.

RUYSDAEL: Well - why don't you just say 34 - 35 - and so on?

BOONE: (LAUGHS) There are lots of reasons but maybe the chief one is that a tobacco auction moves so fast - a sale every 8 seconds - 7 or 8 a minute - 380 or so an hour. When you yell out bids that fast, it just naturally works into a song.

RUYSDAEL: Mr Boone, will you show us again how those sales go at auctions?

BOONE: Why, sure. Everybody listen close now and I think you'll catch on .. The first bid is 36.

(CHANT - FOUR SALES) (ENDING WITH - "Sold to the American Tobacco Company."

ANNOUNCER: And "Sold to the American Tobacco Company" - makers of Lucky Strike cigarettes has become a genuine mark of merit at tobacco auctions everywhere. For, at auction after auction, wherever tobacco experts gather, you'll see proof of the quality of Lucky Strike Cigarettes -- you'll see the tobacco experts themselves smoking Luckies. Here are the facts, as shown by sworn records available for your inspection. Among independent tobacco experts, buyers, auct-

ioneers and warehousemen, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These experts spend their lives in buying, selling and handling the various grades of tobacco. They deal with all cigarette manufacturers but are not connected with any. Consequently, their opinion is unbiased, unprejudiced. These experts, these men who know tobacco best smoke Luckies two to one. Could any fact speak more convincingly of the high quality of Lucky Strike Cigarettes?

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Here we go ready for the third prize winning puzzle of the week -- the ten dollars and carton of Luckies go to Mr Arthur A Noyes of Theta Chi Fraternity at Massachusetts State College - Amherst, Massachusetts - good work there Theta Chi Noyes -- here's where we try it out on our contestants -- ready contestants -- shoot.

ANNOUNCER: Scene 3 -- Pike County -- Kentucky -- the office of country doctor, Amos Whiffle - the phone rings!

(PHONE.....)

WHIFFLE: Hello - Doc Whiffle speakin'.

(THROUGH PHONE EFFECT.....)

JOE: Doc - this is Joe Knight.

WHIFFLE: Howdy Joe - how's the corn comin'?

JOE: Fine Doc - she's been down in the charred keg for about seven months now.

WHIFFLE: Well, I'm aimin' to be down your way soon.

JOE: That's good - we'll dig her up and have a sample.

WHIFFEL: How's Mandy?

JOE: Mandy's fine. But grandpap - got his head caught in his bear trap.

WHIFFLE: Well, he was allus eccentric.

JOE: Yeah, it was only natural.

WHIFFLE: How's little Henry?

JOE: Well, that's the trouble, doc.

WHIFFLE: What's the matter?

JOE: Well, the little nipper just swallowed my fountain pen.

WHIFFLE: The thing to do is to keep those things away from him.

JOE: I know, Doc, but I got my guv-ment papers to sign.

WHIFFLE: Doggone the brat -- I'll be right over to look at him - what are you doin' now?

JOE: I'm writin' with a pencil!

(CHORD IN "G")

UTTAL: (POLL CONTESTANTS)

(CHORD IN ORCHESTRA)

("IT'S THE NATURAL THING TO DO" . . . . . ORCHESTRA)

UTTAL: And to _____ goes the prize -- here you are -- your crisp five dollar bill and your carton of Luckies -- good stuff.

(APPLAUSE.....)

UTTAL: That was no pushover but here's how it went -- Mr _____ caught the cues when Joe said, "IT WAS ONLY NATURAL" -- then later Doc Whiffle said, "THE THING TO DO IS". There you had it - "It's the Natural Thing To Do". Now before you can say, "Light up a Lucky" - we're off and away with prize winning puzzle Number Four - this one came from Mr Robert Schloss - 250 West 105rd Street, New York City... we know you'll enjoy your Luckies - we hope you like that $10.00 bill, Mr Schloss. That's calling 'em - and here comes your puzzle right up.

ANNOUNCER: Scene 4 - Two hard-faced gents are indulging in the higher flights of conversation as they stand on a corner near a busy intersection.

(TRAFFIC ETC.....)

CHUM: H'ya Butch.

BUTCH: H'ya Chum.

CHUM: Whatcha doin'?

BUTCH: Oh, I blossoms out with a new gag - peddlin' flowers!

CHUM: So you give up being a racketeer?

BUTCH: Yeah - whatcha goin' ta do these days.....?

CHUM: Yeah - tough, ain't it? But, you don't have to go to work, do you?

BUTCH: I ain't takin' no chances - this is a classy racket - sellin' posies, ain't it?

CHUM: It's sissy like.

BUTCH: S-ay -- when we bought a couple of grand worth everythime one of the boys got himself knocked off - it wasn't sissy like -- anyway, I'm sellin' 'em and I can smell 'em - that's more than a lot of them guys could do.

CHUM: You got somethin' there, Butch - Broadway ain't what it used to be - oh, them was the days - remember them big funerals?

BUTCH: Yeah - they was class.

CHUM: Say, Butch - how much you makin' doin' this?

BUTCH: Oh, I got me a little territory here on the stem - 49th to 53rd - not bad - I take about a century a week.

CHUM: You don't tell me?

BUTCH: Yeah - what's on your mind?

CHUM: Lissen, how's for me musclin' in on one of these corners?

BUTCH: No dice, Chum - this is solid - and you're included out ...

CHUM: Oh ... yeah? ...

BUTCH: Yeah!

CHUM: I got a century says I buy in.

BUTCH: That's different - why didn't you say you was goin' honest?

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CHELS IN ORCHESTRA)

("BLOSSOMS ON BROADWAY" . . . . . SHIELDS & ORCHESTRA)

UTTAL: _____ of _____ wins your fourth prize winning melody puzzle - here's your five dollars and your carton of Luckies -congratulations.

(APPLAUSE.....)

UTTAL: And here's the way _____ got the right title - Butch said: "SO I BLOSSOMS OUT WITH A NEW GAG" - later Chum said: "BROADWAY AIN'T WHAT IT USED TO BE" and the whole thing was over but the shouting and - you did that.

Before we go into Puzzle Number Five, I'm going to tell you folks listening at home how you, too, can win a prize. Every week we plan to present five original Melody Puzzles written in by our listening audience. The author's name will be mentioned on the program and he will receive a prize of $10.00 and a carton of Luckies. This is your chance to join the fun. Pick any popular song except those mentioned on the program tonight and write a Melody Puzzle around its title, making sure that there will be some clue to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's easy! But, like any game, we've got to have our rules, and here they are:

1. The final decision as to the winning Melody Puzzle rests with

us, and will be based upon originality, interest and cleverness of clues.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them

3. Entries for this week must be postmarked not later than midnight Saturday, November 27th. They will be heard on Tuesday, December 7th. Address your entries to Melody Puzzles, care of Lucky Strike, 111 Fifth Avenue, New York City. Remember the address -- 111 Fifth Avenue, New York City.

Be sure to send your entry in before midnight this coming Saturday if you want to win that carton of Luckies and the $10.00 prize. Everyone can enter except employees of the American Tobacco Company and their advertising agents.

Now we bring you the Fifth Lucky Melody Puzzle of the evening ... it's the prize winning playlet submitted by Mrs Rosalind Wartels of Suite 1511 - Hotel Beacon, New York City - another award of $10.00 and the carton of Luckies goes to Mrs Wartels. Congratulations, Mrs Wartels. Now - ready for the fifth prize winning puzzle of the week - action - sock it!

ANNOUNCER: Comes the big final scene - Puzzle Number Five - the scene is an exclusive fruit store on Madison Avenue.

(WHISTLE AND POP .....)

CLERK: Yes sir?

JIGGS: Nice place you got here.

CLERK: Oh - really ....?

JIGGS: Nice fruit.

CLERK: We like it.

JIGGS: Nice apples.

CLERK: Dear me, sir - don't handle the little things.

JIGGS: One a day keeps the doctor away you know - ha ha.

CLERK: Really sir - you're not going to bite the thing here, are you?

JIGGS: You know how I am about doctors - ha ha.

(BITES APPLE .....)

CLERK: But sir -- that is not allowed.

JIGGS: Tut tut - Mr Big - here's a dime - go spend the extra nickel on a beer.

CLERK: My good man - the price of your little peccadillo is four dollars and fifty cents.

JIGGS: (CHOKING) Pardon me, one of these days I'm going to choke doing that --

CLERK: Are you quite alright, sir?

JIGGS: I'm quite - but that's because I'm inhibited, but I'm not alright.

CLERK: Sorry to hear it, sir.

JIGGS: Well, it's been nice seeing you -- you must come over and see me sometime and bring your favorite grapefruit.

GIRL: Sir - here's the change from your five dollars.

JIGGS: Keep it - I just stepped on a grape.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("BIG APPLE" . . . . . ORCHESTRA)

UTTAL: There you had the fifth melody puzzle and to _____ goes the prize of five dollars and a carton of Luckies - here you are and congratulations.

(APPLAUSE.....)

UTTAL: That was easy -- the sketch was about apples - talked about apples and Mr Jiggs gave the day away when he referred to the clerk as "Mr Big" -- and that's that.

(APPLAUSE .....)

(UTTAL: ADDS FAREWELL)

(APPLAUSE.....)

("LUCKY DAY . . . . . ORCHESTRA)

ANNOUNCER: And that was your Lucky Melody Puzzles - a brand new game with the music of Richard Himber - songs by Alice Marion and Jimmy Shields -- Join the fun again next Tuesday the same time and the next time you're buying cigarettes, remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE . . . . . .)

(APPLAUSE .....)

AMERICAN TOBACCO COMPANY

LUCKY STRIKE -- MELODY PUZZLES Tuesday, November 30th, 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF THE AUCTIONEER ... ENDING WITH)

ANNOUNCER: Yes - it's the tobacco that counts ... and with independent tobacco experts ... "with men who know tobacco best, it's Luckies, 2 to 1."

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

ANNOUNCER: Lucky Strike presents -- MELODY PUZZLES with music by Richard Himber and his Orchestra and songs by Edith Dick and Jimmy Shields -- the new game that everybody's playing. But here's Fred Uttal with the story on how to play Melody Puzzles.

(APPLAUSE .....)

UTTAL: Thanks _____, and good evening, Mr. and Mrs. Puzzler ... here we go again with another session of Melody Puzzles ... as you know we have ten contestants chosen by lot from our studio audience, and they are sitting near us on the stage. Each of these ten contestants has a chance to win a crisp new five dollar bill and a carton of Luckies by guessing the title of a song before Richard Himber plays it. These titles are contained in short dramatic sketches played out by our cast of actors. And each of these dramatizations has been written by a member of the radio audience and sent to us by mail — each of them has won a prize. So, every sketch is a prize winner and each correct solution to them wins a prize! Some fun, eh, puzzlers -- well, you can get the idea fast if you wade right in with our ten contestants as they go to bat on the first prize-winning melody puzzle of the evening. Here it is, and it was written by two collaborators -- Esther and Henry Scevola of 45 North 14th Street, East Orange, New Jersey. Congratulations, Esther and Henry Scevola. Your ten dollars

and your carton of Luckies are on their way to you in the mail.

Ready contestants - here comes Melody Puzzle Number One.

(ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: We are in the office of Mr. Benny Oscarberg, head of the Calousy Film Corporation. Robert Baylor, the great star, enters ...

(SOUND: DOOR CLOSE)

BENNY: Vell, Baylor. I'm glad to see you, my poy.

BAYLOR: Hello, B.O. What did you want to see me about?

BENNY: I vant you should sign dis contract for your new picture "The Squirt's Holiday."

BAYLOR: Now listen, B.O. If I sign, I sign only for this one picture — get it?

BENNY: Sure, sure - I get it. Joost sign here pleeze, before I thank you.

BAYLOR: Oh ... I've lost my pen! I must have dropped it. I'm sure I had it when I came in here.

BENNY: Vait. Ve'll look on the floor for it.

BAYLOR: I don't see it anywhere.

BENNY: Maybe it's under the desk. I'll find that pen if I have to get on my knees to do it.

BAYLOR: I don't see it there. I wonder where it is?

BENNY: Vell, look at the floor, you fool, not at the ceiling. It vont drop down from Heaven.

BAYLOR: Don't call me a fool, Mr. Oscarburp.

BENNY: My name, it happens to be Oscarberg.

BAYLOR: I don't care if it's Oscarburgler, you crook! I quit!

BENNY: Vait a minute - you don't quit! You're fired!

(CHORD IN G)

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("PENNIES FROM HEAVEN" . . . . . DICK AND ORCHESTRA

UTTAL: Well, the wise man who found that title was _____ of _____ and he wins a crisp, new five dollar bill and a carton of Lucky Strikes. Here you are, _____, and congratulations.

(APPLAUSE)

Well, that puzzle was tricky but _____ was trickier. Here's how he got the title. Remember when Mr. Oscarberg said "I'll find that pen if I have to get on my knees to do it"? There you have "pennies." Then later in the sketch he told Baylor not to look at the ceiling because "It von't drop down from Heaven." So put that all together and you've got - "Pennies from Heaven." Mighty tricky, mighty tricky, I calls it. Well, let's get set for our Melody Puzzle number two. It was written by Miss Carolyn Forgham of number 5 Hancock Street, Binghamton, New York, and for writing and sending in this fine puzzle Miss Forgham wins a carton of Luckies and ten dollars. Now, you people listening in at home, prick up your ears and see if you can do better than the ten contestants we have here with us on the stage. All right, Melody Puzzle number two. Ready - get set - go!

ANNOUNCER: We find ourselves in the study of Professor Horatius Higgenbottom who is busy correcting a large pile of examination papers. His wife, Jane, enters ...

JANE: Oh, there you are, Horatius dear.

HORATIUS: Yes, dear - here I am.

JANE: Did you remember to give your examination today?

HORATIUS: Yes, dear, I'm correcting the papers now.

JANE: Thank heavens. I was so worried about you all afternoon I could hardly concentrate on my bridge game.

HORATIUS: But why, dear?

JANE: You know very well I have to think of everything in this house. Your memory is dreadful.

HORATIUS: Oh, now June. I haven't forgotten anything this week. I even remembered to bring my umbrella back from class today.

JANE: Your umbrella?, But you didn't start out with one this morning.

HORATIUS: I didn't? Hmmm ... well, I came back with one.

JANE: Oh dear, you're hopeless.

HORATIUS: Yes ... yes ... I suppose you're right. How soon will dinner be ready?

JANE: I'll start it right away. How soon will you be ready to eat? Half hour?

HORATIUS: Hmmmm .. I guess so. I have so many papers here to go over I can't finish them before dinner, anyway.

JANE: Oh, by the way - did you get those pictures of Junior framed I spoke to you about last Tuesday.

HORATIUS: My, my - I knew I forgot something.

JANE: Oh, Horatius - and you knew we wanted to send one of them to mother for Christmas. Honestly, so many of the professors I know have such poor memories I wonder they remember to go to classes.

HORATIUS: Yes, dear.

JANE: Now don't <u>you</u> forget to go to classes tomorrow.

HORATIUS: No, dear. But there won't be much use in it.

JANE: Why?

HORATIUS: Tomorrow's Sunday.

(CHORD IN G)

UTTA : (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SO MANY MEMORIES" . . . . . SHIELDS AND ORCHESTRA)

UTTAL: This time the crisp new five dollar bill and the carton of Luckies

go to _____ of _____ who came right up with the correct answer. Thank you very much, _____, and here are your prizes.

(APPLAUSE)

Well, that was Melody Puzzle number two and perfectly simple it was. At least _____ found it simple. And here's how he named the title. It was all in one line. Remember when the professor's wife said:

JANE: Honestly, so many of the professors I know have such poor memories, I wonder they remember to go to classes.

UTTAL: There it was - "So Many Memories." Perfectly simple once you know the answer. But speaking of answers, here's one you all should know to the question why are Lucky Strikes preferred by so many people ...

COMMERCIAL #1

COMMERCIAL #1

MUYSKENS: If you smoke cigarettes, the following facts should interest you -- for they wrap up the whole story of cigarette quality. There are sworn records, on file and available for your inspection, which show that among independent tobacco experts Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many as all others combined! Now these tobacco experts are men who earn their living buying, selling and handling the various grades of tobacco. They are the auctioneers, buyers and warehousemen in the tobacco growing districts, and they are not connected with any manufacturer but deal impartially with all. Hence, their judgment is both expert and unbiased. So, when you buy cigarettes, remember that the men who know tobacco best, smoke Luckies, two to one. Ask for a carton of Lucky Strikes today.

(ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: And now on with our Melody Puzzles. Our third prize winner this week is Mr. Frank T. Ziskin of 362 South Second Street, New York City. On their way in the mail to Mr. Ziskin are a carton of Luckies and ten dollars. Thank you for your contribution, Mr. Z iskin, and congratulations on winning a prize. Now here we go with Melody Puzzle number three ...

ANNOUNCER: Our scene is the Detective Office in a police station. Mike and Ike, two ace sleuths, are very busy with some paper work ... Listen to them

MIKE: I tell ya, Ike, if these things get any tougher I'm gonna stop buying the News.

IKE: Yeah. I can't figger out any of them.

MIKE: Take this one, for instance. What's a five letter word for "hobo?"

IKE: A five letter word meaning "hobo." Hmmmm. How about bum?

WOMAN: (OFF) Help .... Police .... Murder!

MIKE: Lemme see ... Bum. Nope. Not enough letters.

IKE: Gosh. That sure is a tough crossword puzzle.

WOMAN: (OFF) Help ... Help! Murder .... Police!

MIKE: There's that dame in the next building yelling again.

IKE: Yeah. The noise around here is gettin' sompin' fierce. I wonder what she wants?

MIKE: She's yellin' sompin' about moider.

IKE: Maybe somebody's moiderin' her.

MIKE: Well, I wish they'd hurry up an' get it over with. I can't hardly concentrate.

WOMAN: (OFF) Help! Help!! Police!!

MIKE: Hey, Ike. Shut that window.

IKE: Okay. Just a minute while I put on my shoe.

(SOUND: TWO SHOTS OFF)

MIKE: Never mind the window.

IKE: Yeah. I guess the lady is gone.

MIKE: Now maybe there'll be some peace around here.

(SOUND: DOOR OPEN)

CAPTAIN: (FADING ON) Hey, you guys! There's been a murder right next door. And you two sitting here doin' nothin' ... A fine state of affairs ... What kind of a reputation in the department goin' to get? Now put on your hats and get on the job, you tramps!

IKE: Hey, Mike. That's it.

MIKE: That's what?

IKE: Tramp. A five letter word for "hobo."

(CHORD IN G)

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THE LADY IS A TRAMP" . . . . . ORCHESTRA)

UTTAL: Well, tonight _____ of _____ has a lucky night because he wins a carton of Luckies and five dollars for guessing the title of our Melody Puzzle Number Three. Here you are, _____ - your carton of Luckies and crisp new five dollar bill. Thank you and congratulations!

(APPLAUSE)

UTTAL: Well, that puzzle may have confused some of you, but it didn't faze _____. Here's how he nailed the prize winning title. Ike said, "Yeah, I guess the lady is gone." And then in the last line of the sketch he said "Tramp. A five letter word for 'hobo.'" And so by clever deduction and astute sleuthing _____ proved himself an Ace detective by putting together "The Lady is a Tramp How did you

radio listeners make out on that one? Not so good? Well, don't give up because here comed Melody Puzzle number four and maybe you'll nail it right away. It's the prize winning playlet written by Fred D'Agostino, 101 Mott Street, New York City, and to you, Mr. D'Agostino, goes ten dollars and a carton of Luckies. And here it is - Melody Puzzle number four ... We are down on the farm in the front room of Paw Perkins' farmhouse. Paw is unwrapping a big box that the mailman has just delivered while Maw Perkins sits by in the rocker watching him ...

MAW: Hey Paw. What's in thet box you all got out'n the mail?

PAW: H'its one o' them carnsarm rahdio contraptions thet they sent me from th' mail order house.

MAW: Paw, y'u shouldn'ta done hit.

PAW: Ah shouldn't a done whut, Maw?

MAW: Sent fo' thet contraption. Parson Brown sez hit's the voice o' the devil that comes talkin' outa them things.

PAW: Ay, Maw. Lots o' people in the city have these here rahdios.

MAW: T'aint no difference. H'its the voice o' the devil.

PAW: Here it is. Hit's a nice pretty box, aint it, Maw? I reckon y'u screw this plug inta the 'lectric light.

MAW: Paw, I'm a-warnin' y'u for the last time. The devil comes a-talkin' outa thet machine.

PAW: Look it the nice, pretty light. Hit's a-goin', Maw.

VOICE: (CONDENSER MIKE) And now we bring you a special dispatch from the weather bureau. A cyclone is devastating the southwest portion of the United States. It is now approaching Skunkville. Reisdents of that area are warned to seek refuge ...

PAW: Aw, Maw. What did y'u turn hit off fer? He sez there's a cyclone

headed straight for us.

MAW: Don't y'u believe hit, hit's the voice o' Satan a-tryin' to fool y'u.

(SOUND: WIND MACHINE)

PAW: Seems as if'n I can heer some wind.

MAW: Hit's the devil a-tryin' to fool y'u.

(SOUND: WIND UP ... CRASH OFF ... CHICKENS, COW, UP AND FAST FADE)

PAW: There goes the barn an' all the stock a-sailin' by. I don't think the devil's foolin' this time, Maw.

(SOUND: TERRIFIC CRASH ON ... WIND FULL)

PAW: Hey maw ... ah feel a draft on m'haid. Where's m'hat?

MAW: Wal Paw, reckon hit's gone with the rest o' the house. I told y'u you shouldn'ta bought that carnsarn rahdio contraption.

(CHORD IN G)

UTTAL: (PUBLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("GONE WITH THE WIND" . . . . . SHIELDS AND ORCHESTRA)

UTTAL: That was _____ of _____ who guess that one. And here is your crisp new five dollar bill and your carton of Luckies. Congratulations, Mr. _____.

(APPLAUSE)

Well, that one was full of "sound and fury," but _____ got it all right. Here's how he did it. There was one cue line when Paw Perkins asked Maw where his hat was, and Maw said "Wal Paw, reckon hit's gone with the rest o' the house." And of course that cyclone was an awful lot of wind. So put the situation with the cue line and you've got "Gone With the Wind." Elementary, my dear Watson, elementary. And now before we go on to Melody Puzzle number five, let's hear what a famous actor has to say about Lucky Strike cigarettes.

COMMERCIAL #2

RUTSTRUM: Actor ... playwright ... yes, and composer ... Noel Coward lives a full life. And among the good things Mr. Coward enjoys are Lucky Strike cigarettes. As he recently pointed out, he smoked Luckies because they are easy on his throat ... and because he likes their flavor. For these same two reasons, Luckies will surely appeal to you, too. You'll like their rich mellow flavor - the flavor of choice center-leaf tobaccos. And, you'll find Luckies easy on your throat. Remember ... Lucky Strike, and only Lucky Strike has that famous process "It's Toasted." And this exclusive "Toasting" process removes certain harsh throat irritants which are found in all tobaccos...even the finest. So follow Noel Coward's example ... enjoy a light smoke ... ask for Lucky Strike.

(ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: Before we go into Puzzle Number Five, I'm going to tell you folks listening at home how you, too, can win a prize. Every week we plan to present five original Melody Puzzles written in by our listening audience. The author's name will be mentioned on the program and he will receive a prize of ten dollars and a carton of Luckies. This is your chance to join the fun. Pick any popular song except those mentioned on the program tonight and write a melody puzzle around its title, making sure that there will be some clue to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's easy! But, like any game, we've got to have our rules, and here they are:

1. The final decision as to the winning Melody Puzzles rests with us, and will be based upon originality, interest and cleverness of clues.
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, December 4th. They will be heard on Tuesday, December 14th. Address your entries to Melody Puzzles, care of Lucky Strike, 111 Fifth Avenue, New York City. Remember the address - 111 Fifth Avenue, New York City.

Be sure to send your entry in before midnight this coming Saturday if you want to win a carton of Luckies and a ten dollar prize. Everyone can enter except employes of the American Tobacco Company and their advertising agents.

(Lucky Day)

Now we bring you the fifth Lucky Melody Puzzle of the evening ...

it's the prize winning playlet submitted by Hazel P. Varney of Essex Junction, Vermont. Another award of ten dollars and a carton of Luckies goes to Miss Varney. Now - ready for the fifth prize winning puzzle of the week. Here it is!

In this sketch we're still down on the farm ... but it's a different one. Sarah hears her husband calling her so she steps out of the back door into the yard.

HIRAM: (OFF) Sary ... Sary ...

SARAH: Yes, Hiram. I hear y'u but I can't see y'u.

HIRAM: Here I am.

SARAH: Where?

HIRAM: Down in the well.

SARAH: Landsakes, Hiram. What y'u doin' down the well?

(SOUND: SPLASHING)

HIRAM: (Half (ON) I fell in.

SARAH: Can y'u swim all right?

HIRAM: (HALF ON) Yeah. I'm treadin' water. But it's awful cold.

SARAH: How y'u gonna git out, Hiram?

HIRAM: Reckon the boys will have t' pull me up.

SARAH: I'll ring the dinner bell so's the hands'll come in from the fields and get y'u out.

HIRAM: Wait a minute, Sary. What time is it?

SARAH: It lacks a half hour of bein' twelve o'clock.

HIRAM: Then don't ring the bell yet, Sary.

SARAH: Why not?

HIRAM: Let them work until dinner time. I'll swim around here till they come if it's the last thing I do.

(CHORD IN G)

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("IF IT'S THE LAST THING I DO" . . . . . DICK AND ORCHESTRA)

UTTAL: That clever piece of investigation was performed by _____ of _____. May I present you with this crisp new five dollar bill and this carton of Luckies, _____. Thank you for solving our Melody Puzzle number five.

(APPLAUSE)

Of course everyone knows how _____ got that title. The very last words of the very last line told the whole story. Remember Hiram saying "I'll swim around here till they come if it's the last thing I do"? Well, there you are - he practically gave you the name of the song on a silver platter. Well, that's all of our Melody Puzzles for tonight. Between now and Saturday night why don't you try your hand at writing Melody Puzzles? Remember, each one of five people can win a ten dollar cash award and a carton of Lucky Strikes. Send your Melody Puzzles to the American Tobacco Company, 111 Fifth Avenue, New York City. So until next week this is Fred Uttal saying good night and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles ... a brand new game with the music of Richard Himber - songs by Edith Dick and Jimmy Shields. Join the fun again next Tuesday at eight - and the next time you're buying cigarettes, remember that with independent tobacco experts - "with men who know tobacco best - it's Luckies two to one."

(CLOSING SIGNATURE ...)

(APPLAUSE .....)

DECEMBER

THE AMERICAN TOBACCO CO.

LUCKY STRIKE "MELODY PUZZLES" Tuesday, December 7th, 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ... ENDING WITH "SOLD! TO THE AMERICAN TOBACCO COMPANY")

ANNOUNCER: Yes -- it's the tobacco that counts ... and with independent experts ... "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES with music by Richard Himber and his orchestra and songs by Edith Dick and Jimmy Shields -- the new song game that everybody's playing. But, here's Fred Uttal to tell you all about MELODY PUZZLES.

(APPLAUSE)

UTTAL: Thanks, and good evening Melody Puzzlers ... well, our stage is set -- our cast is met -- and we're all set to go with another MELODY PUZZLES program that's fun for everyone. But first let's cover a few points about our puzzle game. As you probably know, ten contestants have been selected by chance from our studio audience and here they are up on the stage with me now. Each will have the opportunity of winning a crisp new five dollar bill and a carton of Lucky Strikes by guessing the title of a melody before Richard Himber plays it -- and the way they must guess the title is by picking out a clue or clues hidden in a short dramatic sketch presented by our cast before each tune is played. The title may be implied in the situation or mentioned in whole or in parts in the lines of the actors -- it's perfectly simple so join in the fun and see if you can do better than the ten contestants who are going to take part in the game here in the studio. And in the meantime, don't forget -- MELODY PUZZLES is your game; you can ask the puzzles as well as answer them. If you have an idea for a MELODY

PUZZLE, sit right down after this program and write it out -- you don't have to be a Eugene O'Neil or Noel Coward -- just send us a simple explanation of your situation and the dialogue containing the title of some song that you know is popular ... we'll do the rest and you may be one of the lucky prize winners and get ten dollars and a carton of Lucky Strikes. So get in there and play the game -- send us your ideas for a prize winner ... Now, let's have the first prize winning Melody Puzzle of this week -- Mr. Nils Wikner of 205 West 80th Street, New York City, is the author of this one and on their way in the mail to you, Mr. Wikner, are ten dollars and a carton of Luckies. Congratulations. And you contestants -- look out -- because here comes prize winning Melody Puzzle Number One right at you ...

(ORCHESTRA . . . . . "LUCKY DAY")

SLATERY: Our scene is a small, comfortable room in a large, grey sombre building near a river. It is late at night.

SOUND: DOOR OPENS

VOICE: He's here.

WARDEN: Who?

VOICE: The guy that's been waiting to see you all night.

WARDEN: Oh - show him in.

VOICE: Yeah ... here, you - come in this way.

SOUND: DOOR CLOSES

WARDEN: Well, who are you - what do you want?

MUG: You don't remember me!

WARDEN: I do business with so many ... shall I say, unfortunates?

MUG: Yeah - I know all about that.

WARDEN: It's late --what do you want?

MUG: You ought to be good at numbers -- who am I?

WARDEN: Numbers?

MUG: Yeah -

WARDEN: You can't come in here like this - I don't have visitors - not uninvited guests!

MUG: Sit down - don't move.

WARDEN: How did you get passed in here with a gun?

MUG: We can guess about that some other time.

WARDEN: You can't get away with it.

MUG: No? You're pretty good at numbers, but you're lousy at faces. What would you do if I told you I was 976547?

WARDEN: I know - I know - for heaven's sake don't do it -- it's murder and you'll burn ... you're free -- you're free, man, you're free!

MUG: Sure, I'm free ... life, liberty and the pursuit of happiness - that's me. So I stole a rod on account I had so much liberty I couldn't buy one ... and I think so much of happiness I come up here to see you!

WARDEN: 976 - for the sake of my family - listen ...

MUG: I'm goin' to have fun - I'm goin' to let you have it right through your black heart and then I scram, see? You know me -- I'm Screw-hater!

WARDEN: Listen - you're really free -- You got your pardon yesterday.

MUG: Just a scrap of paper!

WARDEN: But it's true, 976 - you're free!

MUG: That ain't what's botherin' me.

WARDEN: What's the matter?

MUG: You dirty double-crossin' -- you get yours right now, Warden.

WARDEN: What's the matter -- what's wrong with the pardon?

MUG: You didn't put no gold star on it like you put on Killer McGee's!

(CHORD IN A)

UTTAL: POLLS CONTESTANTS ... CALLS IN ORCHESTRA

("REMEMBER ME" . . . . . SHIELDS & ORCHESTRA)

UTTAL: There was the first puzzler of the evening and here's how it worked - all in one line when the convict said to the Warden.

MUL: You don't remember me.

UTTAL: Simple as one, two, three and baby makes four. Well, here we go again with Melody Puzzle Number Two -- a nice little stumper inspired by Miss Margaret Strobel of 214- 48th Street, Union City, New Jersey - she's the second winner tonight and her carton of Luckies and ten dollars are on their way to Union City right now - thanks, Miss Strobel and here comes your puzzle right up.

SLATER: Let's go down South - so far down that the folks think Swanee River is Northern Jazz. Two gentlemen of color are having conversation.

SAM: You is Rastus, isn't you?

RASTUS: I is.

SAM: Move over, son - you takes up too much shade.

RASTUS: Boy, has you ever married Lucybelle?

SAM: I dis-recollects -- is she that big brown gal with the mean look??

RASTUS: That's her.

SAM: Maybe I has sometime.

RASTUS: You'd remember, boy!

SAM: How come?

RASTUS: I tried.

SAM: Did you get religion?

RASTUS: No

SAM: Did you run away?

RASTUS: No.

SAM: Was her pappy a bad shot?

RASTUS: No, sah - he couldn't have missed with that old shot gun.

SAM: You tires me out --

RASTUS: Brother - you has said somethin' - I is gettin' married in the meetin'

house and the first thing I knows I is unconscious!

SAM: Maybe you was tuckered?

RASTUS: Boy, I was worserm that.

SAM: Maybe the moon was too strong! Or you got sunstruck.

RASTUS: No suh, I was Lucybelle struck!

SAM: That sounds right - maybe I do know that gal.

RASTUS: Yeah, but you better just set here and leave matrimony pass you by!

SAM: What happened?

RASTUS: I recollects that the preacher man say, "Rastus - you now produces the wedding ring" - I recollects him sayin' that - then I is unconscious.

SAM: How come, boy?

RASTUS: Cause Lucybelle messes me up.

SAM: You got feet marks in your eyes, boy.

RASTUS: I feels bad!

SAM: Before I falls asleep - tell me what happened.

RASTUS: All I knows is - the preacher say to give him the ring and I reaches in my pocket and gives him the pawn ticket!

SAM: Turn over, boy - you ain't no marryin' man!

(CHORD IN G)

UTTAL: (FOLLS CONTENTMENT ... CALLS IN ORCHESTRA

("THE MOON GOT IN MY EYES" . . . . . DICK & ORCHESTRA)O

UTTAL: Sketch number two was a puzzle with a problem all right - and here's the way our Sherlock Holmes nabbed the title -- Sam said, "Maybe the moon was too strong." ... Then later he said "You got feet marks in your eyes - THE MOON GOT IN MY EYES with the 'my' contributed by the winner. But right now here is Basil Ruysdael with a contribution from Lucky Strike.

RUSSELL: When you light up a Lucky - you notice first of all its finer flavor. Then as you enjoy these mellow center-leaf tobaccos -- you'll make another pleasing discovery. You'll find that Luckies are easier on the throat. The explanation is simple. The exclusive process "It's Toasted" takes out of Luckies certain throat irritants naturally present in all tobacco. You'll appreciate a light smoke ... and you'll enjoy the finer flavor of center-leaf tobaccos, the "Cream of the Tobacco Crop ." So ask for a carton of Luckies tomorrow.

(ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: Now for the third prize winning Melody Puzzle of the week -- to Mr. Victor F. Condello goes the award of ten smackers and a carton of Luckies for his puzzling contribution -- Thanks and congratulations, Mr. Condello, your prize is on its way to you over there at 4014 Sea Gate Avenue, Brooklyn New York, and here comes your puzzle right up - on your toes, folks -- here's Melody Puzzle Number Three.

SLATER: Love makes the world go round ... around and round and round. Hold on to your hats and lend your ears to whimsy.

SOUND: WHISTLE AND POP

BOY: Is um my sweetums, cuteums, duteums, little Rose?

GIRL: Ah, Lee, you know I'm your little Sugarpie.

BOY: Well, then let Little Umsey carry his Wootsie Tootsie across the rondsie woodsie.

GIRL: Oooooo - don't drop your little Sweetums.

BOY: Shoosh. You can trust your big strong mansey wansey.

GIRL: Don't drop your little Blondie in the nasty big puddle muddle!

BOY: Shutsey little mouthsey or we'll go boomsey!

SOUND: CONSTABLE'S WHISTLE

CON: Hold on thar ... what's the tarnation ding dang idear of totin' that little gal piggy back in front of all this consarn buggy traffic?

GIRL: Tell the constable to go boom, Honey Pie ... don't take any lip from the big hick.

CON: Dang my eyes, I'll fix you for that sass -- I'm goin' to take ye down and lock ye up in the cooler.

BOY: Now, don't cry Sweetums - even if the nasty mans talks rough -- remember I love my little Tootsie.

GIRL: He's a nasty mans.

BOY: There, you see, constable - you've hurt my little Cuteums feelings.

COM: For the love of Mariah -- what kind of dern fool talk is this -- what's ailin' you two -- go on get out of the middle of the main street!

GIRL: Now, Sweetsie, carry Cuteums across the man's nasty old road.

BOY: Look out, constable ... oh, look out Sweetums, I'm slipping!

SOUND: WHISTLE AND PRONOUNCED BOOM

GIRL: Why - why - you stupid goof!

BOY: Who's a goof - you little tramp?

GIRL: You are - you fish-faced puddle hopper!

BOY: Get out of my lap and get your wet face out of my way!

GIRL: Constable - are you going to stand there and let a lady be insulted?

BOY: Tchk ... tchk ... why ~~xxxxx~~ didn't you little lambsie wambsies tell your big copper wopper that you were in lovesey wovesey?

(CHORD IN G)

UTTAL: (POLLS CONTESTANTS ... CALLS IN ORCHESTRA

("ROSALIE" . . . . . ORCHESTRA)

UTTAL: And the way that puzzle worked out was an ABC inside job for a good puzzle second story man -- the boy said, "Is um my sweetums, cuteums, duteums, little rose?" And then the girl said, "Ah, Lee ..." "Rosalie" -- and it was murder in the old red barn. So now let's get going on Sketch number four -- a winner sent in by Mr. Harold Britz of 74 Jefferson Street, Passaic, New Jersey. And to Mr. Britz congratulations. Here she comes and where she stops nobody knows - ready - take it away.

SLATER: Scene four ... the tinsel, painted world of the theatre! Backstage of the Foibles of 1937 -- girls, lights, glamour, girls, girls, girls ... right this way to the dressing room of those two beautiful, glorified dolls - Connie and Flo.

SOUND: DOOR SLAMS

FLO: Hello, darling - how's the little Duse tonight - Baby, you knocked them dead in that Tiger Bright number tonight - really dead.

CONNIE: (DEAD PAN) Yeah, I suppose so.

FLO: Well, well - what's wrong with you tonight? Somebody out there make eyes at you?

CONNIE: No.

FLO: Come on - tell it all to Flo.

CONNIE: It's - it's Mr. Murgatroyd.

FLO: Oh, that one. He's mangy with money.

CONNIE: Yes - he is calling for me tonight to take me to Zaney's for a champagne supper, but he's old and fat and I don't like him.

FLO: Why, the mug - so he's been making passes at a sweet kid like you. Listen - what's he been tellin' you?

CONNIE: He wants to take me out after the show every night.

FLO: Oh---h, o---h -- and he thought you would fall for that. Listen, kid -- I been in this business a long time - I've seen 'em glorified and I've seen 'em passed by ... it ain't your racket - you're too sweet -- too nice. How about that boy friend of yours?

CONNIE: He's waiting outside for me (WEEPS)

FLO: There there - never you mind - you - a pretty girl like you - a sweet kid like you -- you need love and a strong man to make a home for you -- you go on and meet the kid.

CONNIE: That about Mr. Murgatroyd?

FLO: I'll take care of that bum in my own way.

CONNIE: Oh-oh -- thank you Flo - you're regular.

SOUND: (DOOR SLAMS

VOICE: Mr. Murgatroyd to see you.

FLO: Come on in.

MURGATROYD: Ha -- the show is over -- but love is just like a melody singing in my ears ... where is my Precious?

FLO: She turned you down for her boy friend and the country and chickens.

MURGATROYD: So-o-o -- she did, eh? But, why, you - you're lovely!

FLO: Yeah?

MURGATROYD: Here - let me see how you look with all these orchids — ha — a picture --- a picture.

FLO: How about some champagne at Zaney's?

MURGATROYD: Wy not -- let's go!

FLO: Oh, Mr. Murgatroyd — you're a dear!

(CHORD IN GO)

UTTAL: POLLS CONTESTANTS ... CALLS IN ORCHESTRA

("A PRETTY GIRL IS LIKE A MELODY" . . . . . SHIELDS & ORCHESTRA)

UTTAL: And Melody Puzzle Number Four was really simple - it worked like this -- Flo said "A pretty girl like you" -- Then Murgatroyd said, "Love is just like a melody." Ah, me -- this is really gift night. But before we go on with our philanthropy, here's Basil Ruysdael with a suggestion from Lucky Strike.

NUTCHELL: Do you realize that 100 pounds of tobacco sold at auction at present prices may bring anywhere from three to over fifty dollars? Auctioneers, buyers, warehousemen, etc., must be able to tell at a glance the difference between hundreds of grades of tobacco. They are experts, so we naturally expect them to be equally discriminating in their choice of cigarettes. Now what do they smoke? Sworn records on file for your inspection show that, among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! These independent tobacco experts actually see what quality of tobacco is bought at auction for each cigarette company. So next time you buy cigarettes, remember ... "With men who know tobacco best, it's Luckies two to one!"

(ORCHESTRA . . . . . LUCKY DAY)

UTTAL: Before we go into Puzzle Number Five, I'm going to tell you folks listening at home how you, too, can win a prize. Every week we plan to present five original Melody Puzzles written in by our listening audience. The author's name will be mentioned on the program and he will receive a prize of ten dollars and a carton of Luckies. This is your chance to join the fun. Pick any popular song except those played on the program tonight and write a Melody Puzzle around its title, making sure that there will be some clue to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's easy! But, like any game, we've got to have our rules, and here they are:

1. The final decision as to the winning Melody Puzzles rests with us, and will be based upon originality, interest and cleverness of clues
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, December 11th. They will be heard on Tuesday, December 21st. Address your entries to MELODY PUZZLES, 111 Fifth Avenue, New York City. Remember the address — MELODY PUZZLES, 111 Fifth Avenue, New York City.

Be sure to send your entry in before midnight this coming Saturday if you want to win a carton of Luckies and a ten dollar prize. Everyone can enter except employes of The American Tobacco Company and their advertising agents.

(ORCHESTRA . . . . . LUCKY DAY)

UTTAL: Now for the finale - the fifth Melody Puzzle of the evening - a prize winner sent in by Mr. David Warren of 1138 Fteley Avenue, the Bronx. Nice work there, Mr. Warrne, and your ten dollars and carton of Luckies should be with you up in the Bronx pronto ... all right, folks, here comes the fifth Melody Puzzle of the evening -- sock it!

SLAMEN: Scene five - two children of the Czar meet in a new world ... ah me, these be troubled times.

OLGA: Dmitri!

DMITRI: Ol-ga!

OLGA: It is you, Dmitri!

DMITRI: Ol-ga -- I have not seen you since Rasputin ...

OLGA: Shhh -- do you want to get sued?

DMITRI: Ol-ga -- you are real - you are here, too, in this America.

OLGA: You, Dmitri - you who used to eat the little fish raw and laugh, laugh, laugh - what are you doing now?

DMITRI: Now -- work, work, work -- it ees that way, Olga.

OLGA: Yes, I know.

DMITRI: You look hungry, Ol-ga.

OLGA: Hungry -- I am starved, Dmitri!

DMITRI: Ah well - you are strong!

OLGA: Still the old artistic Dmitri - so aesthetic.

DMITRI: Look at me, Ol-ga -- am I not distingué?

OLGA: You look like a peasant.

DMITRI: I am incognito.

OLGA: Oh.

DMITRI: I am disguised as a worker.

OLGA: You have not broken faith?

DMITRI: No - work? Pouf -- I am an artist.

OLGA: That is nice if you can get to eat.

DMITRI: I create and they give me prizes each week.

OLGA: You eat?

DMITRI: Eat - eat - eat.

OLGA: What is these things you create, Dmitri?

DMITRI: These clay - here - these mud - I take it in my hands -- I must feel it -- I must let it spring to life under my touch - I must breathe emotion into it - I must mix - and mould and mix -- I must ...

VOICE: Hey, Bolshevik -- get on that cement mixer -- we got to pour this sidewalk!

(CHORD IN GO)

UTTAL: POLLS CONTESTANTS ... CALLS IN ORCHESTRA

("NICE WORK IF YOU CAN GET IT" . . . . . DICK & ORCHESTRA)

UTTAL: And how did that one work - well, here's how — Dmitri said

DMITRI: No - work?

UTTAL: Then Olga said - "That is nice if you can get it" ... and so we gently draw the curtain.

Well, that all the Melody Puzzles for tonight. Between now and Saturday night, won't you try your hand at writing Melody Puzzles? Remember, each one of five people can win a ten dollar cash award and a carton of Lucky Strikes. Be sure to address your entry to Melody Puzzles, 111 Fifth Avenue, New York City. Don't forget to write the words Melody Puzzles on the envelope. So until next week this is Fred Uttal saying good night and thank you.

(APPLAUSE)

(ORCHESTRA . . . . . LUCKY DAY)

ANNOUNCER: And that was MELODY PUZZLES ... a brand new game with the music of Richard Himber -- songs by Edith Dick and Jimmy Shields. Join the fun again next Tuesday at eight - and the next time you're buying cigarettes, remember that with independent tobacco experts — "with

men who know tobacco best, it's Luckies two to one!"

(CLOSING SIGNATURE ....)

(APPLAUSE .....)

THE AMERICAN TOBACCO CO.

MELODY PUZZLES December 14th, 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ... ENDING WITH "SOLD! TO THE AMEIRCAN TOBACCO COMPANY")

ANNOUNCER: Yes -- it's the tobacco that counts ... and with independent experts ... "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES with music by Richard Himber and his Orchestra and songs by Freddie Gibson and Jimmy Shields -- the popular new song game that everybody's playing. And here's Fred Uttal to tell you all about MELODY PUZZLES.

(APPLAUSE)

UTTAL: Thanks, and good evening MELODY PUZZLE fans. Well, it's time to sharpen your wits and join us in another set of MELODY PUZZLES full of fun and music. But before we start let's explain a few points about our puzzle game. As you probably know, ten contestants have been drawn by chance from our studio audience and here they are up on the stage with me now. Each of these contestants will be called upon in turn to guess the title of a popular song before Richard Himber plays it ... and the way they must guess the title is by finding the clue or clues concealed in a short dramatic sketch presented by our cast just before each tune is played. The title may be implied in the situation or mentioned in whole or in part in the lines of the actors ... and the first contestant to guess the correct title wins a five dollar bill and a carton of Lucky Strikes. And you people at home listening in -- get in the game and see if you can pick the name of the melody before one of the contestants here in the studio gets it. It's easy and it's fun! And in the meantime, don't forget -- MELODY PUZZLES is your game; you can ask the puzzles as well as answer them. Pick the title of some popular song and write

a sketch around it. You don't have to be a great dramatist -- just outline your idea -- describe your situation and the dialogue containing the hidden song title and you may be one of the lucky prize winners and get ten dollars and a carton of Lucky Strikes. Perhaps your MELODY PUZZLE will stump all the contestants, and that's a mighty hard thing to do because so far most of our studio contestants have been right on their toes. And now let's see how they fare tonight. Prize winning MELODY PUZZLE Number One was sent in by Mr. John Kling of 473 Vernon Place, Orange, New Jersey; and for sending it in Mr. Kling wins ten dollars and a carton of Luckies. Congratulations. And here it comes, contestants -- prize winning MELODY PUZZLE Number One!

(ORCHESTRA . . . . . "LUCKY DAY")

ANNOUNCER: Scene one .. starting point of our modern stage coach -- a Bus Terminal.

(SOUND: TERMINAL ACTIVITY ... BUS GUNS MOTORS READY TO PULL OUT)

WOMAN: This bus go to Pittsburgh?

DRIVER: Yes'm.

WOMAN II: Driver - driver -- this bus go to Pittsburgh?

DRIVER: Yes'm.

WOMAN II: Come along, Henry - this is the bus.

MAN: This bus go to Pittsburgh?

DRIVER: Yeah.

WOMAN: You sure this bus goes to Pittsburgh?

DRIVER: Yes'm.

VOICE: Okay, Mack -- let 'er roll.

JIGGS: Wait - wait - wait.

MAN: Hey - Stop ..... - there's a guy missed the boat.

DRIVER: We leave on time -- pull in your neck.

MAN: Hey - wait for that guy.

DRIVER: (PUTTIN ON THE AIR) You're telling me -- he just laid down in front of the bus. (PULLS OPEN DOOR) Hey, you -- what's the idea?

GUS: This bus go to Pittsburgh?

DRIVER: Yeah -- what's the matter with you.

GUS: Are you sure this bus goes to Pittsburgh?

DRIVER: Get on, will you -- you're breaking my schedule.

GUS: Oh, stop squawkin -- I know your heart's in your work but I gotta be sure.

VOICE: Let 'er roll.

(SOUND: BUS TAKES OFF)

JIGGS: Here you are, fellah - sit right down here next to me -- Yes sir, you had a close call - I thought he was going to leave you behind and I said to him --

GUS: Are you sure this bus goes to Pittsburgh?

JIGGS: Sure - sure -- it's printed all over the side --

GUS: Oh dear, dear, dear me.

JIGGS: What's the matter with you, pal -- somethin' you ate?

GUS: No - nothing ...

JIGGS: You on the wrong bus?

GUS: No.

JIGGS: What's the matter then, pal?

GUS: I don't like Pittsburgh!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("STOP YOU'RE BREAKING MY HEART" . . . . . .GIBSON & ORCHESTRA)

UTTAL: That was Mr. _____ of _____ who guessed the title "Stop You're Breaking My Heart." And here you are, Mr. _____ - your

prize of a crisp new five dollar bill and carton of Luckies. Congratulations.

(APPLAUSE)

Of course the way Mr. _____ got that title is simple now that the counting's all over. He just put three lines together. One man said - "Stop" -- then the driver said - "You're breaking my schedule" -- and right in the next line was 'heart' -- "I know your heart's in your work." There you have it ... Stop, You're Breaking My Heart. And now let's hurry on to our next MELODY PUZZLE. This one came in the mail from Francis J. Lowery, 2895 Boulevard, Jersey City, New Jersey — and right back in the mail to you, Mr. Lowery, is your prize of ten dollars and a carton of Lucky Strikes. Good work. And you contestants -- get set -- because here comes prize winning puzzle Number Two!

(SOUND: WOOD BLOCK)

ANNOUNCER: Shades of Treasure Island ... Scene two finds us on the shores of a desert isle with Moe and Sammy, two fortune hunters from the Bronx.

(SOUND: STEAMBOAT WHISTLE)

MOE: So Sammy, it's treasure hunters we are now.

SAMMY: S---h -- don't be a goniff -- you should yell so the tax boys should hear you!

MOE: Don't tell me — just dig!.

SAMMY: Remember, Moe -- if it's gold, it's mine -- if it's silver it's yours — if it's jools, it's for grabs!

MOE: You're from hunger as a treasure islander — hurry up now — look at the sky, please -- it makes like rain — hurry and dig!

SAMMY: (WHILE THEY DO SPADE WORK) Who was this Major Kidd?

MOE: He was no Major - he was a Captain and a pirate he was!

SAMMY: Oh I thought he should be Major like Bowes if he should have so much money?

MOE: You should gag at a time like this?

SAMMY: I wonder should that ship go away - we should be in a pickle!

MOE: Dig, please!

SAMMY: I hit something -- lissen?

(SOUND: CLINK)

MOE: Mr. Kidd's Treasure Box -- I am laughing.

SAMMY: You should be laughing?

MOE: I am from thinking about Herman -- he should work all day in a delicatessen for peanuts while we dig up trunks full of mazuma!

SAMMY: Look Moe -- a box -- a big box.

MOE: Such a box -- we should open it maybe.

SAMMY: Don't maybe - gimme the pick.

(SOUND: TOOL WORK AND SCREECH OF YIELDING WOOD)

MOE: There she goes, Sammy -- make ~~it~~ easy, please.

(OFF SHE COMES)

SAMMY: Moe look!

MOE: He should be Captain Kidd -- that's Hermann!

HERMANN: Hello boys -- how should you be liking me -- I'm Captain Kiddles -- yo ho - yo ho and a bottle of rum!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THERE'S A GOLD MINE IN THE SKY" . . . . . SHIELDS & ORCHESTRA)

UTTAL: Well, that time it was fortune-hunter _____ of _____ who got the swag. And here it is -- a five dollar bill and a carton of Lucky Strikes. Congratulations, Mr. _____.

(APPLAUSE)

And the way _____ dug that one up was this. Remember Sammy said - "If It's gold, it's mine"? And then Moe answered with "Look at the

sky, please." Put one and two together and you've got -- "Gold Mine in the Sky" ... And that's one way to find treasure. And here's another way ...

HUYSDAEL: If you were born and raised down where tobacco grows and spent your life buying, selling and handling the various grades, you'd know tobacco pretty thoroughly, wouldn't you? You would be qualified as a tobacco expert. And when you chose a cigarette for your own use -- you'd base your selection on quality alone. Now the real independent experts do just that. And sworn records on file for your inspection show that among independent tobacco experts -- auctioneers, buyers and warehousemen -- Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Now this becomes even more significant when you consider the fact that these men are absolutely independent ... dealing with all manufacturers, but not connected with any. So their judgment is both expert and impartial. Remember this when buying cigarettes ... "with men who know tobacco best, it's Luckies two to one!"

ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: And now let's get back to our game and serve up MELODY PUZZLE Number Three. This tasty tidbit was prepared and sent in by Miss Roslyn Seigal of 170 Beach 65th Street, Arverne, New York, and for submitting this prize winning MELODY PUZZLE, Miss Seigal receives ten dollars and a carton of Luckies. Here it comes, Contestants ... see if you can catch it on the wing ... MELODY PUZZLE Number Three!

ANNOUNCER: Scene Three -- the happy tepee of the Chief Rain-in-the-Faces -- There is love of all kinds and all classes -- love for the rich and love for the masses ... This is Indian Love.

(TOM TOM EFFECT FROM ORCHESTRA)

CHIEF: Ug - ug.

SQUAW: Me mad -

CHIEF: Squaw no squawk.

SQUAW: Night make bore -- many moons go by -- Honeymoon go by -- no see new hat -- no see new beads -- no see night club.

CHIEF: No dough!

SQUAW: Day come - no wife.

CHIEF: No care -- no good.

SQUAW: Phooey!

CHIEF: Chief - he hunt -- Squaw - she cook - have pappoose - keep mouth shut.

SQUAW: No soap!

CHIEF: Chief marry squaw long time - keep squaw happy - buy fire water.

SQUAW: Chief throw bull!

CHIEF: Chief like squaw -- no like fast talk.

SQUAW: Squaw want to go make whoopee

CHIEF: Chief tired - hard day - chief go bed.

SQUAW: Chief Rain in Face - Pain in Neck - ugh!

CHIEF: Squaw no know when have good thing

SQUAW: Squaw go out by herself.

CHIEF: Squaw shut up -- papoose have big ears

PAPOOSE: Ah, cut out the double talk, pap. Let's get our feathers on and go out on a bender!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CHIMES IN ORCHESTRA)

("NIGHT AND DAY" . . . . . ORCHESTRA)

UTTAL: Mr. _____ of _____ was the one who got that puzzle and for getting it, he gets -- a five dollar bill and a carton of Luckies. Nice work, Mr. _____, and here are your prizes.

(APPLAUSE)

That one was kind of tough but it was all there. The squaw said "Night make bore" and later Chief Rain in the Face said he had a hard 'day' And there it is, just as plain as day - "Night and Day." Well, if you think that was hard - or easy - see what you think of this one. It was submitted by Raymond E. Jackson, 309 West 14th Street, New York City. Mr. Jackson, your little masterpiece has won ten dollars and a carton of Luckies for you and you'll get them in the mail. And here it is -- Prize winning MELODY PUZZLE Number Four!

ANNOUNCER: The scene is a courtroom. Mrs. Doakes is suing her husband for divorce.

BAILIFF: Oyez, Oyez -- this is the case of one Mrs. Rose O'Grady Doakes versus one Joseph Doakes ...

MRS. D: Yeah - I'm here to divorce that good-for-nothing husband of mine -- Joe Doakes.

JUDGE: On what grounds are you suing, Mrs. Doakes?

MRS. D: Mental cruelty, your highness. (SOBS)

JUDGE: Will you please relate the facts which you consider constitute men-

tal cruelty on his part?

MRS. D: Well, he was always saying little things to hurt me. Like for example: Once I bought a new hat, and when Joe came home I said to him I says - "Joe, do you notice anything different about me?" And he said "No." And I says, "Look close, Joe. Don't you see something that you haven't seen before?" And then he said, "Well, come to think about it, you're getting a little heavier, arent you?"

JUDGE: Please continue, Mrs. Doakes.

MRS. D: Another time, I'd spent hours preparing a special meal for him, slaving over a hot stove, and when I gave him his dessert he said to me, "Who spilled mustard on this waffle?"

JUDGE: Who did spill mustard on his waffle?

MRS. D: (SOBBING) It wasn't a waffle -- it was lemon pie!

JUDGE: Mr. Doakes, have you anything to say?

MR. D: No sir, your honor. I guess she's right. I just haven't any romance in my soul.

JUDGE: Divorce granted. And now about the matter of alimony. Mr. Joseph Doakes, will you please stand and face the court. Mr. Doakes, what is your income?

MR. DL: My income varies, your honor.

JUDGE: Oh, you're a salesman?

MR. D: No sir.

JUDGE: Then what do you do for a living?

MR. D: Well, your honor, I write stories for the love magazines.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ONE ROSE" . . . . . SHIELDS & ORCHESTRA)

UTTAL: The one who spotted that was _____ of _____, and here you are, _____ -- your prizes of five dollars and a carton of Lucky Strikes for guessing the title to our MELODY PUZZLE Number Four. Congratulations.

(APPLAUSE)

That was a quick one -- but _____ was quicker. The clue came right in the very first line of the sketch. Remember the Bailiff calling --

BAILIFF: "Oyez, oyez, this is the case of one Mrs. Rose O'Grady Doakes versus one Joseph Doakes.

UTTAL: There it was -- "One Rose." You've got to be on your feet to catch these MELODY PUZZLES, so listen closely. And here's another thing — listen closely to what Jan Peerce has to say about Lucky Strikes ...

MUYSDALL: Surely a man like Jan Peerce - a distinguished singer who once studied to be a doctor, is well qualified to give personal advice on smoking. "Throat membranes," Jan Peerce says, "are extremely delicate, and a harsh cigarette can cause trouble. About ten years ago I experimented with different brands of cigarettes, and found in Luckies the light smoke I had been looking for. I've enjoyed Luckies ever since. (PAUSE) Now you, too, will enjoy Luckies. The famous Lucky Strike "Toasting" process removes certain harsh throat irritants naturally present in all tobaccos. And so, like Jan Peerce, you'll find Luckies easy on your throat. And besides, you'll like the finer flavor of their tender center-leaf tobacco -- the "Cream of the Tobacco Crop." So ask for a carton of Luckies when you buy cigarettes this evening.

(ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: And now before we go on to MELODY PUZZLE Number Five I want to remind you folks listening in at home that you, too, can win a prize. Every week your MELODY PUZZLE program will be made up of five sketches written and submitted by our listening audience. The author's name will be mentioned on the program and he will receive a prize of ten dollars and a carton of Luckies. This is your chance to join the fun. Pick any popular song except those played on the program tonight and write a MELODY PUZZLE around its title, making sure that there will be some clue to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's easy! Why don't you try it? But remember - MELODY PUZZLES is a game and like all games, it has its rules. Here they are:

1. The final decision as to the winning MELODY PUZZLES rests with us, and will be based upon originality, interest and cleverness of clues.

2. All MELODY PUZZLES submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight Saturday, December 18th They will be heard on Tuesday, December 28th. Address your entries to MELODY PUZZLES, 111 Fifth Avenue, New York City. Remember the address -- MELODY PUZZLES, 111 Fifth Avenue, New York City. Be sure to send in your entry before midnight this coming Saturday if you want to win a carton of Luckies and a ten dollar prize. Everyone can enter except employes of The American Tobacco Company and their advertising agents.

(ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: And now for MELODY PUZZLE Number Five. This prize winner was sent in by Edward C. Hock of 110-57 107th Street, Ozone Park, Long Island. And for writing and submitting this MELODY PUZZLE Mr. Hock gets ten dollars and a carton of Luckies. Congratulations, author Hock! Sharpen your wits, everybody -- because here comes MELODY PUZZLE Number Five!

ANNOUNCER: Scene five -- there's been a hot time in the old Meetin' house down Carolina way -- the meetin' house is burning down, and the flock is gathered before the fire listening to their preacher in sadness and woe.

(SOUND: WHISTLE AND POP)

PREACHER: Sistern and brethern ... we has come upon misfortune -- we has inveigled against Satan and Satan has invicticated against us -- Satan is one up now and we has no meetin' house!

CHORUS: HALLELUJAH

PREACHER: I looks around and I see my flop -- I see my sistern and brethern, and I see sad faces, and I sees glad faces, and I don't see nothin' nohow about bein' glad about!

CHORUS: YEAH MAN

PREACHER: I stands out here warmin' my proper invested authority against the fire in the meetin' house, and I faces you with cold and uncertainty -- I is unhappy -- I is sad -- say, what for you grinnin' about, girl?

GIRL: I ain't doin nothin nohow, preacher Nelson -- I jest got somethin' in my eye!

PREACHER: Well, you makes funny faces tryin to get it out, sister - compose yourself.

CHORUS: HALLELUJAH

PREACHER: I goes on in fear and trembling -- I sees the good work of the Lawd comin to nothin with the fire that undid us -- here we stands empty

pew-handed -- empty-satchel handed -- this is goodby to meetin' for many times. This is misfortunate -- even the collection box has done burned ...

CHORUS: GLORY HALLELUJAH

PREACHER: Oh, I says to you, sistern and brethern ... come here, sister -- you ain't gonna tell me you is still got somethin' in your eye -- what's your name?

GIRL: Joan's my name, Preacher.

PREACHER: Well -- Joan -- let me see - ah, now to put it in a more simplicated way -- What for you standin' out there laughin' your fool head off?

GIRL: (WHOOPS) Reverend -- Reverend -- I ain't laughin' -- I ain't doin nothin' -- I is just tryin' to tell you you has done forgot to put on your pants!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("GOODBYE JONAH" . . . . . GIBSON & ORCHESTRA)

UTTAL: Well, the winning puzzler that time was _____ of _____ who spotted "Goodbye Jonah" without the aid of a whale. Congratulations, _____, and here are your prizes. A crisp new five dollar bill and a carton of Luckies.

(APPLAUSE)

In case you don't see how _____ got that title here it is. The preacher said, "This is goodbye to meetin' for many times." And then after he called up the girl Joan he said, "Well, Joan -- let me see - ah - now to put it in a more simplicated way." There you have it, "Goodbye Jonah." Confusing but convincing ... but that's the way to play MELODY PUZZLES. And that's all the MELODY PUZZLES we hage time for tonight. Between now and Saturday night, why don't you try your

hand at writing MELODY PUZZLES? Remember, there are going to be five winners next week and you may be one of the lucky ones and win a prize of ten dollars and a carton of Lucky Strikes. Be sure to address your entry to MELODY PUZZLES, 111 Fifth Avenue, New York City. and don't forget to write the words MELODY PUZZLES on the envelope. So until next week, this is Fred Uttal saying good night and thank you.

(APPLAUSE)

(ORCHESTRA . . . . . "LUCKY DAY")

ANNOUNCER: And that was MELODY PUZZLES ... a brand new game with the music of Richard Himber — songs by Freddie Gibson and Jimmie Shields. Join the fun again next Tuesday at eight -- and the next time you buy cigarettes, remember that with independent tobacco experts — "with men who know tobacco best, it's Luckies two to one!"

Mr. Mathieson

THE AMERICAN TOBACCO COMPANY
MELODY PUZZLES
Tuesday, Dec 21st 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF THE AUCTIONEER ... ENDING WITH "SOLD! TO THE AMERICAN TOBACCO COMPANY")

ANNOUNCER: Yes - it's the tobacco that counts ... and with independent experts ... "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES with music by Richard Himber and his Orchestra and songs by Fredda Gibson and Buddy Clark - the popular new song game that everybody's playing. And here's Fred Uttal to tell you all about MELODY PUZZLES.

(APPLAUSE)

UTTAL: Thanks, and good evening MELODY PUZZLE fans. Well, tonight we're all set to go with four brand new prize winning Melody Puzzles - so get ready to join the fun. Our ten contestants chosen by chance from the studio audience are up here on the stage with me now; eager to guess the Melody Puzzles and win a five dollar prize and a carton of Lucky Strikes. Of course, you know how Melody Puzzles is played - our cast enacts a short dramatic sketch and hidden somehwere in the lines of the actors is the title of a popular song. Our contestants try to guess the title and when they do - Richard Himber plays the tune and they win the prize. It's very simple - so everybody join in the fun - try to guess the titles before our studio contestants do. Now - here we go with prize winning Melody Puzzle Number One. It was sent in by Miss Sylvia Flur of 860 47th Street, Brooklyn New York; and for sending it in Miss Flur wins ten dollars and a carton of Luckies. Congratulations. And here it comes, contestants - prize winning Melody Puzzle Number One

(SKETCH NUMBER ONE)

PUZZLE NUMBER 1

(SOUND: WOOD BLOCK)

ANNOUNCER: Puzzle one - scene one ... the boarding house of Mrs Desdemona O'Leary ... at the moment she is about to put the well-known bite on one of her more backward room ers.

(SOUND: KNOCKING AT DOOR)

POET: She who knocks, please knock no more.
'Tis a poet who comes to open the door.

(SOUND: DOOR OPENS)

POET: Ah - my mistress of the Ivory Tower - welcome.

MRS O'L: Young man - I've come for the rent again and this time I mean business.

POET: Have a little pity on your roomer -
He's just fresh out of the old mazumer.

MRS O'L: Lissen, I don't mind having poets and actors around but I got to have my rent - pay up or out you go.

POET: Brave lady, where is your poise?
You shatter me with such noise.

MRS O'L: Do I get the rent - I'm counting up to ten.

POET: How bewitching you look today -- your hair caught up in a knot and touched with the gossamer of a cobweb - the way you lean on your mop - ah, me - what a picture.

MRS O'L: Ah, there is something about you.

POET: Put your feelings into rhyme - you've got a gift - I can feel it - pour your heart into a sing - give.

MRS O'L: To my words, young man, you do well to hark ....

POET: Wait - stop - hold - enough!

MRS O'L: You can't stop me with your scheming
Don't interrupt me while I'm dreaming.

(PUZZLE #1 - CONTINUED)

POET: Wait! Take pencil to paper lest this immortal poesy be lost to generations yet unborn.

MRS O'L: Write it down yourself ...

To my words, young man, you'll do well to hark,

For tonight you'll do your dreaming out in the park.

(GIGGLES)

POET: Genius - pure genius.

MRS O'L: Oh, you're joshing me.

POET: No - take my Ivory Tower - take my quill and pad of paper - woo the muse. Farewell!

MRSO'L: Here - where are you going?

POET: You write the poetry and I'll run your boarding house.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU CAN'T STOP ME FROM DREAMING" . . . . . GIBSON & ORCHESTRA)

UTTAL: Well, the winner that time was _____ of _____.

And here you are _____ - your prize of a carton of Luckies and a fine, new five dollar bill. Congratulations.

(APPLAUSE)

Now, of course, you all know by now how that one worked - remember the landlady's little poem -

"You can't stop me ~~while I'm dreaming~~ with your scheming
Don't interrupt me while I'm dreaming."

There you have it - "You Can't Stop Me From Dreaming". All right that's one down - and here comes Melody Puzzle Number Two. It was sent in by Mrs Michael J Grimes of 2066 East 74th Street Brooklyn and here it is contestants - your next chance to win a prize - Melody Puzzle Number Two!

(PUZZLE #2)

(SOUND: WOOD BLOCK)

ANNOUNCER: 'Tis the happy home of the Henry Blintz's ... Henry and his wife have retired for the night -- at least, that's what he thinks.

(SOUND: WHISTLE & POP)

WIFE: Hen-ry ...

HENRY: Ugh?

WIFE: Hen-ry ...

HENRY: Yes - yep yep.

WIFE: Henry! Wake up!

HENRY: Hugh? Hard day - tired - go to sleep.

WIFE: You better go see if the Little Fellow is all right.

HENRY: He's all right.

WIFE: I think he's crying.

HENRY: Thas - wind - go sleep.

WIFE: Hen-ry! I know he's crying - you get right up out of that bed this instant and go see.

HENRY: Wha - what -- what's mamter - nothin' wrong - dontcha worry - go sleep.

WIFE: Hen-ry! ~~XXXXXXXXX~~ He's crying - are you going to lie there like that and let that poor defenceless little thing suffer --

HENRY: Oh, all right - all right -- I'll go see - I'll go see.

WIFE: Hen-ry! You get up.

HENRY: Oh for Gosh sakes - can't a guy sleep - whaas matter - nothin's wrong - shhh - I'll go see.

WIFE: See if he's still in the bed - he's so afraid of the night when it's so quiet.

HENRY: Leave it to me - leave it to me - whas sleep to me - I'll take the

(PUZZLE #2 - CONTINUED)

message to Garcia - just an old Wheel Horse - thas me.

WIFE: Hen-ry! You hurry!

(SOUND: DOOR SLAMS)

ANNOUNCER: We draw the curtain - now 'tis ~~the~~ morning.

WIFE: Hen-ry -- Hen-ry --where have you been? You've been out all night.

HENRY: No I wasn't -- I got a swell sleep.

WIFE: Where's the Little Fellow?

HENRY: You mean that hound of yours? I tied him in the garage and I slept in the dog house.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("IN THE STILL OF THE NIGHT" . . . . . CLARK & ORCHESTRA)

UTTAL: Mr _____ of _____ guessed that one. Good work, Mr _____ and here's your five dollar bill and carton of Luckies.

(APPLAUSE)

And the cue to that one was obvious, if I do say so myself. Remember when the wife said; "See if he's still in the bed; he's so afraid of the night"? How could anybody miss "In The Still of the Night" from that? It just goes to show how carefull y you have to watch details. And here's another case where details are important....

(COMMERCIAL #1)

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

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

UTTAL: And now before we go on to Melody Puzzle Number Three I want to remind you folks listening in at home that you, too, can win a prize. Every week Your Melody Puzzle program will be made up of four sketches written and submitted by our listening audience. The author's name will be mentioned on the program and he will receive a prize of ten dollars and a carton of Luckies. This is your chance to join the fun. Pick any popular song except those played on the program tonight and write a Melody Puzzle around its title, making sure that there will be some clue to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's easy! Why don't you try it? But remember - Melody Puzzles is a game and like all games, it has its rules. Here they are:

1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues.
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, December 25th. They will be heard on Tuesday, January 4th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address - Melody Puzzles, 111 Fifth Avenue, New York City. Be sure to send in your entry before midnight this coming Saturday if you want to win a carton of Luckies and a ten dollar prize. Everyone can enter except employees of The American Tobacco Company and their advertising agents.

(ORCHESTRA . . . . . "LUCKY DAY")

UTTAL: And now, on with our Melody Puzzles - Here's number Three coming up. It was composed by Franklin P Schaffer of #1 Fenimore Road, New Rochelle, New York. And here it is, contestants - Melody Puzzle Number Three

(PUZZLE #3 continued)

SLSMAN: Yes sir - as I was saying - it's only once in a while I get a ...

MAN: And that beautiful wagon - oh boy - is that a wagon!

SLSMAN: Say - you certainly are going to make a lot of children happy.

MAN: Children nothing - these toys are for me!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

CALLS INORCHESTRA)

("ONCE IN A WHILE" . . . . . CLARK & ORCHESTRA)

UTTAL: Well, that was child's play for _____ of _____ and here you are _____ - your crisp new five dollar bill and carton of Lucky Strikes. Great work!

(APPLAUSE)

And in case anyone missed the clue to that puzzle here it is. Remember when the clerk said:

CLERK: Say - you're certainly fond of children - it's only once in a while I have a customer like you.

UTTAL: There it is - "Once In A While". All you have to do is pay attention to the actor's lines to get the right answer. And there's another actor who will give you some valuable information if you pay close attention.

(COMMERCIAL #2)

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

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Here we go into the homestretch with Melody Puzzle Number Four. It was sent in by Howard Levy of 325 West End Avenue, New York City and for sending it in Mr Levy gets ten dollars and a carton of Luckies. They're in the mail to you, Mr Levy. Congratulations - and here it is - Melody Puzzle Number Four.

(PULLED 74)

(SOUND: WOOD BLOCK)

ANNOUNCER: There are all kinds of tracks -- railroad tracks, right tracks - wrong tracks - but this happens to be the race track. Listen to the crowds cheer those horses.

(SOUND: CROWD)

MRS: Now listen to me, John. You've lost thirty-six dollars of my household money betting on those stupid animals. I hope you're not betting on this race.

MR: Now lookit here, Sarah - you know I'm one of those fellows who believes in a hunch, and this time I've got a real one.

MRS: Oh look! The horses are coming out!

MR: Take those glasses and see if you can see number four.

MRS: Oh -- oh yes. I see her.

MR: That's my hunch -- that's the baby -- that bob-tailed - ~~xxx~~ white-faced filly. Bob-tail --white (WHISTLES) I see her - what a dog!

(SOUND: CROWD UP)

MR: Look - they're lining up!

MRS: They're ready to start! Your number four looks pretty frisky.

MR: Yeah - she's goin' to town. She's a little dynamite. Her name's Gee This. Well, about this number hunch - You know we took State Highway number four out here to the track. And the car ahead of us had four fours on its license plate ...

(SOUND: CROWD ... THEY'RE OFF)

MR: They're off! Keep your glasses ~~xxx~~ on 'em, Sarah.

MRS: Oh dear. That woman in front keeps bobbing up and down. (YELLS) Down in front, please!

(PUZZLE #4 - CONTINUED)

MR: Who's ahead, Sarah?

MRS: It's number four!

MR: I knew it - I knew it! This is the fourth race and we're sitting in section four.

MRS: All right - all right ... your horse is in second place now.

MR: Come on, come on you little four spot! How is she doing, dear? Look - it's exactly four o'clock.

MRS: Oh - there goes your hunch. Number four is a bad second!

MR: Come on, number four! Oh boy - they're starting down the home stretch now. See there, where the fellow in the white cap is standing? Is she ahead yet?

MRS: She's in third place, my little numerologist.

MR: No! She's trying to nose up now. Come on!

MR & MRS: Come on! Come on!

(SOUND: CROWD UP)

MR: It's the finish ...

MRS: I'll say...

MR: Did she win? Did she win?

MRS: No darling. She came in fourth.

(CHORD IN 'G')

UTTAL: (POLLS ~~XXX~~ CONTESTANTS)

(CALL S IN ORCHESTRA)

("BOB WHITE" . . . . . GIBSON & ORCHESTRA)

UTTAL: Yes sir - and the man who played that puzzle to win was _____ of _____. Here is your prize _____ - a five dollar bill and carton of Luckies.

(APPLAUSE)

UTTAL: And the way _____ got that one was to take the line "That bob-tailed, white faced filly" and spot the title - "Bob White". You had to know your horses to play that one.

UTTAL: Well, that's all the Melody Puzzles we have time for tonight. Between now and Saturday night, why don't you try your hand at writing Melody Puzzles? Remember, there are four winners each week. You may be one of the lucky four and win a prize of ten dollars and a carton of Lucky Strikes. Be sure to address your entry to Melody Puzzles, 111 Fifth Avenue, New York City ... and don't forget to write the words - Melody Puzzles - on the envelope. So until next week, this is Fred Uttal saying good night and thank you.

(APPLAUSE)

(ORCHESTRA . . . . . "LUCKY DAY")

ANNOUNCER: And that was Melody Puzzles ... a brand new game with the music of Richard Himber - songs by Fredda Gibson and Buddy Clark. Join the fun again next Tuesday at eight. And now, a suggestion for a very pleasant Christmas gift ... a present of tobaccoland's choicest cigarettes - an attractive green and gold holiday carton of Lucky Strikes. (PAUSE) Remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

AMERICAN TOBACCO COMPANY

MELODY PUZZLES December 28th, 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF THE AUCTIONEER .. ENDING WITH "SOLD! TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts - like the auctioneer you just heard -- know who buys what tobacco. With these experts ... "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES, the popular new song game that everybody's playing -- With music by Richard Himber and his Orchestra and songs by Fredda Gibson and Buddy Clark. And here's Fred Uttal to tell you all about MELODY PUZZLES.

(APPLAUSE)

UTTAL: Thanks -- and good evening MELODY PUZZLE fans. Well, we've got a brand new bunch of prize-winning MELODY PUZZLES tonight - and I guarantee you'll have plenty of fun trying to solve them. Up here on the stage with me now are the contestants, picked at random from the studio audience. They'll try to guess the titles of the MELODY PUZZLES and win a five dollar award and a carton of Lucky Strikes. But maybe you can guess them before they do - so listen carefully. Our cast will enact a short dramatic sketch and hidden somewhere in the lines of the actors is the title of a popular song. After the title has been guessed, Richard Himber will play the tune for us. So, if you're all ready, here comes prize-winning MELODY PUZZLE Number One. It was submitted by Mrs. E. F. Andrews of 25 Lyons Avenue, Roseland, New Jersey -- and for sending it in Mrs. Andrews has won ten dollars and a carton of Luckies. Thank you and congratulations, Mrs. Andrews. Here it is!

SOUND: WOOD BLOCK)

ANNOUNCER: Puzzle one - scene one .. A country courtroom. Rastus is on trial, accused of having stolen a chicken. The judge is speaking.

JUDGE: Well, Rastus - you've been accused of stealing a chicken out of Farmer Brown's henhouse. Why don't you make a confession now and save the court a lot of time?

RASTUS: Ah ain' goin' to confess dat, Judge - 'cause ah kin explain.

JUDGE: Well, go ahead and explain, then.

RASTUS: You'see, Judge, ma girl Celestine had a birthday party las' evenin' an ah'd tin over dere to give her a present an' mingle wid de guests an' all dat.

JUDGE: Yes - go ahead.

RASTUS: Well - on de way home ah happen to pass Mistah Brown's hencoop, an' seemed like Ah heard noises inside. So ah calls out, ver' loud -- "Who's in dere?" Den I hears dis voice inside say "Dere ain' nobody here but us chickens." So dat got me kind o' suspicious an' ah went inside.

JUDGE: Inside the henhouse?

RASTUS: Yassuh. An' jus' as I got in, some feller was scramblin' out de back. An' das' true, Judge, as ah stand here! Jus' den -- account o' wakin' everybody up wid mah loud callin' ... - Mistah Brown come in and accused me o' stea in' a chicken.

JUDGE: That's your explanation, is it, Rastus?

RASTUS: Yassuh - an' das' true, you' honor.

JUDGE: Well -- seeing you made so much noise hollering -- I'll have to give you four days in the workhouse, Rastus, for disturbing the peace.

RASTUS: Four days in the workhouse!

JUDGE: But if you can get that chicken back to Farmer Brown, I'll reduce sentence to two days.

RASTUS: But dat ain' fair, Judge! Ah cain' git dat chicken back! Celestine already done cooked it, an' de guests done ate it!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("TRUE CONFESSION" . . . . . CLARK & ORCHESTRA)

UTTAL: So - our first winner this evening was _____ of _____. And here you are _____, your prize of a carton of Luckies and a brand new five dollar bill. Congratulations.

(APPLAUSE)

Did the rest of you get that one? Remember the Judge's words in his opening speech -- "Why don't you make a confession now, and save the court a lot of time?" And then, later on, Rastus remarked -- "An dat' true, Judge, as ah stand here." And there you have it -- "True Confession." All right - one down. Here comes MELODY PUZZLE Number Two. It was sent in by John Maricick, 61 Fulton Street, Weehawken, New Jersey. Let's go!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the apartment of Maribel Lester, a well-known night-club entertainer - who seems to be having a rather heated discussion with her manager.

MARIBEL: What's all the fuss about? If it wasn't for my act that HiBoy Club would fold up in two weeks - and you know it! They got a real actress working for 'em and they don't appreciate it!

MANAGER: Listen, Maribel - it isn't your acting they're kickin' about --

MARIBEL: Why, I'm destined for greater things than a night club. Poof! I want to be in drama! I want to be in the movies! All I need is a little publicity.

MANAGER: Well, you're gettin' publicity all right. But I don't know how much good it'll do you. Here -- look at this morning paper.

MARIBEL: What's this?

MANAGER: A whole column there, about you and your playboy friend, Allen, that

hangs around the club all the time.

MARIBEL: Oh! Isn't this nice! Ducky!

MANAGER: Swell! His wife called up and says that if you don't layoff him she'll see that the HiBoy Club loses all its Park Avenue patronage.

MARIBEL: Yeah? And what has she got to do with that?

MANAGER: Don't you know who she is? That's Mrs. Allen Sylvester Winchell of the social register!

MARIBEL: So what does that make me?

MANAGER: That makes you lose your job - unless you lay off boy-friend Allen.

(SOUND: PHONE RINGS)

MARIBEL: Don't make me laugh.

MANAGER: It's no laughin' matter, baby.

MARIBEL: (PICKS UP PHONE) Hello? Oh - hello Allen darling! Why yes -- I could go right to Hollywood, I suppose. You could meet me out there after everything's settled. That's lovely dear. I will, honey. Good by.

(SOUND: CLICK)

MANAGER: Say - what's this all about, anyhow?

MARIBEL: Boy-friend Allen is leaving for Reno today - to get a divorce. And girl-friend Maribel is going to be -- Mrs. Allen.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I WANT TO BE IN WINCHELL'S COLUMN" . . . . . Fredda . . . . GIBSON & ORCHESTRA)

UTTAL: All right - _____ guessed that one, which means that he keeps right up to date, too, because that song hasn't been out very long. Here's your five dollars and a carton of Luckies. Good work.

(APPLAUSE)

I don't think the cues on that one were so easy, though. Do you?

first Maribel said "I want to be in drama! I want to be in the movies." Remember? Then the manager brought her that newspaper 'column' with her name in it. And finally we got the name 'Winchell" ... Mrs. [redacted] Sylvester Winchell Allen. "I Wanna Be In Winchell's Column." Pretty slick, I'd say. But here's Basil Ruysdael.

COMMERCIAL #1

RUYSDAEL: Just as every singer has his own individual style of singing, every tobacco auctioneer has his own way of chanting the bids at an auction. We have in our studio today an auctioneer who is known as one of the fastest in Tobaccoland. He is Mr. L. A. Riggs, tobacco auctioneer of Durham, North Carolina. Mr. Riggs, who is in New York for a holiday visit, has consented to tell us a few facts about his profession, and the weirdest sound in American business. Let's hear it ...

(TWO SALES ...)

RUYSDAEL: I'll say that's fast! Now I know where you got your nickname, Mr. Riggs. Suppose you tell us what it is.

RIGGS: They call me just plain 'Riggs,' Mr. Ruysdael.

RUYSDAEL: Come clean now - what's the first part?

RIGGS: Well, I hate to admit it, but it's Speed Riggs.

RUYSDAEL: After hearing your chant, I think 'Speed' is a good name for you. How about this 'world's record' you hung up recently?

RIGGS: I don't know about it being a world's record, Mr. Ruysdael, but you see I wanted to get home for Christmas.

RUYSDAEL: So you sold a lot of tobacco in a hurry?

RIGGS: Yes - there were 378 separate baskets, weighing from 200 to 300 pounds a piece - and the sale lasted only 42 minutes. That's nine different sales a minute. What's more, the prices were very good.

RUYSDAEL: Suppose you show us how fast one of those sales went.

RIGGS: All right, suppose the bidding started at $30 a hundred pounds. It would go like this ... (ONE SALE)

RUYSDAEL: How would that sound if you did it slowly?

RIGGS: It depends on how fast the tobacco buyers make their bids. But this will give you an idea ... Thirty dollars ... thirty .. thirty .. and thirty one ... one ... one ... and thirty two ... two ... two ... two!

RUYSDAEL: Why don't you say it instead of chanting it?

RIGGS: Well, you try saying thirty three ... thirty three ... thirty four .../ and so on for seven hours a day and you'll see why saying it like this is easier ...

(CHANTS THE WORDS)

RUYSDAEL: I guess you're right about that.

RIGGS: Another reason is that tobacco warehouses are noisy places. The chant is easier to hear. Also, the chant is exciting and gets the prices up.

RUYSDAEL: Well, have Lucky Strike buyers been doing much bidding at the markets where you've auctioneered this season?

RIGGS: Yes and no.

RUYSDAEL: Now you'd better explain that.

RIGGS: Well - here's the way it is. Sometimes I may sell 30 or 40 baskets of tobacco and the Lucky Strike buyers won't bid on a single one but then when I come to a basket of tobacco that's of Lucky Strike grade ..

RUYSDAEL: Yes?

RIGGS: Well, then they do some real bidding. They bid that tobacco right up till they get it.

RUYSDAEL: So you actually see the kind of tobacco Lucky Strike buys?

RIGGS: I see what they <u>all</u> buy, Mr. Ruysdael:

RUYSDAEL: And may I ask what brand of cigarettes you smoke?

RIGGS: Well - for me - it's been Luckies for ___ years now. That's just my personal preference.

RUYSDAEL: We appreciate your telling us that, Mr. Riggs. Now before you go, will you do your chant for us just once more? I'd like to see if I can make it out.

RIGGS: (CHUCKLES) Why, sure ...

(CHANT - TWO SALES)

RUYSDAEL: Thank you, Mr. Riggs - thank you very much. I think every smoker will be interested in knowing that many other tobacco auctioneers like Mr. Riggs prefer Luckies, too ... Auctioneers and warehousemen and buyers ... In fact, among these tobacco experts, who are not connected with <u>any</u> manufacturer, and who choose a cigarette purely for pleasure, Luckies are ahead by an overwhelming majority. Sworn records open for your inspection show that among these independent experts Lucky Strike has twice as many exclusive smokers as have all other brands combined. Remember that - with men who know tobacco best, it's Luckies two to one!

Auch - Lucky Day

UTTAL: And now, here comes MELODY PUZZLE Number ~~Four~~ Three. The author of this one is Ivy Warner, of 48 Coolidge Street, Irvington, New Jersey. And for sending it in, Ivy Warner gets ten dollars and a carton of Luckies -- which are in the mail and on the way, incidentally. But now for MELODY PUZZLE Number ~~Four~~ Three. Here we go!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a circus lot -- inside the dressing-room of the freak tent, where the Bearded Lady - who happens to be a man and not a lady -- is getting on his make-up for the performance.

(SOUND: DISTANT CIRCUS HURDY GURDY)

FRANK: Hand me that wig, Sam. Now look - does the hair cover that scar over my left eye?

SAM: (COLORED BOY) It don' show much, mistah Frank. Least it'd take sharp eyes to see it.

FRANK: Yeh? Well, this is the last week I'll be doin' this bearded lady stuff, anyhow. I guess I can take a chance.

ED: (THE BARKER) You nearly ready, Frank? I'm goin' out to start the ballyhoo.

FRANK: Go ahead, I'll be ready. Gimme that blamed dress, Sam.

(SOUND: START DRUM OUTSIDE AND FADE)

SAM: This is sho' a queer occupation fo' a man (FADING OUT)... Dressing hisself up like a bearded lady - sho' is.

ED: (FADING IN) Right this way folks, for the freak show! (FADE IN ON MIKE) (MURMUR OF CROWD) Only ten cents, one dime, to see all the wonders pictured before you! Madame Yohan, the live bearded-lady -- Fifi, the Hawaiian dancer -- Jojo, the man who eats fire -- and many others. One dime - a tenth of a dollar, for the thrill of thrills, folks! Step right up!

BILL: (HEAVY) Come on, Joe, we'll take a look. Two tickets, please.

ED: Right you are, brother. Step right inside. This way folks to the freak show! Only once in a lifetime will you get a thrill like this. And all for the small sum of ten cents. Here's your change, mister. (FADE VOICE OUT) Step right along -- follow the crowd -- right inside --

(MURMUR OF VOICES UP)

BILL: (LOW) So this is the bearded lady. What d'you think, Joe?

JOE: I'm just lookin'. Isn't that the scar over his left eye?

BILL: Yeh -- and the gold tooth. This is our man. (LOUDLY) All right, Dutch -- take off that beard and stick 'em up!.

(EXCITED VOICES)

JOE: It was a swell way to hide from the cops, Dutch, but we finally got you.

~~FRANK: Yeh? You only think you have!~~

~~BILL: Keep your hands up!~~

~~(SOUND: LOUD SHOT ... CROWD REACTION)~~

ED: Here - what's goin' on here!

BILL: Don't get excited, mister. Your bearded lady is Dutch Herman, ~~wanted for murder. He's breatin'-Joe -- go ahead, call the wagon.~~

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THRILL OF A LIFETIME" . . . . . CLARK & ORCHESTRA)

UTTAL: Yes sir -- and the gentleman (or lady) who got the real thrill out of that puzzle was _____ of _____. Here's your prize- a five dollar bill and a carton of Luckies, which ought to be a little thrill, too.

(APPLAUSE)

The clues for that puzzle were hidden in the lines of Ed, the barker. You remember when he said - "One dime, a tenth of a dollar, for the thrill of thrills, folks!" And then - a little later on - he added "Step right inside. This way folks to the freak show! Only once in a life time will you get a thrill like this." Well, _____ put those clues together and got "Thrill of a Lifetime."

(MORE)

~~And that's all the MELODY PUZZLES we have for tonight.~~ Between now and Saturday night, why don't you try your hand at writing MELODY PUZZLES? You may be one of the lucky winners and receive a prize of ten dollars and a carton of Lucky Strikes. Be sure to address your entry to MELODY PUZZLES, 111 Fifth Avenue, ~~New York City~~ ... and don't forget to write the words MELODY PUZZLES on the envelope. So until next week, this is Fred Uttal saying good night and thank you. (APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: ~~And that was MELODY PUZZLES~~ ... a brand new game with the music of Richard Himber - songs by Fredda Gibson and Buddy Clark. Join the fun again next Tuesday at eight. And now, (PAUSE) Remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

12 ~~4A~~

COMMERCIAL #2

UTTAL: Now listen to what one of the world's most famous opera and concert stars, Tito Schipa, has to say about smoking.

RUYSDAEL: All of us strain our voices in one way or another but to know how really severe voice strain can be -- ask a singer like Tito Schipa. who appeared on YOUR HIT PARADE program Christmas night. This brilliant lyric tenor has reached the top in operatic circles ... and reaching the top in this hard school of music means hard work. Yes, hard ... very hard work for the voice and throat. Now, Tito Schipa's concert and opera engagements take him fron one end of the world to the other; and he spends long hours of practice and rehearsal preparing for them. Well, Mr. Schipa told a nationwide audience Christmas night that he has smoked Luckies for over ten years ... and that not once during that long period did Luckies have the least effect on his supersensitive throat. Doesn't it stand to reason then that if Luckies are easy on the throat of a gifted singer like Tito Schipa, they'll be easy on yours too? Here's the reason why: Luckies' own exclusive process "It's Toasted" expels certain harsh throat irritants found in even the finest tobaccos. Next time you ask for cigarettes consider your throat, too. Follow the example of Tito Schipa and ask for Lucky Strikes.

Music

UTTAL: And now folks, get ready for MELODY PUZZLE Number ~~Three~~ Four. But let me remind you, first, that each week your MELODY PUZZLE program will be made up of four or five sketches, written and submitted by our listening audience. Remember - no matter where you live, you are eligible to send in an entry. So why don't you try it. All you have to do is ~~Make a note to try it next week.~~ Pick any popular song, except those played on the program tonight, and write a MELODY PUZZLE around its title, making sure that there will be some clue to the actual title in the words spoken by the actors. Just write out your idea in rough form and send it in. It's really easy. The winners' names are mentioned on the program and each one receives a prize of ten dollars and a carton of Luckies. So join in the fun! ~~Why don't you try it!~~ Here are the rules:

1. The final decision as to the winning MELODY PUZZLES rests with us and will be based upon originality, interest and cleverness of clues.
2. All MELODY PUZZLES submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, January 1st. They will be heard on Tuesday, January 12th. Address your entries to MELODY PUZZLES, 111 Fifth Avenue, New York City. Be sure to send in your entry before midnight this coming Saturday if you want to win a carton of Luckies and a ten dollar prize. Everyone can enter no matter where they live - except employes of The American Tobacco Company and their advertising agents.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: And now - Number ~~Three~~ Four - prize winning MELODY PUZZLE coming up! This one was written by Arthur Pincus, of 418 Brightwater Court, Brooklyn, New York. Let's go!

SOUND: (WOOD BLOCK)

ANNOUNCER: Our scene is a busy newspaper office on a morning in midsummer. Mr. Smith the City Editor is seated at his desk, sleeves rolled up and a

nervous scowl on his face -- while Jones, a young reporter, stands anxiously beside him.

(SOUND: PHONE RINGS)

JONES: I'll take it for you, Mr. Smith --

SMITH: No you won't! Scram! (PICKS UP RECEIVER) Hello? Go ahead!

JONES: But Mr. Smith, I've been coming in here since last Monday -- when you said you wanted to see me about something --

SMITH: (IN PHONE) Go ahead, Hogan.

JONES: -- and I still don't know why you called for me.

SMITH: Quiet, Jones! For Pete's sake!

JONES: (MEEKLY) Excuse me.

SMITH: (STILL ONPHONE) Yeh, that's right. I'll send a reporter over. Okay, hold him there!

(SOUND: CLICK)

JONES: Can't I go, Mr. Smith?

SMITH: No! You cannot! (CALLS) Pete? Hop down to Hogan's for that political stuff. And stop at headquarters. See if they've got anything more on that stick-up.

PETE: (OFF MIKE) Okay, chief!

JONES: Gee, boss, can't you let me do somethin'!

SMITH: Will you keep still! (CALLS) Henderson? Get the blog on Renn Taylor - and see Farley about that chorus dame that was acquitted yesterday. And don't forget the Miller suicide.

JONES: I should think you could let me earn my salary, boss. What have you got me here for?

SMITH: Huh? You? Let's see -- you're Jones, aren't you?

JONES: (ANXIOUSLY) Yeh, that's me. Why did you want me, boss?

SMITH: I wanted to tell you that your (PHONE RINGS) Hello? City desk. What? You mean we were right on that hunch on the Miller case? It wasn't

suicide. Sure, that's fine. Yeah -- you and I know, but we've gotta convince the Commissioner. Sure I will.

JONES: I know the Commissioner --

SMITH: (PHONE) All right, got that you can and bring it in. (CLICK)

JONES: I gotta do somethin' around here or I'll go nuts!

SMITH: Well, get out of here, will you! I've been telling you that for the part week!

JONES: You mean, I'm fired?

SMITH: No! I mean your vacation started last Monday. That's what I've been tryin' to tell you.

JONES: My vacation --?

SMITH: And you're due back to work tomorrow.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU AND I KNOW" . . . . . GIBSON & ORCHESTRA)

UTTAL: Well, our friend _____ guessed that one right off the bat. My personal congratulations, all done up in this crisp five dollar bill, plus this carton of Luckies.

(APPLAUSE)

Did the rest of you guess it? The author's trick that time was to hide the whole title right in one sentence - and then try to throw us off with the rest of the story. You remember when Smith, the City Editor, said - "The Miller case? It ~~wasn't suicide~~ was an inside job. Sure, that's fine - Yeah, you and I know, but we've gotta convince the Commissioner. That was it - "You and I know." Very tricky, what!

The clues for that puzzle were hidden in the lines of Ed, the barker. You remember when he said - "One dime, a tenth of a dollar, for the thrill of thrills, folks!" And then - a little later on - he added "Step right inside. This way folks to the freak show! Only once in a life time will you get a thrill like this." Well _____ put those clues together and got "Thrill of a Lifetime."

And that's all the MELODY PUZZLES we have for tonight. Between now and Saturday night, why don't you try your hand at writing MELODY PUZZLES? Remember no matter where you live you are eligible to send in your entry. You may be one of the lucky winners and receive a prize of ten dollars and a carton of Lucky Strikes. Be sure to address your entry to MELODY PUZZLES, 111 Fifth Avenue, New York City ... and don't forget to write the words MELODY PUZZLES on the envelope. So until next week, this is your host, Fred Uttal saying good night and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was MELODY PUZZLES ... a brand new game with the music of Richard Himber - songs by Fredda Gibson and Buddy Clark. Join the fun again next Tuesday at eight. And now, (PAUSE) Remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

THE AMERICAN TOBACCO CO.

MELODY PUZZLES January 4th, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER .. END WITH "SOLD! TO THE AMERICAN TOBACCO COMPANY")

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts — "with men who know tobacco best, it's Luckies - two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES, the popular new song game that everybody's playing - With music by Richard Himber and his Orchestra and songs by Fredda Gibson and Buddy Clark. And here's Fred Uttal to tell you all about MELODY PUZZLES.

(APPLAUSE)

UTTAL: Thank you. Good evening, Melody Puzzle fans. Well, I think we're going to fool some of you tonight. This new batch of prize-winning Melody Puzzles are real puzzlers, so sit tight and "keep listenin'." The contestants, picked at random from our studio audience, are up here on the stage and all ready to go. If they guess the titles of the Melody Puzzles they win five dollars and a carton of Lucky Strikes. But if they don't guess them, maybe the rest of you can. So here we go! Our cast will enact a short dramatic sketch and hidden somewhere in the lines of the actors is the title of a popular song. After the title has been guessed, Richard Himber will play the tune for us. Ready? Prize winning MELODY PUZZLE Number One — Sent in by Louis Urban of 175 West 76th Street, New York City. And for sending it in Mr. Urban wins a prize of ten dollars plus a carton of Luckies. Here it is!

(SOUND: WHISTLE AND WOOD BLOCK)

ANNOUNCER: Puzzle One - The scene - a small studio in Hollywood where a movie director is trying out aspiring young actors. Assisting him is a beautiful young actress and they, evidently, have had a hectic morning. The director - Mr. Carter - is speaking.

CARTER: The casting office certainly sent us a swell bunch of hams this time! Just overgrown kids, most of 'em.

DOLLY: And speaking of ham, I'm getting hungry, Mr. Carter.

CARTER: I won't keep you much longer, Dolly. It's time ~~to~~ lunch was ready, too. We'll try one more and call it a day. (OPENS DOOR AND CALLS) All right, you're next - step inside here.

(DOOR SHUTS)

ELMER: (SHY YOUNG MAN) Is this Mr. Carter?

CARTER: That's right.

ELMER: I came from the -- Oh, excuse me - I didn't know you had someone --

CARTER: Sit over there alongside Miss Varden, please.

DOLLY: (SWEETLY) Right here -

ELMER: Oh, thanks - but I don't --

CARTER: What's your name?

ELMER: Why - why - Elmer Spindle, sir.

CARTER: All right, Elmer, imagine yourself sitting on a park bench, making love to Miss Varden there. That ought to be easy.

ELMER: (STUNNED) Making love - ?

CARTER: Put your arms around her and repeat the words - "Darling, I love you!"

ELMER: Yes, but I don't - I mean I can't --

DOLLY: (ARCHLY) Don't be bashful, Mr. Spindle.

ELMER: Well, if I must -- Is this what you mean?

CARTER: Yeh - nice work! You act like a dead fish! Can't you show a little pep, with a pretty girl like that beside you?

ELMER: I know, but I came here to —

CARTER: I know - you came here to recite "Gunga Dhin," but kindly repeat what I told you -- if you can get it straight.

ELMER: (ANNOYED) I can get it straight - but I won't repeat it!

CARTER: What's that!!

ELMER: If you'd let me say a few words that I --

CARTER: (BANGS HIS CHAIR DOWN) Phooey! We're through with this -- and I'm hungry. What makes you think you're an actor?

ELMER: I don't think I'm an actor!

CARTER: What do you think you are!

ELMER: I've been trying to tell you - I'm the clerk from the restaurant - and your lunch is outside there, getting cold!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("NICE WORK IF YOU CAN GET IT" . . . . . GIBSON & ORCHESTRA)

UTTAL: And here is a five dollar bill, and a carton of Luckies, for _____ our first prize winner of the evening.

(APPLAUSE)

I don't know - I thought that was a tough one, but we seem to be developing some experts among our MELODY PUZZLE fans. Did the rest of you get the clues on that? Elmer put his arms around Dolly and then asked - "Is this what you mean?" And Mr. Carter replied - "Meah - nice work! You act like a dead fish." A little later he added - "Kindly repeat what I told you - if you can get it straight." So _____ put those clues together, which made "Nice Work If You Can Get It."

UTTAL: Well - are you all ready for Melody Puzzle Number ~~Four~~ two? I ~~still think~~ I'll catch you. The author of this one is Mrs. Carl Schmidt of 29 Abendorth Place way up in Port Chester New York. I hope you're listening, Mrs. Schmidt - and your ten dollars and your carton of Luckies are in the mail to you. All right - Melody Puzzle Number ~~Four~~ two!

(SOUND: WHISTLE AND WOOD BLOCK)

ANNOUNCER: The scene is a jewelry store on upper Fifth Avenue. Standing before a counter are two women - one young, and the other, not so young. The young one is speaking.

(PRODUCTION NOTE: Women's voices must be distinctly different)

MISS J: Well, I really don't know -

CLERK: It's very good - fourteen karat, Miss.

MISS J: Pardon me, I wonder if you'd mind - ?

MRS. W: Why no, not at all.

MISS J: Do you think this cigarette case would be suitable as a gift for a conservative business man?

MRS W: Why yes, it's very stunning, Is it for your husband?

MISS J: Well - no, not exactly. He's my employer - at the present time.

MRS W: Oh, I see.

MISS J: He always gives me such lovely gifts, and takes me to lunch and dinner - you like to show your appreciation, you know.

MRS W: Oh, of course. And while we're on the subject, do you think this lighter will suit a very young man?

MISS J: Oh yes, I do. Is it for your husband?

MRS W: Well - no, not exactly. I have a necktie for him. It's for a young friend of mine who takes me dancing and to the theatre - Stimulating, you know.

MISS J: Yes, of course. Well, thank you very much. (TO CLERK) I'll take this one, please.

CLERK: I'm sure you're not making any mistake, Miss.

MRS W: And I'll take the lighter.

CLERK: Yes ma'am. If you'll just wait a moment, I'll have them wrapped.

WALLACE: (FADE IN) Well - hello there, Fred.

CLERK: Oh - good afternoon Mr. Wallace.

MRS W: Why, George - what are you doing up here?

WALLACE: Oh, hello Clare. And Miss Jones! I thought you were at the office.

MISS J: No, I was doing some shopping, Mr. Wallace.

MRS W: Oh - so this is your employer, is it -- my husband?

MISS J: Why- why yes.

WALLACE: Oh, have you met? Well, isn't this nice!

MISS J: Isn't it.

MRS W: Lovely, I'm sure.

CLERK: I suppose you came about the diamond necklace, Mr. Wallace -- ?

WALLACE: Ahem —

MRS WL: Necklace? Why George! (DELIGHT)

CLERK: It's all right, sir. We sent it to Mademoiselle Fifi's apartment this morning.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("HAVE YOU MET MISS JONES?" . . . . . CLARK & ORCHESTRA)

UTTAL: Well, that was a tough one - but _____ guessed it and I throw up the sponge - for tonight, at any rate. Here's your prize - a five dollar bill and a carton of Luckies.

(APPLAUSE)

UTTAL: Here's how the clues ran in that one. Mr. Wallace came in and saw his wife and said "Oh - hello Clare. And Miss Jones!" And a minute later he added - "Oh - have you met? Well isn't this nice!" And _____

thought it was very nice, because he put it together and made - "Have You Met Miss Jones?" Author Basil Rathbone

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

("LUCKY DAY" . . . . . .ORCHESTRA)

UTTAL: All right - Melody Puzzle Number Three coming up! I'm going to catch you yet! You know, the Melody Puzzles used on this program each week, are written and submitted by our listening audience - so there's no reason why you shouldn't try it. Pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title, making sure that there will be some clue to the actual title in the words you have the actors speak. You don't have to be a dramatist - just write out your idea in rough form and send it in. It's easy. If your's is one of the winners, you'll receive a prize of ten dollars - a carton of Luckies - and your name will be mentioned on the program. Try it! Here are the rules:

1. The final decision as to the Winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues.
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, January 8th. They will be heard on Tuesday, January 18th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Be sure to send in your entry before midnight this coming Saturday if you want to win a carton of Luckies and a ten dollar prize. Everyone can enter, no matter where they live, except employees of The American Tobacco Company and their advertising agents.

("LUCKY DAYS" . . . . . ORCHESTRA)

UTTAL: Okay. Here comes MELODY PUZZLE Number Two - submitted by Una C. Ruleman of 4444 North 59th Street, Philadelphia, Pennsylvania. Shoot!

(SOUND: WHISTLE AND WOOD BLOCK)

ANNOUNCER: The scene is a country road. Bouncing along in a rickety flivver are two young lovers - John and Olga - returning home from a day at the County Fair.

(SOUND: FADE IN SOUND OF FLIVVER)

(Note: Do a Booth Tarkington with this)

OLGA: It was a lovely day, John.

JOHN: (DISGRUNTLED) I guess so.

OLGA: The rides, and the exhibits, and riding on the merry go round. I still love to ride on merry go rounds.

JOHN: So I noticed - with Clem Smith most of the time!

OLGA: Don't be silly! Is that why you're acting like this?

JOHN: Whispering to him and laughing - as if you thought I wasn't anywhere around.

OLGA: If You're going to be jealous about Clem --

JOHN: If you like him better than you do me, why that's all right with me.

OLGA: It is, is it? All right, then - I like him better than you!

JOHN: (SULP) Very well - because Martha likes me&pretty well, you know.

OLGA: Oh, Martha does, does she!

JOHN: Yes - and I guess, now that we've told each other our true thoughts, I may as well tell you - Martha and I are practically engaged.

OLGA: Oh.

JOHN: So I guess this is the - (VOICE QUIVERS) - the last time we'll take a ride together.

(SOUND: FLIVVER SLOWS DOWN)

OLGA: Yes - then I - I guess it is.

JOHN: Here's your house. (FLIVVER STOPS) I'm very glad to have had your

company.

OLGA: Well then, I'll say good night.

JOHN: (FAINTLY) But - Olga -

OLGA: (QUICKLY) Yes?

JOHN: I mean - seeing this is going to be the last time, why - if you don't mind, just for the last time - I'd love to kiss you --

OLGA: Well -- I don't mind -- just for the last time -

(PAUSE .. THEY KISS .. A COUPLE OF SIGHS)

OLGA: (SOFTLY) Good night.

JOHN: Ay, gosh - I can't! That isn't true about Martha!

OLGA: No, I know it isn't.

JOHN: What?

OLGA: She told me last Monday -- she's engaged to Clem.

JOHN: Engaged to Clem? Oh - then what where you whispering to him about?

OLGA: (TEARFULLY) I was telling him - that someday I was going to be engaged to you.

(CHORD IN 'G')

UTTAL (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I STILL LOVE TO KISS YOU GOOD NIGHT" . . . . . GIBSON & ORCHESTRA)

UTTAL: All right _____you_ guessed that one, but I'll be darned if I could - that is, without knowing what it was beforehand. Here's your prize of five dollars - nice crisp ones - and a big carton of Luckies.

(APPLAUSE)

For those of you who didn't catch that one, here's the way it went - First, Olga said "I still love to ride on merry go rounds." And then John said - I'd like to kiss you." And after they kissed, Olga softly breathed - "Good night." Which, added up and put together, made "I Still Love to Kiss You Goodnight." And Let's hope they still do. And now, Basil Ruysdael.

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

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

RUYSDAEL: As Fletcher Valentine points out, he is an independent expert. He deals with <u>all</u> manufacturers but is not connected with any. His judgment is impartial and fair. And when he tells you - from his indide knowledge - that Lucky Strike buys only the finest - the "stand out grades" of tobacco - well, you can count on it. Now, Fletcher Valentine's statement helps to explain one more important fact. That fact is this: Sworn records on file for your inspection prove that among independent tobacco experts, Lucky Strikes have over twice as many exclusive smokers as have all other brands combined! So when you hear the <u>chant</u> of the tobacco auctioneer (CHANT STARTS UNDER WORD 'CHANT' & FADES UP & FINISHES WITH 'SOLD AMERICAN." BOONE STARTS SECOND SALE AND FADES AS ANNOUNCER COMES IN.) Remember that with independent to-

bacco experts, experts like Fletcher Valentine, with men who know tobacco best - it's Luckies two to one!

(LUCKY DAY . . . . . ORCHESTRA)

UTTAL: And now, prize-winning Melody Puzzle Number ~~Three~~ Four! This one was sent in by Al Schwartzberg of 215 Ridgewood Avenue, Brooklyn, New York. All right - "keep listenin'" folks. Here we go!

(SOUND: WHISTLE & WOOD BLOCK)

ANNOUNCER: The scene is the cellar of Mr Ridgeways suburban home. On a bench in front of Mr Ridgeway are the vials and bottles of his small son's chemical set. Mrs Ridgeway is just coming down the cellar stairs.

MRS R: Are you sure it's safe to fool around with those chemicals, Henry? After all, that's a doctor's prescription, you know.

HENRY: I know. I get a stomach ache and Dr Smith writes out a long prescription, and I have to pay the druggist to fill it. Well, I took chemistry in college - and with Junior's chemical set here, I can fill it myself.

MRS R: You're sure you remember all those Latin formulas?

HENRY: Why certainly. Here, I've got this one all mixed. That's sodium bicarbonate hydroxide - that's the first line there.

MRS R: This stuff in the glass here?

HENRY: Yes. This last line puzzled me a little, but I've got it now. That's a letter 'D' you see - then an 'R' - and the 'S' with that wavy line after it.

MRS:R: Let me see the prescription.

HENRY: Decoded, that stands for phenol ~~xxxxx~~ potassium glycerin. Junior didn't have any glycerin so I had to use some of my own here. But there we are - just pour it in this other glass. (POURS)

MRS R: That's this last line here, decoded, is it?

HENRY: That's right. Now - we just mix the two glasses together, and the result is —

(SOUND: ZISS - BOOM!! THUDS AND CRASH)

MRS R: Henry! Henry - where are you ?

HENRY: (OFF) Over here by the furnace. Are you all right, dear?

MRS R: Yes - but you? Goodness!

HENRY: (FADE IN) I seem to be all right -

MRS R: Merciful heavens - the way you look - all covered with soot! I told you not to do it!

HENRY: Well - I know chemistry, but tonight just wasn't my night, I guess. I guess I didn't read that last line right.

MRS R: I should say you didn't! That's not a chemical formula. That's Dr Smith's signature!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THE WAY YOU LOOK TONIGHT" . . . . . CLARK & ORCHESTRA)

UTTAL: Well, Mr(s) _____ guessed that one - in spite of the little drop of glycerin that made it harder. Congratulations Mr _____ for successfully decoding that formula - and here is your five dollar bill and your carton of Luckies.

(APPLAUSE)

Did the rest of you get that one? The author did the title right down toward the very last of his sketch, when Mrs Ridgeway said - "Merciful heavens - the way you look - all covered with soot!" And Henry responded - "Well, I know chemistry, but tonight just wasn't my night, I guess." Which gave us - ~~XXXX~~"The Way You Look Tonight". ~~Okay. And now ....?~~

UTTAL: Between now and Saturday night I wish a lot of you out there would try your hand at writing MELODY PUZZLES -- and give me some tough ones! You may be one of the lucky winners and for the little trouble it makes you, you'll get a prize of ten dollars and a carton of Lucky Strikes. Here's the address - Melody Puzzles, 111 Fifth Avenue, New York City. And don't forget two things - no matter where you live you're eligible and remember to write the words MELODY PUZZLES on the envelope. This is Fred Uttal, saying good night - come again next week - and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was MELODY PUZZLES ... a brand new game with the music of Richard Himber - songs by Fredda Gibson and Buddy Clark. Join the fun again next Tuesday at eight. And the next time you buy cigarettes remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE MELODY PUZZLES

WJZ: 8:00 - 8:30 PM MONDAY

STUDIO 8G January 10, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER - 3 SALES - END WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts - "With men who know tobacco best, it's Luckies - two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES - with music by Harry Salter and songs by Fredda Gibson and Buddy Clark ... A new program that's a whirlwind of fun, skill and prizes .. but here's Fred Uttal, our master of ceremonies, to tell you all about MELODY PUZZLES!

(APPLAUSE)

UTTAL: Thank you. And here we are with a new game -- plenty of fun to play and plenty of fun to listen to. We have made up a musical program for your enjoyment -- songs and tunes that most all of you have heard many times. And here's where the game comes in. We have a series of little playlets and somewhere in the dialogue you will find a clue or clues to the title of a popular song. Here with me are eight contestants, picked at random from our studio audience. Each contestant has a chance to win a ten dollar bill and a carton of Lucky Strikes by guessing the correct title. But they must be careful, because the title may not be in one piece -- part may be spoken by one actor, part by another -- or the title may be implied by a situation and not spoken at all. Is that clear? Well, the best way to get on to the idea is to go ahead and play a Melody Puzzle and see how it works. And by the way, if all the contestants fail, then the studio audience gets its chance. If anyone in the audi-

ence guesses the right title, then each one in the studio audience wins a package of Lucky Strikes. You people at home -- you can join in the fun -- keep scores among yourselves -- you'll have lots of fun and later on we'll tell you how you, too, can win a prize in a different part of our puzzle game. But now let's go. So - here comes prize-winning Melody Puzzle Number One. It was sent in by Herbert Baer of 78 West 180th Street, New York City. Mr. Baer wins twenty-five dollars and a carton of Luckies for his clever playlet. Here we are!

(SOUND: WOOD BLOCK)

ANNOUNCER: Puzzle One - the scene - the home of Elmer Protus, about nine o'clock in the evening. Elmer's wife Lucy has just returned home and finds her husband in the living-room, with his arms about a strange young woman.

(SOUND: WHISTLE ... POP)

LUCY: (ASTONISHED) E-l-m-e-r!!!

ELMER: (OFF A BIT) Oh, there you are, Lucy dear!

LUCY: (~~BUILD UP FAST AND FURIOUS)~~ Lucy dear! Don't you 'Lucy-dear' me! I'd like to know the meaning of this, please? A strange young woman in my house - and you with your arms around her --

ELMER: Now Lucy ...

LUCY: This is what goes on behind my back when you don't expect me home, is it? Well, don't think I haven't suspected you all along, Elmer Protus -

ELMER: Now, Lucy - ?

LUCY: Lodge meetings you had to attend! Staying late at the office! Working so hard so you could get the money to buy me a new coat. And all the time, spending your money entertaining this - this --

ELMER: Now Lucy!

LUCY: Did you think of poor little me once in a while - slaving here at home,

skimping and pinching to make ends meet? No, not once! You were out galavanting -- enjoying yourself --

ELMER: Lucy -- let me tell --

LUCY: You want to tell me you love her - is that it?

ELMER: Yes I do!

LUCY: Oh! Oh, you miserable worm!

ELMER: I am not a worm!

LUCY: You're a miserable worm!

ELMER: I am not!

LUCY: ~~What's more, this is my house and the two of you can get out of it! Do you understand?~~ And you needn't stand there with a ~~smile~~ on your face, young woman, whoever you are!

ELMER: I'll tell you who she is! (ANGRILY)

LUCY: Oh yes, you'll tell me! You have all kinds of explanations up your sleeve, I suppose --

ELMER: This woman --!

LUCY: Don't you call her a woman -- she's - she's a lady worm! Who is she?

ELMER: (FAIRLY SHOUTING) My baby sister Gertrude all the way from California!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ONCE IN A WHILE" . . . . . CLARK & ORCHESTRA)

UTTAL: And the first prize-winner of the evening is Mr(s) _____. Here is your crisp new ten dollar bill and your carton of Luckies.

(APPLAUSE)

UTTAL: And the rest of you? Did you nail that one? Maybe that wasn't so easy! You see the answer was hiding in one line when Lucy said, "Did you think of poor little me once in a while?" Well, you folks at home, if you guessed it give yourself a score of 25 points -- if you missed it - you

get an egg. But, here's another chance for you. The proud author and lucky winner of Twenty-five dollars and a carton of Luckies is Bob Rosenfeld, of 126 West End Avenue, Manhattan Beach. Now, let's get going on Puzzle Number Two!

(SOUND: WOOD BLOCK)

ANNOUNCER: Scene two brings us to the ward of a big city hospital -- 'tis early morning and a weary man in white speaks briefly to a woman in white.

(SOUND: COUPLE OF BONGS OF AN AMBULANCE BELL)

NURSE: We have a new case -- ambulance brought him in - automobile wreck -- he's in bed five.

DOCTOR: What's so startling about that, nurse?

NURSE: Complete amnesia, I'm afraid -- doesn't know his name or where he lives.

DOCTOR: Are you sure it's amnesia and not ~~wool and~~ rye and gingerale

NURSE: I hope it's amnesia.

DOCTOR: So do I -- I haven't had an amnesia case since -- oh, well - since Uncle ~~Elmer~~ Hyman stopped remembering what he had done with his money.

NURSE: Try this bird - he's down the ward - bed five.

DOCTOR: Thanks --

(SOUND: DOOR OPENS AND CLOSES)

ASSORTED GROANS TO IDENTIFY THE SCENE)

DOCTOR: H--m -- this must be my man -- Blintz, Oscar -- multiple contusions -- apparent amnesia -- h--m --

BLINTZ: Whas matter?

DOCTOR: S--h -- lie back, my good fellow - you've met with an accident.

BLINTZ: How'm I doin?

DOCTOR: You'll be all right -- come to think of it, your face seems familiar.

BLINTZ: Who am I?

DOCTOR: What's your name?

BLINTZ: I dunno

DOCTOR: What's your address?

BLINTZ: Dunno -

DOCTOR: You're a Smith - you're a Jones - you're a - well, let's face it - you're a Schultz?

BLINTZ: Cold - cold -- you're cold.

DOCTOR: Try and remember - you have relatives - family - maybe a sweetheart?

BLINTZ: I dunno

DOCTOR: Think now -- who am I? ... Maybe you can remember me?

BLINTZ: Sure - you're Doc Peevey.

DOCTOR: Yes - yes - go on --- hold on to that thread of precious memory -- what else do you remember about me?

BLINTZ: You owe me ten bucks.

DOCTOR: ~~No~~ I owe you 10 bucks. My friend I hate to tell you but you're a sick man - you've got amnesia.

~~NURSE: How is the case, doctor?~~

~~DOCTOR: This guy hasn't got amnesia -- he's just crazy!~~

Clinky (CHORD IN 'G') No - you've got amnesia - I'm just crazy

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU'RE A SWEETHEART" . . . . . GIBSON & ORCHESTRA)

UTTAL: The winner of Melody Puzzle Number Two is _____ And it is a pleasure to hand you the award of ten dollars and the carton of Luckies.

(APPLAUSE)

How did _____ solve that puzzle - very simple -- the answer was repeated in the questioning of the doc when he said - "You're a Smith - you're a Jones and so on -- then the doc said - "You have a family - a sweetheart? Sock-o! ~~But right now Basil Rathbone has a few points of his own he would like to make.~~

(COMMERCIAL #1)

UTTAL: And now "Melody Puzzles" brings you the answer to a puzzle that has had a lot of people guessing ...

RUYSDAEL: Here it is! ... For many years there has been interested discussion among smokers as to which cigarette uses the finest tobacco. Now Lucky Strike believes that the best way to get at the facts of this matter is to go to the tobacco experts themselves - the men who earn their living in buying, selling, and handling tobacco. These men know tobacco and they know what cigarette company buys what tobacco. So, let's just listen to what a typical one of these experts has to say about the matter. His name: Roscoe D. Graham. His profession: tobacco auctioneer. His reputation: "tops" all through Tobaccoland. Now here's what Mr. Graham says ...

VOICE: I wonder how many people realize how important it is for a tobacco auctioneer to be on the best terms with all cigarette companies. If I thought for one minute that I had ever been guilty of any favoritism, I would honestly resign my position. The only reason I have smoked Luckies for the past 8 years is because I like them. I've sold around 120,000,000 pounds of tobacco in South Carolina, North Carolina, Virginia, Tennesee, and Kentucky. And at auction after auction I've seen Lucky Strike buy the choice tobacco. Now that's a fact. I'll stake my reputation as an independent tobacco man upon it.

RUYSDAEL: Thank you, Mr. Graham. It is because Mr. Graham is independent - not connected with any cigarette manufacturer - that his opinion counts for so much! And in this he is typical of the other tobacco experts - auctioneers, buyers, warehousemen, and so forth who honestly

and impartially cast their vote for Luckies. Sworn records show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! So remember, when you hear the chant of the tobacco auctioneer - (CHANT) ... when you hear that chant, remember that with independent experts - with men who know tobacco best - it's Luckies 2 to 1.

("LUCKY DAY" . . . . . ORCHESTRA)

(FADE FOR)

UTTAL: Now if you're ready folks - here comes Melody Puzzle Number Three ... and it's another twenty-five dollar winner, plus that carton of Luckies. It was submitted by James Cron of Sprague Avenue, South Plainfield, New Jersey -- Keep listenin' -- it's coming at you!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a general store - located in the deep, hilly-billy country of old Kentucky. Zeke, a hardy storekeeper, is behind the counter - and Eb, a hearty mountaineer, enters.

(SOUND: JINGLE OF BELL AND DOOR SHUTS)

EB: Ye in here, Zeke?

ZEKE: ~~Yep.~~ Right here Eb. Did the boys round up Grandpa Gooseberry yet?

EB: They were a-chasin' him toward the river when I left 'em.

ZEKE: Well, I hope they git him. Can't figure out what to do him so

EB: Don't know. I got to stock my wagon 'n start back fer the mountins. What's the news since I bin away, Zeke?

ZEKE: Well, ye got a card last July frum yer Aunt Sarey - here 'tis. And yer Uncle Titus s ot another revenooer. The government's goin' to take away his pension if he shoots anuther.

EB: Shucks, what's the country a-comin' to? I got a mind to write a letter to McKinley - if I knew how to write.

ZEKE: There's a rumor goin round, Eb, that McKinley aint President no more.

EB: He aint? Land! Times certainly change, don't they. Well, I'll be gettin' along.

ZEKE: Here's a little present to take back to the wife, Eb. Tied up nice and pretty, it is.

EB: Oh, thank ye, Zeke. If it's sugar, it'll be enough to tide us over till spring, I reckon. But here's somebody comin' --

(SOUND: JINGLE OF BELL AND DOOR SHUTS)

TOM: (FADE IN) Hey Zeke - Eb - they got Grandpa Gooseberry. Finally winged him, over by the Mill.

ZEKE: Well, that's settled then. ~~Let's hear out the rest o' this chawin' tobacco~~.

EB: What was the matter with Grandpa Gooseberry anyhow?

ZEKE: He come in here this mornin' and bought a hunk o' this new chawin' tobacco that a drummer feller left here last month.

TOM: And he no more got chawin' it than he started foamin' at the mouth and lit out o' here like he was plumb crazy!

EB: This the stuff here?

ZEKE: Yep - name's printed on the front.

EB: Let's see - (SPELLS) S-o-a-p -- soap? I never even hear tell of it.

(CHORD IN 'C')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("EBB TIDE . . . . . CLARK & ORCHESTRA)

UTTAL: And the winner of that one was Mr(s) _____. Congratulations, because that was really a hard one. Here's your ten dollars and your carton of Luckies.

(APPLAUSE)

Were some of you out there puzzled over that one? Well, the author got a little tricky on that, I think. The clues to the title were hidden in Zeke's line, where he said -

ZEKE: Here's a little present to take back to the wife, Eb. Tied up nice and pretty, it is.

UTTAL: Get it? To take back to the wife Eb -- tied up nice and pretty. Which made Ebb Tide. And a little later - to sort of help you out a bit - Eb said - "If it's sugar, it'll be enough to tide us over. If you've guessed all three so far, you're not very good - you're perfect. But here is

Basil Ruysdael ... with news about one of Hollywood's better actors.

(COMMERCIAL # 2)

RUYSDAEL: In Hollywood the work of a screen star isn't always as easy as it seems. For example, when George Brent finished his last picture and started work on his new one - Warner Brothers' "Jezebel" - he had to make a difficult change. Almost overnight, he had to change from a Vermont Yankee into a Southern gentleman. Mr. Brent said that the change of accent was difficult enough. But even more difficult and throat-taxing was one scene where he had to shout one line 50 times ... and at the top of his lungs! Well, that's hard work for any throat. Now, George Brent, like everyone else whose voice is his fortune, has to take exceptionally good care of his throat. So, when he talks about smoking his views will interest every smoker! "Between takes in 'Jezebel", says George Brent, "I smoked a lot - and found, as usual, that Luckies get along fine - even with an overworked throat." Now, why are Luckies so considerate of even the most sensitive throats? Here's the reason: Luckies' own exclusive process "It's Toasted" expels certain harsh throat irritants found in even the finest tobacco. So next time you buy cigarettes follow George Brent's example and consider your throat. Say, "Luckies, please." They are a light smoke - easy on the throat.

("LUCKY DAY" . . . . . ORCHESTRA)

(FADE FOR)

UTTAL: And now, before we go into Melody Puzzle Number Four, let me tell you folks listening at home how you too can win a prize. The Melody Puzzles used on this program each week are written and submitted by our listening audience - so there's no reason why you shouldn't try it. Pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title, making sure that there will be some clue to the actual title in the words you have the actors speak. Just write out your idea in rough form and send it in. It's easy. If yours is one of the winners, you'll receive a prize of twenty-five dollars - a carton of Luckies - and your name will be mentioned on the program. So come on! Join the fun. ~~why not try it!~~ But like any game we've got to have our rules, and here they are:

1. The final decision as to the winning Melody Puzzles rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us.
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Wednesday ~~Saturday~~, January 13th ~~16th~~. They will be heard on Monday, January 24th.

Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address - Melody Puzzles, 111 Fifth Avenue, New York City. Be sure to send in your entry before midnight this coming Saturday if you want an opportunity to win a carton of Luckies and a twenty-five dollar prize. Everyone can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

UTTAL: Here we go - smack into Melody Puzzle Number Four - A prize winner sent in by Mrs. Betty Noyce of 1155 Gates Avenue, Brooklyn ... clear the decks -- here she comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: A tableau! ... Time - breakfast of the morning after the night before — humble soup and humble pie and Mr. Murray is trying not to look Mrs. Murray in the eye!

(SOUND: WHISTLE AND POP)

WIFE: We———ll?

HUB: No - not well.

WIFE: Headache?

HUB: Don't yell!

WIFE: Remember anything?

HUB: Pass the salt.

WIFE: You made a spectacle of yourself — no, a shambles.

HUB: Shambles is some place they keep little sheep

WIFE: You were in terrible shape.

HUB: Don't sail into me — gimme a chance to eat my grapefruit.

WIFE: We haven't got grapefruit — About last night, I warned you before the Hamiltons came ...

HUB: Hamiltons?

WIFE: I'll sink your boat for you - yes, Hamiltons - your boss and his wife.

HUB: Did I - did I say anything?

WIFE: Oh, yes - you told Hamilton that you were the greatest advertising man in the country - you told him you had an idea for putting billboards in the moon and you would light them with radium bulbs — you offered to make him a partner.

HUB: You've got such a memory - I bet you remember the time you pulled your little sister's hair and stuck your father with a pin.

WIFE: You stumbled out to the middle of the room and waved your arms and said your dear little wifie was going to be the best dressed woman in the world.

HUB: (PROUDLY) I said that?

WIFE: Yes - yes — you said that.

HUB: That was rather nice of me - wasn't it?

WIFE: Oh, yes - splendid - especially when you marched into the bedroom and came out with a hat and you threw it on Mrs. Hamilton's lap -- "There," you said - "that's the sort of hat my wife has to wear -- a cheap hunk of cotton covered with cheesecloth ..."

HUB: I said that?

WIFE: Yes - you said that.

HUB: I'm downright noble.

WIFE: You're terrific and-you're not working for Hamilton any more.

HUB: No? .....

WIFE: No - that hat belonged to his wife!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SAILBOAT IN THE MOONLIGHT . . . . . GIBSON & ORCHESTRA)

UTTAL: Well, Mr(s) _____ guessed that one. Congratulations - and here is your ten dollars and your carton of Luckies.

(APPLAUSE)

And here are the clues for that one. To begin with, the husband said:

HUSBAND: Don't sail into me -

UTTAL: Then his wife said - "I'll sink your boat." and later she said "putting billboards in the moon and you would light them with radium. Mr(s) ____ put them all together, and the answer was "Sailboat in the Moonlight."

UTTAL: How did you folks, listening at home, rate on that one? Another 25 points? Or maybe you guessed them all and got a score of 100? That's just an idea for you, to compete with each other and see who gets the best rating each week. We have to limit our prizes, of course, to our studio audience, but it gives you all a chance for a little hot competition.

But remember - between now and ~~Saturday~~ Wednesday night I wish everybody would try their hand at writing Melody Puzzles. It's really easy. And you may be one of the winners of a prize of twenty-five dollars and a carton of Lucky Strikes. Here's the address -- Melody Puzzles, 111 Fifth Avenue, New York City. No matter where you live, you're eligible - but get your copy in the mail by midnight, ~~Saturday~~ Wednesday. And be sure to write the words Melody Puzzles - 111 Fifth Avenue, New York City - on the envelope.

This is your host Fred Uttal, saying good night - and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles — a brand new game with music of Harry Salter - songs by Fredda Gibson and Buddy Clark. Join the fun again next Monday at this same time. And the next time you buy cigarettes, remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

WIFE: You stumbled out to the middle of the room and waved your arms and said your dear little wifie was going to be the best dressed woman in the world.

HUB: (PROUDLY) I said that?

WIFE: Yes - yes — you said that.

HUB: That was rather nice of me - wasn't it?

WIFE: Oh, yes - splendid - especially when you marched into the bedroom and came out with a hat and you threw it on Mrs. Hamilton's lap -- "There," you said - "that's the sort of hat my wife has to wear -- a cheap hunk of cotton covered with cheesecloth ..."

HUB: I said that?

WIFE: Yes - you said that.

HUB: I'm downright noble.

WIFE: You're terrific and-you're not working for Hamilton any more.

HUB: No? .....

WIFE: No - that hat belonged to his wife!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SAILBOAT IN THE MOONLIGHT . . . . . GIBSON & ORCHESTRA)

UTTAL: Well, Mr(s) _____ guessed that one. Congratulations - and here is your ten dollars and your carton of Luckies.

(APPLAUSE)

And here are the clues for that one. To begin with, the husband said:

HUSBAND: Don't sail into me -

UTTAL: Then his wife said - "I'll sink your boat." and later she said "putting billboards in the moon and you would light them with radium. Mr(s) ____ put them all together, and the answer was "Sailboat in the Moonlight."

FOR: STATION WOR

THE AMERICAN TOBACCO COMPANY
MELODY PUZZLES
Tuesday, January 11th 1937

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF THE AUCTIONEER - END WITH "SOLD! TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts - "with men who know tobacco best - it's Luckies - two to one!"

(SIGNATURE "HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents MELODY PUZZLES, the popular new song game that everybody's playing - with music by Richard Himber and his orchestra and songs by Fredda Gibson and Buddy Clark. And here's Fred Uttal to tell you all about MELODY PUZZLES.

(APPLAUSE)

UTTAL: Thanks, and good evening MELODY PUZZLE fans. Well, tonight we're all set to go with four brand new prize winning Melody Puzzles - so get ready to join the fun. Our ten contestants chosen by chance from the studio audience are up here on the stage with me now; eager to guess the Melody Puzzles and win a five dollar prize and a carton of Lucky Strikes. Of course, you know how Melody Puzzles is played - our cast enacts a short dramatic sketch and hidden somewhere in the lines of the actors is the title of a popular song. Our contestants try to guess the title and when they do - Richard Himber plays the tune and they win the prize. It's very simple - so everybody join in the fun - try to guess the titles before our studio contestants do. Now - here we go with prize winning Melody Puzzle Number One... sent in by Annabelle Davis of 3900 Sedgwick Avenue, New York City. Let's go!

(SOUND: WOOD BLOCK)

ANNOUNCER: Puzzle One - the Scene - a lazy afternoon in the hillbilly country. Paw is lying on the grass in front of the cabin, while Maw sits on the steps, watching him.

(WHISTLE - POP)

PAW: (DRAWLING HILLBILLY) Maw?

MAW: What, Paw?

PAW: What fur is that lazy boy of our'n layin' in the sun?

MAW: He caint help hit, Paw. Hit were shade thar when he stretched out this mawnin'. He air takin' his exercise.

PAW: Shecks - layin' out thar all day aint no exercise.

MAW: Ture eyes must be failin' ye Paw. Caint yer see him a'wigglin' his toes?

PAW: Way, that'll tire him all a'out. (CALLS) Come over here, son.

SON: (OFF) Comin', Paw.

MAW: What'cher holdin' thet gun p'inted thet-a-way fer, Paw?

PAW: I'm a'waitin' fer thet consarned revenooer to pass in front of hit. He wuz up in the woods by the cawn-likker still. Snoopin' round thar most o' the night, I guess.

SON: (ON MIKE) What you-all want, Paw?

PAW: Set down here. I want you-all to pull this trigger fer me. Yer Maw had cherry pie today and my trigger finger's all tuckered out, a'pickin' out the stones.

SON: Why d'you want to pull the trigger fer, Paw?

PAW: I want to git that durned furriner when he passes by.

SON: Aw, you don't have to set up fer that. I shot <u>him</u> this mornin'.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("IN THE STILL OF THE NIGHT" . . . . . CLARK & ORCHESTRA)

UTTAL: And the first prize of the evening goes to Mr(s) _____.

It's a great pleasure to give you this five dollar bill and this carton of Luckies.

(APPLAUSE)

How did the rest of you make out with that one? The clues were all tucked away in one speech - when Paw said:

PAW: He wuz up in the woods by the cawn-likker still - Snoopin' round thar most o' the night, I guess."

UTTAL: Get it? In the woods - the cawn-likker still - most of the night. Put together, that made - "In The Still Of The Night". Okay - now we'll try another one. Here is Melody Puzzle Number Two submitted by Donald Brown of 1140 Third Street, North Catasauqua, Pennsylvania. And that's quite a jump from Brooklyn. Ready? Coming at you!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a circus lot, about an hour before the afternoon performance. Sam, a colored boy, and his girl, Celeste, are standing by the lemonade stand.

(SOUND: DISTANT HURDY-GURDY - VOICES ETC)

SAM: (PUTTING IT ON) Go on Celeste honey - hep' yoself. Lemonade, popcorn, dem apples on a stick - I got plenty o' change here.

CELESTE: Well, ah'll take a apple, please. Dis is mighty sweet of you, Sam.

SAM: Gimme one o' dem apples - here y'are, honey.

CELESTE: It's jes' wonderful bein' wid a man das' joined de circus. You

sho' you ain' gonna be sorry you lef' de Laundry, Sam?

SAM: Oh, dis gonna be much bettah dan de Laundry - once ah gits de hang of it. Right now dey got me workin' on de hosses - but de Boss say he gonna find me suppin' better fo' long.

CELESTE: Well, das' good - because ah noticed dat hoss you rode in de parade was a kind o' wild one.

SAM: Um - das what dey calls a bronco. He ~~tuxx~~ throwed me off a couple o' times, but ah don' expect to stay wid him much longer, anyhow.

CELESTE: Well - ah'll certainly miss yo-all at de Laundry, Sam. Ah hope ah'll be seein' you, once in a while?

SAM: Oh, ah'll git back to town, after de season close, y'know. But here come de Boss now. Maybe he gonna tell me 'bout dat Big job he got fo' me.

BOSS: (FADE IN) I've bin lookin' for you, Sam. I think I got another job for you, for the afternoon show.

SAM: Well, das' fine, Boss. Das de big job yo' tol' me bout?

BOSS: That's right. I'm sorry to switch you over, in case you've got attached to that little bronco?

SAM: Well, I bin hangin' on a lot - but we ain't 'zactly attached.

BOSS: I want you to help the Lion Tamer...

CELESTE: Lion tamer ...?

(SOUND: START A CLICKING NOISE CLOSE ON MIKE * SAM'S TEETH)

BOSS: There's nothin' much to it - just go in the cage durin' the act and hand up the hoops and stuff. Then, when the lions go out, you bang the cage door shut. (FADE) Get over in about twenty minutes.

CELESTE: Lawdy, Sam - is dat yo' teeth makin' dat noise?

SAM: L-l-listen honey! Pppick up yo' things! We goin' back to de Laundry!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THE BIG APPLE" . . . . . GIBSON & ORCHESTRA)

UTTAL: And the winner of our second Melody Puzzle is Mr(s) _____. Here's a brand new five dollar bill for you - and your carton of Luckies.

(APPLAUSE)

And here's the way that Melody Puzzle was solved. First Celeste said: "Well, Ah'll take a apple, please". And later on Sam said: "Well, das' fine, Boss. Das' the Big job yo' tol' me bout?" In fact there were a couple of 'Bigs' and a couple of 'Apples' in the sketch. So you had - "The Big Apple". Now, before we take a crack at another Melody Puzzle - here's Basil Ruysdael ....

COMMERCIAL #1

(ENDING WITH "LUCKY DAYS" . . . . . ORCHESTRA)

UTTAL: Now gather round folks, and we'll get back at our game. Here comes Melody Puzzle Number Three which won an award of twenty-five dollars for Ralph Newton of 403 Macon Street, Brooklyn, New York. Dear old Brooklyn! One of you Bronxites ought to guess this one - just to keep the battle going. But if you're ready - here we go!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the stage of a Broadway theatre, where a number of actors and a director, are gathered for a first rehearsal. The director is speaking.

(SOUND: WHISTLE - POP)

CRAIG: Listen folks - I'm busy today with two other rehearsals, but I just want to hear these readings and see that you fit the parts.

JOE: We've only got a few 'sides' of script ready, Mr Craig. They'll have to pass 'em around.

CRAIG: Okay. Remember, this is just one of six productions that Al Shumen is putting on this season - so a good performance puts you on the inside. Let's go. Mrs Sawyer, you start that first line - "Oh, John dear" - and so on -

MRS S: (TRAGEDIENNE - DRAMATICALLY) Oh John dear! You are the one I've been expecting!

CRAIG: For the luvva Pete - don't get so heavy on it! You're just meeting a guy at the door. Try it again.

MRS S: (UNNATURALLY HIGH TONE) Oh John dear - you are the one I've been expecting.

CRAIG: Yeh - that sounds as phoney as a lead nickle.

MRS S: Well, I'm sorry Mr Craig, but after all I'm a character actress, not an ingenue.

CRAIG: All right, skip it. Now you Miss Rose. Take the line, the top of the next page - "Here I come" - etcetera.

MISS R: (ROMANTIC LEAD - ROMANTICALLY) Here I come - hippity-hop - Who is the one to make me stop!

CRAIG: Good Lord! That's supposed to be light - to lead into a song.

MISS R: I'm sorry, but it sounds extremely silly to me.

CRAIG: This is certainly a swell cast. All right, see what you can do, Mr Forrest - Fourth page, line 6 - where it says - Johnson trips lightly in from the veranda. Your first words are - "Peek-a-boo - there you are" - and so on -

FORREST: (TRAGEDIAN - TRAGICALLY) Mr Craig, I have been in the theatre 40 years and I have never been asked to 'trip lightly in from anywhere' - nor to say "Peek-a-boo - there you are!"

CRAIG: All right! I don't know who cast you people, but you couldn't act this play if your lives depended on it!

Joe: They're not supposed to, Mr Craig!

CRAIG: What's that?

JOE: This is "Love and Kisses". They were cast for "Mrs Dane's Divorce". You've got the wrong scripts!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THE ONE ROSE" . . . . . CLARK & ORCHESTRA)

UTTAL: And now, for Mr(s) _____ the winner of our third Melody Puzzle - here is a crisp five dollar bill and a carton of Luckies. Congratulations.

(APPLAUSE)

UTTAL: (CONTINUING)

Well, were some of you puzzled over that one? The author inserted those clues very cleverly, I thought. Here's how it went: First Mrs Sawyer's line - "Oh John dear - you are the one - I've been expecting." She repeated that line twice. Then the actress named Miss Rose - and she also said - "who is the one to make me stop". It added up and came out "The One Rose". Well, we've got one more - but here is Basil Ruysdael.

COMMERCIAL #2

(ENDING WITH "LUCKY DAYS" . . . . . ORCHESTRA)

WINN: And now, before we go into Melody Puzzle Number Four, let me remind you that the Melody Puzzles used on this program each week, are written and submitted by our listening audience - so there's no reason why you shouldn't try it. Pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title, making sure that there will be some clue to the actual title in the words you have the actors speak. Just write out your idea in rough form and send it in. It's easy. If your's is one of the winners, you'll receive a prize of twenty-five dollars - a carton of Luckies - and your name will be mentioned on the program. So why not try it! Here are the rules:

1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight Saturday, January 18th. They will be heard on Tuesday, January 25th. Address your entries to - Melody Puzzles, 111 Fifth Avenue, New York City. Everyone can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

And now - prize-winning Melody Puzzle Number Four - This one was sent in by Mrs Julia Sacco of 806 Cranford Avenue, Bronx, New York. Hurray for the Bronx! Okay - here it comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a park bench - an evening in September. Seated on the bench are a young man and a young woman.

(SOUND: WHISTLE - POP)

HE: (QUITE YOUNG) Well, Clare honey, there's something I ought to tell you tonight - but I hardly know how. We've had such a swell time together these two months in New York - but of course now the summer's over and I've got to go back to Detroit - and I suppose I'll have to say goodbye.

SHE: (SLIGHTLY OLDER) I'll hate to see you go, David. You've been a dear to take me around and show me all the sights. Why were you so nice to me?

HE: I guess you know why. You can't stop the feeling you have for certain people - even though - even though you haven't any right to that feeling.

SHE: But - I don't understand, David?

HE: Gosh, I don't want to hurt you, honey - but I've got to say it. You might see it in the papers and then it would be a double shock to you.

SHE: What?

HE: Well - I guess I told you about Helen Suffredge - She's coming back from Europe next week - and of course our families have always taken it for granted that we'd be married, so - well - we <u>are</u> engaged.

SHE: Oh.

HE: So, I thought you might see it in the papers or something, and you wouldn't quite understand.

SHE: I see.

HE: But, no matter what happens, I guess nothing can keep me from dreaming about all the good times we've had together.

SHE: I'll go on dreaming about them, too. But I'm awfully glad you told me about it, David. It's taken a weight off my mind.

HE: A weight?

SHE: Because I'm engaged to a boy back home - and I've got to leave next Monday.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU CAN'T STOP ME FROM DREAMING" . . . . . GIBSON & ORCHESTRA)

UTTAL: The winner of Melody Puzzle Number Four was Mr(s) _____. And here is your prize - a five dollar bill and a carton of Lucky Strikes.

(APPLAUSE)

And here's how the clues ran in that one. First the young man said: "You can't stop the feeling you have for certain people". And a little later, he added: "I guess nothing can keep me from dreaming about all the good times." - and so on. Put together that made - "You Can't Stop Me From Dreaming". And that's all we have time for tonight, folks. But remember, between now and Saturday night, try your hand at writing Melody Puzzles. It's really a cinch. And you may be one of the winners of a prize of twenty-five dollars and a carton of Lucky Strikes. Here's the address again - Melody Puzzles, 111 Fifth Avenue, New York City. No matter where you live, you're eligible - but get your copy in by midnight, Saturday. And be sure to write the words MELODY

UTTAL: (CONTINUING)

PUZZLES on the envelope. This is Fred Uttal, saying goodnight - and thank you for being with us.

("LUCKY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with the music of Richard Himber - songs by Fredda Gibson and Buddy Clark. Join the fun again next Tuesday at eight. And the next time you buy cigarettes, remember that with independent tobacco experts - "with men who know tobacco best - it's Luckies - two to one!"

(LUCKY DAYS" . . . . . ORCHESTRA)

(APPLAUSE)

MELODY PUZZLES - Commercial #2 Tuesday, Jan 11/38

UTTAL: And now here's Basil Ruysdael with a little success story he wants to tell us ...

RUYSDAEL: Yes, Fred, a real success story - the story of Ed Smith, operator of a big tobacco warehouse down in Reidsville, North Carolina. Ed Smith started out in life as a tobacco grower. He was born and raised on a tobacco farm but when still very young he made up his mind that he would leave the farm. He determined that one day he would take his place beside the tobacco experts at the big auctions. So when he was only 17 he got a job in a tobacco warehouse, doing all sorts of apprentice jobs ... But let's hear about it in Ed Smith's own words.

VOICE: Well - that was when my real education started! I learned - plenty. I learned what cigarette companies buy what tobacco - and how much each grade is worth. Well - 1937 markes my eleventh year as a tobacco warehouseman and I've been smoking Luckies all these eleven years. And one reason is that in my experience on the tobacco market Luckies have never sacrificed quality to price. I've seen this proved time and time again!

RUYSDAEL: Thank you, Mr Smith - thank you very much. It's interesting to note that it's the independent tobacco experts like Mr Smith who vote so overwhelmingly for Luckies. In fact, sworn records show that among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Now most of these warehousemen, auctioneers and buyers were born and raised on tobacco farms. Like Ed Smith, they know tobacco from many different angles. So next time you hear the chant of the tobacco auctioneer - like this (CHANT ...)

(Commercial #2 - continued)

Next time you hear this chant - remember that the men who know tobacco best smoke Luckies two to one.

MELODY PUZZLES - COMMERCIAL #2 Tuesday, Jan 11/38

ANNOUNCER: A good many people heard Lanny Ross sing on Your Hollywood Parade last Wednesday evening. Talking with Dick Powell later, Lanny brought out an interesting point. He said that, contrary to the general public's idea, a singer's life isn't always an easy one. Illustrating his point, Lanny said that he often rehearsed 40 hours for 1 hour on the air! Well, that's a pretty severe strain for a sensitive throat. So, the fact that Lanny Ross smokes Luckies, ... has smoked them all through his singing career is of interest to every smoker. For surely, if Lanny Ross finds Luckies easy on his overworked throat, doesn't it seem logical that Luckies will be easy on your throat, too? And here is the reason Luckies are considerate of even the most delicate throats. Luckies' own exclusive process "It's Toasted" expels certain harsh throat irritants found in even the finest tobaccos. (PAUSE) So, next time you buy cigarettes, be considerate of your throat, too. Follow Lanny Ross's example. Ask for Lucky Strike.

THE AMERICAN TOBACCO CO.

LUCKY STRIKE "MELODY PUZZLES"

WJZ 8:00 - 8:30 PM -- January 17th, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF THE AUCTIONEER ... ENDING WITH ALL DONE! SOLD TO THE AMERICAN TOBACCO CO.)

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts - "With men who know tobacco best - it's Luckies, two to one!"

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

ANNOUNCER: Lucky Strike presents - Melody Puzzles - a new program with music by Harry Salter ... songs by Fredda Gibson and Buddy Clark ... come on, play the game with Fred Uttal -- your master of ceremonies!

(APPLAUSE)

UTTAL: Thank you, Ed Herlihy, and howdy, everybody ... I know that you know how to play MELODY PUZZLES because we've received thousands and thousands of letters from you since last Monday. But, just in case we have a few new listeners in since last week, we'll tell you that this is a musical game -- a musical program of songs and tunes that you are all familiar with — the idea of the game is to present a series of little playlets and have you guess from what the actors say the name of the songs. We have buried the titles to these songs in the sketches and it's up to you to find them -- simple, eh? Well, here with me on the stage are eight contestants who have been picked at random from our studio audience. Each of these contestants has the chance of winning a ten dollar bill and a carton of Luckies by guessing the title to the song before Harry Salter plays it. You must pay careful attention to what the actors say because there's gold in them thar words ... and you folks at home — you play the game right along with us — keep your own scores and see if you can outguess the eight contestants here in the studio. Later on I'll tell you how you too can win a prize in a

different part of our MELODY PUZZLES. But right now -- let's play the game. Here's Melody Puzzle Number One -- it was sent in by Mr. Barclay Jones of 236 Washington Street, Phillipsburg, New Jersey -- Mr. Jones wins twenty-five dollars and a carton of Luckies. Hold on, folks -- here comes that old debbil, Puzzle Number One.

(SOUND: WOOD BLOCK)

ANNOUNCER: (OVER TOM TOM) Come with me to darkest Africa ... here in the mysterious heart of the dark continent, Professor Figsby and his man Horace stalk the noble butterfly!

(SOUND: END TOM TOM)

FIGSBY: My - my word, Horace -- come, come man - this is no time for jesting -- stop making those big eyes at me -- come on, I say -- come out of that tall grass.

HORACE: (OFF) I say, Figsby -- are you pulling my leg -- deuced if I don't think you've taken fever.

FIGSBY: Horace -- er -- isn't that you staring at me -- there?-

HORACE: Gad, no. I'm here behind you.

FIGSBY: Then what's that?

HORACE: It must be the giant butterfly we have come so far to find - Genus Butterflyus.

FIGSBY: Ha - success - the net, Horace - the net

HORACE: Steady, Figsby - steady -- remember the playing fields of Canarsie.

FIGSBY: Drat my nerves -- if I was a scientist, I'd swear that monster was no butterfly.

HORACE: Steady, old man -- we're upon it.

(SOUND: FADE IN TOM TOM)

FIGSBY: Now for victory!

HORACE: (AS BUTTERFLY MAKES CHIRPS) Bravo -- a faircatch -- bagged the blighter, egad!

FIGSBY: Horace -- this is worth a fortune -- see? I hold it - so. Rare, isn't it?

HORACE: Yes - yes -- look around, Figsby - we're going to be eaten rare.

FIGSBY: Natives! Cannibals!

HORACE: I'll try the Patagonian language on them -- there's a chief!

FIGSBY: Make it good!

Horace: - - - - you savvy?

CHIEF: Pardon me, gentlemen - you've been poaching.

FIGSBY: But, chief - we're scientists?

CHIEF: Sorry - butterfly season close yesterday -- we need funds to balance the budget -- that will be ten dollars fine.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SO RARE" . . . . . GIBSON & ORCHESTRA)

UTTAL: To _____ goes the honor of winning the first Melody Puzzle of the evening -- here you are -- your ten dollar bill and carton of Luckies - thank you.

(APPLAUSE)

UTTAL: Now for the post mortem -- how was the mystery solved -- very simply -- You remember Figsby saying:

FIGSBY: Horace .. this is worth a fortune -- see, look at it - so .... rare, isn't it!

UTTAL: Simple, eh? Well, maybe not -- it's all in the ear -- in this game the ear must be quicker than the eye. Let's go on with Puzzle Number Two - a prize winner sent in by Mr. Leonard J. Porter of 28 Walnut Street, West Haven, Connecticut. Here comes Mr. Porter's puzzle -- coming right at you!

(SOUND: WOOD BLOCK)

ANNOUNCER: Scene two - Ireland, and as they say in Shakespeare - a wild place. Two ladies are talking by the side of the road.

(SOUND: WHISTLE AND POP)

MRS M: Ah, now good evenin to you, Mrs. Clancy.

MRS C: The same I'm sure, Mrs Murphy.

MRS M: And how is all the family?

MRS C: Meanin himself?

MRS M: And who else would I be meanin, unless you've had an increase since last we met?

MRS C: Sure - he's not well at all, at all.

MRS M: Now that's a pity.

MRS C: A pity is it? Well, now, Mrs Murphy - don't be wasting your sympathies.

MRS M: Sure I won't -- I was only askin.

MRS C: Faith - you and I know 'tis the evil of modern times.

MRS M: Aint it the truth -- with all the meanness there's in the world.

MRS C: Did you ever hear of bridge?

MRS M: You don't mean the card game?

MRS C: I do - the saints have mercy on me -- sure the old man wouldn't be in such troubled state if it weren't for the bridge we were playin.

MRS M: Maybe you'd better be tellin me?

MRS C: Michael and myself were playin a hand or two with the Rileys, and sure, wasn't everything going as smooth as your father's pants when I plays the ace and don't Mike play a trump on top of it.

MRS M: Whist - did ye ever hear the likes of that -- I'll bet ye were good and mad, Mrs. Clancy?

MRS C: That I was.

MRS M: Well, I guess ye're not speakin.

MRS C: That we're not -- and I'd like to have you come to the wake.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU AND I KNOW" . . . . . CLARK & ORCHESTRA)

UTTAL: The winner of the second Melody Puzzle of the evening _____ . Here's your ten dollar bill and carton of Luckies - Congratulations.

(APPLAUSE)

UTTAL: If you knew your tunes, you could get that one hands down — it was simple as ABC -- here's how: All in one breath and one line, Mrs. Clancy said: "Faith, you and I know 'tis the evil of modern times." As obvious as the alphabet, eh? Well, before we contine our game, here's Basil Rathbdael with a message that's even more obvious.

COMMERCIAL #1

COMMERCIAL #1

SOUND: (TELEGRAPH KEY - (MARCH OF TIME TECHNIQUE)

ANNOUNCER 1: Lexington, Kentucky: One of the finest crops in tobacco history is being sold at auctions on the tobacco markets. Over 500 million pounds have changed hands already. Prices rise as keen competition continues for finest grades.

SOUND: (TELEGRAPH KEY)

ANNOUNCER 2: Louisville, Kentucky: F. E. Grogan - 20 years in the tobacco business - for 10 years an independent buyer, says: At every market I see Lucky Strike buy the best tobacco - what we tobacco men call "Number One" quality. That's why I've been smoking Luckies since they started.

SOUND: (TELEGRAPH KEY)

ANNOUNCER 1: In Kentucky, Tennessee, in North and South Carolina, Georgia and Virginia ... all markets all through Tobaccoland - independent tobacco experts actually see what cigarette companies buy what tobacco. They are independent buyers, warehousemen and auctioneers, dealing with all manufacturers but not connected with any. Their opinion is fair and unbiased. So it's interestong to know which cigarette most of these men prefer.

SOUND: (TELEGRAPH KEY)

ANNOUNCER 1: Sworn records show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Doesn't this say a lot for the high quality of Luckies? Next time you hear the chant of the tobacco auctioneer:

AUCTIONEER: (CHANT STARTS UNDER WORD 'CHANT' AND FADES UP & FINISHES WITH "SOLD AMERICAN" ... AUCTIONEER STARTS 2nd SALE AND FADES AS ANNOUNCER COMES IN.

ANNOUNCER 1: Then you hear that chant, remember ... with independent tobacco experts ... with men who know tobacco best ... it's Luckies two to one.

UTTAL: Well, back to the mines and the mimes -- or, Melody Puzzle Number Three, right in the groove and coming at you. Here's a winner from Kingston, New York -- a puzzle submitted by Miss Elaine Lehr of 49 Henry Street -- that's twenty-five dollars and a carton of Luckies to you, Miss Lehr, and a tough puzzle for you, Melody fans -- and here it comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: 'Tis Spring -- and what's the difference between a mouse and a man when a woman has house cleaning to do -- come on over to the Jones' and beware the dog!

(SOUND: SOUR BLOCK)

MRS: Now you get right out of here, Henry - don't bother me when I am trying to get your room cleaned.

HENRY: But ~~mother~~ Lucy - I only wanted to tell -- that is - I thought --

MRS: Don't say a word -- look at this closet -- filthy -- all those funny clothes -- out they go.

HENRY: Not my soldier suit. I just came up to get it.

MRS: Yes - it's a moth trap.

~~HENRY: But that's my soldier suit. I wore it in France.~~

MRS: Out it goes -- you'll never be thin enough to wear it again anyway.

HENRY: I'll have you know ~~that I fought and bled in~~ I wore that uniform -- in France.

MRS: Don't give me that talk about Alexander and Napoleon and Pershing ~~and~~ ~~Ike~~. And I'm going to throw out these things, too.

HENRY: Now, ~~mother~~ Lucy -- ~~[illegible]~~ -- I ~~haven't got~~ won't have a rag to wear.

MRS: Well, you'll have the time to buy some new clothes when I'm finished cleaning.

HENRY: Doggone if this doesn't beat the band - woman, you've got a one track mind.

MRS: Get out of here, Henry - my, it's getting hot in here!

HENRY: Now - you better listen to me -- I got somethin' to tell you.

MRS: Henry - if you don't get out of here I'll - I'll --

HENRY: All right - all right -- I' m going -- and you're gonna be sorry!

(SOUND: DOOR SLAMS)

MRS: Henry -- Hen-ry (poor) ... you come here. Henry!

HENRY: Whatcha want.

MRS: You tell me what you've got to tell -- come on -- don't keep me waiting.

HENRY: All right I just wanted to tell you that while you been cleanin me out, two robbers been cleanin' out the silver.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ALEXANDER'S RAGTIME BAND" . . . . . QUARTET & ORCHESTRA)

UTTAL: That was nice work _____ and to you goes the ten dollar bill and carton of Luckies -- thank you.

(APPLAUSE)

UTTAL: Kind of tough, that Melody Puzzle - hey, folks - but easy if you minded your p's and q's ... here's the way Sherlock _____ put that puzzle together. Mrs. Jones started it all when she said - "Don't give me that talk about Alexander ..." Then Henry said "I haven't got a rag to wear ..." Mrs. Jones countered with, "You'll have the time to buy some new clothes"and then Henry polished it off when he said "Doggone if this doesn't beat the band" - which, students, made it "Alexander's

Ragtime Band." And which now makes it time again for Basil Kuysdael.

COMMERCIAL #2

COMMERCIAL #2

RUYSDAEL: Now that you people in the audience have your wits sharpened for a guessing contest, see if you can guess the name of a certain movie star after I give you a few clues. Last week the newspapers revealed that in 1937 she was the highest paid actress in Hollywood. On Saturday morning she dashed into New York by train, had three hours to interview fifty different people and dashed to the pier just in time to catch a steamer for Europe. This actress has just completed a Paramount picture with Gary Cooper called "Bluebeard's Eighth Wife," which is scheduled for release this Spring. Now, can you guess who this movie star is?

AUDIENCE: Claudette Colbert, Claudette Colbert, Claudette Colbert!

RUYSDAEL: Well, I guess that was far too easy. Everyone seems to know everything that Claudette Colbert does. Now this new picture of hers, "Bluebeard's Eighth Wife," is a real talkie in more sense than one. For Miss Colbert it was talk, talk, talk all the way through. There was one scene where she had a quarrel with her husband. It took two days to shoot that scene ... two days of what might be called a "vocal dog fight." Now you try raging at someone for two days and see how your throat feels. Here's what Miss Colbert says: "After experiment, I have become convinced that my throat is safest with a light smoke. And that's why you'll find Luckies always on hand both in my house and in my dressing room." Well, in one respect, Claudette Colbert isn't unusual - because all of us who smoke want a cigarette that's easy on our throats. Now here's why this is true of Luckies. The exclusive process "It's Toasted" removes certain harsh irritants naturally present in all tobaccos - even the finest. That's why Luckies are a light smoke that get along swell with your throat. Next time you buy cigarettes, follow Miss Colbert's example. Ask for Lucky Strike. "It's Toasted."

UTTAL: You all ready now for Melody Puzzle Number Four? Okay. But first let me explain how you folks listening at home can win a prize, too. The Melody Puzzles used on this program each week are sent in by our listening audience -- so that means you. Pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title. Just make sure there is some clue to the actual title in the words you have the actors speak. Just write out your idea in rough form and send it in -- we'll polish it up if it needs polishing. It's really easy. And if yours is chosen, you'll receive a prize of twenty-five dollars and a carton of Luckies, and your name will be mentioned on the program. It's easy and it's a lot of fun - so get busy all of you! Here are the rules of the game.

1. The final decision as to the winning Melody Puzzles rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles, submitted, win or lose, become our property, and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday, January 20th. They will be heard on Monday, January 23rd. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address - Melody Puzzles, 111 Fifth Avenue, New York City. But get your entry in before midnight this coming Thursday if you want an opportunity to win a carton of Luckies and twenty-five dollars. Everyone can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

UTTAL: Now for the piece de resistance of the evening -- the last Melody Puzzle of the week and a prize winner sent in by Harry Ehrenberg -- 1[illegible]3 Hooper Street -- Brooklyn, New York. Mr. Ehrenberg gets twenty-five dollars and a carton of Luckies, and right now you get his winning Puzzle - so, pare back and listen.

(SOUND: WOOD BLOCK)

ANNOUNCER: Grand Central Station - Monday evening, January 17th -- everything is going as usual with the exception of a little argument over by the ticket window.

(SOUND: WHISTLE AND POP)

GUS: Two tickets to Miami.

BURT: Miami - nothing -- two tickets to Montreal!

GUS: Miami!

BURT: Montreal!

CLERK: Gentlemen -- where do you want to go?

GUS: I said - Miami.

BURT: Pay him no mind -- we want to go to Montreal.

GUS: Lissen, Burtie -- Miami is warm -- get it -- warm.

BURT: Yeah -- Montreal is in Canada -- get it?

GIRL: If those two ~~dums~~ gentlemen will move over, I want to get a ticket to Los Angeles.

GUS: We could go there - that's warm, Burtie?

BURT: Canada or bust!

GUS: But look, the little woman wants to go to Los Angeles - maybe that's an idea?

GIRL: ~~Shut up or I'll call a cop!~~ Please ~~get~~ my ticket.

GUS: Make those tickets for Miami!

BURT: Lissen - I said Montreal!

GUS: Don't be so tough about it, Burtie - I got memories about Miami -- many's the time I've been there.

BURT: Montreal or nothing!

GUS: Burtie - are you gonna be stubborn?

BURT: Yes!

GUS: Okay -- we'll go back to Sing Sing!

[illegible] Sing Sing??

CLERK: Two tickets to Sing Sing?

GUS: No, one - we're handcuffed!

(CHORD IN '3')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SO MANY MEMORIES" . . . . . CLARK & ORCHESTRA)

UTTAL: Well - that was nice work -- _____, and to the victor go the spoils -- your ten dollars and carton of Luckies, and congratulations.

(APPLAUSE)

UTTAL: And how was that puzzle solved? Here's how: all in one line - when Gus said, "Don't be so tough about it, Burtie - I got memories about Miami -- why, many's the time I've been down there." So many memories and you knocked it off. And so - seeing that's all the time we have for Melody Puzzles this evening - let me remind you again - Between now and Thursday night sit down and try your hand at writing a Melody Puzzle You may be one of the winners of twenty-five dollars and a carton of Luckies. Here's the address - Melody Puzzles, 111 Fifth Avenue, New York City. But get your copy in the mail by midnight, Thursday. And be sure to write the words 'Melody Puzzles' 111 Fifth Avenue, New York City on the envelope. This is your host, Fred Uttal, saying good night - and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

THE AMERICAN TOBACCO COMPANY Mr. Mohlman

MELODY PUZZLES

NO.

January 18th, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT ... ENDING WITH "SOLD! TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts - like the auctioneer you just heard - knows who buys what tobacco. With these experts - "with men who know tobacco best, it's Luckies - two to one!"

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

ANNOUNCER: Lucky Strike presents MELODY PUZZLES, the popular new song game that everybody's playing - With music by Richard Himber and his Orchestra and songs by Fredda Gibson and Buddy Clark. And here is your genial master of ceremonies — Fred Uttal.

(APPLAUSE)

UTTAL: Thank you. Well, pull up your chairs, folks — we're all ready to start the party! Another jolly half hour of Melody Puzzles, and good luck and good Luckies for a lot of you, I hope. Do you know how the game goes? You really ought to by this time. Our cast enacts a short dramatic sketch and hidden somewhere in the lines of the actors is the title of a popular song. It may not be all in one line - It may be in two or three different lines - but you try to guess it. Up here on the stage are eight contestants, picked at random from our studio audience - Each one of them who guesses a title, will get an award of ten dollars and a carton of Luckies. But let's go with Melody Puzzle Number One and you'll soon catch on. This was submitted by Charles Wax of 5217 Ninth Avenue - where do you suppose - dear old Brooklyn, New York. Yes sir - and for submitting it Mr. Wax won a prize of twenty-five dollars and a carton of Luckies. Here it is, folks - Camera!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a quiet evening of cards, with the Smiths and the Joneses. Fred and George are already seated at the table and Clare and Mabel are just entering.

(SOUND: WHISTLE & POP)

(BOISTEROUS LAUGHS AND AD LIBS OF WOMEN ... OFF)

FRED: This is what I like on a long winter evening, George - a quiet, serious game of cards.

GEORGE: Me too, Fred. Come on, Mabel. You and Clare get seated.

(SOUND: CARDS BEING MIXED)

MABEL: (FADE IN) You set over there opposite your husband, Clare. I don't think we ought to play with our own husbands. You know the Wallaces always make it a rule. By the way, have you ever been to the Wallaces, Mabel?

MABEL: Well, I was over there when they had the reception -- and the way the place was decorated! Did you ever see such taste!

(THEY BOTH LAUGH APPRECIATIVELY)

FRED: I'll say one - spade.

GEORGE: I'll pass.

CLARE: But I guess Lucy and her husband are getting along all right

FRED: It's your say, Clare.

CLARE: Oh, let's see - you said one, Fred? I'll have three, I guess. You know, the funniest thing happened Saturday -- you'll die!

(LAUGHS)

FRED: Three - for Pete's sake?

CLARE: Yes, three.

GEORGE: Go ahead, Mabel.

MABEL: I pass. What was it, Clare?

CLARE: Well, Lucy Wallace went to the butcher's -- This is awfully funny!

(MORE LAUGHTER)

FRED: Okay - four spades.

CLARE: And she went up to Mr. Hutchins the butcher and asked him for a pound of mince meat.

GEORGE: I double!

CLARE: And imagine what she said to him -- Will you please take it from a nice young mince!

(THEY BOTH LAUGH UNRESTRAINEDLY)

GEORGE: No use playing it Fred. You'll be down three. I've got six spades in my own hand.

FRED: Well, for Pete's sake, Clare - what did you mean by saying three when George had six in his own hand? Are you a complete nitwit?

CLARE: Fred Smith - You wouldn't dare talk like that to me if we were along.

FRED: Sorry - but why did you do it?

CLARE: Because I've got a pair here and I wanted three more, that's why?-

GEORGE: Maybe Clare thought hearts were trumps?

CLARE: Trumps? I thought we were playing poker!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I DOUBLE DARE YOU" . . . . . GIBSON & ORCHESTRA)

UTTAL: All right - our first winner this evening is _____. And here is your ten dollar bill and your carton of Luckies.

(APPLAUSE)

Well, here's the way the clues went. First, you heard George say "I double!" - which was perfectly natural under the circumstances, I suppose. And then, Clare said "Fred Smith - you wouldn't dare talk like that to me if we were alone!" _____ put those two together and got "I Double Dare You." Well, that's one gone. And I double-dare you to guess this next one. It was sent in by Shirley Schaffer, of 1 Fenimore Road, New Rochelle, New York — another prize-

winning Melody Puzzle. Are you ready? Let's go!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is an airport, in the center of which stands an airplane of odd-looking design, with a guard beside it. Two gentlemen - one with wavy grey hair - have emerged from the distant crowd of onlookers and are approaching the plane.

(SOUND: WHISTLE & POP)

FENIMORE: (MIDDLE-AGED CHUCKLING) We'll show these people how to fly this thing, Gatsby.

GATSBY: That's just what we'll do, Fenimore. They'll get the surprise of their lives.

FENIMORE: (TO GUARD) All right, my man.

GUARD: Are you Professor Schwartz?

GATSBY: Certainly he's Professor Schwartz.

FENIMORE: There she is -- a thing of beauty -- a heavenly joy.

GATSBY: It's based on that old idea of yours, isn't it, Fenimore — making the wings revolve?

FENIMORE: Yes - but this one is a little stiff.

(SOUND: SNAPPING SOUND AS HE SHAKES IT)

FENIMORE: I'll limber it up a bit.

GUARD: Aren't you afraid you'll break it, Professor, doing that?

FENIMORE: Break it? Don't be silly.

GATSBY: You know, I have a feeling, Fenimore, that this thing sticking up back here ought to be sticking up, up there.

FENIMORE: Well - break it off and we'll try it.

(SOUND: SPLINTER AS TOM BREAKS OF RUDDER)

GUARD: Hey! What the dickens are you two doing?

GATSBY: We're going to show you some real flying, my boy. My, my! This is no place for this!

(SOUND: THUD OF HAMMER & SHATTER OF INSTRUMENT)

GUARD: Hey!

(MEN'S VOICES APPROACHING)

GATSBY: All right - get in, Fenimore and we'll take off!

1ST KEEPER: (OFF) Hey, there - stop those men!

GATSBY: Oh, goodness - hurry, Fenimore!

SCHWARTZ: (FADE IN) Stop it! Stop it I tell you! Vat do you tink you are doing wid dis airplane, anyhow! (TO GUARD WITH HIM) Are dese de men you vas looking for?

KEEPER: Yes - these are the ones, Professor Schwartz. Come along with me like good boys. You're going back to the asylum.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THAT OLD FEELING" . . . . . CLARK & ORCHESTRA)

UTTAL: The winner of our second Melody Puzzle is _____ And it's a pleasure to present you with this ten dollar bill and a carton of Luckies.

(APPLAUSE)

Well, here's the way the clues were hidden in that one. First Gatsby said

GATSBY: It's based on that old idea of yours, isn't it Fenimore - making the rings revolve?

UTTAL: And we got "that old" idea. And later Gatsby said again:

GATSBY: You know, I have a feeling, Fenimore, that this thing sticking up back here ought to be sticking up, up there.

UTTAL: And we got "I have a feeling." So _____ took this thing sticking up, up here, and that thing sticking up, back there - and made "That Old Feeling." And now, before we start Melody Puzzle Number Three - I have a feeling that Basil Ruysdael feels it's about time he said something

NUT DARL: How many times have you heard the expression: "I believe it because I saw it with my own eyes." Yes -- you can believe what you see. That's why the testimony of independent tobacco experts on tobacco is so important. These experts actually see the kind of tobacco that is bought for every cigarette. And their testimony is doubly significant because they deal with all but are not connected with any manufacturer. For example, take Mr. G. R. Reavis who is floor manager of the Big Henderson warehouse in Henderson, North Carolina. During the season, he spends all day every day dealing in tobacco.. He sees who buys it. And naturally, his judgment about cigarettes is important. Here are his words: "Yes, I think I know tobacco quality. I've watched Lucky Strike buy the best cigarette-type tobacco on the market -- and I've seen them come back for those same top grades every day of the season. That's why I've smoked Luckies since 1933." Mr. Reavis is just one of the independent experts of Tobaccoland who prefer Lucky Strikes, But a great many others back up his belief. Here are the facts ... as shown by sworn records. Among these independent tobacco experts like G. R. Reavis, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that when you hear this chant - (FADE IN CHANT) - When you hear that chant -- remember the men who know tobacco best, smoke Luckies two to one.

(CHANT OUT . . . . . O'CHESTRA)

UTTAL: All right - we've had a game of bridge and we nearly got up in an airplane -- let's see what happens to us next. Here comes Melody Puzzle Number Three. It was sent in by Henry Weisl, of 2 Hilltop Drive, Great Neck, Long Island. I think we're going to a carnival or something. You ready? Here it is!

(SOUND: WOOD BLOCK)

ANNOUNCER: You're right, Fred Uttal. The scene is the sideshow at a small carnival. A crowd is gathering before the tent and inside the barker is speaking with Zesto the Magician.

(SOUND: MURMUR OF CROWD ... DISTANT HURDY GURDY FAINTLY)

BARKER: You all set?

ZESTO: Okay Pete - if I can get this watch trick to work right.

BARKER: What's wrong with it?

ZESTO: The spring is weak. I'm afraid when I sock it I may bust the real watch instead of the dummy. But go ahead, anyhow.

BARKER: Okay. (FADE OUT AND IN) All right folks - right this way for the next performance.

(SOUND: VOICE MURMURS UP)

BARKER: Hurry, hurry, hurry. Due to the fact that Madam Molloy the sword-swallower has a sore throat, the next number on our stupendous program of scintillating stars will be that marvelous mystifier -- that prodigious prestidigitator -- Zesto the magician!

(APPLAUSE)

ZESTO: (BENIGN) Good evening, ladies and gentlemen, and welcome to our show. For my first demonstration this evening, will someone please come up on the stage here - someone who has a watch? That gentleman there -- have you got a watch? No? Perhaps some lady in the audience?

BRUISER: I got a watch, buddy - I'll come up.

ZESTO: Oh - well, thank you. This is your watch, is it?

BRUISER: Yep, and it's a darn good one. Whatcha gonna do with it?

ZESTO: I'm going to make it disappear, sir. Now watch carefully. I take this metal cylinder and, holding the gentleman's watch by the chain, I bob it up and down inside -- so that you can see the cylinder is empty. Now - I place the watch inside. I take a hammer and strike the cylinder a blow.

(SOUND: SHARP METALLIC CLANG AND JINGLE OF WATCH PIECES)

BRUISER: Hey - go easy!

ZESTO: It's perfectly all right, my good man. I place this white cloth over the cylinder, wave the magic wand - and the watch that was broken into a thousand pieces becomes whole again. Hold out your hand sir -- I'll give it back, as good as new.

BRUISER: Okay - let 'er come!

(SOUND: JINGLE OF BROKEN PIECES POUR INTO MAN'S HAND)

ZESTO: (LOW) Great gravy!

BRUISER: Whaddya mean, good as new! That's my watch, all busted to bits! You blamed faker, you! (CHASES MAGICIAN OFF STAND) I'll get you for this, if I have to chase you all the --

BARKER: (OVERLAP) Ahem! Never mind, folks - don't be disturbed. Due to a slight mishap to Zesto the Magician, we bring you the next number on our prodigious program tonight ... (FADING) ... That marvelous madcap ...

(CHORD IN 'G' .. WHAMS RIGHT IN)

UTTAL: Polls CONTESTANTS)

(CALLS IN ORCHESTRA)

("BOB WHITE" . . . . . GIBSON & ORCHESTRA)

UTTAL: The winner of that Melody Puzzle - and it was a pretty hard one, too - is _____. Here is your reward of ten dollars and your carton of Luckies.

(APPLAUSE)

UTTAL: And now, ladies and gentlemen, watch closely and I'll show you how that one worked. You see, there's nothing up my sleeves, nothing in my hand. Well - first off, Zesto, the unfortunate magician, said - "Holding the gentleman's watch by the chain I bob it up and down inside." And he bobbed and _____ got 'bob.' Then, Zesto continued - "I place this white cloth over the cylinder." And if you didn't guess that, your face ought to be red -- because that was "Bob White."

You know, Melody Puzzles belongs to just about the biggest family of radio shows on the air. There's Your Hit Parade on Saturdays - Your News Parade five times a week - Your Hollywood Parade every Wednesday — all brought to you by Lucky Strike! Now Basil Ruysdael has a word to say about one of Your Hollywood Parade's headliners last week - lovely Madeleine Carroll.

RUYSDAEL: I simply want to point out one fact which was abundantly proved by her radio appearance ... Madeleine Carroll's charm exists in her voice as wel as in her looks. And so, like any other charming woman, she naturally takes the very best care of what makes her charming. So it should say a lot to every smoker that she entrusts her precious voice and throat to ... Lucky Strike cigarettes. Luckies have been her cigarette ever since she first arrived in Hollywood. The reason, in Madeleine Carroll's own explanation, is that she finds Luckies easy on her throat, even after the strain of long hours before the sound camera. Now why is this true of Luckies? The answer is the exclusive "Toasting" process which takes out certain throat irritants naturally present in all tobacco. Since these irritants are out of Luckies, the result is a light smoke easy on your throat. Next time you buy cigarettes, follow Madeleine Carroll's example. Ask for Lucky Strike.

"LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: And now back to our Melody Puzzles. Let's see - this is Number Four coming up - But first let me remind you that the Melody Puzzles we use each week are written and submitted by you - our listening audience. If you haven't tried it, try it! And if you have tried it, try it again! If yours is chosen, remember - you'll win a prize of twenty-five dollars and a carton of Luckies. Just pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title, making sure there's a clue to the title in the words you have the actors speak. Honestly, it's easy! Write it out in rough form - you don't have to be an author to do it — and send it in. And if yours is one of the winners, your name will be mentioned on the program, you'll get a carton of Luckies and twenty-five dollars. If I didn't have this job I'd be doing it myself. But here are the rules.

1. The final decision as to the winning Melody Puzzles rests with us and will be based upon originality, interest and cleverness of clues.
2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Saturday, January 22nd. They will be heard on Tuesday, February 2nd. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Everyone can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

And now - here comes prize-winning Melody Puzzle Number Four. It was sent in by Mrs. E. G. Kenny, of 43-42 Elbertson Street, Elmhurst, New York. One your toes, folks - here it is!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the cellar of the Brown's home, where Mrs. Brown seems to be engaged in a little carpentry work. Mr. Brown is just coming down the stairs.

(SOUND: FIRM BLOWS OF HAMMER)

BROWN: (FADE IN) What the deuce are you doin', Myra - puttin' a shelf in the jam closet?

MRS B: Well, somebody had to do it -- I've asked you to often enough. I think it looks very nice, don't you?

BROWN: Yeah - swell.

MRS B: That top shelf has my grape jelly. I'll have to look at it pretty soon and see if it's jelled yet. On this shelf I'm going to have rows and rows of marmalade and jam.

BROWN: Yeah, but you need a leeway on that shelf.

MRS B: What do you mean, a leeway?

BROWN: I mean it's crooked. You've got to cut the moulding and let it drop an inch to even it up. Here, I'll show you.

MRS B: Now you be careful, Herbert!

BROWN: Oh rats! Anybody's think I never handled a hammer and chisel before, to hear you talk.

(SOUND: HAMMER BLOWS)

BROWN: Just got to let it down an inch or so on this end.

MRS B: Be careful! You'll knock the whole thing down.

BROWN: Knock the whole thing down.

(SOUND: HAMMER BLOW)

BROWN: That's funny, that is!

(SOUND: THUD AND THUNDER OF CRASHING JELLY JARS)

MRS B: There now! You've done it - just what I said you'd do! I hope you're satisfied. Just look at that mess!

BROWN: Well, you found out one thing, anyway. Your grape jelly certainly didn't jell!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ROSALIE" . . . . . CLARK & ORCHESTRA)

UTTAL: The winner of Melody Puzzle Number Four is _____. And here is your ten dollars and your carton of Luckies. Congratulations.

(APPLAUSE)

All right - let's see how the clues jelled in that one. First Mrs. Brown said - "On this shelf I'm going to have rows and rows of marmalade and jam." Well - rows and rows - if you have a real detective's intuition -- stood for "Rose." Yowsah! And then Mr. Brown said - "Yeah, but you need a leeway on that shelf." - Well, do you get it? "A lee way." I tell you - some of these authors are ingenious, what I mean! Put together it made "Rosalie."

But that's all the Melody Puzzles we have time for tonight. Remember, between now and Saturday night, you're going to try your hand at writing a Melody Puzzle. You may just be the one to win twenty-five dollars and a carton of Luckies. Here's the address once again - Melody Puzzles, 111 Fifth Avenue, New York City. Get your copy in by midnight, Saturday. And be sure to write Melody Puzzles on the envelope. This is Fred Uttal, saying good night - and thank you for being with us.

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was MELODY PUZZLES - a brand new game with music of Richard Himber - songs by Fredda Gibson and Buddy Clark. Join the fun again next Tuesday at eight. And the next time you buy cigarettes, remember that with independent tobacco experts - "with men who know tobacco best - it's Luckies, two to one!

("LUCKY DAY" . . . . . ORCHESTRA)

(APPLAUSE)

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the home of a young married couple - the Browns. Mrs Brown is in the cellar where she seems to be engaged in a little carpentry work. Mr Brown is just coming down the stairs.

(SOUND: FEW BLOWS OF HAMMER)

BROWN: (FADE IN) Hello, lovey-dovey. What are you doing down here? Oh - puttin' in a shelf in the jam closet?

MRS B: Well, somebody had to do it -- I've asked you to often enough. I think it looks very nice, don't you, sweetums?

BROWN: Yeah - swell.

MRS B: That top shelf has my grape jelly. I'll have to look at it pretty soon and see if it's jelled yet. And on this shelf I'm going to have rows and rows of marmalade and jam.

BROWN: Yeah, but you need a leeway on that shelf.

MRS B: What do you mean, a leeway?

BROWN: I mean it's crooked. You've got to cut the moulding and let it drop an inch to even it up. Here, I'll show you.

MRS B: Now you be careful, Herbert!

BROWN: Oh rats! Anybody'd think I never handled a hammer and chisel before, to hear you talk.

(SOUND: HAMMER BLOWS)

BROWN: Just got to let it down an inch or so on this end.

MRS B: Be careful! You'll knock the whole thing down.

BROWN: Knock the whole thing down.

(SOUND: HAMMER BLOW)

BROWN: That's funny, that it!

(SOUND: THUD AND THUNDER OF CRASHING JELLY JARS)

MRS B: There now! You've done it - just what I said you'd do! I hope you're satisfied. Just look at that mess!

THE AMERICAN TOBACCO COMPANY
MELODY PUZZLES
Tuesday, January 25th 1938

WOR
8:00 PM

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER - END WITH "SOLD! TO THE AMERICAN TOBACCO COMPANY")

ANNOUNCER: Naturally, the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts .. "with men who know tobacco best, it's Luckies, two to one!"

(SIGNATURE . . . "HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents Melody Puzzles, the popular new song-game that everybody's playing - With music by Richard Himber and his orchestra and songs by Fredda Gibson and ~~James~~ Jimmy Blair. And here is the game-warden - your genial master of ceremonies - Fred Uttal.

(APPLAUSE)

UTTAL: Thank you. All right, boys and girls, take off your bonnets and throw your coats over the backs of the chairs - because ~~we've got~~ this evening we have some Melody Puzzles that are a good half-hour of lively competition and swell music, ~~and Melody Puzzles that are Melody Puzzles!~~ I guess most of you know how the game is played - it's getting to be a sort of national pastime - But for those who don't, here's how. Our cast will enact a series of short dramatic sketches and hidden in the lines the actors speak are the titles of popular songs. A title may be divided up in two or three different lines, in one line or ~~but [redacted]~~ and see if you can guess them. And it's up to you to listen close. On the stage here with me, are eight contestants, picked at random from our studio audience. For every title they guess, they will receive an award of ten dollars and a carton of Luckies. They're pretty good, as a rule, but maybe you can outguess them. But the best way to learn a game is to play at it - So here comes Melody Puzzle Number One. It was sent

in by W J Greene of 56 Battle Avenue, Carbondale, Pennsylvania ... which is quite a step from Brooklyn, incidentally. And for sending it in, Mr Greene won a prize of $25 and a carton of Luckies. So now - if you're all set - Here it comes!

(SOUND - WOOD BLOCK)

ANNOUNCER: The scene is the parlor of a modern home, where a young husband and his wife are having a slight argument - as young husbands and young wives sometimes will .

(SOUND - WHISTLE - POP)

HE: Jane dear, you know that I'd do anything in the world for you! Why I'd tear down mountains to try and make you happy.

SHE: I know, Ken. I'd say 'yes' in a minute if it wasn't for --

HE: For your father! Always your father! Have you got any faith in me at all?

SHE: Of course I have! But this is such an important decision.

HE: We're responsible for our own happiness. Your father can't plan our future and build our dream-castles for us! We've got to do it ourselves!

SHE: But dad's set his heart on this thing -

HE: That's just why we've got to be firm.

SHE: Ken, darling - won't you talk to him again?

HE: Well, if I must. Though I still don't see what business it is of his. I'll tell him that we've decided and that --

FATHER: (FADE IN) What's this? Who's making the stump speech and why all the excitement?

SHE: Oh Dad - Ken has something im portant to tell you.

HE: Yes, sir - and you may as well resign yourself to it, because we've

made up our minds.

FATHER: Made up your minds to what?

HE: Jane and I have definitely decided, sir. We will not name the baby, Aloysius!!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("HAVE YOU GOT ANY CASTLES, BABY?" . . . . . .GIBSON & ORCHESTRA)

UTTAL: And the first winner of ~~xxx~~ the evening is M _____ Here is your ten dollar bill and your carton of Luckies.

(APPLAUSE)

~~I thought that was a real hard one - how about you? The author con-~~ ~~cealed the clues very cleverly. And here's the way it went~~ Well here's the way the puzzle worked - First, the young husband said: "Have you got any faith in me at all?" ~~That gave us "have you got any."~~ Then, a little later, he added: "He can't build our dream-castles for us!" ~~And that gave us "Castles."~~ And at the very last the husband said: "We will not name the baby Aloysius!" And there was the "Baby." All added together it made "Have You Got Any Castles, Baby" - ~~And if you were sharp enough to figure that out you ought to own some 'castles' of your own, before you get through - yes sir!~~ But here comes Melody Puzzle Number Two and another chance to see what you can do. This one was submitted by Merrill L Carroll, of 2905 North Charles Street, Baltimore, Maryland, another prize winner. ~~But I warn you, it's a hard one.~~ You all set? Let' 'er go!

(SOUND - WOOD BLOCK)

ANNOUNCER: The scene is the veranda of a Country Club - on a romantic, moonlit,

summer evening. A poetic-looking young man and a pretty young woman have just left the dance floor and come out on the veranda. The young man speaks.

JOHN: (A SIGH) Gosh! Isn't this beautiful out here!

MARY: It's lovely. I'm glad the Lorings brought you tonight, Mr Jones, and that you like our country club.

JOHN: Yes, but please call me John.

MARY: Well, if you want me to - John.

JOHN: You know, I've had something on my mind all evening - that I wanted to say to you.

MARY: Yes?

JOHN: Of course, I realize we've known each other such a short time but, - Well, I think you're awfully sweet. Someone I could really care for.

MARY: That's very nice of you to say so, I'm sure.

JOHN: The fact is - I'm afraid that I - I love you!

MARY: Oh - please don't say that!

JOHN: I've got to say it. I thought I'd meet a lot of strangers here to-night - but then you appeared - and I knew you were the one!

MARY: Yes, I know, but I'm afraid that you ---

JOHN: Look - I got the note you left in the fern-bowl, and I brought the car around, for that spin in the moonlight.

MARY: The note I left?

JOHN: Never mind about that fellow who brought you here. I'll get your wraps and he'll never know. He's a dumb-looking egg anyhow, if you don't mind my saying so.

MARY: (GETTING RILED) Mr Jones, I'm afraid you've made a mistake.

JOHN: What -?

MARY: To begin with, I didn't leave any note in the fern-bowl.

JOHN: You didn't leave any ---

MARY: You've evidently confused me with my twin sister, Marilyn. I noticed you've been paying her a lot of attention -

JOHN: What! Do you mean to say -

MARY: And that dumb-looking egg who brought me here, happens to be my husband!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SWEET SOMEONE" . . . . . BLAIR & ORCHESTRA)

UTTAL: And the winner of our second Melody Puzzle is M_____. Allow me to present you with this crisp new ten dollar bill, and your carton of Luckies.

(APPLAUSE)

And now, ~~for those of you who didn't get that one~~ - here's how the clues were hidden. John said:

JOHN: ~~Of course, I realize we've known each other such a short time, but~~ - Well, I think you're awfully sweet. Someone I could really care for.

UTTAL: ~~Get it? "Awfully sweet - Someone I could care for."~~ "Sweet Someone". ~~It's just as easy as that if you know how. Just don't let the moonlight and notes in fern bowls throw you off.~~

~~COMMERCIAL #1~~

COMMERCIAL #1 - Tuesday, Jan 25/38

UTTAL: Far be it from me to hand out tips to the boys in Melody Lane. But Have you ever stopped to think what a swell "swing" tune could be written around this?

(CHANT @ THREE SECONDS - THEN FADE OUT UNDER ANNOUNCER)

ANNOUNCER: Yes, the Chant of the Tobacco Auctioneer has rhythm. It is, in a very true sense, the theme song of one of America's largest industries. To this rhythm, millions of pounds of tobacco are uactioned off every day. And the chant of the auctioneer records each sale. Listen ...

(CHANT UP - 2 SALES - THEN OUT COMPLETELY)

ANNOUNCER: Down in Reidsville, North Carolina, lives a well-known auctioneer, Dewey Huffine, who has sold 100,000,000 pounds of tobacco in the past thirteen years. Roughly, that would be at least 500,000 separate sales - and each sale at open auction - each sale open to the bids of every cigarette company. So Mr Huffine has had an unusual opportunity to observe just who buys what tobacco. And here is what he says - QUOTE - All this time I've been selling tobacco, I've been buying Luckies. In fact I've averaged two packs of Luckies a day ever since 1917 and the reason is, simply, that Luckies buy such fine tobacco. At auction after auction in North Carolina, South Carolina and Virginia.I've seen Luckies buy that same high grade of tobacco - END QUOTE - (SLIGHT PAUSE) Mr Huffine is independent. He prides himself on being impartial in his dealings with all cigarette companies. But for his own cigarette he chooses Luckies. And, in this, he is typical of other experts - auctioneers, buyers and warehousemen - independent tobacco men. Sworn records show that, among these independent experts Luckies have over twice as many exclu-

sive smokers as have all the other cigarettes combined. Remember this fact when you hear the chant of the tobacco auctioneer ... with independent experts - with men who know tobacco best, it's Luckies two to one!

("LUCKY S P" . . . . . ORCHESTRA

15

UNTIL: And now, back to our game, folks - and prize-winning Melody Puzzle Number Three. Just forget about that second one, if it floored you. This one is much easier - at least, I hope it is. The author is David Phillips of 839 West End Avenue, New York City. Get your chairs up close now and keep listenin' - because here it comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is at the back room at the station house in Four-Post, Michigan. There's been a serious crime committed and the authorities have apprehended a suspicious character.

(SOUND: WHISTLE & POP)

CHIEF: Where is the prisoner?

COP: There he is - sittin' in the corner.

CHIEF: Is it true that he has made a confession?

COP: He won't talk.

CHIEF: He won't talk? Let's us talk to him in a fatherly fashion.

COP: Very well - if you think extreme measures are required.

CHIEF: The law must take its course - carry on.

COP: Come, come my man - don't be downcast - raise up your head - it's always darkest before dawn.

CHIEF: Yes, it never rains but it pours.

COP: You see - we aim to take care of you here in Four-Post - now come, buck up.

PRISONER: To think that I should come to this - locked up in a jail house.

COP: Confess and you shall go free.

PRISONER: Ask me anything.

CHIEF: Is it not true that you purloined, stole and otherwise made off with Mayor Higgin's Iron Duck?

PRISONER: I - I ---- I really do not know what to say.

CHIEF: Oh, come now - the duck is gone - the mayor is sore, and the entire constabulary is in ill repute.

PRISONER: Oh, gentlemen - you touch me to the quick - say no more - I freely confess.

COP: You are a noble character at heart.

CHIEF: It is most touching - speak my man - unburden yourself.

PRISONER: It was like this - I was born here in Four-Post on the wrong side of the railroad tracks ... all my life I wanted an iron deer like the folks who lived on Main street - then came the war

(SOUND: RUMBLE OF KETTLE DRUMS)

PRISONER: After that I guess I didn't care - so one day I was walking along High Street and I came to the Mayor's house and there was, Lucifer.

COP: Lucifer?

PRISONER: The iron duck — in a flash I had him under my coat and ran like a doe - — then you came.

CHIEF: Yes, but the duck - where is it?

PRISONER: I ate him.

(CHORD IN "G")

UTTAL: (PUBLIC COMMENTARIES)

(CALLS IN ORCHESTRA)

("TRUE CONFESSION" . . . . . GIBSON & ORCHESTRA)

UTTAL: So, the winner of that one was M _____. ~~I guess I was right, wasn't I~~ - ~~that wasn't so terrifying, should?~~ Well, here's your ten dollars and your carton of Luckies, and congratulations.

(APPLAUSE)

Here's how the clues were hidden in that one. The Chief said in one

line - "Is it true that he has made a confession?" - Simple? Well we'll give you another chance in just a second. But right now, we have an enlightening little interview.

(COMMERCIAL #2)

COMMERCIAL #2 - Tuesday, Jan 25/38

UTTAL: Dolan, sir, will you step up to the microphone ... Your name?

MAN: Smoker.

UTTAL: How do you spell that?

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

UTTAL: (LAUGHS) A h, yes, and what can we do for you, Mr Smoker?

MAN: That's the point. That's just what I want to know.

RUYSDAEL: Perhaps I can be of some help?

MAN: You can, if you'll answer this question. Just what does your product - Lucky Strike - offer me as a cigarette smoker?

RUYSDAEL: Well, for one thing, there's the "Toasting" process.

MAN: And what does that do?

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

MAN: Well - that sounds good. But have you proof?

RUYSDAEL: Mr Smoker, I can offer you three kinds of proof of what the "Toasting" Process does for you. First, laboratory tests. These reveal what quantities of throat irritants, found in all tobacco, are actually removed by "Toasting". Second, there is the experience of others. Many of the greatest singers in the world - people whose voices are their fortunes - like Lauritz Melchior, Richard Crooks, Lotte Lehman, and others - have preferred Luckies for years. That's because, as, they themselves explain, Luckies are gentle even to their sensitive throats

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

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

("LUCKY DAY" . . . . . ORCHESTRA)

UTUL: All right Melody Puz le fans - Number Four coming up! But first let me explain how you folks listening in can win a prize, too. The Melody Puzzles used on these programs are all written and submitted by you - our listening audience. Just pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title - making sure there's a clue, or clues, to the title in the words you have the actors speak. It's very easy. Just write it out roughly and send it in. If it needs a little polishing up, we'll polish it. And if yours is one of the winners, your name will be mentioned on the program, you'll get a carton of Luckies, and twenty-five dollars! And that's worth trying for, isn't it? Here are the rules:

1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues.
2. All Melody Puzzles/submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.
3. Entries for this week must be postmarked not later than midnight Thursday Jan 27. They will be heard Mon Feb 7

Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Everyone of age can enter, no matter where you live - except employees of The American Tobacco Company and their advertising agents.

UNCLE: And now - if you're all set again - here comes Melody Puzzle Number Four. It was sent in by Edward Craig of 312 West 20th Street, New York City - and for sending it, Mr Craig received twenty-five dollars and a carton of Luckies. ~~And - just another little tip off~~ - ~~this~~ this one is a real lulu! But here we go - Melody Puzzle Number Four!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a busy street corner, about 5 o'clock of a rainy afternoon. Two young women - one with an umbrella and one without - seem to be having a slight argument.

(SOUND: WHISTLE - POP)

JANE: All I'm saying is that I think you're mistaken, Mary.

MARY: Well, I'm not mistaken. You borrowed that umbrella from me weeks ago.

JANE: I always make it a point to remember when I borrow things.

MARY: Well, so do I! You took that umbrella that rainy night I had the party - and I distinctly remember the words you used. You said - "I've got an umbrella, Mary, but it has a leak, so I'm going to take this one."

JANE: Well, there was no reason why I shouldn't take it -

MARY: No, but you took it right out of my house and then kept it, and never said a word about it.

JANE: Under the circumstances I didn't think it was necessary.

MARY: Well, if you're so hard up for an umbrella you can keep it. I'm sure, after all these weeks, that I don't ....

JANE: If you'll have a heart, Mary, and let me explain.

MARY: You needn't bother explaining. Just keep it.

JANE: I certainly will keep it!

MARY: What's that!

JANE: I did take this umbrella, that night at your party -

MARY: Well, I'm glad you admit it.

JANE: But it's the same umbrella you borrowed from me - six months ago. And that was the only way I could get it back!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU TOOK THE WORDS RIGHT OUT OF MY HEART" . . . . . BLAIR & ORCHESTRA)

UTTAL: Well - the lucky winner of that one is M _____. And, boy, that was a real honey, too! Here is your ten dollars and your carton of Luckies, and you deserve them.

(APPLAUSE)

Let's do a little analyzing on that one now, and see how it went. First, Mary said: "You took that umbrella that rainy night -- and I distinctly remember the words you used." Get it? "You took and - the words." Then - later on, Mary added: "You took it right out of my house." ~~"Right Out Of My"~~ - So we had - "You Took the Words Right Out of My" ~~and all we needed was "Heart". So Jane was obliging, when she said "If you'll have a heart, Mary". Answer: "You Took The Words Right Out Of My Heart".~~

But that's all the Melody Puzzles we have time for tonight. But don't forget - between now and ~~Saturday~~ Thursday night - you're going to try your hand at writing a Melody Puzzle. If you're one of the winners, you'll get a prize of twenty-five dollars and a carton

of Lucky Strikes. Here's the address again - Melody Puzzles, 111 Fifth Avenue, New York City. Get your copy in by midnight, Thursday Jan 27 ~~Saturday~~. And be sure to write "Melody Puzzles" on the envelope. This is Fred Uttal, saying goodnight - and thank you for being with us.

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with music of Richard Himber - songs by Fredda Gibson and James Blair. Join the fun again next _____.

And the next time you buy cigarettes, remember that with independent tobacco experts - "with men who know tobacco best - it's Luckies - two to one!"

("LUCKY DAY" . . . . . ORCHESTRA)

(APPLAUSE)

Mr. Nobleman

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE MELODY PUZZLES

WJZ 8:00 - 8:30 PM MONDAY

STUDIO 8G January 24th 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER - 3 SALES * END WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts — like the auctioneer you just heard ... know who buys what tobacco ... with these experts - "with men who know tobacco best, it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents Melody Puzzles ... with music by Harry Salter and songs by Fredda Gibson and Buddy Clark ... the new program of fun, skill and prizes ... and here's Fred Uttal - your Melody Puzzles Master of Ceremonies!

(APPLAUSE)

UTTAL: Thank you - and hello, everybody ... here we are with another session of Melody Puzzles - our musical game that's big fun to play and big fun to listen to ... as usual we have made up a musical program for your enjoyment - songs and tunes that most all of you have heard many times and here's where the game comes in ... we have a series of little playlets and somewhere in the conversation of the actors you will find a clue or clues to the title of a popular song. Here with us on the stage are eight contestants picked at random from our studio audience. Each of these contestants has a chance to win a ten dollar bill and a carton of Lucky Strikes by guessing the correct title to a tune before Harry Salter plays it --- but, let's get on with the show - the best way to learn how to play is to play one of our

puzzles and see how it goes ... but, before we start, let me remind you that if all the contestants here on the stage miss the title to any tune, our studio audience gets a chance to name the song and if they name it - every member of the audience over 18 years of age gets a package of Lucky Strikes. You people at home - you can join in the fun - keep scores among yourselves and later on we'll tell you how you, too, can win a prize in a different part of our musical puzzle game. Right now - clear the decks for Puzzle Number One - a prize-winning sketch sent in by Mr. Larry Bennett of 12 West 72nd Street, New York City. To Mr. Bennett goes twenty-five dollars and a carton of Luckies - and - our very best wishes ... but now, on your tes — here she comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: Scene - crosstown Manhattan by bus and if you know Manhattan you know that bus, and if you don't - here's where you get acquainted.

(SOUND: TRAFFIC JAM MELANGE AND OUT)

DRIVER: (POLITE WITH THE WEARINESS OF PATIENCE SORELY TRIED) Step back please ... step back in the bus.

(SOUND: JOSTLING PASSENGERS AND THEIR MUMBLES)

Fares, please - no lady - put the nickel in the machine.

LADY: I only have a ten dollar bill.

DRIVER: Yes, lady - put it there - let 'em on please.

MAN: This bus go down Broadway?

DRIVER: The Broadway bus goes down Broadway, Mister.

MAN: The cop said this bus went down Broadway.

DRIVER: He was misinformed -- this bus goes crosstown.

LADY: Where's my change?

MAN: I want a transfer to Broadway.

LADY: I gave you a ten dollar bill.

DRIVER: You'll get your change, lady ... step back in the bus, please ... madame, please stand off the treadle.

WOMAN: Is that any way to talk to a lady? I paid my fare and I'm getting off at Seventh Avenoo - not a block sooner.

DRIVER: Step aboard, please - step aboard -- Gosh, I am going crazy.

LADY: Where did he say he was going - Canarsie? Driver, I thought this bus was going down Sixth Avenue ... young man, give me my ten dollar bill and let me off.

DRIVER: Center door, madame - stand off the treadle please.

WOMAN: Hey, lady - don't shove. This ain't no subway.

DRIVER: All aboard - I'm gonna get this bus crosstown if it's the last thing I do ... all aboard!

(SOUND: GUNS MOTOR ... SWISH OF AIR RELEASE)

VOICE: Driver, you certainly have your troubles. I sympathize with you.

DRIVER: (WITH HEARTFELT GRATITUDE FOR THE KIND WORDS) Thanks, mister - thank goodness you're not screwy!

VOICE Just you take it easy, driver. Everything will be all right when we get to Philadelphia!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("IF IT'S THE LAST THING I DO" . . . . . CLARK & ORCHESTRA)

UTTAL: And to _____ goes the honor of solving Melody Puzzle Number One -- here's your ten dollar bill and carton of Luckies and many thanks.

(APPLAUSE)

UTTAL: And how was the great melody mystery solved? ... Simply by laying low - keeping the powder dry and when the whites of their eyes showed, Mr _____ let 'em have it --- the title was in one line when the bus driver said:

DRIVER: I'M GONNA GET THIS BUS CROSSTOWN ... IF IT'S THE LAST THING I DO.

UTTAL: And there she was ... alright, now let's take a pot shot at Melody Puzzle Number Two ... as they say, - the plot thickens and the soup grows thinner ... this puzzle is a prize winner sent in by Mr Robert Tesoro,Jr of 553 South Sixth Avenue - Mt Vernon, New York. Melody Puzzle Number Two - comin' at you.

(WOOD BLOCK .....)

ANNOUNCER: Scene two ... Old Man River is on a rampage ... a great spring flood has devastated Clutchum County and visitors and natives alike have taken to the roof tops. We find two strange visitors clinging to one roof top as it swirls dizzily in the raging torrent.

(WHISTLE AND POP ....)

(WIND AND WATER AND FADE ....)

BURTIE: I say, Sir - if you don't think it presumptious of me - but this seems something of a blow, what?

ALF: Rather.

BURTIE: You're English.

ALF: Yes - and you?

BURTIE: Quite.

ALF: Sun never sets and all that, eh?

BURTIE: Right-o.

ALF: I am Alf Linden, Lord Jasper's man.

BURTIE: Really? I'm Burtie Squires - I do for the Earl of Raspwich.

ALF: Coincidence - what?

BURTIE: If you care to exaggerate.

ALF: I say - be might unsporting if this roof would take a dip. I fancy we would see a bit of roughing then, eh?

BURTIE: Oh, I think it will do-till times get better.

ALF: You know with all this water - tis kind of whimsy — I'm thinking of his Lordhsip and his passion for bathing.

BURTIE: Is he in the drink at present?

ALF: Yes - he was carried on the crest with a julep in his hand when the waters hit Colonel Witherspoon's stoop - gad, I'll never forget it — him being borne off by the waves and saying - "Cheerio, Alf - carry on with my bath." Oh, a cleanly man he was.

BURTIE: That so -- that so.

ALF: I say - isn't that a head bobbing out there near the limb - what?

BURTIE: Right-o -- it's the Earl himself — ahoy, the limb!

EARL: That you, Burtie, my man?

BURTIE: Right-o, Sir - can I heave you a line?

EARL: Drat the line - fling me a cake of soap - it's time for my bath!

(CHORD IN "G")

UTRAL: (POLLS CONTESTANTS)

(CALLS IN THE ORCHESTRA)

("DIPSY DOODLE" . . . . . GIBSON & ORCHESTRA)

UTTAL: And for solving that tough one all honors and ten dollars and a carton of Luckies to _____ -- congratulations.

(APPLAUSE)

UTTAL: You had to be all ears to get that one and here's the way it worked out --- Alf said to Burtie - "I Say - be mighty unsporting if this roof would take a dip ... I fancy we would see" that made DIPSY ... then Burtie came back at him with - "I think it will DO TILL"... And you had "Dipsy Doodle" - hey?

Well, sit tight and we'll be back in a moment with another prize-winning melody puzzle, but right now, here's Basil Ruysdael to speak for Lucky Strike.

(COMMERCIAL #1)

MELODY PUZZLES - Monday - Jan 24/38 COMMERCIAL #1

(CHANT - 3 SECONDS - THEN FADE)

ANNOUNCER: Georgia in July! The thermometer is soaring in the 100's. (CHANT OUT) Tobacco buyers in their shirt sleeves follow the busy auctioneer as he moves down the long rows of tobacco piled in baskets. Listen as he records their bids ...

(CHANT IN FOR 5 SECONDS - "SOLD AMERICAN" - THEN FADE)

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

(CHANT IN FOR 5 SECONDS - "SOLD AMERICAN" - THEN OUT)

ANNOUNCER: And right now it's tobacco-auction time in Tennessee and Kentucky. In warehouses where the thermometer sometimes hovers near zero, those same tobacco experts who started on the great Tobacco Trek last July in Georgia are still at work. (SLIGHT PAUSE) Now, could anyone be in a better position to judge cigarettes than these men. At one big center after another, all through the Tobacco Belt, they see <u>what</u> tobacco is bought for <u>what</u> cigarettes. They see - and they choose Luckies ... Sworn records on file for your inspection show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all other cigarettes combined. These men are not connected with any manufacturer and they choose a cigarette for their own pleasure on merit alone. So when you hear the chant of the tobacco auctioneer like this (CHANT) ... When you hear that chant remember ... with independent experts - with men who know tobacco best - it's Luckies two to one.

UTAL: Now, let's get up on the firing line and have a go at Melody Puzzle Number Three ... here's a nifty sent in by Mr A E Fradenburgh - 420 Castle Street, Geneva, New York and to you Mr Fradenburgh goes $25 and a carton of Luckies and our thanks - to you contestants - Melody Puzzle Number Three and listen closely.

(WOOD BLOCK .....)

ANNOUNCER: Scene three ... a conference in Hollywood ... Super-Colossal Epics, Inc have completed their big picture of the year called "Mid Term Passion". Mr Goldmolar, president of the company conducts a staff meeting.

(WHISTLE AND POP .....)

GOLD: Well - so what do you think of the picture, gentlemen?

WINKEN: Stupendous - terrific.

BLYNKEN: Gigantic - revolutionary - ultra peach.

NODD: Super-gigantic —— super-revolutionary -- super ultra peachy!

GOLD: Oh, so you think it's hackneyed, eh?

WYNKEN: Mr Goldmolar, this is the greatest thing super-colossal has ever done.

GIRL: Yes, "Mid-Term Passion" will do for the country what the Birth of a Nation did for Callendar, Ontario.

GOLD: Who's this girl?

CHORUS: She's our new yes woman!

GOLD: Nobody ever tells me anything.

GIRL: Mr Goldmolar, Emily Eisenglass was ~~terrific~~ terrific.

GOLD: I thought we did wrong to co-star her with Harold Hutch.

CHORUS: Yes!

~~GOLD:~~ So, I mean we have used the wrong star - dust should gather in the theatres where this picture plays.

BLYNKEN: The dance sequences are great.

NODD: The sound effects are marvellous.

WINKEN: Tremendous football shots.

GOLD: Dancing - sound effects - footballs ... gentlemen, there are other things to college besides dancing and football - I know - I heard rumors.

CHORUS: OTHER THINGS?

NODD: Mr Goldmolar means books.

GOLD: No - not books ----- we got a college picture without a college!

BLYNKEN: We cut it out, Mr Goldmolar - it slowed up the show!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN THE ORCHESTRA)

("STAR DUST" . . . . . CLARK & ORCHESTRA)

UTTAL: And for that fine piece of detective work _____ wins the prize of ten dollars and a carton of Luckies -- there you are and let me tell you that was nice going.

(APPLAUSE)

UTTAL: And here's how the deed was done - the title was all in one line when Mr Goldmolar said:

GOLD: So I mean we have used the wrong STAR ... DUST should gather.

UTTAL: And "Star Dust" won the day and while you're getting ready to tackle Melody Puzzle number four, here's Basil Ruysdael again with a brisk footnote on the news of the day.

(COMMERCIAL #2)

MELODY PUZZLES - Monday - Jan 24/38 COMMERCIAL #2

CHAL: And now, everybody, hold your breath! We're taking you on a little imaginary trip to Hollywood, where we join a sight seeing party on its way through the studios.

(SOUND: WOOD BLOCK - THEN CROWD EFFECT)

STUDIO GUIDE: And this, ladies and gentlemen, is the dressing room of Hollywood's newest big star, Charles Boyer. The picture you see over his dressing table, is of Claudette Colbert with whom he co-starred in his latest smash-hit "Tobarich". And the other picture there on the wall is of Mr Boyer's home in France. He has been called the Number One actor of France and (INTERRUPTED BY WOMAN'S VOICE IN WHISPER, UNINTELLIGIBLE) Yes, lady?

WOMAN: Oh - (EMBARRASSED) I was just pointing out to my husband the package of Lucky Strikes on the table. You see (LAUGHS) I'm a Lucky smoker myself and ... (FADE)

ANNOUNCER: Yes, Charles Boyer has smoked Luckies ever since his first visit to America seven years ago. And in a recent statement he gave his reasons. "Luckies," explained Mr Boyer, "are the cigarettes that always agree perfectly with my throat." (SLIGHT PAUSE) Now that's interesting, because an actor's voice and throat are under almost constant strain. So the fact that Mr Boyer, even after hours before the sound cameras, finds Luckies always easy on his throat certainly means that your throat will make friends with Luckies, too. Now here's what makes Luckies different from all other cigarettes. The exclusive process, "It's Toasted" removes certain throat irritants naturally present in even the finest tobacco. Since these irritants have been removed from Luckies, the natural result is a light smoke, easy on the throat. Next time you buy cigarettes, follow Charles Boyer's example. Ask for Lucky Strike.

UTTAL: And now back to our Melody Puzzles. Let's see - this is Number Four coming up - But first let me remind you that the Melody Puzzles we use each week are written and submitted by you - our listening audience. If you haven't tried it, try it! And if you have tried it, try it again! If yours is chosen, remember - you'll win a prize of twenty-five dollars and a carton of Luckies. Just pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title, making sure there's a clue to the title in the words you have the actors speak. Honestly, it's easy! Write it out in rough form - you don't have to be an author to do it - and send it in. And if yours is one of the winners, your name will be mentioned on the program, you'll get a carton of Luckies and twenty-five dollars. If I didn't have this job I'd be doing it myself. But here are the rules:

1. The final decision as to the winning Melody Puzzles rests with us and will be based upon originality, interest and cleverness of clues.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight ~~Saturday, January~~ Thursday, January 27th. They will be heard on the Melody Puzzles program Monday, January 31st. See your newspaper for time and station. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Everyone can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

And now - here comes prize-winning Melody Puzzle Number Four. It was

sent in by Miss Marie Cahill, 310 East Second Street, Newport, Kentucky ... Miss Cahill collects twenty-five dollars and a carton of Luckies for this one and it is a good one, class-mates. Bend an ear - radio-ward --- while Mr Herlihy puts up the scenery.

(WOOD BLOCK .....)

ANNOUNCER: The scene - a tea shoppe jammed to the doilies with dames trying to get lunch -- you know the picture.

(WHISTLE AND POP)

WAITER: Sorry, modom, I'll have to seat you with another lady - do you mind?

NELL: Sure, I mind - but that don't get me lunch - lead on, St Bernard, I follow.

WAITER: Pardon, Miss - may I seat this lady at your table - crowded, you know.

BESS: Sure - I'll stand for anything - where's my prune whip salad, Emil?

WAITER: Coming, madame.

BESS: I don't know what this place has got that packs 'em in.

NELL: It's just the salad instinct in us.

BESS: Salt?

NELL: No - thank you - must be hard to have to get one's reading at lunch?

BESS: Oh, I don't know - just looking through my publicity.

NELL: Publicity -- are you -- are you ...?

BESS: Not an ax thrower, no -- just following my favorite radio star.

NELL: Nellie Bly?

BESS: Nellie Bly! That - that rasp-voiced candidate for an old ladies' home.

NELL: Rasp-voiced? Candidate?

BESS: You listeners take so much for granted -- how fortunate television hasn't come in - no, I am perusing the columns for mentions of Janice Jones.

NELL: Oh - have you met Miss Jones?

BESS: Oh yes - often.

NELL: I see - you should really know her.

BESS: Really - do you know her?

NELL: Oh, yes quite well.

BESS: You do - eh? — Then you must tell me about her - I hear she is as beautiful as an angel and sings like a lark.

NELL: Well, she's not beautiful - - that is -- she couldn't be you know — with her big features; and her voice does hold up pretty well when you remember that she is in her forties --

(CRASH OF GLASS .....)

NELL: Oh, you spilled your tea.

BESS: Say — do you know who I am?

NELL: No.

BESS: I'm Janice Jones.

NELL: That's nothing, sister - I'm Nellie Bly.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN THE ORCHESTRA)

("HAVE YOU MET MISS JONES?" . . . . . QUARTET & ORCHESTRA)

UTTAL: To _____ Goes the hard won ten dollars and carton of Luckies for giving the correct solution to Melody Puzzle Number Four - thank you and congratulations.

(APPLAUSE)

UTTAL: And here's how the deed was done — title in one line to make it nice and easy - when Nell asked Bess - "Have you met Miss Jones?" — and

after that came the deluge and everybody had a lot of fun. And so - seeing that's all the time we have for Melody Puzzles this evening, let me remind you again - Between now and Thursday night sit down and try your hand at writing a Melody Puzzle. You may be one of the winners of twenty-five dollars and a carton of Luckies. Here's the address - Melody Puzzles, 111 Fifth Avenue, New York City. But get your copy in the mail by midnight, Thursday. And be sure to write the words "Melody Puzzles," 111 Fifth Avenue, New York City on the envelope. This is your host, Fred Uttal, saying goodnight - and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was MELODY PUZZLES - a brand new game with music by Harry Salter - songs by Fredda Gibson, Buddy Clark and the Songsmiths Quartet. Join the fun again next Monday at this same time. And the next time you buy cigarettes, remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

Sound

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "MELODY PUZZLES"

Monday, January 31st, 1938 - WJZ 8:00-8:30

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER - 3 SALES - END WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you just heard - know who buys what tobacco. With these experts - "With men who know tobacco best, it's Luckies, two to one!"

(SIGNATURE . . . . . "HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents Melody Puzzles, the popular new song-game of fun, skill and prizes that is sweeping the country - With music by Harry Salter and his orchestra - Songs by Fredda Gibson and Buddy Clark - and your genial host - Fred Uttal! Here he is!

(APPLAUSE)

UTTAL: Thank you very much. All right, boys and girls, gather round your loudspeaker now and join the fun. Here comes a brand new batch of Melody Puzzles - And this is a game, you know, where you don't have to get out pencils and paper or tear off box-tops or anything else. All you do is lean back and listen while our cast enacts a series of short, dramatic sketches. Hidden in the dialogue are the clues to popular songs. You see if you can guess what they are. On the stage with me are 8 contestants, picked at random from our studio audience, and they also will try to guess them. If they do, they get a prize of ten dollars and a carton of Luckies. Harry Salter will play the tunes, and if you feel a little dance coming on, you'll have time for that, too. Later on I'll explain how you folks at home can win a prize, too. But now - let's get on with the game. Our first

prize-winning Melody Puzzle tonight was sent in by Miss Doris B. Paul of 716 Marlyn Road, Philadelphia, Pennsylvania - for which Miss Paul receives $25 and a carton of Luckies. Are you all ready? Okay - let 'er go!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the front seat of a shiny new automobile of rather expensive make, which is moving along a [redacted] country road. Mrs. Smith is driving, while Mr. Smith sits beside her, looking slightly depressed.

(SOUND: AUTO - establish and fade down behind dialogue)

MRS. S: Wait and see the impression we'll make on the Joneses, when they see this new car! Clare is going to be simply dizzy with envy.

SMITH: I get dizzy myself, when I think what it cost us.

MRS. S: Now please don't start that again, Henry! We needed a new car, and buying it from my brother Joe, helped him out immensely. Besides, putting up a good front is important - Joe told you all about that.

SMITH: Yeh, but Joe didn't tell me that I was going to get a cut in salary. He didn't tell me that every time you bumped into something it would cost darn near as much as the down-payment! Do you know what they charged to repair that front mudguard?

MRS. S: Yes I do - but there's no need being nasty about it!

SMITH: Six miles on a gallon of gas - and $25 for license plates! Your brother Joe didn't tell us about that. He didn't tell us that this lovely paint job would show every scratch and mark on it!

MRS. S: I see. This is all the thanks I get, for trying to keep up appearances! ~~so people will know you're a [illegible]~~ I should think that once in a while, when I'm doing the best I can, you'd show a little appreciation.

SMITH: Have you looked at the bank account lately?

MRS. S: I suppose you'll start crabbing, just because I bought a new mink coat to wear when I drive -

SMITH: Mink coat?

MRS. S: When every woman in town, who is anybody, wears a coat to match ~~the color of~~ her car. It's simply a necessity, that's all.

SMITH: I see.

MRS. S: We seem to be on the wrong road. Lean out the window and see what that sign says.

SMITH: Okay.

MRS. S: We may have taken a wrong turn somewhere.

SMITH: No, it's okay - we're on the right road.

MRS. S: What does the sign say?

SMITH: It says - "To the Poorhouse"!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ONCE IN A WHILE" . . . . . CLARK & ORCHESTRA)

UTTAL: And our first prize-winner this evening is M_____.

Allow me to present you with this crisp, new ten dollar bill, and this carton of Luckies. Congratulations.

(APPLAUSE)

How about the rest of you? Did you guess that one? Or were you too busy, feeling sorry for Mr. Smith? Here's how the clues were hidden. Mrs. Smith, will you give us that speech again?

MRS. S: I see. This is all the thanks I get, for trying to keep up

appearances, so people will know you're a successful business man! I should think that once in a while, when I'm doing the best I can, you'd show a little appreciation!

UTTAL: Get it? "Once in a while, when I'm doing the best I can". That wasn't so hard, was it? Well, let's try Melody Puzzle Number Two, and give you another chance. This is another prize-winner, submitted by Miss Roberta Forgey of 1139 Pattie Avenue, out in Wichita, Kansas. Are you all ready? Here it comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the business office of Bluster & Storm, Incorporated. Miss Meek, a long suffering secretary, has just entered the office of Mr. Bluster - [redacted].

(SOUND: WHISTLE & POP)

BLUSTER: I wish we could inject a little efficiency into this office, Miss Meek! I call for the D files and I get the A files! I dictate letters and that's the last I ever see of them! What's wrong here?

MEEK: You already had the D files, Mr. Bluster - and if you'd clear the mess of papers off your desk, you'd probably find the letters you dictated!

BLUSTER: Is that so? I suppose I'm the one who's inefficient?

MEEK: (TAKES UP RECEIVER) Bluster & Storm, Incorporated. Just a moment, please. It's for you, Mr. Bluster.

BLUSTER: Hello? Oh, hello wifie dear. What's that! The little blonde? Why, I didn't have lunch with any blonde, darling -- and I wasn't anywhere near the Lido restaurant. I had lunch with Charlie West.

MEEK: Just a minute, Mr. Bluster -

BLUSTER: Don't bother me! (IN PHONE) But my dear, you're mistaken - You're a little nearsighted you know, sweetheart - Well, if you'll just —

Hello! (CLICKS RECEIVER) Hello? ... Well, she's hung up - Accusing me of having lunch at the Lido, with that little blonde switchboard operator! That's preposterous!

MEEK: (DRYLY) Oh, very preposterous! I left a note on your desk about that --

BLUSTER: You did what?

MEEK: Telling you your wife was here this noon, after you left -

BLUSTER: My wife was here?

MEEK: With Mr. Charlie West -

BLUSTER: With Charlie West -- What's that - I!

MEEK: And they both went to lunch - at the Lido!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU'RE A SWEETHEART . . . . . GIBSON AND ORCHESTRA)

UTTAL: The winner of Melody Puzzle Number Two is M_____.

And here is your award of ten dollars and your carton of Luckies. Good work.

(APPLAUSE)

Well, are some of you Puzzle fans still a little puzzled over that one? Here's the way it went - really very simple - Mr. Bluster said: "But my dear, you're mistaken - You're a little near-sighted you know, sweetheart." See? "You're A Sweetheart." And not as near-sighted as hubby thought she was, either. How does that make your average, folks? A hundred percent - fifty - or zero? Well, we'll have some more for you in just a minute.

But now for a brief interlude - Music by the tobacco auctioneer - words by Basil Ruysdael ...

(CHANT - 3 SECONDS- FADE DOWN AND OUT)

RUYSDAEL: You know, if a man can get a competitor to say he's good he must really have something ... Now tobacco buyers follow one of the most competitive professions in the world. Every day they match their keenness and their knowledge of tobacco, bidding against each other on the auction floor. Anywhere from ten to twenty different buyers will follow a sale. And they must make up their minds instantly how much to bid on each lot of tobacco offered. Listen and I think you will be able to visualize just from the auctioneer's chant something of the spirit and animation that rules tobacco auctions.

(CHANT - 2 SALES - FADE OUT COMPLETELY)

RUYSDAEL: Yes, tobacco buying is an exciting business and a competitive one and a man must really know tobacco values to succeed. Now Charlie Belvin of Durham, North Carolina, has bought tobacco at 8 different tobacco centers. He buys entirely for his own account, being an independent, and his purchases often run as high as 10,000 pounds of tobacco a week. Now here's what Charlie Belvin says:

SOUTHERN VOICE: As an independent tobacco buyer, I'd like to pay a compliment to Lucky Strike tobacco buyers. I think they're among the best in the world. Yes, and the intelligence and training of Lucky Strike buyers is reflected in every Lucky Strike cigarette made. These buyers really get the best tobacco for Luckies. That's why I've smoked Luckies myself for the past ten years.

RUYSDAEL: That is a real compliment, Mr. Belvin, and Lucky Strike wishes to thank you for it ... and to thank all the other independent tobacco experts who pay us the best compliment of all by smoking Luckies. Sworn records show that among these auctioneers, buyers, and warehousemen, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Remember this fact next time you

hear the chant of the tobacco auctioneer ... With independent experts - with men who know tobacco best - it's Luckies 2 to 1!

("LUCKY DAY" . . . . . ORCHESTRA)

UTPAL: All right, folks! Here's Melody Puzzle Number Three coming up! And I have a sneaking idea this is going to catch some of you. It was submitted by Max Hall of 82-15, 35th Avenue, Jackson Heights, Long Island. I hope you're listening, Mr. Hall and that you received your prize of $25 and your carton of Luckies, for sending it in. Are you ready? Okay - let her flicker!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the men's locker room at the Country Club, where Mr. Dodd - who talks a very good game of golf - is talking with George, the Club Pro.

(SOUND: WHISTLE & POP)

DODD: Yes, I thought I'd have a good game today, George - but my wife's cousin from the west is due in town, and she's sending him out here to meet me. So I'll have to drag him around.

GEORGE: I see. He's a dub, is he?

DODD: Well, I never met him, but you can judge for yourself. (LAUGHS) His name is 'Percival.'

GEORGE: (LAUGHS) I get it. And of course you're getting out of the dub class pretty fast, yourself.

DODD: Getting out! Did you see me Saturday? Why, I hit a 200 yard drive from the tee. And my second shot went right in the cup, for two on the first hole. Nothing 'dubby' about that, is there?

GEORGE: No sir. You just work off some of the bay window you've got there Mr. Dodd, and you'll make a golfer yet.

DODD: Hump! You watch me take this guy Percival. (LAUGHS) My wife insists he can play golf - so, just for the joke of it, I bet her a

trip to Florida that I'd beat him by four strokes on every hole.

GEORGE: Well, that ought to be easy for you.

JONES: (OFF) Oh George - you in here?

GEORGE: (FADE SLIGHTLY) Right here, old man. How'd it go?

JONES: Swell, I like this driver of yours. It's the same kind I used when I won the Championship at Cleveland, six years ago.

GEORGE: And you were driving in those days, too, Jonesey. I never saw you play better. But when's your friend going to show up?

JONES: I don't know. I was supposed to meet him here His wife is a cousin of mine.

(SOUND: PHONE RINGS)

GEORGE: I see - (FADE) - excuse me a second.

DODD: Pardon me - did you say you were meeting someone?

JONES: Yes. My name is Percy Jones. I'm supposed to meet a Mr. Dodd.

GEORGE: (OFF) Call for you, Mr. Dodd.

DODD: (WEAKLY) I see - well that's - if you'll excuse me. Hello? Yes Clare, dear, he's here. Listen darling - you can start packing the trunks. We're going to Florida!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("TEA FOR TWO" . . . . . CLARK & ORCHESTRA)

UTTAL: And the winner of that one - and that was a real tough one - is M_____. It's a real pleasure to present you with this crisp, ten dollar bill, and this carton of Luckies.

(APPLAUSE)

UTTAL: All right, how about a post-morten on that one? The author tucked that clue away, what I mean! Still, it was so easy, if you were only looking for it. Here's the way it went, all in one speech -

LOUD: Did you see me, Saturday? Why, I hit a 200 yard drive from the tee. And my second shot went right in the cup, for two on the first hole."

MAN: Two hundred yard drive from the tee - a different kind of tea, but tea, nevertheless - and Right in the cup, for two on the first hole. "Tea for Two." And nothing 'dubby' about that! Well, there's still going to be another chance, so keep trying.

Our next scene is Hollywood - a movie studio. Two extras are discovered in earnest conversation.

(SOUND: WOOD BLOCK)

GIRL: Why, she's just as nice and natural and easy to talk to ... I could hardly believe it was really Joan Crawford and that she was really giving me a lift in her car.

MAN: Boy, oh, boy, oy, boy! I wouldn't be able to believe it if it happened to me.

GIRL: Of course everybody we drove past recognized her and just nearly lost an eye.

MAN: What did you talk about?

GIRL: Oh - things and things. She told me about when she was just starting in and all the hard times she had and all the fun and ... see this?

MAN: (LAUGHS) What in the world are you doing with that cigarette-stub?

GIRL: I'm saving it for a souvenir. That cigarette happened to come out of Joan Crawford's own personal cigarette case.

MAN: Really? What kind does she smoke?

GIRL: Oh, Luckies - like the rest of them.

ANNOUNCER: Yes, stars like Joan Crawford, Clark Gable, Myrna Loy have all smoked Luckies for years. And as you might suspect, their choice

is not a matter of chance. They pick Luckies for a very good reason. Their thousands of hours before the sound cameras have taught them the value of prudence in taking care of their throats. And so, of course, Luckies are the answer. For Lucky Strike is the only cigarette that offers smokers the throat-protection of the exclusive process "It's Toasted". This process takes out certain throat irritants naturally present in all tobacco. With these irritants out, Luckies' fine tobaccos are really mellow. Luckies really give you a light smoke. And because the moisture content of Luckies is controlled by special precision instruments through every step in their manufacture, Luckies give you a smoke that has precisely the correct degree of moisture for fullest enjoyment. Next time you buy cigarettes, follow the example of the people whose voices are their fortunes. Ask for Lucky Strike - "It's Toasted."

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Let's all get settled now for Melody Puzzle Four. But first, I promised to explain how you folks listening at home can win a prize, too. A prize of $25, a carton of Luckies, and your name mentioned on the program. Just write out a Melody Puzzle and send it in - because, after all, that's where we get our Melody Puzzles, from you, our listening audience. Pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title. Just be sure there's some clue to the actual title in the words you have the actors speak. Write it out in rough form and mail it in and once you try it, you'll be surprised how easy it is. If yours is chosen, there'll be a prize of $25 and a carton of Lucky Strikes coming right back at you in the mail - And think of the thrill of hearing your own sketch acted on the air. Get busy, all

of you, and try it. Here are the rules:

ANNOUNCER: 1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight Thursday, February 3rd. They will be heard on Monday, February 14th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address - Melody Puzzles, 111 Fifth Avenue, New York City. Everyone of age can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

UTTAL: And now for Melody Puzzle Number Four. A prize-winner sent in by Charles Check of 240 South Monroe Avenue, Loveland, Colorado. "Loveland" - that has a rather nice sound to it, hasn't it? Well, we'll see what kind of sketch it is. Are you ready? Here it is!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a garden rose-arbor, about ten o'clock of a moonlight spring evening. Seated inside the arbor are two young people - a pretty girl and a bespectacled, studious-looking young man. The latter is speaking.

(SOUND: WHISTLE & POP)

EVERETT: I'm a little timid about approaching the subject, Joan - but it's so important, really, to my future.

JOAN: (GENTLE ENCOURAGEMENT) Yes, Everett?

EVERETT: I mean I'll be graduating this spring - just as soon as I finish my thesis in Botany - But I don't know what your father might say -

JOAN: Oh, father's awfully sympathetic - He'd understand about your being a naturalist and all that - because he's a Professor himself, you see.

EVERETT: Well, that's why I stand a little in awe of him I suppose.

JOAN: Oh, but you needn't, Everett! After all, if you really want to ask him - what you want to ask him --

EVERETT: I guess he'd understand that the love a man has for his work sometimes has to be well inspired!

JOAN: That's awfully sweet of you, Everett.

EVERETT: Oh! Hold still a minute!

JOAN: What -

EVERETT: (SLAP AS HE CATCHES BUG) I've got it! It was on the side of the bench there! Look!

JOAN: What is it? A bug?

EVERETT: A bug! Do you realize what this is? It's the 'buggoris rosepetalitis' - the rarest kind of a bug! Goodness! This is just what I need for my collection.

JOAN: Look out, it'll bite you.

EVERETT: No, it's harmless. Have you got a bottle in the house?

JOAN: Bottle? I thought you had something important to say to me - or are you more interested in bugs?

EVERETT: No, of course not. I'll tell you what it was.

JOAN: Yes Everett?

EVERETT: Do you think your father would mind, Joan dear -

JOAN: (SOFTLY) Yes?

EVERETT: If I asked to borrow his butterfly collection?

(CHORD IN G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THE LOVE BUG WILL BITE YOU" . . . . . GIBSON & ORCHESTRA)

UTTAL: The winner of that one was M_____. And to you (SIR OR MADAM) goes this ten dollars and this carton of Luckies. Very well done.

(APPLAUSE)

All right - here's how the clues were hidden in that one. First Everett said: "I guess he'd understand that The Love a man has for his work sometimes has to be - well - inspired." That gave us "The Love". Then we got several 'bugs' farther along - "The Love Bug." And finally Joan said "Look out, it'll bite you." - WWill Bite You" -- "The Love Bug Will Bite You" ... even though it didn't seem to bite Everett. From Loveland, Colorado. And a clever little sketch.

And so - seeing that's all the time we have for Melody Puzzles this evening - let me remind you again - Between now and Thursday night, sit down and try your hand at writing a Melody Puzzle. Just write it out roughly - we polish them up when they need polishing, and they often do - and send it in. There's a carton of Luckies and twenty-five dollars in cash for each of the winners. Get your copy in the mail by midnight Thursday, remember - And here's the address again - Melody Puzzles, 111 Fifth Avenue, New York City. Be sure to write the words, 'Melody Puzzles' - 111 Fifth Avenue, New York City - on the envelope.

This is your host, Fred Uttal, saying goodnight and thanks for being

with us.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with music by Harry Salter, songs by Fredda Gibson and Buddy Clark. Join the fun again next Monday at this same time. And next time you buy cigarettes, remember that with independent tobacco experts -- auctioneers, buyers, warehousemen - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS" . . . . . ORCHESTRA)

(APPLAUSE)

The Original

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE - "MELODY PUZZLES"
Monday, Feb 7/38 WJZ 8:00-8:30 PM

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER - 3 SALES - END WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you just heard - know who buys what tobacco. With these experts - "with men who know tobacco best, it's Luckies - two to one!"

(SIGNATURE . . . . . "HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents "Melody Puzzles", the popular new song game that is sweeping the country - With music by Harry Salter and his orchestra - Songs by Frelda Gibson and Buddy Clark - And your genial game-warden and host -Fred Uttal! Here he is!

(APPLAUSE)

UTTAL: Thank you, folks. Well - there's lots of prizes and a rack-full of the latest song-hits - Which means, that we're all set for another half hour of Melody Puzzles — the national, Monday-night pastime - but just in case it happens to be the first time you've joined the party I'll explain how it goes. Our players enact a series of short playlets, and hidden in these sketches are the titles of popular songs. Here with us on the stage are eight contestants, picked at random from our studio audience, who will try to guess the titles to the songs. Each contestant has the chance to win a ten dollar bill and a carton of Luckies and later on I'll explain how you folks, listening at home, can win a prize too. But now, if you're all ready, here comes prize-winning Melody Puzzle Number 1. It was sent in by Joseph Gould of 202 Wood-

FEBRUARY

lawn Avenue, Trenton, New Jersey - for which Mr Gould receives $25 and a carton of Luckies. Keep listening now. Here it is!

(SOUND . . . . . WOOD BLOCK)

ANNOUNCER: The scene is a golf links. Two players are approaching the fifth hole, and one of them seems to be having a little difficulty.

(SOUND . . . . . WHISTLE-POP)

JOE: (GRUNT AND THUD) Darn it! Missed it again!

PETE: You better take a niblick to get out of that sand, Joe.

JOE: Yeh - now where's that caddy? (RAISES VOICE) Hey you - bring me a niblick!

CADDY: (DRAWLY YOUNG FARMER - FADE IN) Yes sir - is this what you mean?

JOE: No, that is not what I mean! That's a putter. This is a niblick, here. (RATTLE OF CLUBS) Now get up on the green and wait for me.

CADDY: Yes sir. (FADE) How long will you be, mister?

JOE: None of your business how long I'll be! What's the matter with that guy? He's the worst caddy I ever had.

PETE: (LAUGHS) He's a young farmer that applied for work, so they let him caddy. Just have a little patience with him, Joe.

JOE: Patience? Of all the dumb clucks, he takes the prize!

PETE: Look, we're even, so far. But I've got a dollar says I'll beat you on this hole, Joe.

JOE: Yeh? Well, I double it.

PETE: Okay, go ahead and shoot. (FADE) I'll wait for you.

JOE: Very well -- (GRUNT AND CLICK OF BALL) There! Right on the green. (CALLS) I dare you to raise that bet, Pete.

PETE: (OFF) Nothing doing.

JOE: Hey you - caddy? Where's my ball?

CADDY: (FADE IN) It's all right - I stopped it for you, mister.

JOE: Stopped it for me?

CADDY: It was rollin' for that hole where the flag is --

JOE: What's that ....!

CADDY: But I stopped it before it went in.

JOE: (INCOHERENT WITH ANGER) Why you --- You ---!

CADDY: After the trouble you had gettin' it out o' that sand - You never would o' got it out of that little hole!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I DOUBLE DARE YOU" . . . . . CLARK & ORCHESTRA)

UTTAL: Allow me to present our first prize winner of the evening. M_____ And for guessing that one correctly, M _____ gets this crisp, new ten dollar bill and this carton of Luckies. Good work.

(APPLAUSE)

Did the rest of you guess that one? It wasn't so hard. Here's the way it went - First Joe said - speaking of the dollar wager - "Well, I double it." And a little later he called to his friend - "I dare you to raise that bet." And there it was, plain as day - "I Double Dare You". All right, let's try another one. You folks can keep score if you want to, and see what percentage you get for the evening. But this next is a tough one, I think, so keep listenin'. It was sent in by Arthur R Lightbown of 52 Greenfield Street, Pawtucket, Rhode Island. Another prize winner. Are you ready? Comin' at you!

(SOUND ..... WOOD BLOCK)

ANNOUNCER: The scene is the bedroom of a city apartment house, about 11 o'clock at night. Mrs Jones is in bed, but Mr Jones is angrily pacing the floor.... for a very audible reason ...

(SOUND . . . . . YOWLING OF CAT, OUTSIDE)

JONES: For two hours I've been trying to get to sleep - And now that yowling starts again! By gosh, I'll put a stop to that tomcat's serenade!

MRS J: Jim, you come back here! Don't you start throwing shoes out that window!

JONES: If there's one thing I can't stand, it's a cat yowling in the night!

MRS J: Remember, we aren't living on Water Street any more. People up here don't throw things out of windows.

(SOUND . . . . . CATS YOWL AGAIN)

JONES: No? Well - here it goes - ugh!

(SOUND . . . . . DISTANT SHATTER OF GLASS - CAT YOWLS OUT)

MRS J: For heaven sakes - now you've done it! You've broken somebody's window across the court there!

JONES: I can't help it - I've got to get some sleep!

MRS J: What's more, that was <u>my shoe</u> you threw! And the best pair I own! Oh, you idiot! Here, we move into a nice neighborhood, among nice, refined people, and you start off by throwing shoes out the window! What do you suppose they'll think of us!

JONES: I'm sorry --

MRS J: You ought to be ashamed of yourself!

(SOUND . . . . . LOUD BANG AND CRASH OF WINDOW ALONGSIDE)

MRS J: Ow-w-w-w-w.....!

JONES: (ANXIOUSLY) Did it hit you, Martha? Are you all right?

MRS J: (BOILING) So that's what our neighbors do,is it! <u>Give me my other</u>

shoe!

JONES: But Martha -- the cat is gone.

MRS J: I'm not throwing this at a cat - I'm throwing at the neighbors!

(CHOIR IN "G")

UTTAL: (BELLS CONTESTANTS)

(BELLS IN ORCHESTRA)

("SERENADE IN THE NIGHT" . . . . . CLARK & ORCHESTRA)

UTTAL: Okay. The winner of our second Melody Puzzle is M _____.

And here is your award of ten dollars and your carton of Luckies.

Congratulations.

(APPLAUSE)

How did you make out with that one, folks? Not so easy, was it? Well, let's check up now and we'll see how the clues were hidden. It went like this - First, Mr Jones said - "By gosh, I'll put a stop to that tomcat's serenade!" And just a few seconds later, he added - "If there's one thing I can't stand, it's a cat yowling in the night!" "Serenade in the Night" — I don't know, it certainly sounds easy when you pick it apart, doesn't it? Well, in just a second you'll have a chance to pick some more apart.

(commercial 3L)

COMMERCIAL #1

ROSSDALE: The year is 1810! The place is Lynchburg, Virginia! For the first time in recorded history - on this date and in this town - tobacco is being offered and sold at open auction! .. Listen very closely and you'll hear the first faint echoes of what is to become the theme song of one of America's most important industries.

(FADE IN CHANT VERY SOFTLY - 2 SECONDS THEN CONTINUE UNDER ANNOUNCER)

... Yes, it's the chant of the tobacco auctioneer - one of the oldest of American business traditions. All through the 1800's it makes itself heard with increasing force (CHANT STEADILY LOUDER) until in 1900 hundreds of millions of pounds of tobacco a year are being sold to its weird rhythm.

(2 SECONDS OF CHANT, STILL NOT QUITE FULL FORCE)

Then comes the year 1917! A new cigarette is introduced to American smokers -- Lucky Strike - and in the great tobacco centers of our Southland, the tempo of the auctioneer's chant is quickened, as Lucky Strike buyers multiply bids for the finest tobaccos on the market.

(CHANT UP - 10 SECONDS THEN OUT)

1939! And the chant of the tobacco auctioneer has become closely associated with Lucky Strike in nearly every smoker's mind. For this chant tells a true story of Luckies' quality. It is your own reminder that tobacco experts - <u>like</u> the auctioneer - independent tobacco men - prefer Luckies to any other cigarette. In fact, sworn records show that among auctioneers, buyers and warehousemen - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many. Remember that fact next time you hear the chant of the tobacco auctioneer ... the men who know tobacco best smoke Luckies 2 to 1!

UTTAL: All right, boys and girls, get set now for Melody Puzzle Number 3! We got this one from Dorothy N Hyde of Elizabethtown, New York, and Miss Hyde got $25 and a carton of Luckies for sending it in. Are you all ready? Here it comes!

(SOUND . . . . . WOOD BLOCK)

ANNOUNCER: The scene is the interior of a hillbilly shack, high in the mountains. Peering through a shuttered window are Pappy Yancey and his son, Zeke.

(SOUND . . . . . WHISTLE-POP)

PAPPY: Which way was he a' comin', son?

ZEKE: Up the main road, Pappy - and t'was the same feller was here t'other day, when you was out huntin'.

PAPPY: These consarned revenoo officers!

ZEKE: He said he was jest hikin' fer his health.

PAPPY: Tryin' to fool ye. But that reminds me - did yer Ma hide them jugs, 'fore she went visitin'?

ZEKE: Yep - Mama hid that moonshine under the hay this mornin'. Look - he's here again! That's him, comin' up the path. Ye goin' to shoot him, Pappy?

PAPPY: No, son - it ain't right to shoot a revenooer and besides we ain't got buryin' ground fer any more -- too many kin folks have died feudin'.

ZEKE: I reckon there's room fer another hole back there.

PAPPY: Well, I'll see - Go on now, I'll deal with the stranger.

ZEKE: (FADE) I'll be waitin' out back.

(SOUND . . . . . KNOCK AT DOOR)

MAN: (OFF) Mr Yancey at home?

PAPPY: (OPENS DOOR) I'm Yancey - What d'ye want, stranger?

MAN: My name is Carter, and I think it's time we got acquainted. How do you occupy your spare time around here, Mr Yancey?

PAPPY: Mister, I'll give ye two minutes to say why yer here.

MAN: Mr Yancey, I represent the Gilt-Edge Encyclopedia Company of Boston, and our collection of books are an absolute necessity for every home, six volumes sent positively free of charge, for the small down-payment of two dollars. Now, with each and every purchase --

(SOUND . . . . . BANG OF GUN — CUTTING SHORT ABOVE SPEECH)

PAPPY: (CALLS) Hey, Zeke?

ZEKE: (OFF) What, Pappy?

PAPPY: Go ahead and dig that hole!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("MAMA THAT MOON IS HERE AGAIN" . . . . . GIBSON & ORCHESTRA)

UTTAL: And the winner of that one - and that was a hard one, too - is M _____. Allow me to present you with this ten dollar bill and this carton of Luckies.

(APPLAUSE)

And now let's see where the author hid her clues in that one. Well sir, believe it or not, the whole title was all in one speech. Zeke - how about reading that speech again for us? Where Pappy asked if Ma had hid the jugs.

ZEKE: "Yep - Mama hid that moonshine under the hay this mornin'. Look - he's here again! That's him, comin' up the path."

UTTAL: Do you get it? "Mama hid that moon, and forget the shine. And "Look - he's here again!" "Mama That Moon Is Here Again". How does

UTTAL: (CONTINUING)

your rating look now? Well, there's still a chance to better it, so sit tight.

(commercial #2)

COMMERCIAL #2

UTAL: All right scene-shifters, shift that scene! (SOUND . . . WOOD BLOCK .. THEN TRAIN EFFECT)

RUNSDAEL: Suppose that you right now were on your way to Hollywood. One of the big movie studios has interested itself in you and you're due to take a screen test. Well (SLIGHT PAUSE) do you know what would count, most of all, for or against you? ... (SLIGHT PAUSE) The answer is your voice! Ever since the talkies first came in, Hollywood fortunes have been made or broken on that one point: the voice. That is why the great stars, without exception, guard their voices almost as they would their lives. They will go to really elaborate precautions to avoid any kind of throat-irritation. And when they smoke - well, you may be sure that the cigarette they choose is one that is proved easy on the throat. Now that cigarette is Lucky Strike. Ask Robert Taylor. Ask Myrna Loy or Spencer Tracy or Joan Crawford or a dozen others. They all have learned by their own experience that Luckies are easy on the throat. Yes, even after long hours before the sound cameras, Luckies never bother their throats. And here's why. The exclusive process "It's Toasted" removes certain throat-irritants, naturally present in all tobacco. This process, combined with the accurate control of moisture through every step in manufacture, makes Luckies a light smoke - a smoke that is never dry nor hot. Remember: certain irritants are out of Luckies and so Luckies are easy on your throat. Next time you buy cigarettes, make sure of a light smoke. Ask for Lucky Strike.

UTTAL: And now, before we start Melody Puzzle Number Four, I promised to explain how you folks listening at home can win a prize, too. Well, all the Melody Puzzles used on this program each week are sent in by you - our listening audience. Each one wins a prize of $25, a carton of Luckies and of course, the author's name is mentioned in connection with the dramatized sketch. So, if you haven't tried it yet, why don't you get busy? Pick out any popular song, except those played on the program tonight, and write a Melody Puzzle around its title. Just be sure there is some clue to the actual title in the words you have the actors speak. Write it out in rough form - just the general idea, or with dialogue complete - any way you prefer - and mail it in. We polish it up, when it needs it, and put it in shape for production. It's really a lot of fun and it's a lot easier than you may think. We have to have a fresh batch of Melody Puzzles every week, and yours is just as likely as not to be one of them. And don't give up because your first try at it wasn't a bell-ringer. When you do click, it's worth it - $25 and a carton of Lucky Strikes, coming right back to you in the mail. But every game has to have rules - and here they are:

ANNOUNCER: 1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday, February 10th. They will be heard on Monday, Feb-

ruary 21st. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address - Melody Puzzles, 111 Fifth Avenue, New York City. Everyone of age can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

UTTAL: Thank you G_____. All right, Melody Puzzle Number Four! Sent in by Pauline Meister of Chambersburg, Pennsylvania - RR.6 — for which Miss Meister receives a prize of $25 and a carton of Luckies. They're in the mail and on the way, if you haven't gotten them already, Miss Meister. Well - are you all ready folks? On your mark - Get set - and go!

(SOUND . . . . . WOOD BLOCK)

ANNOUNCER: The scene this time is a race track, with six ponies lined up at the post. Standing nearby are two old cronies, apparently much absorbed in the prospects of the next race.

(SOUND. . . . . WHISTLE-POP)

JEFF: All right, Will, make yer bets now. Race'll be startin' any minute.

WILL: I'm stickin' to that grey sorrell, Jeff. In my humble opinion he's the fastest one o' the bunch.

JEFF: Oh pshaw! He can't hold a candle to that brown gelding, on the inside.

WILL: Aw, that geldin'll git stuck 'fore he's half way home.

JEFF: He will, eh? He gave a fine exhibition jest a few minutes ago. And compared to that horse next to him, he's a real dandy.

WILL: Ye can't go on looks, Jeff. You ought to know that, by now.

JEFF: I'm goin' on past performances, that's what I'm goin' on.

WILL: Well, make yer bets now - How much is it goin' to be?

JEFF: I'll bet ten again, on the grey sorrell.

WILL: Well, I'll raise ye five, by Harry - Fifteen cents on the gelding!

JEFF: Now don't start bettin' what ye ain't got - like ye done yesterday.

WILL: I got it - There 'tis - a dime and a nickel.

JEFF: All right - ye ready?

WILL: Go ahead.

(SOUND . . . . . WINDING)

And no gyppin'! Wind it good and tight this time.

(SOUND . . . . . WINDING STOPS)

What's the matter? Marthy?

JEFF: I think so.

MARTHA: (OFF) Uncle Jeff - where are you?

JEFF: Down here in the cellar, Marthy.

MARTHA: You come right upstairs. Junior doesn't want you playing any more with his racing game. You'll break the spring.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("FINE AND DANDY" . . . . . ORCHESTRA)

UTTAL: The winner of that one is M _____. And to you goes this ten dollar bill and this carton of Luckies. Good work.

(APPLAUSE)

All right - let's see how the clues were concealed in that one. Well - all in one speech again. Uncle Jeff - how about giving us that speech?

JEFF: He will, eh? He gave a <u>fine</u> exhibition jest a few minutes ago. <u>And</u>

compared to that horse next to him, he's a real dandy."

UTTAL: Get it, everybody? "A fine exhibition - And compared to - a real dandy -- Which added up, made "Fine And Dandy". And I'd say we've had a fine and dandy bunch of Melody Puzzles. Sorry there isn't time for any more. But remember, won't you - between now and Thursday night, you're going to sit down and try your hand at a Melody Puzzle. You'll be surprised how easy it is. And there's a carton of Luckies and $25 in cash for every winner. Send in your ideas - we'll put them in shape for you. But get your copy in by midnight Thursday, remember -- and the address once again -- Melody Puzzles, 111 Fifth Avenue, New York City. Be sure to write the words, Melody Puzzles - 111 Fifth Avenue, New York City, on the envelope. And if you have any friends who haven't got the Melody Puzzle habit yet, spread the good word and let them know about our Monday night parties. This is your host, Fred Uttal, saying goodnight and thanks for being with us.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with music by Harry Salter, songs by Fredda Gibson and Buddy Clark. Join the fun again next Monday ~~xxxxx~~ at this same time. And next time you buy cigarettes, remember that with independent tobacco experts - auctioneers, buyers, warehousemen - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS" . . . . . ORCHESTRA)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE - "MELODY PUZZLES"
Monday - February 14th 1938 WJZ 8:00-8:30 PM

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER - 3 SALES - END WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you just heard - know who buys what tobacco. With these experts - "with men who know tobacco best, it's Luckies two to one!"

(SIGNATURE . . . . . "HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents Melody Puzzles, the popular new song game - With music by Harry Salter and his orchestra - songs by Fredda Gibson and Buddy Clark - And your genial host - Fred Uttal! Here he is.

(APPLAUSE)

UTTAL: Thank you very much - Good evening and happy St Valentine's Day! We have some puzzles this week that I think will keep you guessing - plenty of peppy music to go with them - and the usual prizes for the lucky winners. We have eight contestants, picked at random from the studio audience up here on the stage with us and they're going to try and solve our Melody Puzzles by guessing the titles of the songs before they are played. They do that, as you know, by catching the title or clue to the title in the little sketches to be played. If they do, they win ten dollars and a carton of Luckies. And later on I'll explain how you folks, listening at home, can win a prize. But I guess most of you know how it goes, by now, so let's start the festivities. The first prize-winning Melody Puzzle to be dramatized this evening, was sent in by John L Oberg of 5837 Willoughby Avenue, Hollywood, California - for which Mr Oberg receives $25 and a carton of Luckies.

A very nice little puzzle, around a very nice little song. Are you ready? Here goes.

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the glittering lobby of a Hollywood Hotel. Reginald Duboise, a former small-time movie actor - but now a radio star - has just met a young woman acquaintance, who "knew him when" -

(SOUND: WHISTLE-POP)

REGINALD: (AFFECTED) Well, fancy running into you, Arline, after all these years.

ARLINE: Thanks Reggie. I feel quite flattered to be remembered by the famous Reginald Duboise.

REGINALD: (MAGNANIMOUS) Oh, don't be silly. Didn't we strive together and starve and struggle - ah - me!

ARLINE: Yes and, I'm still struggling.

REGINALD: Oh, you have to have personality, these days. You know, they call me The Voice With The Personality Plus.

ARLINE: (RATHER DRYLY) Yes, I know.

REGINALD: I do the whole program - announcing and everything. Except for the necessary musical trimmings. And you should see my fan mail! By the way, did you hear my broadcast last night?

ARLINE: Yes, I did, Reggie.

REGINALD: Well, tell me, what did you think of the program?

ARLINE: Well, of course, without you it wouldn't be anything. But you had one line that I liked particularly. It was the best line in the show.

REGINALD: Now wait, don't tell me - see if this isn't the one. (RECITES DRAMATICALLY) "Ah, Penelope, my sweet - someone must make the sacrifice, and it is better that I offer it with burning incense on the altar of

our love!" Forgive me for being a little carried away! But that was the line, wasn't it?

ARLINE: Well - no, it wasn't, Reggie.

REGINALD: No? Well, what line was it?

ARLINE: It was along toward the end of the program -

REGINALD: Yes?

ARLINE: Where you said - "This is Reginald Duboise, saying goodnight!"

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SWEET SOMEONE" . . . . . CLARK & ORCHESTRA)

UTTAL: And the first prize winner of the evening is M_____.

And here's your valentine for guessing that one - a fresh carton of Luckies, decorated with a crisp, ten dollar bill.

(APPLAUSE)

Well, how was that puzzle solved? All in one speech - where Reggie did that bit of reciting. How about you Reginald?

REGINALD: "Ah, Penelope, my sweet - someone must make the sacrifice."

UTTAL: Well, that's enough to show how it went. "Penelope, my sweet - someone must make the sacrifice ...". "Sweet Someone". All right - let's try another. This next prize-winner was submitted by Chester E Wright of 124 West Forestview Road, Parkside, Chester, Pennsylvania. I'll give you a tip - it's a long title this time, but an older song you all know well. Ready? Comin' at you!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the interior of a country bank. A young man and a

young woman - the cashier and teller, respectively - are at their desks, when a man enters the door and steps up to the teller's window.

(SOUND: WHISTLE-POP)

GIRL: Yes sir? What can I do for you?

MAN: I'll tell you what you can do, babe - Open the door here and keep your mouth shut! This is a stickup!

GIRL: What! (OFF) Henry!

BOY: (FADE IN) Here - what's going on! You get out of here!

MAN: Shut up, or I'll let you have it.

GIRL: Oh!

BOY: Don't worry, Mary dear.

MAN: Stand over there! And don't try to kid me, see. I know you two love-birds are alone here.

BOY: There's the cash in the till, if you want it.

MAN: Thanks - I'm not lookin' for chicken feed. Open up that safe!

GIRL: But it's got a time-lock. It won't open for another hour.

MAN: Yeh? Come on, son - open up and give me the dough!

BOY: I can't give you anything but what's in the till there.

MAN: Listen, kid - if you love this baby doll, and you want to go on livin' - open that safe!

BOY: Oh yeah! I'll show you!

(SOUND: SCUFFLE - GRUNTS - THUDS - CLATTER OF FALLING STOOLS - SHATTER OF GLASS - INTERSPERSED WITH GIRL'S CRIES OF "GET HIM HENRY!" - THE GENERAL BEDLAM ENDS WITH TWO LOUD SHOTS)

GIRL: Oh, you brute! You've killed him!

DIRECTOR: (BORED) All right - all right - that's enough. That's terrible!

BOY: (BREATHING HARD) What's the matter now?

DIRECTOR: (MAD) This show opens Monday - But if you can't do that scene and get a little action in it - I'll get a new cast.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I CAN'T GIVE YOU ANYTHING BUT LOVE BABY" . . . . . GIBSON & ORCHESTRA)

UTTAL: Our second winner this evening is M_____. Here's your carton of Luckies - And your ten dollar bill.

(APPLAUSE)

UTTAL: Well, what did the rest of you do with the clues? Here's the way it went - First Henry said - "I Can't give you anything, but what's in that till." To which the man replied - "Listen, kid - if you love this baby doll -" Put together that made "I Can't Give You Anything But Love Baby." And if you missed that one, I can't give you anything but zero. In just a minute, however, we'll have another Melody Puzzle and another chance to improve your score.

(CHANT 5 SECONDS - THEN FADE BUT CONTINUE UNDER ANNOUNCER)

ANNOUNCER: The chant of the tobacco auctioneer has become so familiar in the land that perhaps some of you who listen in have formed a picture of the Tobacco Belt as a region almost exclusively populated by auctioneers. (CHUCKLES) Now this is the reverse of the truth. Tobacco auctioneers belong to one of the most select professions in the world. In the whole United States only a few hundred practise this expert and fascinating craft. Why? .. Well - merely listening to the chant over the air must give you some idea of how hard it is to learn the profession ...

(CHANT UP 10 SECONDS - SOLD AMERICAN - THEN FADE COMPLETELY)

ANNOUNCER: But a tobacco auctioneer must not only know how to chant. Listen to what Mr Roy L Daniel - a top-notch tobacco auctioneer for 28 years in Georgia, the Carolinas, Tennessee and Kentucky - had to say about his work — Mr Daniel said:

VOICE: Well - a tobacco auctioneer's got to be equally good at sizing up human nature and - tobacco! Now, when you really know tobacco, you can tell the different grades apart just by looking at them - more or less the way you tell humans apart. And looking tobacco "in the face", as it were, for 28 years has made me a pretty fair judge. One reason I smoke Luckies is just because the tobacco they buy has "looked pretty" to me from hundreds of baskets on hundreds of warehouse floors.

ANNOUNCER: Mr Daniel who has been a Lucky Strike smoker for 12 years, is typical of many other auctioneers, buyers and warehousemen. Sworn records show that among these independent experts, not connected with any cigarette manufacturer, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as

many! So the next time you hear the chant of the tobacco auctioneer ... remember - with independent experts - "with men who know tobacco best - it's Luckies two to one!"

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: All right, folks - Melody Puzzle Number Three coming up! It was sent in by James A McCarthy of 109 Williams Street, Jamaica Plain, Massachusetts. And Mr McCarthy receives $25 and a carton of Luckies for sending it. Are you ready?

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a city police station. Standing before the sergeant at the desk is a timid-looking little man, in a derby hat and his Sunday best.

(SOUND: WHISTLE - POP)

HORACE: You see, Sergeant, I had the address on a piece of paper, but I'm sure it was Beaver Street.

SERGEANT: Well, I don't recollect anybody named Gleason, just offhand. Did you look around for the piece of paper?

HORACE: Well, I don't know exactly where I lost it, or even when I lost it. It might have dropped out of my pocket on the train. This is my girl's picture - maybe you'd recognize her.

SERGEANT: Um - well, she's a beauty now, aint she?

HORACE: Yes - her name is Mary Gleason - I met her through the Strangers Shall Meet Society - We've been corresponding for about a year now.

SERGEANT: Have you ever seen her?

HORACE: No - no - that's why I'm here.

SERGEANT: You didn't by any chance send her about a hundred dollars to buy her trousseau, as she calls it, did you?

HORACE: Why yes, I did, as a matter of fact. She wanted to look her best, because we're to be married on Saturday.

SERGEANT: Yeh, I see. Well, we've got your sweetheart right here, brother.

HORACE: Here? But I don't understand --

SERGEANT: Come along, I'll show you. (DOOR OPENS & CLOSES) She's been gettin' quite a lot of trousseau money lately. That's her there - in that second cell.

HORACE: But I don't - There's nobody there but that stout gentleman.

SERGEANT: Yeh, that's Mary.

HORACE: Mary?

SERGEANT: Yeh - you see, pal, I was going to marry her myself.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("WHERE OR WHEN" . . . . . CLARK & ORCHESTRA)

UTTAL: The winner of that one is M_____. Allow me to present you with this ten dollar bill and this carton of Luckies.

(APPLAUSE)

Well, here's the way it went - The Sergeant asked Horace if he'd looked around for the piece of paper, and Horace said -

HORACE: "Well, I don't know exactly <u>where</u> I lost it, <u>or</u> even <u>when</u> I lost it.

UTTAL: And there it is - "Where Or When".

UTTAL: And now here's a little sketch we thought up all by ourselves ...But don't look for any song titles in it ...All right? Let's go! (SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the waiting room of a models' bureau in New York. Sitting on a couch in earnest conversation are two of the most beautiful girls you ever saw!

(SOUND: WHISTLE - POP)

1st MODEL: I met Beth today on Fifth Avenue.

2nd MODEL: Beth! In New York! I thought she went to Hollywood.

1st MODEL: She did. But she's back now. I could cry for her, too. I think Beth is just about the loveliest thing ever, don't you?

2nd MODEL: She is beautiful. What was wrong? Don't tell me she didn't screen well!

1st MODEL: She screened perfectly.

2nd MODEL: Then what was the matter?

(FADE)

1st MODEL: Her voice. It's a shame, too. Beth certainly had everything else.

ANNOUNCER: Yes, in Hollywood a lovely voice is even more important than locks. That is why care of the voice and throat is an essential part of every star's beauty precautions. So when you find stars like Janet Gaynor, Carole Lombard, Claudette Colbert - to mention only a few - all smoking the same cigarette, well, that's pretty good proof it's really easy on the throat. Now the cigarette that has long been the choice of the stars we have mentioned, and many more stars, both men and women, is Lucky Strike. And here's the reason ... The exclusive process "It's Toasted" removes certain throat-irritants, naturally present in all tobacco. This process, combined with the accurate control of moisture through every step in manufacture, makes Luckies a light smoke -

a smoke that is never dry nor hot. Next time you buy cigarettes, think of your throat. Ask for Lucky Strike.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Now a word to you folks listening at home. Here's the way you may win a prize of $25 and a carton of Luckies. Just sit down and write a Melody Puzzle. Choose any popular song you like, except those used on the program tonight, and write out a little story around its title - being sure, of course, that the actual words of the title are spoken in the actor's lines. Send in your idea in rough form and we'll polish it up if it needs polishing. It's fun to do - so get the whole family in on it - We use a fresh list of Melody Puzzles every week, and your's might as well be one of them. And for each of the four winning sketches there's $25, plus a carton of Luckies! But here are the rules:

ANNOUNCER: 1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday - February 17th. They will be heard on Monday, February 28th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Melody Puzzles - 111 Fifth Avenue, New York City. Everyone of age can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

UTTAL: Right - and now for Melody Puzzle Number Four. This one was submitted by Mrs Frank J Dooley of 3912 Glenwood Road, Brooklyn, New York - and Mrs Dooley wins $25 and a carton of Lucky Strikes. But listen

carefully, folks, because hidden in this Melody Puzzle is a brand new tune - so be on your toes.

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the little suburban home of John and Elsie Smith, - John has just come home from work, and is in the hall, hanging up his coat and hat.

(SOUND: WHISTLE-POP)

JOHN: Where are you, honey?

ELSIE: (FADE IN) Coming, John dear.

JOHN: What's all this news you had to tell me?

ELSIE: First kiss me, dear.

JOHN: (HE DOES) There! Now?

ELSIE: I don't know exactly how to break it to you, darling.

JOHN: Oh, come now - What ails you, sweetheart?

ELSIE: Well - I just found out today that - well, that --

JOHN: Go right ahead, dear.

ELSIE: (BREATHLESSLY) Pretty soon there'll be three of us here, John.

JOHN: Three of us! But Elsie! Elsie - honey?...

ELSIE: I wanted to break it to you gently - because I didn't know how you'd take it.

JOHN: Take it! I'm delighted! Listen honey, the first thing Saturday morning I'll start fixing up that spare room.

ELSIE: Oh, that'll be lovely.

JOHN: You can make some new curtains and sew some fancy stuff.

ELSIE: Yes. I won't feel so useless any more - just sitting around the house, waiting for the six o'clock whistle to blow - while you work

so hard all day, down there at the shop.

JOHN: And when the time comes, we'll buy that car we were talking about - so the three of us can drive down to the beach in the summers.

ELSIE: Yes, she'll love that.

JOHN: She? (LAUGHS) Madam, if I have anything to say about this, it's going to be a boy!

ELSIE: A boy? But John - that isn't what I meant - Not a baby!

JOHN: Not a baby? Not a baby?...

ELSIE: No - mother's coming to visit!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("WHISTLE WHILE YOU WORK" . . . . . QUARTET & ORCHESTRA)

UTTAL: The winner, ladies and gentleman, is M_____. Good work! And here is your ten dollar bill and your carton of Luckies!

(APPLAUSE)

UTTAL: All right - that's that song from "Snow White and the Seven Dwarfs". Here's the way it went - Elsie said: "I won't feel so useless any more - just sitting around the house, waiting for the six o'clock whistle to blow". And that gave us "Whistle". Then she added - "While you work so hard all day, down there at the shop". "While You Work" --- And if you're a good title detective, you put those together and made - "Whistle While You Work".

And I hope you're going to 'whistle up' a lot of good ones for us next week, folks. Sorry there isn't time for any more tonight. But

remember - between now and Thursday night you're going to write a Melody Puzzle. That means you - and you - and you! There's a carton of Luckies and $25 in cash waiting for you, if you win. And don't give up if you've already tried once - try again. But get your copy in the mail by midnight, Thursday and send it to Melody Puzzles, 111 Fifth Avenue, New York City. Don't forget to join the party next Monday, and tell your friends about the fun. This is Fred Uttal - the old Melody Puzzle Man - saying goodnight and thanks for coming over.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with music by Harry Salter, songs by Fredda Gibson, Buddy Clark and the Songsmiths Quartet. Join the fun again next Monday at this same time. And next time you buy cigarettes, remember that with independent tobacco experts - auctioneers, buyers and warehousemen - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS" . . . . . ORCHESTRA)

UTTAL: ~~How did you folks, listening at home, rate on that one? Another 25 points? Or maybe you guessed them all and got a score of 100? That's just an idea for you, to compete with each other and see who gets the best rating each week. We have to limit our prizes, of course, to our studio audience, but it gives you all a chance for a little hot competition.~~

That's all of the Melody Puzzles for this week. Wednesday

But remember - between now and ~~Saturday~~ night I wish everybody would try their hand at writing Melody Puzzles. It's really easy. And you may be one of the winners of a prize of twenty-five dollars and a carton of Lucky Strikes. Here's the address -- Melody Puzzles, 111 Fifth Avenue, New York City. No matter where you live, you're eligible - but get your copy in the mail by midnight, ~~Saturday.~~ Wednesday And be sure to write the words Melody Puzzles - 111 Fifth Avenue, New York City - on the envelope.

This is your host Fred Uttal, saying good night - and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles -- a brand new game with music ~~of~~ by Harry Salter - songs by Fredda Gibson and Buddy Clark. Join the fun again next Monday at this same time. And the next time you buy cigarettes, remember that with independent tobacco experts - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "MELODY PUZZLES"

Monday, February 21st, 1938 - WJZ 8:00 - 8:30 PM

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(RIGGS: FADE IN CHANT ... THREE SALES ... END WITH ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts -- like the auctioneer you just heard -- know who buys what tobacco. With these experts -- "with men who know tobacco best, it's Luckies two to one!"

(SIGNATURE . . . . . "HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents -- Melody Puzzles -- the new song-game -- with music by Harry Salter and his Orchestra -- songs by Buddy Clark, Fredda Gibson and the Songsmiths Quartet -- And your genial host, Fred Uttal. Here he is!

(APPLAUSE)

UTTAL: Thank you, everybody. And welcome to another Monday night's Melody Puzzles. We've got a brand new list of amusing, prize-winning Melody Puzzles here -- So let's relax and have a real good time. Tomorrow's a holiday, you know -- nothing to worry about until Wednesday. And, as most of you know how the game goes, by now, we won't waste any time getting right into it. The eight contestants, picked from our studio audience, are here on the stage, with their fingers crossed, hoping they'll win a prize by guessing the song-titles. And those of you at home can win prizes too, as I'll explain later in the program. But now, if you're all ready, our cast will act out the first dramatic sketch. Hidden in the actors' lines, you know, is the title of a popular song. You try to guess what it is. This first prize-winner was sent in by Bill Allan, Jr. of 13408 Graham Road, East Cleveland Ohio -- and for it , Mr. Allan received $25 and a carton of

Luckies-- a Lucky day for Bill Allan. So, if you're all set — Here it comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: An affair of the Smiths and Jones's ... Marjorie Smith is makin' gab fest with her neighbor, Helen Jones.

(SOUND: SLIDE WHISTLE AND POP)

MARG: Won't you sit down, Helen -- nice of you to call.

HELEN: Oh, dear — I can't really -- I just came over to borrow a few things-- Have you a bridge table you could lend me?

MARG: Certainly -- we're not playing bridge tonight -- Jim and I are spending a quiet evening with the bills.

HELEN: Oh, thanks - thanks a lot. Oh -- but I need some forks, too.

MARG: Of course — anything else?

HELEN: Um - ah - lemme see. Cheese - hot water bottle ... glasses - cards ... yes — a cocktail shaker

MARG: There it is

HELEN: Joe's relatives these are -- they're coming to play for blood -- oh, that reminds me -- candles - candlesticks --

MARG: Sure — we haven't used them since the lights failed last Spring.

HELEN: You're a darling -- Well, I guess that's all -- Thanks ... Thanks for all these — The memory is weak, though -- I must have forgotten something.

MARG: You have got food in -- haven't you?

HELEN: Oh, scads — four cans of sardines -- whoops - I knew there was something else -- Honey, You've got to let me have your dessert plates.

MARG: Sure - anything for a pal — now, you're sure you're not forgetting anything?

HELEN: I have everything, I think — food, plates — card - relatives -- oh,

Honey — I knew there was one more thing ...

MARG: Shoot -

HELEN: I'll have to borrow your husband -- we'll need a fourth at bridge.

(CHORD IN G)

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THANKS FOR THE MEMORY" . . . . . CLARK & ORCHESTRA)

UTTAL: And the lucky winner of our first Melody Puzzle is _____. Here's your reward for guessing that one -- Ten dollars in crisp new bills, and a carton of Luckies. Good work.

(APPLAUSE)

How did the rest of you do with that? Well, the clues were buried right in one speech - when Helen said "Thanks - thanks for all these. The memory is weak, though." And there it was -- "Thanks for the Memory." Well, if that was too hard for you, maybe this next one will be a little easier. Or if that was too easy, maybe the next one will be a little harder. You can't always tell. It was submitted by F. I. Collup of 813 Butte Street, Vallejo, California -- another prize-winning Melody Puzzle. And here's a tip — This is an old song and one that I'm sure you all know -- so keep listenin'. On your mark - get set -- and go!

(SOUND WOOD BLOCK)

ANNOUNCER: Our next scene takes place on the landing at Smither's Bend on the Old Mississippi. Get along, Old Man River!

(SOUND: SLIDE WHISTLE AND POP)

RUFE: What are you waitin' for, Jackson?

LEE: I ain't waitin' for nothin'. And my name's Robert E. Lee.

RUFE: Say you so.

LEE: I does.

RUFE: Anyway it shore is hot.

LEE: It sho is.

RUFE: Where you from, boy?

LEE: I lives back yonder a ways.

RUFE: You looks like a mud hole fisherman to me.

LEE: That so.

RUFE: Thas right.

LEE: I ain't seed you catch nothin' out this old river.

RUFE: I just trifles with the fish, son -- I just trifles with the fish -- I tantalizes 'em -- then I grabs 'em with my bare hands.

LEE: That so

RUFE: Sure enough.

LEE: Ain't that somethin!

RUFE: You sees me in repose - I has to concervicate my strength.

LEE: You looks all right.

RUFE: You aims to fish here?

LEE: I does.

RUFE: Then what you gonna use for bait -- minnies?

LEE: Minnies? Boy, you is un-uniformed --

RUFE: Then what you gonna use

LEE: Shark.

RUFE: Shark? Go on, boy -- there ain't no shark around here.

LEE: Thas all right -- they ain't no fish neither!

(CHORD IN G)

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("WAITING FOR THE ROBERT E. LEE" QUARTET & ORCHESTRA)

UTTAL: And our second winner this evening is _____. Very nicely done, and you deserve this ten dollar bill and this carton of Luckies. Con-

gratulations.

(APPLAUSE)

All right - I gave you a tip on that one, so it shouldn't have been so hard. Here's the way it went. All in the second line when Lee said - "I ain't waitin' for nothin' -- and my name's Robert E. Lee." And there it was. Did you get it?

COMMERCIAL #1

ANNOUNCER: We bring you the verdict of the highest court in Tobaccoland!

(SOUND: WOODEN HAMMER)

ANNOUNCER: The three presiding judges this evening will deliver their own opinions. ...First, Mr. Connor W. Aycock!

1st MAN: I operate the Banner Tobacco Warehouse in Durham, North Carolina. My warehouse has a capacity of 300,000 pounds of tobacco -- about 2700 baskets. But even on the very best days, not more than 30% of that tobacco is good enough for Lucky Strike. That's less than one basket in three -- proof that Lucky Strike buys the best tobacco only. I've smoked Luckies for ten years now.

(SOUND: WOODEN HAMMER)

ANNOUNCER: Second judge is Mr. Harry R. King ...

2nd MAN: I've been 17 years buying tobacco. I've invested around $648,000.00 for my own account as an independent tobacco buyer. So a knowledge of tobacco is part of my business equipment. I've smoked Luckies for 8 years now because I'm convinced that the tobacco Lucky Strike buys gives me the best smoke for my money.

ANNOUNCER: And the third judge --

(SOUND: WOODEN HAMMER)

ANNOUNCER: Mr. L. A. Riggs of Goldsboro, North Carolina.

RIGGS: CHANT - 3 SECONDS) As a tobacco auctioneer I've chanted that same chant at tobacco markets in Georgia, South Carolina, North Carolina and Tennessee. I've sold more than 7½ million pounds this year and I've seen Lucky Strike get the prettiest tobacco at the auctions. That's why I've smoked Luckies ever since 1931.

ANNOUNCER: Warehousemen, buyers, auctioneers -- yes, they represent the highest court in Tobaccoland. That's why Lucky Strike believes <u>you</u>, as a smoker will be interested in this fact ... Sworn records show that among these independent tobacco experts Luckies have over twice as many exclusive

smokers as have all the other cigarettes combined. Remember this fact next time you buy cigarettes.

(SOUND: WOODEN HAMMER)

ANNOUNCER: Sworn records show that with men who know tobacco best it's Luckies two to one.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Well, if you're ready now, let's get back to some more Melody Puzzles. This next one is a honey. It was sent in by Ruth Rutledge Slater of 1618 Locust Street, Omaha, Nebraska -- and if you're listening, Miss Slater - there's a check for $25 and a carton of Luckies on the way to you in the mail. And here comes your little drama -- all acted out. Ready? Let her flicker!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the shopping district of a small city on a Spring evening. Jim and Ann are strolling along doing a little window shopping.

(SOUND: WHISTLE & POP)

ANN: Let's stop and look here, Jim. Those black pumps with the ... Oh, Jim - aren't they darling!

JIM: Um hm - nice.

ANN: My, you're certainly enthusiastic. Oh, THAT window over there, Jim. New spring frocks ... ~~the most~~ That one with the pink blouse ... pink is so good this spring, too.

JIM: Pink is good anytime, isn't it? Who ever heard of pink being bad?

ANN: Silly - I mean pink is one of the leading colors for spring.

JIM: My, my! Do remind me to get out my old pink tie. A stitch here and a tuck there and none of the boys will ever know but what I JUST bought it.

ANN: You're being very funny, aren't you?

JIM: Yeah, I think so. Here's a window full of coats. I can't imagine you passing these up.

ANN: Why, Jim dear - of course I want. I do need a new light coat. Do you suppose ...

JIM: Now, Ann - after ~~you~~ we bought your fur coat, you promised we'd save for my golf club membership next.

ANN: Oh yes. I hadn't really forgotten ... Look at me, Jim.

TOP

JIM: For what? Okay, I'm looking.

ANN: Jimmie -- you do still love me, don't you?

JIM: Sure I still love you -- I still love to kiss you and everything. But good night -- what's all this about?

ANN: Just keep on looking my way. Lean over close - closer. No, keep right on walking.

JIM: Say, I'm not going to kiss you right here on the street if that's ...

ANN: No, that isn't what I wanted ... Okay ... you can look away now, honey.

JIM: Have you gone batty or something? What kind of a game was that?

ANN: (LAUGHING) Oh, that wasn't a game, darling. I just wanted to attract your attention while we got safely past that [redacted] window full of golf equipment. ~~Oh, Jim dear -- LOOK at that ADORABLE pink hat~~...

(CHORD IN G)

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I STILL LOVE TO KISS YOU GOODNIGHT" . . . . . CLARK & ORCHESTRA)

UTTAL: The winner of that one is _____. And here's your brand new ten dollar bill and your carton of Luckies.

(APPLAUSE)

How about it, folks? Did that puzzle you very much. Well, the clues were rather easy, if you knew where to look for them. The husband said: "Sure I still love you. I still love to kiss you and everything. But good night!" And that made - "I Still Love to Kiss You Goodnight." Easy, huh? No? Well, there's another chance coming up in just a second.

COMMERCIAL #2

UTTAL: And now here's a little sketch sent in by ... Mr. Lucky Strike himself.

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is backstage at the famous Metropolitan Opera House during a performance of Carmen. Two minor members of the company are standing in the wings listening to the applause as Bruna Castagna, the Carmen, takes her bows ... listen.

(SOUND: WHISTLE AND POP)

(APPLAUSE EFFECT IN DISTANCE)

MAN: Listen to that house! Castagna was certainly in wonderful voice tonight.

WOMAN: She certainly was. Gee, I wonder if I'll ever be out there, taking those bows myself.

MAN: You will, if you keep on studying. You've got the voice.

(APPLAUSE UP)

Just listen to that applause.

WOMAN: She really is perfect in that part of Carmen.

MAN: Yeah. You know, I should think it would be hard to smoke cigarettes and sing at the same time, the way she has to do as Carmen.

WOMAN: Well, you know what she told me about that? She says that she always smokes Luckies and they don't bother her throat at all. That's why I've started smoking them now, too.

ANNOUNCER Yes, Luckies pass the hardest test of all, for they proved themselves gentle even to the sensitive throats of singers. As Madame Castagna herself says: "With Luckies I can smoke and sing." And many other famous singers - like Lotte Lehmann, Richard Crooks, Tito Schipa, Gertrud Wettergren - to mention only a few - have told us the same thing . Luckies are easy on their throats. Now here's the reason -- the exclusive process "It's Toasted" removes certain throat-irritants, naturally present in all tobacco. This process combined with the accurate control of moisture through every step in manufacture, makes Luckies a light

smoke - a smoke that is never dry nor hot. Remember - certain irritants are out of Luckies and so Luckies are easy on your throat. Next time you buy cigarettes, make sure of a light smoke. Ask for Lucky Strike.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: And now, before we start Melody Puzzle Number Four - here's the good news for you folks listening at home. There's a check for $25 and a carton of Lucky Strikes waiting for you, if you'll sit down and write a Melody Puzzle that we can use on this program. That's where we get our sketches -- from you people listening in -- and we need four new ones every week. So get busy, won't you? If you can think of an idea that might fit some popular song -- any popular song except those used on the program tonight -- just work out a brief story around its title, and send it along. We have writers to polish them up a bit, so don't hesitate because you don't think you're a dramatist. They're really fun to write -- Just be sure the actual words of the title you choose are incorporated in the actors' lines. And don't give up if you've tried once - or if you've already won. There's always a first time -- and a second and a third, for that matter. But here are the rules:

ANNOUNCER: 1. The final decision as to the winning Melody Puzzles rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday, February 24th. They will be heard on Monday, March 7th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Melody Puzzles, 111 Fifth Avenue, New York City. Everyone of age can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

UTTALP And now let's hear Melody Puzzle Number Four. The author of this one is E. B. Thornton of 722 Ridge Avenue, Arlington Heights, Illinois. And E. B. Thornton wings $25 and a carton of Luckies. So, if you're resting back in your armchairs now and ready to listen - here she comes!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the interior of an auto-trailer, parked in a clearing near a deserted farm-house. Mr. and Mrs. Jones are apparently making ready for the night.

(SOUND: WHISTLE & POP)

SHE: I just know I'll never be able to sleep in this thing, Henry!

HE: Why, it's perfectly safe, Martha. What you so fidgety about? You got me here with you, haven't you?

SHE: Yes, but you heard what that little boy said - That old house over there is haunted!

HE: Oh pshaw! Besides, I have a pistol here.

SHE: You can't shoot a ghost with a pistol, Henry.

HE: Oh, ghosts! Nonsense! You start gettin' ready for bed now. I'm goin' to get the keys out of the car, while I think of it.

(SOUND: AUTO DOOR OPENS AND CLOSES)

SHE: Now don't you be gone long, Henry. Goodness! If I'd ever thought it was going to be like this --

HE: (HEAD IN WINDOW) Boo!

SHE: (STARTLED) Who- ! Who is it! Henry! Do you want to scare me to death!

(SOUND: AUTO DOOR SHUTS)

HE: (FADE IN) Lord, Martha - why can't you be cool like I am!

SHE: Cool -- ? Listen! I heard a noise! Turn out the lights!

HE: W-what noise? Wh-w-where are you pointing?

SHE: Look! Over there -- it's a white face in the dark!.

HE: G-g-g-g-gosh! It is! Now wait - till I get my pistol!

SHE: Why are you shaking so?

HE: S-s-s-shaking? I've got to shoot that thing, haven't I -- and I never shot a pistol before!

SHE: Oh! It's moving toward us, Henry!

HE: S-s-s-stand back, Martha!

(SOUND: LOUD THROATY MOO OF A COW)

SHE: Gracious! It's nothing but a cow. Henry? Henry! Good heavens, he's fainted!

(CHORD IN G).

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("BOO HOO" . . . . . GIBSON & ORCHESTRA)

UTTAL: The winner, ladies and gentlemen, is _____ . And here's your ten dollars and your carton of Luckies.

(APPLAUSE)

And here's how the clues were hidden in that one. It was just a very small clue, as a matter of fact - when Henry stuck his head in the window and said "Boo!" And Martha immediately ejaculated - "Who --! Who is it!" Well - there it was - "Boo Hoo." My, oh my! Some of these song titles are kind of tough. But you pick out any title that appeals to you - as long as it's a popular song - and don't forget to send it in before midnight this coming Thursday. We want to hear from all of you and when I say it's really easy to write a Melody Puzzle, I honestly mean it. If yours is chosen, remember - you receive a prize of $25 and a carton of Lucky Strikes. But get your copy in by midnight, Thursday. Here's the address once again - send it to Melody Puzzles, 111 Fifth Avenue, New York City. And join our Melody Puzzle

party next Monday night wont you. We'll have a new batch of swell sketches and I know you'll have a good time. This is your host, Fred Uttal, saying goodnight and thank you for being with us.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with music by Harry Salter, songs by Buddy Clark, Fredda Gibson and the Songsmiths Quartet. Join the fun again next Monday at this same time. And next time you buy cigarettes, remember that with independent tobacco experts -- auctioneers, buyers and warehousmen -- "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: (SONG CREDITS)

The famous tobacco auctioneer you heard on tonight's program is Mr. L. A. "Speed" Riggs of Goldsboro, North Carolina.

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE "MELODY PUZZLES"

Monday, February 28th, 1938 - WJZ 8:00-8:30 PM

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER - 3 SALES - END WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you just heard - know who buys what tobacco. With these experts - "with men who know tobacco best, it's Luckies, two to one!"

("HAPPY DAYS" . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents - "Melody Puzzles", the new song-game that everybody's playing - With music by Harry Salter and his orchestra - Songs by Fredda Gibson and Buddy Clark - And your genial host, Fred Uttal. And here he is!

(APPLAUSE)

UTTAL: Thanks very much. And welcome to another Melody Puzzle party. Well, here we are with our eight contestants, picked at random from our studio audience, and all set to tackle tonight's "Melody Puzzles." If they guess the titles, you know, they win a prize of ten dollars and a carton of Luckies. Later in the program I'll explain how you folks listening at home can win a prize, too. But, if you're all ready now, we'll go right ahead with our first puzzle. Listen closely, because, hidden in the actors' lines is the title of a popular song. You try and spot it. Prize-winning Melody Puzzle number one was sent in by Mr. Francis J. Clark of 5028 Ogden Street, Philadelphia, and for it Mr. Clark wins 25 dollars and a carton of Luckies. So, now - on your toes - here comes the first puzzle.

(WOOD BLOCK ...)

ANNOUNCER: The scene Broadway ... Mr. Smith has decided to take Mrs. Smith to the theatre.

(WHISTLE AND POP)

MRS. Henry - I don't think you can get tickets to the show - look at the crowd.

HENRY: When I say we go to a show, we go to a show -- [redacted] -

[redacted]

HENRY: [redacted] -- hey, fella, I want two on the aisle for tonight.

CASHIER: Sold out - there's the sign - SRO.

HENRY: Now look - don't give me that.

CASHIER: Sorry - house is sold out -- give you tickets for Friday?

MRS. Henry - I told you so.

HENRY: Quiet, my dear - I'll handle this.

MRS. Henry - don't make a scene - [redacted]

HENRY: Nonsense - just leave it to me -- I'll FIX IT [redacted] -- see here, my man - do you know who I am?

CASHIER: No, sir.

HENRY: I'm Henry Smith - Henry Ferguson Smith.

CASHIER: [redacted]. YES

HENRY: Now, let's not have any argument // I know the inside on this theatre racket -- you just slip me two tickets right on the line. [redacted]

CASHIER: Well, let me see -- here's two that haven't been called for -- I'll take a chance ---A and D - row seven.

HENRY: Oh, no you don't --- I'll take those two, that are sticking out of the rack there.

CASHIER: But these ...

HENRY: Lissen, you can't fool an old hand like me -- I'll take those double ducats - and dare you to hand 'em over.

CASHIER: That'll be eight-eighty!

HENRY: Here you are -- okay, dear - come on.

MRS. Oh, Henry you are so forceful.

HENRY: S--h --- here we are ---

VOICE: Right this way --- there you are, Sir --- - two seats in.

MRS. But these ~~are not~~ Aren't the our seats!

HENRY: Yes They are Sit down, dear --- there --- --- wait until the show starts and you'll see what fine seats we have.

MRS: Yeah - the show has started and we're sitting behind a pillar!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I DOUBLE DARE YOU" . . . . . GIBSON & ORCHESTRA)

UTTAL: Our first winner tonight is M_____.

Allow me to present you with this crisp, new ten dollar bill, and this carton of Luckies. And congratulations.

(APPLAUSE)

Well, how did the rest of you start off the evening - 100 percent or a goose egg? Well the story was told in one line when Henry said

HENRY: I'll take those double ducats - and dare you to hand 'em over.

UTTAL: And there it was - "I Double Dare You." It's a cinch, - after you see how it works. Well, let's try another. This next Melody

Puzzle was submitted by Phyllis Radice of 423 East 9th Street, Brooklyn, New York . So, get your puzzle-set working and keep listenin' -- Here it is!

(SOUND - WOOD BLOCK)

ANNOUNCER: The scene takes place in the mysterious dimness of one Madame Gogo's parlor. Madame Gogo is a Fortune Teller - a psychic and a lady of parts. She doesn't need a crystal to tell that she has a visitor. (WHISTLE AND POP)

MAID: Madame - they's a gen-man out in the hall.

GOGO: Customer?

MAID: Cop.

GOGO: Ye gods - the jig's up!

MAID: No - he's here to get his fortune read.

GOGO: O-h - show him in, Gwendolyn - show him in.

MAID: Yes'm -- (DOOR OPENS) You can come in the presence. (DOOR CLOSES)

MIKE: Begorrah --- the saints protect me.

GOGO: My man -- you are here because you need help -- Gogo shall help you.

MIKE: Sure and I need a bit of it.

GOGO: S--h - do not speak -- you are an officer of the law.

MIKE: That's right - so I am.

GOGO: You come to Gogo to unveil the seven mysteries.

MIKE: Sure, maybe - but there's only one that's worryin' me.

GOGO: Tell Gogo.

MIKE: Well, it's the money I won playin' poker the other night - fifty bucks, it was, when I went to bed last night - not a wee copper of it left in me pants this morning -- faith, I think the fairies have been at me.

GOGO: Gogo -- will look in the sacred sphere -- mumbo, jumbo -- pass, pass, pass --- hoccus-pocus -- General Slocum.

MIKE: What do you see in the likes of that?

GOGO: I see a bedroom --- I see your bedroom. You are asleep.

MIKE: That's right - I slept like a mule in the mines.

GOGO: I see your pants on a chair ... a face comes before me -- closer - closer - closer.

MIKE: Whist! Who is it - who is it?

GOGO: Your wife -- see, she takes the money - she counts it --- she hides it - she goes back to bed.

MIKE: Now wouldn't that jar you --- but, say - now how would you be knowin' twas my wife who lifted me little pile?

GOGO: Gogo knows all -- and your wife was in yesterday to find out where you hid your money.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("I SEE YOUR FACE BEFORE ME" . . . . . CLARK AND ORCHESTRA)

UTTAL: And that one was cleverly deciphered by M_____.

Here's your ten dollars and your carton of Luckies. Good work.

(APPLAUSE)

Now for the rest of you - if you missed it. Here's the way the clues went - all in one speech, as usual: The Madame said - "I see your pants on a chair - a face comes before me. "I See Your Face Before Me" - What could be simpler! And your face ought to be a bright shade of pink, if you didn't guess that.

ANNOUNCER: Tonight, we bring to the microphone a man who is unique even in the unique profession of tobacco auctioneer ... Ladies and gentlemen, Lucky Strike presents Mr. J. Franklin Barfield, the World's

Original Singing Auctioneer.

(CHANT - 5 SECONDS)

ANNOUNCER: Mr. Barfield, how long have you been a tobacco auctioneer?

BARFIELD: I started 22 years ago in Spring Hope, North Carolina.

ANNOUNCER: And how much tobacco do you figure you've sold in that time?

BARFIELD: Well - now I never in the world would have been able to answer that question - except for the fact my wife and I got to figuring it up the other day.

ANNOUNCER: And what result did you get?

BARFIELD: Well - roughly - 125,000,000 pounds.

ANNOUNCER: You've sold 125,000,000 pounds of tobacco? Why that would make a pile higher than a hundred Empire State Buildings.

BARFIELD: Considerably higher I should reckon. But in just five weeks, this year I sold 6½ million pounds. That was down in Mullins, South Carolina. That's where you'll see some of the most famous auctioneers in the business. Boone was there this year - the auctioneer you have on that Hollywood program of yours. I heard him over the radio last Wednesday. He's a wonderful auctioneer.

ANNOUNCER: (CHUCKLING) But not a "singing" auctioneer, Mr. Barfield?

BARFIELD: Well, sir, all auctioneers sing their chants to some extent, only most folks say I have a kind of style all my own. That's why I got the title of the World's Original Singing Auctioneer.

ANNOUNCER: Would you give us a little demonstration, Mr. Barfield and see if we can tell the difference.

BARFIELD: I'll be glad to.

(CHANT - 2 SALES - ENDING "SOLD TO THE AMERICAN TOBACCO COMPANY")

ANNOUNCER: Thank you, Mr. Barfield. "Sold to the American Tobacco Company for Lucky Strike Cigarettes" has come to be a genuine mark of merit at

auctions everywhere. And you will find that the men who follow these auctions from day to day - and year to year - the independent tobacco experts - choose Luckies for their own cigarette. This is not a claim but a fact. Sworn records show that among these independent tobacco experts - auctioneers, buyers, and warehousemen - Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Remember this fact, when next you hear the chant of the tobacco auctioneer ... with men who know tobacco best - it's Luckies 2 to 1.

("LUCKY DAY" . . . . . ORCHESTRA)

VITAL: All right - here's Melody Puzzle Number 3! And a chance for you to improve your average for the evening. It was sent in by Thomas Pest of 2718 North Rockwell Street, Chicago, Illinois. Another winner of $25 and a carton of Luckies. The stage is all set, so - if you're ready - Let her go!

(SOUND - WOOD BLOCK)

ANNOUNCER: The scene is just a car by the side of the road. John and Mary have big trouble - at least John has.

(WHISTLE AND POP)

MARY: What's the matter with the tire, John.

JOHN: Negligence - gross negligence - ~~[illegible]~~!

~~MARY: I thought we got punctures from sharp things.~~

JOHN: ~~I mean, [illegible]~~ - stupidity on the part of that weasel who put air in these tires.

MARY: What did the weasel do, John?

JOHN: He left the dust cap off the valve - the valve worked loose and the air has been escaping.

MARY: Can you fix it?

JOHN: Of course I can fix it - I am fixing it, ain't I -- I got to pump the thing up -- if I ever get my hands on that - that

MARY: Weasel.

JOHN: Yeah - weasel - I'll wring his neck.

MARY: It's getting kind of late. Do you think you could pump a little harder?

JOHN: [redacted] Listen [redacted]r -- I'm mad I tell you and this is no laughing matter.

MARY: And besides it's raining.

JOHN: Yes - raining and see -- now I get the tire pumped up and the wheel's sinking in the mud --- I'd like to brain that guy ...

MARY: Don't be negligent - don't be sloppy and think of something.

JOHN: Some of these days I'm gonna lose my temper ---

MARY: Can we go now?

JOHN: Wait --- now I'll show you what resourcefulness can do -- ~~I'm the kind of guy you should get shipwrecked with on a desert island.~~

MARY: Some other time - let's go home.

JOHN: See - I'll utilize this section of fence -- take off this plank (RIPPING DOWN) ... there - and place it under the wheel - so --- now, start the car and she'll run out of the mud.

(MOTOR SOUNDS)

(TIRE BLOWS OUT WITH A BANG)

(QUIET)

MARY: Are we out? How's the tire?

JOHN: We got a puncture.

~~MARY: Puncture?~~

JOHN: ~~Yeah~~ there was a nail in the plank.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SOME OF THESE DAYS" . . . . . GIBSON & ORCHESTRA)

UTTAL: The winner, ladies and gentlemen - M_____.

Here's your ten dollars and your carton of Luckies.

(APPLAUSE)

Well, there was really no excuse for anybody missing that title. It was plain as the nose on your face. When John said - "Some of these days I'm going to lose my temper." Yes - "Some of These Days" - and there it was.

ANNOUNCER: You know, it's easy to get so accustomed to things that you just don't realize how much they mean. We're constantly amazed by the reactions of people who visit our Lucky Strike factories. They get a real thrill out of things we've taken for granted for years. Let's just listen to a gentleman - and he's typical - who has returned home from a visit to the Lucky Strike factory in Richmond, Virginia ...

MAN: Gee, Mary, that was something! ... I really got the inside view on Luckies ... They buy swell tobacco. It's so good that twice as many independent experts down in the South smoke Luckies as any other cigarette. And do you know how long they let the tobacco age? One and a half to three years -- in big casks. And the "Toasting" process. Now that's really something. It takes out certain irritants that are hidden even in the best tobacco. They showed me a lot of the things it takes out -- things that irritate the throat. Well, there's more, too. After the irritants are out, they add moisture just like that. They call it "moisture control." It keeps the cigarettes from being dry or hot -- makes them just right to smoke. Gosh, Mary , I

certainly understand now why all those singers and movie actors - you know like Lanny Ross and Lotte Lehmann and Myrna Loy and Clark Gable - smoke Luckies. (FADE OUT)

ANNOUNCER: Yes, people who visit the Lucky Strike factories, are generally just as enthusiastic as this gentleman about what they've seen. And we hope that all of you listening in may some time have a chance to see Luckies made. But in the meantime why not try the product itself. Why not give Luckies a simple two weeks test. Buy a carton of Luckies tonight or tomorrow and for the next two weeks smoke nothing but Luckies. That is the best way of all to find out about the throat-protection of the exclusive process "It's Toasted." So try Luckies for two weeks.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: And now, before we start Melody Puzzle Number 4, I promised to explain how you folks listening at home can win a prize - although there really isn't much to explain. Just write a Melody Puzzle and send it in. If it's used on the program you'll receive $25, a carton of Luckies, and your name will be announced, of course, as the author. That's simple enough, isn't it? And it's easy, too. This is one contest that's not only a lot of fun, but you have a real chance to win - because we need a new batch of Melody Puzzles every week, and we get them from you, our listening audience. Think up an idea that will fit some popular song - any song exceptthose used on the program tonight - and send it along. Just be sure that the actual words of the title are incorporated in the lines you have the actors speak. Try it! Here are the rules:

ANNOUNCER: 1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday, March 3rd. They will be heard on Monday, March 14th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Melody Puzzles, 111 Fifth Avenue, New York City. Everyone of age can enter, no matter where you live - except employees of The American Tobacco Company and their advertising agents.

UTTAL: And now Melody Puzzle Number 4. The author of this one is Stanley Kulpinski of 5024 West 40th Place, Chicago, Illinois. Well, let's see what you can do with this. Ready? Let her go!

(SOUND - WOOD BLOCK)

ANNOUNCER: The scene is the old skating pond. Out near the middle is a large hole and in the hole is a gentleman yelling for help.

(WHISTLE AND POP)

MAN: He ---lp ---- helluup.

FARMER: Hold on thar, consarn you -- I'm comin'.

MAN: It's cold in here.

FARMER: Then what did you want to fall in for.

MAN: I couldn't help it.

FARMER: Life ain't no bed of roses young fella - not to mention fallin' in the water in December.

T O P

MAN: Hurry up --- I can't swim.

FARMER: Neither can I.

MAN: You ain't in the water.

FARMER: I ain't gonna be - neither.

MAN: Throw me a rope,

FARMER: Ain't gotno rope.

MAN: Get some boards.

FARMER: Where from.

MAN: Don't stand there talkin' -- help me get out of here.

FARMER: I ain't worried -- you can't drown.

MAN: I ain't trying to prove it.

FARMER: Why don't you walk out?

MAN: I can't walk - I can't touch bottom.

FARMER: Tush - the water's only up to your shoulders.

MAN: Go on - there's ten feet of water here - hurry up - do something.

FARMER: You can't kid me -- I can see you standin' just as plain as the nose on my face.

MAN: I ain't standin'.

FARMER: Well, if you ain't touchin' bottom and you can't swim - what's holding you up?

MAN: The guy that fell thru first.

(CHORD IN "G")

UTTAL (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ROSES IN DECEMBER . . . . . CLARK & ORCHESTRA)

UTTAL: The winner of Melody Puzzle Number 4 is M_____.

And here is your ten dollar bill and your carton of Luckies. Very nicely done.

(APPLAUSE)

All right - here's how the clues lay in that one. The farmer said - "Life ain't no bed of roses, young fella - not to mention fallin' in the water in December." Together that made "Roses In December."

And let's hope that all you folks listening in are going to get busy and write out some nice snappy Melody Puzzles - between now and Thursday night - and send them in. You all have a favorite song or two, I'm sure, that you could fit in to some amusing situation. Just write it out in rough form and send it along - but be sure to get it in the mail before midnight, this coming Thursday. If your's is chosen you will receive a prize of $25, and a carton of Luckies - coming right back at you in the mail. Here's the address once again - You listening? Send it to Melody Puzzles, 111 Fifth Avenue, New York City.

And don't forget to be with us next Monday night, with all your family and your friends. I guarantee we'll have a swell time. This is your host, Fred Uttal, saying goodnight and thank you for being with us!

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with music by Harry Salter, songs by Buddy Clark, and Fredda Gibson. Join the fun again next Monday at this same time. And next time you buy cigarettes, remember that with independent tobacco experts -- auctioneers, buyers and warehousemen -- "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS" . . . . . .ORCHESTRA)

ANNOUNCER: (SONG CREDITS)

The famous tobacco auctioneer heard on tonight's program is Mr. J. Franklin Barfield of Durham, North Carolina.

Mr. Boggian?

American Tobacco Company
Lucky Strike - "Melody Puzzles"
Monday, March 7th 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF THE AUCTIONEER ... ENDING WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts -"with men who know tobacco best - it's Luckies, two to one!"

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

ANNOUNCER: Lucky Strike presents - Melody Puzzles - a new program with music by Harry Salter ... songs by Fredda Gibson and Buddy Clark ... Come on, everyone, play the game with Fred Uttal, your master of ceremonies!

(APPLAUSE)

UTTAL: Thank you and hello everyone ... Well, it's Melody Puzzle night again and from the thousands of Melody Puzzles sent in I know that you're enjoying our parties. For the benefit of new listeners let me explain that this is a musical game and that the idea of the game is to present a series of little playlets and have you guess — from what the actors say -- the names of the songs that Harry Salter will play. We've purposely buried the titles to the songs in the playlets — and you try to find them. Here on the stage with me are eight contestants picked at random from the studio audience and they're ready to try their luck at tonight's Melody Puzzles. If they guess the titles, you know, they win a prize of ten dollars and a carton of Luckies. Later in the program I'll explain how you folks at home can win a prize too — but in the meantime play the game along with us. So

now - if you're ready - let's go ahead with our first puzzle. Prize winning Melody Puzzle Number One was sent in by Miss June E de Beaubien of 1546 Collingwood, Detroit, Michigan, and for it Miss de Beaubien wins twenty-five dollars and a carton of Luckies. Here's Puzzle Number One -- and let me give you a little clue about this song -- it was very popular just about a year ago. All right? - Ready, get set, go!

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is a living room. A girl sits reading the funnies while a young man stares moodily at a typewriter.

(SOUND: WHISTLE & POP)

BOY: I love you - I love you.

GIRL: Oh darling! I'm so glad you do!

BOY: No, not you - I'm trying to finish this story.

GIRL: Maybe I can help - I see all the movies. Joan Lovely was swell in that movie last night.

BOY: Gotta get a new twist to this plot. Boy meets girl -- boy gets girl.

GIRL: Bee! That's just -- just too marvelous for words!

BOY: Naw - old stuff - what did Joan Lovely do in that movie?

GIRL: Well Reggie - the villain - took her out in his car and they went to a quiet place in the country for dinner.

BOY: May be just what I need for my story - then what?

GIRL: Reggie got a private room and told the waiter to scram.

BOY: Then what did he do?

GIRL: He scrammed.

BOY: I didn't mean the waiter - I mean Reggie.

GIRL: I missed some ... my girl friend was tell ing me about her date --

BOY: Didn't he try to kiss her?

GIRL: Goodness no! She only met him yesterday in her office!

BOY: I don't mean your girl friend's date - I mean Reggie, in the movie.

GIRL: Let's see - he got up from the table - quick like - and sneaked around ...

BOY: Marvelous! Go on!

GIRL: And Joan she got up and tried to get away ...

BOY: Yes, yes, go on! Then - what happened ...

GIRL: What happened? -- I dunno -- we went home!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("TOO MARVELOUS FOR WORDS" . . . . . GIBSON & ORCHESTRA)

UTTAL: To _____ goes the honor of winning the first Melody Puzzle of th e evening - here you are - your ten dollar bill and carton of Luckies - thank you.

(APPLAUSE)

UTTAL: I'm supposed to explain this to you but I don't really believe that you had the least bit of trouble with it. Just think back -- the young lady said:

GIRL: Gee! That's just - just <u>too marvelous for words</u>!

UTTAL: Easy enough, eh? Now let's get on with Puzzle Number Two - a prize winner sent in by Mrs Phil Cody of 418 South Colorado Street, Butte, Montana. Mrs Dody's puzzle is hurtling at you with the speed of light!

(SOUND: WOOD BLOCK)

ANNOUNCER: John, who has been away on a business trip, returns home to be greeted by his wife.

(SOUND: WHISTLE AND POP)

MAY: Have a nice trip - tired, dear?

JOHN: Tired and hungry, honey - whatcha got to eat?

MAY: Forget your stomach - here, see what I bought while you were away.

JOHN: Bought? What with?

MAY: Look at this dining room set - isn't it scrumptious?

JOHN: I'd rather use it -- what you got to eat?

MAY: And, look - our new living room furniture -- sweet, and cheap as a song, too.

JOHN: Yes, May, and now if you're done spending money we haven't got . .

MAY: Shh, dear. Come upstairs.

JOHN: But I don't want to go to bed -- I want to eat. E-A-T, eat!

MAY: Buying furniture will help business -- the man said so.

JOHN: Help everyone's but mine - hey, what's this stuff?

MAY: The new nursery pieces. Blue and cerise.

JOHN: Baby will have to thank you when he starts to talk.

MAY: And our bedroom set -- all in the Louis Quinze period.

JOHN: Quinze? How's for a couple cans of soup?

MAY: I don't think you appreciate my efforts to ...

JOHN: I don't and as far as I'm concerned you can ...

MAY: (THROUGH SOBS) Oh - you ungrateful man - I'm going to Mother!

JOHN: G'wan! You don't expect me to drive you sixty miles tonight!

MAY: You don't have to - Ma liked the new furniture so much she moved

in this morning!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS ORCHESTRA)

("SWEET AS A SONG" . . . . . CLARK & ORCHESTRA)

UTTAL: The winner of the second melody puzzle of the evening _____. Here's your ten dollar bill and carton of Luckies - congratulations!

(APPLAUSE)

UTTAL: Now let's pool our clues and admit that this one wasn't too hard. John's wife said: "And look -- our new living room furniture -- sweet, and cheap as a song, too". There it was - "Sweet As A Song." Well, fellow puzzlers, before we continue our game, here's Basil Ruysdael with a message that you'll find interesting.

1st ANNOUNCER: A few months ago in a hunting cabin, high in the Sierras, three men were relaxing in front of an open fire, while they listened to the radio. The three men were Clark Gable, Wallace Beery, and Spencer Tracy. Now here is what they heard ... (RADIO EFFECT THROUGHOUT FOLLOWING)

(CHANT TWO SALES)

2nd ANNOUNCER: Yes, it's the tobacco that counts and with independent experts like the auctioneer you just heard - with men who know tobacco best, it's Luckies 2 to 1. This fact is substantiated by sworn records which show ....

(FADE OUT AND DROP RADIO EFFECT FOR FOLLOWING)

1st ANNOUNCER: Yes, it was in that cabin in the Sierras that Clark Gable heard the "Chant of the Tobacco Auctioneer" for the first time and Wally

Beery and Spencer Tracy were listening, too. Here is what Clark Gable himself tells us about their reactions - Quote - And the three of us - all three Lucky Strike smokers - agreed that, if tobacco experts like that auctioneer - smoke Luckies 2 to 1 - well - it's pretty good proof Luckies have the stuff. End quote. (SLIGHT PAUSE) Yes, Mr Gable ... And the fact that you, yourself have smoked Luckies 10 years proves something, too. It proves that Luckies are not only good-tasting but easy on the throat. For here is a point for every smoker to consider ... Clark Gable's voice and throat are under constant strain due to his acting career. Since he finds Luckies easy on his throat, they surely will be easy on your throat, too. Next time you buy cigarettes ask for Lucky Strike - the only cigarette that offers you the finest tobacco plus the throat-protection of the famous process "It's Toasted".

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: On your toes, ladies and gentlemen, for here's Melody Puzzle Number Three -- and it's a winner from Augusta, Maine - a puzzle submitted by Mrs Edith Sylvester of 33 Gage Street -- that's twenty-five dollars and a carton of Luckies to Mrs Sylvester, and a bit of a puzzle for you Melody fans!

(SOUND: WOOD BLOCK)

ANNOUNCER: A salesman nervously presses a doorbell and stands back a few feet to wait.

(SOUND: BELL RINGING)

SLSMAN: Good morning - I represent ...

WOMAN: Come in and welcome!

SLSMAN: I represent the E B Jiggs Co - books.

WOMAN: Fine! I adore salesmen - especially book salesmen.

SLSMAN: You - you - like salesmen?

WOMAN: Well, it's lonely out here and a'body don't get much chance to talk.

SLSMAN: Gee, lady - you're different.

WOMAN: How?

SLSMAN: Most people chase us away.

WOMAN: Heaven's above! That's terrible!

SLSMAN: Yes, and at one place this morning a woman threw a pail of water on me!

WOMAN: She did!

SLSMAN: Yes, Ma'am, and it ain't fair - I'm working my way through college.

WOMAN: College boy? Aren't you a little old?

SLSMAN: Lady - this is only my first forty years at it.

WOMAN: You must be tired - do stay for tea.

SLSMAN: Thanks - you're mighty kind to a poor college boy.

WOMAN: Land sakes, no! Now let me see the book you're peddling.

SLSMAN: No, ma'am! You've been so kind to me I won't try to pass it off on you.

WOMAN: Not so good?

SLSMAN: It's just trash! It's called "Love's Passions Sizzling!" Whew!

WOMAN: You're right about that one.

SLSMAN: Did you read it?

WOMAN: Oh no — I wrote it!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("LITTLE OLD LADY" . . . . . GIBSON & ORCHESTRA)

UTTAL: Swell going, _____ and to you goes the ten dollar bill and carton of Luckies - thank you.

(APPLAUSE)

UTTAL: And how did the great book mystery work out? Very simply - the woman said - "Aren't you a little old?" — and the man replied - "Lady, this is only my first forty years at it." Presto - "Little Old Lady".

And today we have as our guest in the studio a woman you all know very well. Her name is Smoker ... S-M-O-K-E-R ... Mrs Average Smoker. Now Mrs Smoker every year spends billions for food, clothing, cosmetics, automobiles as well as cigarettes; she oversees a budget that dwarfs the largest loan Wall Street ever floated. Manufacturers spend millions to win her favor for she controls the buying of about 90 percent of everything that is used in her home. Let me introduce a great purchasing agent - Mrs Average Smoker.

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

UTTAL: You bet you're important, Mrs Smoker. And Lucky Strike knows it. That's why we want to ask you a question. We want you to tell us, with your keen sense of values ... what influences you in buying cigarettes?

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

UTTAL: I could give you a lot of answers on that myself, but I'd rather let

Basil Ruysdael tell you the technical details.

WOMAN: (LAUGHS) Not too technical, please!

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

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

RUYSDAEL: The process "It's Toasted" takes out certain harsh throat irritants found in all tobacco. These irritants are out of Luckies. So Luckies are easy on your throat. That's simple enough, isn't it?

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

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

WOMAN: I'd like very much to see that some time - but I can't just now.

RUYSDAEL: Then, let me refer you to the experience of others. Do you often listen to Your Hit Parade on Saturday nights?

WOMAN: Yes ... I often do.

RUYSDAEL: Then perhaps you have noticed that the famous singers who appear on this program from week to week - great artists like Lotte Lehmann, Richard Crooks, Bruna Castagna and many others - have all smoked Luckies for years. And the reason, according to their own explanation, is because Luckies have proved themselves easy on their throats, in spite of the strain of their many singing engagements.

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

RUYSDAEL: Well, Mrs Average Smoker, as one of the country's foremost Purchas-

ing Agents you don't need to be told what's the best test of all for any product. Buy a carton of Luckies and let your throat demonstrate to you the throat-protection of the exclusive process "It's Toasted." Next time you buy cigarettes, ask for Lucky Strike.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Are you all ready for Melody Puzzle Number Four? Fine - but first let me explain how you folks listening at home can win a prize, too. The Melody Puzzles used on this program each week are sent in by our listening audience - and that means you. And by the way, you may be interested to know that we've had puzzles submitted by puzzle fans in Canada, England, Mexico, Holland, Dutch West Indies, Bermuda, Nova Scotia and Alaska. So puzzle fans - keep on your toes - sharpen your wits with a Lucky. Pick any popular song except those played on the program tonight, and write a Melody Puzzle around its title. Just make sure there is some clue to the actual title in the words you have the actors speak. Merely write out your ideas in rough form and send it in - we'll polish it up if it needs polishing. It's really easy. And if yours is chosen, you'll receive a prize of twenty-five dollars and a carton of Luckies, and your name will be mentioned on the program. It's easy and it's lots of fun - so get busy all of you! Here are the rules of the game.

ANNOUNCER: 1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick out the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property, and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday, March 10th. They will be heard on Monday, March 21st. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address — Melody Puzzles, 111 Fifth Avenue, New York City. But get your entry in the mail before midnight this coming Thursday if you want an opportunity to win a carton of Luckies and twenty-five dollars. Everyone can enter, no matter where you live, except employees of the American Tobacco Company and their advertising agents.

UTTAL: Now let's hear Melody Puzzle Number Four. Here is a prize winner sent in by Mr ~~MXX~~ Henry Eisenhardt -- 449 Columbus Avenue - New Haven, Connecticut. Mr Eisenhardt gets twenty-five dollars and a carton of Luckies and you get his prize-winning effort. So — Lucky in hand and wits sharpened, sit back and listen.

(SOUND: WOOD BLOCK)

ANNOUNCER: In the locker room of a country club a small, frail man speaks excitedly to a friend.

(SOUND: WHISTLE & POP)

MAN 1: I fixed him good and proper!

MAN 2: Fixed who?

MAN 1: Remember that big-shot racketeer who tried to shake down my firm?

MAN 2: Oh, you mean Muscles Malone?

MAN 1: Yeah. He's been bothering us for months so last week my brother

Joe socked him a pip.

MAN 2: Good man! I'd like to shake his hand.

MAN 1: No sense in taking him out of the hospital just to shake hands.

MAN 2: Sure, but Malone must be a pretty tough guy.

MAN 1: Not too tough -- he and I had it out today, though, as I said.

MAN 2: Hmm - but you seem to be all in one piece.

MAN 1: Sure, but remember - me and my brother are different.

MAN 2: Yeah -- he's bigger.

MAN 1: But not tougher. Why I told Malone he was a great big shag-earred bum.

MAN 2: You did what?

MAN 1: I told Malone he was a shag-earred, platter-faced bum!

MAN 2: Wow! And didn't he knock you down?

MAN 1: Knock me down? Naw - I just hung up on him!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("REMEMBER ME" . . . . . CLARK & ORCHESTRA)

UTTAL: That was slick work, _____ and here's your ten dollars and carton of Luckies, and congratulations.

(APPLAUSE).

UTTAL: And how was Number Four solved by detective _____? Well sir, the little phone-fighter said: "But remember - me and my brother are different," ... and there was your answer! And here we are at the end of this Melody Puzzle evening and let me remind you again - between now and Thursday night - sit down and try your hand at

writing a Melody Puzzle. You may be one of the winners of twenty-five dollars and a carton of Luckies. Here's the address - Melody Puzzles, 111 Fifth Avenue, New York City. Put your copy in the mail by midnight, Thursday, and be sure to write the words "Melody Puzzles" 111 Fifth Avenue, New York City, on the envelope. This is your host, Fred Uttal, saying goodnight and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was Melody Puzzles - a brand new game with music by Harry Salter - songs by Buddy Clark and Fredda Gibson. Join the fun again next Monday at this same time. And the next time you buy cigarettes remember that with <u>independent</u> tobacco experts - auctioneers, buyers, and warehousemen - "<u>with men who know tobacco best, it's Luckies two to one!</u>"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer heard on tonight's program is Mr L. A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

THE AMERICAN TOBACCO CO.

LUCKY STRIKE "MELODY PUZZLES"

WJZ 8:00 - 8:30 March 14th, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER .. ENDING WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO CO.)

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts — "With men who know tobacco best -- it's Luckies, two to one!"

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

ANNOUNCER: Lucky Strike presents — Melody Puzzles -- a new program with music by Harry Salter ... songs by Buddy Clark, Fredda Gibson and the Songsmiths Quartet. Come on, everyone, play the game with Fred Uttal, your genial master of ceremonies!

(APPLAUSE)

UTTAL: Thank you and hello everyone ... it's Monday night again and that means "Melody Puzzles" -- with fun for everybody. And judging by the mailbags -- I should say that everyone likes our game and knows how to play it. But -- forthe benefit of any new listeners -- let me explain that this is a musical game and that the idea of the game is to present a series of playlets and have you guess -- from what our actors say — the names of the songs we've hidden in the little plays. Now -- here on the stage with me and picked at random from the studio audience are eight eager contestants just raring to try their luck at tonight's Melody Puzzles. If they guess the titles, you know, they win a prize of ten dollars and a carton of Luckies. Later on in the program I'll explain how you folks at home can win a prize too — you aren't left out of this by any means. But in the meantime light up a Lucky, draw your chair up close to the radio and play the game along with us. Melody Puzzle Number One is a winner sent in by Mr. William G. Smock of 395 East 20th Avenue, Columbus

Ohio — who wins twenty-five dollars and a carton of Luckies! All right — here it is!

(SOUND: WOOD BLOCK)

ANNOUNCER: John Blivens and his wife are -- [illegible] riding in a street car bound for the movies. Trouble no bigger than another man's newspaper is looming on the horizon.

(SOUND: WHISTLE AND POP)

JOHN: "Boston Beans Win Two In A Row!" - say that's mighty good news!

DIANA: What are you mumbling about, John? Stop talking to yourself!

JOHN: I'm not talking to myself -- the Daily Blade says the Beans won. That's music to my ears!-

DIANA: Is it? When did you hear about it?

JOHN: I didn't hear about it, Diana, I just read it there -- over the shoulder of that guy in front of us. I ain't got two cents to waste.

DIANA: Don't read his paper! He might not like it.

JOHN: I don't care whether he does or not -- Say, listen to this -- "Little Joe, Five-Foot Wrestler, Wins Over Giant Keller." That's rich!

DIANA: What's rich about it?

JOHN: Giant Keller is six feet tall and Little Joe is only five feet. Besides, I hear this Joe guy is a fake -- he's a little quitter!

DIANA: Didn't the Blade say he beat Keller?

JOHN: I don't believe it -- why I saw this Keller mow down five guys in a battle-royal at St. Nicks! Even I could handle this Little Joe!

DIANA: Shh, John! The man with the paper is looking around. He looks sore.

JOHN: I'll pretend that I'm looking out the window. (HE WHISTLES)

DIANA: Why bother to whistle while you look so guilty? It won't work!

MAN: So you think Little Joe is a fake -- he's a little quitter?

JOHN: Him? That little runt couldn't lick a flea but -- say, who are you?

MAN: My name's O'Hara -- don't you want to take back what you said about

Little Joe?

JOHN: Naw -- I could lick him with my hands tied!

MAN: Tie up your hands, then — my name's O'Hara, but when I'm wrestling they call me "Little Joe" for short!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("WHISTLE WHILE YOU WORK" . . . . . QUARTET & ORCHESTRA)

UTTAL: So to _____ goes the thrill of winning our first Melody Puzzle -- plus a crisp ten dollar bill and a carton of Luckies. Great work!

(APPLAUSE)

UTTAL: Well -- let's look at the record and see how that puzzle was solved. John even whistled to give you a clue and Diana told you when she said:

DIANA: Why bother to whistle while you look so guilty? It won't work.

UTTAL: Now that you see how we do these puzzles, let's get on with Puzzle Number Two. Melody Puzzle Number Two won twenty-five dollars and a carton of Luckies for Mr. Paul J. Kasper, 9 Vandine Street, Cambridge, Massachusetts. Mr. Kasper's puzzle comes right at you!.

(SOUND: WOOD BLOCK)

ANNOUNCER: It's 4 A.M. -- Mr. and Mrs. Moss have been awakened out of a sound sleep -- there's somebody moving around downstairs.

(SOUND: WHISTLE & POP)

WIFE: Shh, Strongfort, quiet! There's a burglar downstairs!

STRFT: Okay. Have it fixed tomorrow when ... (SUDDENLY UNDERSTANDS) a what?

WIFE: A burglar is in the living room -- get up!

STRFT: You must be wrong, dear if -- No, I do hear something -- hey, you're right! Mercy me!

WIFE: Come out from under that bed. Strongfort! You're going down and shoot

that thief!

STRFT: Now, honey -- he's probably the father of --

WIFE: Strongfort!

STRFT: All right, dear. I'm going.

WIFE: Here's your gun -- how shoot on sight!

STRFT: Won't you come too, Sweet -- someone said there was safety in numbers.

WIFE: My big he-man. I guess I'd better at that. I'll be right behind.

STRFT: (TO HIMSELF) My my -- of all things -- waked up by a burglar -- Mmm-- yes, there he is .. (THEN ALOUD) All right, burglar, hands up! My weapon is loaded and I've got you covered.

BURGLAR: (STARTLED) Uh -- okay. If youse didn't have a loaded gun pointin' at me I'd slug youse silly wit me blackjack!

WIFE: (OFF) Have you caught him yet, Strongfort?

STRFT: Yes, dear. He's trembling like a leaf because he knows he's facing a dangerous man. If he makes a move I'll plug him full of holes!

WIFE: . . Shouldn't we call in the police?

STRFT: What, ask for help to subdue a burglar? Not me. I've got the situation under control.

WIFE: All right, then -- I thought maybe you'd need these bullets -- you forgot to put them in the gun!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SWEET SOMEONE" . . . . . CLARK & ORCHESTRA)

UTTAL: And to _____ goes the prize for guessing our second Melody Puzzle. Here's your ten dollar bill and carton of Luckies and thank you very much.

(APPLAUSE)

UTTAL: Well, how did you make out with this partners-in-puzzles? You most certainly didn't need paper and pencil to figure it out when the virile Strongfort said:

STRFT: Won't you come too, Sweet -- someone said there was safety in numbers.

UTTAL: Plain enough!

(COMMERCIAL #1)

UTTAL: And now a bit of history!

(SOUND: WOOD BLOCK)

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

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

ANNOUNCER: Tobacco! The first commercially grown tobacco in America raised by John Rolfe, an English settler. But now to another scene, three and a quarter centuries later.

(CHANT ... THREE SECONDS THEN FADE UNDER)

Lexington, Kentucky! 1938! The largest tobacco market in America ... To the chant of the tobacco auctioneer, hundreds of millions of pounds of fine tobacco are sold in this market each year. What would John Rolfe think if he could come to life today and visit the auctions? How would he get along with the modern tobacco experts he would meet? ... John Rolfe who said ...

MAN: Aye, friend, this is tobacco ...

ANNOUNCER: (LAUGHS) Well, I suspect old John Rolfe would be a little bit flabbergasted. In 325 years men have learned a lot about tobacco. Modern growing methods have resulted in an infinitely improved tobacco plant. And modern methods of grading have divided tobacco into so many different qualities that, to say simply "This is tobacco" of any particular lot

would sound really funny. Tobacco experts recognize dozens of different types of tobacco. They know the values and the grades and - what is more - they actually see at the auctions who buys what tobacco. So auctioneers, buyers, and warehousemen -- independent tobacco men -- are in a truly unique position to judge in a matter which interests nearly all of us ... the matter of which cigarette to smoke. Now here is their verdict, as shown by sworn records: Among these independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember that fact when you next hear the chant of the tobacco auctioneer

(FADE IN CHANT)

When you hear that chant remember, the men who know tobacco best smoke Luckies, two to one!

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Back in the saddle again to gallop off with Melody Puzzle number three. Mrs. Charles Beaumont of 314 Clinton Street, Penn Yan, New York, wins twenty-five dollars and a carton of Luckies for this one. So light up a Lucky, fellow puzzlers, and lend us your ears!

(SOUND: WOOD BLOCK)

ANNOUNCER: Marjorie has at last consented to teach her younger sister, Adele, the art of the waltz.

(SOUND: WHISTLE AND POP)

MARJORIE: I shouldn't do this -- I'm much too busy. Tell me, Dell, why do you have to know how to waltz by tomorrow?

ADELE: Because tomorrow's the last day of school and if I don't know how to waltz, I just won't pass.

MARJORIE: What's the matter, haven't you been studying hard?

ADELE: Aw gee, I guess I'm not smart. Besides, Helen has gotten so fat I can't see her paper over her shoulder any more.

MARJORIE: Shame on you, yOung lady, that's dishonest. Well if I must, I must. We'll try it first without music. Right foot forward.

ADELE: Which is right?

MARJORIE: Follow me and stop talking. Forward glide ...

ADELE: Gosh, this is hard to do, Marge!

MARJORIE: (FIRMLY) You begged me to help you when I was busy myself — now dance - don't talk!

ADELE: How did you do that step? Was it like this?

MARJORIE: Good! You dip - see? Okay — that will do till after dinner.

ADELE: All right, Sis. Thanks.

MARJORIE: But tell me - when did your teacher tell you to learn to waltz?

ADELE: She didn't tell me to.

MARJORIE: She didn't. Then how did you know that she wanted you to?

ADELE: I heard her telling Helen that her dancing had promoted her.

MARJORIE: You mean to say that just because Helen danced as well as she does, instead of studying, she had moved out of the class?

ADELE: That's just it! So I made up my mind to learn how when teacher said: "Helen, you've waltzed yourself right out of this class!"

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THE DIPSY DOODLE" . . . . . GIBSON & ORCHESTRA)

UTTAL: Congratulations to _____ for winning our third puzzle this evening. And here's a new ten dollar bill and a carton of Luckies.

(APPLAUSE)

UTTAL: Now - let's see how the puzzle was solved. All very simply when Marjorie said: "Good. You dip - see? Okay - that will do till after dinner." And you had "Dipsy Do-Till." Now, before we go into our fourth Melody Puzzle of the week - here's real cigarette news from Lucky Strike. What have you got, Basil?

(COMMERCIAL #2)

RUYSDAEL: Well, it's this. I suppose a lot of people who hear on the air or read in the magazines about the many great singers and actors that smoke Luckies would like to know why? Why should singers and actors especially be so "sold" on Luckies? Well, here's the reason ... you see, a singer or an actor has to take good care of his throat. Take Robert Taylor for instance. He's often before the sound truck working on a picture twelve or fourteen hours a day and that's a real strain on the throat. And he smokes Luckies, as he explains himself, because they never bother his throat. So it stands to reason that Luckies will be easy on your throat, too. And here's the reason: The exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in even the very finest tobacco. This is proved beyond doubt by chemical tests which reveal what quantities of these irritants are removed. Then, with these irritants out, controlled moisture is added to bring forth the natural mellowness of the tobacco. The result is a light smoke, so you can easily see why Luckies are easy on Robert Taylor's throat. And, you'll find the same thing true. When you're buying cigarettes, get a light smoke of the finest tobacco money can buy. Ask for Lucky Strike.

(LUCKY DAY . . . . . ORCHESTRA)

UTTAL: Before we have a go at Melody Puzzle Number Four -- let me explain something that concerns you folks listening at home. You know you can win a prize too. Yes sir, the Melody Puzzles used on this -- and every week's -- program were sent in by our listening audience -- and that, my friends, means every single one of you. You'll be surprised how easy it is -- all you have to do is to pick any popular song, except those played on the program tonight, and write a Melody Puzzle around its title. Just make sure that there is some clue to the actual title in the words you have the actors speak. And above all, don't think that you can't write, because it's really very easy -- Merely write out your ideas in rough form and send them in -- if they need polishing up, well, we'll polish them. And remember that if yours is chosen, you'll receive a prize of twenty-five dollars and a carton of Luckies and your name will be mentioned on the program. It's simple -- it's lots of fun -- and the prize is worth aiming at. So take pen in hand and go to it! Here are the rules of the game.

ANNOUNCER: 1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick out the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property, and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday, March 17th. They will be heard on Monday, March 28th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address -- Melody Puzzles, 111 Fifth Avenue, New York City. But get your entry in before midnight this coming Thursday if you want an opportunity to win a carton of Luckies and twenty-five dollars. Everyone

can enter, no matter where you live,, except employees of The American Tobacco Company and their advertising agents.

UTTAL: And now that you know just how the Melody Puzzles should be composed -- let's have number four and see how G. Gallagher of 426 East 188th Street of New York City won twenty-five dollars and a carton of Luckies.

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene is the living room of the Browns. Dinner is over and the night stretches lengthily before them.

(SOUND: WHISTLE AND POP)

JACK: Peg, m'love ...

PEG: Yes, dear?

JACK: You see before you the mere shell of a man. A man so tired that he can think but of bed. Mind if I skip the lecture at the club?

PEG: Why no, dear, but it <u>might</u> interest you.

JACK: That's the trouble with this world -- pass the mints, Lambie.

PEG: What <u>is</u> the trouble with it -- I'd like to know.

JACK: Lectures - that's what's wrong with the world - lectures.

PEG: Not this lecture, this is ...

JACK: G'wan -- all alike -- all bad -- too darm much talk!

PEG: Didn't you see the announcement?

JACK: I didn't even look at it. It's always some fogey who's found an ancient egg in the Gobi Desert.

PEG: (LAUGHS) You're funny!

JACK: Not half as funny as those old codgers with their lantern slides.

PEG: There won't be any ...

JACK: If I see that Taj Mahal slide again I'll explode. No kidding, I wouldn't go out tonight for a million dollars.

PEG But darling, it'll be over by ten at the latest.

JACK: Ten is pretty late, and little girls and little boys should be in bed.

PEG: Yes - that's what makes me wonder ...

JACK: Wonder about what?

PEG: The Follies girls who aren't going to bed ...

JACK: Where are they going?

PEG: Haven't you heard? They're going to a lecture on the Suzy-Q at your club.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("TEN PRETTY GIRLS" . . . . . CLARK & ORCHESTRA)

UTTAL: To _____ goes the prize -- And here's ten dollars and a carton of Luckies and our congratulations!

(APPLAUSE)

UTTAL: And here's how our lucky Sherlock solved the great puzzle mystery -- all in one line when Jack said "Ten is pretty late and little girls and little boys should be in bed" -- which made -- "Ten Pretty Girls." And so we reluctantly draw the curtains on the stage of another Melody Puzzle show. And why not have one of your playlets on it next time? Just sit down -- between now and Thursday night -- and try your hand at writing a Melody Puzzle. You may be one of the winners of twenty-five dollars and a carton of Luckies. Here's the address -- Melody Puzzles -- 111 Fifth Avenue, New York City. Put your copy in the mail by midnight, Thursday, and be sure to write the words "Melody Puzzles," 111 Fifth Avenue, New York City, on the envelope. This is your host, Fred Uttal, saying good night -- and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was MELODY PUZZLES -- a brand new game with music by Harry Salter -- songs by Buddy Clark, Fredda Gibson and the Songsmiths Quartet. Join the fun again next Monday at this same time. And the next time you buy cigarettes, remember that with independent tobacco experts -- "With men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

- Mr. Boggiano

THE AMERICAN TOBACCO COMPANY
"LUCKY STRIKE "MELODY PUZZLES"
MARCH 21st, 1938 WJZ 8:00 - 8:30

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ... ENDING WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts -- "With men who know tobacco best -- it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents -- MELODY PUZZLES -- with music by Harry Salter ... songs by Buddy Clark and Arlene Jackson. Come on, everyone, play the game with Fred Uttal, your master of ceremonies!

(APPLAUSE)

UTTAL: Thank you and hello everyone ... Well, Monday has rolled around again and with it another "Melody Puzzles" night, with fun for everybody. For the benefit of any new listeners -- let me explain that this is a musical game and that the idea of the game is to present a series of playlets and to have you guess -- from what our actors say -- the names of the songs we've purposely hidden in the little plays. Now -- here on the stage with me, and picked at random from the studio audience, are eight contestants who are just aching to try their luck at solving tonight's Melody Puzzles. If they guess the titles, you know, they win a prize of ten dollars and a carton of Luckies. Later on in the program I'll tell how you folks

listening in can win a prize too. But, in the meantime light up a Lucky and give heed to Melody Puzzle Number One - a prize-winner sent in by Mrs. R. E. Morris, P.O. Box 1597, Boise Idaho - to the lucky lady goes twenty-five dollars and a carton of Luckies, and to you, friends, comes the puzzle - so - on your toes!

(WOOD BLOCK)

ANNOUNCER: Our little opera has to do with a go-getting automobile salesman who had a tip on a prospective purchaser and hurried around to sell her a "Whoozer Eight". The bewildered lady is getting the works as they purr across country.

(WHISTLE AND POP)

(MOTOR SOUNDS LOW AND SUSTAIN)

SALESMAN: Well, lady, you certainly surprised me - you certainly did --- here I call at your house to take you for a ride and you meet me at the door with your hat and coat on.

WOMAN: Why not - you called me.

SALESMAN: I called you? Well, yes - that's the way it goes --- must have been the boys at the office giving me a rib.

WOMAN: Rib? Young man - I don't see.

SALESMAN: Listen to this performance - You're a good judge - A Sweetheart - isn't it - Listen to that motor purr.

WOMAN: Does it.

SALESMAN: Does it - like a cat swimming in milk - and this old wagon will do ninety sittin' down - and comfort - why a baby could sleep on that hood and never wake up -- say, this hack is a mean bunch of iron - lady, as far as crates go you'd knock 'em dead at the country club if you roll up in this.

WOMAN: But, I don't see why I should be interested.

SALESMAN: Interested — why, people cry for this buggey - it's colossal - it does everything but fly and I'll tell you what - bring in your old car and I'll roll this baby into your garage tomorrow morning.

WOMAN: Mercy, young man - you certainly talk fast.

SALESMAN: Nah, lady - that's just enthusiasm - I'm a salesman, sure - but I love a good car when I see it - and lady, this "Whoozer Eight" is the finest automobile made - there ain't nothin' like it.

WOMAN: Young man - see here - I'm a little tired of all your bragging.

SALESMAN: Bragging - lady - I'm trying to sell you

WOMAN: Why I'm not interested in buying anything - I only want to rent.

SALESMAN: Rent? You can't rent a "Whoozer Eight".

WOMAN: I don't want to rent a "Whoozer" anything.

SALESMAN: You ain't in the market for a car?

WOMAN: Of course not - I thought you were the real estate agent who called me - I want to rent a house.

(CHORD IN "G")

(UTTAL POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU'RE A SWEETHEART" . . . . . CLARK AND ORCHESTRA)

UTTAL: And to _____ goes the honor of guessing Melody Puzzle Number One -- your ten dollars and carton of Luckies and thanks very much.

(APPLAUSE)

UTTAL: Now how did _____ solve the big Melody Mystery - why, just by paying close attention to the clue which was - all in one line - when the Salesman said, "Listen to this performance. You're a good judge - A Sweetheart - isn't it? And you had by simple deduction - YOU'RE A SWEETHEART - okay

now let's get into the ring with Melody Puzzle Number Two and the champion who won the prize and carton of Luckies for sending this one in is Mrs. Gerald H. Kadel - 321 Marshall Street - Kennett Square, Pennsylvania. All set - challengers - all right - come out fighting at the bell.

(BELL)

ANNOUNCER: This tender little scene takes place at the home of the Lanes - in the little town of Swamproot. Mary Lane is home early and here comes John, too - what's he doing home so early on Saturday night?

(WHISTLE AND POP)

JOHN: Mary - Mary - what are you doing home?

MARY: What are you doing?

JOHN: Why Mr. Kleinhammer at the store let me off.

MARY: He let me off too.

JOHN: Oh, boy - a whole night off.

MARY: Well, come on let's have dinner.

JOHN: Okay - oh, by the way - Harold Jones and I had lunch today - he asked us over tonight - if and when - for bridge.

MARY: But, darling don't you remember - we said that if we had tonight off we'd go over to Betty and Joe's.

JOHN: I forgot all about it.

MARY: Well, thanks for the consideration. Your memory is getting worse all the time.

JOHN: I'm sorry.

MARY: Well, you'll have to call your friends and tell them we have another date.

JOHN: My friends - me call - you call those friends of yours.

MARY: John Lane - you're not going to spoil my evening.

JOHN: How about you spoiling mine with those deadly dopes of yours.

MARY: They are not dopes - just because you can't talk about anything but dry goods and Joe is in the plumbing business is no sign you have to act unsociable.

JOHN: Ah, that guy forgot his tools and besides I promised Harold.

MARY: Harold - Harold! That guy is just a necktie going some place to be admired.

JOHN: I'm not going to argue - we're not going to Betty and Joe's.

MARY: And I'm not going to Harold's.

JOHN: Now, Listen - why can't you act like you had some sense - we're married ain't we -- don't I get any breaks in this thing.

MARY: I didn't say obey when we got married - I mumbled.

JOHN: All right - all right - so you're going to act like that, eh.

(PHONE RINGS)

JOHN: (IN AN ANGRY VOICE) Hello - hello - Oh - hello, Mr. Kleinhammer - Yes, Mr. Kleinhammer - Way, certainly, Mr. Kleinhammer - okay, Mr. Kleinhammer. (HANGS UP)

MARY: Well, now where do we go.

JOHN: No place - Mr. Kleinhammer said we got to go back to work.

(CHORD IN "G")

(UTTAL POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THANKS FOR THE MEMORY" . . . . . JACKSON & ORCHESTRA)

UTTAL: Well _____ wins the ten dollars and carton of Luckies. Here they are and thank you very much.

(APPLAUSE)

UTTAL: All right - let's see how that puzzle worked out. The clue was again in one line when Mary said

MARY: WELL THANKS FOR THE CONSIDERATION. YOUR MEMORY IS GETTING WORSE ALL THE TIME.

UTTAL: And that made "Thanks for the Memory" ---
Now our scene changes to a court room

SOUND: GAVEL RAPS THREE TIMES)

HERLIHY: Hear ye! Hear ye! Hear ye! This court is called to order. You, the smokers, now sit in judgment as we present ... the case for Lucky Strike! Call the first witness please ...

RUYSDAEL: Mr. L. A. Riggs - tobacco auctioneer of Goldsboro, North Carolina!

RIGGS: As a tobacco auctioneer, I sell to all the cigarette companies. And at every market I see Lucky Strike buy the best tobacco. That is why I have smoked Luckies ever since I became an auctioneer.

RUYSDAEL: Second witness ... ~~Mr. John Hammer, Director of the Lucky Strike Research Laboratories~~!

MAN: Quantities of irritants, naturally present in even the finest tobacco, are removed by the Lucky Strike process "It's Toasted". This is proved beyond the shadow of a doubt by actual laboratory tests. Luckies are minus certain irritants found in all tobacco.

RUYSDAEL: Third witness - Miss Gertrude Lawrence, famous star of the Broadway and London stage. Here is Miss Lawrence's own statement ...

WOMAN: When I choose a cigarette I inevitably think of my voice and throat. For my career demands that I be careful. Now I've been smoking Luckies ever since 1924. And in all that time Luckies have never once bothered my throat.

Sound

SOUND: (THREE RAPS OF HAMMER)

RUYSDAEL: This court has heard three witnesses, each fully competent to speak. The first told you that Luckies are made of the finest tobacco. The second explained that, due to the exclusive "Toasting" process, Luckies are minus certain irritants found in all tobacco. The third gave you the results ... Luckies are a light smoke, easy on your throat. Now what is the verdict, Your Honors! Will you let your own throats and your own tastes make the final decision? Buy a package of Luckies tonight or tomorrow and - judge for yourselves!

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: All right, let's go now with Melody Puzzle Number 3. Here's a winner sent in by Miss Judy Riley of 116 S. Third Street, Shamokin, Pennsylvania, who wins twenty-five dollars and a carton of Luckies - Miss Riley's puzzle is yours for the listening.

(WOOD BLOCK)

ANNOUNCER: Our scene is the kitchen of Pat and Bridget O'Finnergan. Pat grins as he brings in the morning newspaper.

(WHISTLE AND POP)

PAT: Good morning, Bridget. I've got a bit of a surprise for

you.

BRIDGET: Patrick. Save your surprises - you've got work to do.

PAT: Work I will not until I have looked through me newspaper!

BRIDGET: Oh - so you're goin' to read your newspaper - Mr. Asterbilt.

PAT: That, I am - ah, me - wait till you see me picture plastered all over the papers.

BRIDGET: Your picture - Faith - you're not dead.

PAT: Faith - I'm not -tis me handsome physiogoty. Didn't this fellow call on me and ask for me picture himself? "I'll put your phiz in the newspaper" he says.

BRIDGET: Stop this make believe, Patrick! I suppose Clark Gable's taken sick?

PAT: There's no make believe about this, Bridget - they needed my picture for a big advertisement.

BRIDGET: You mean it? Glory be - we'll send back a copy to the old country.

PAT: And Uncle Tim ...

BRIDGETP And Uncle Time will leave us his money sure when he sees your fine countenance in the paper. Look for the picture - hurry, Patrick.

PAT: Let's see - page two, no - page three, no - page four, there it is! Faith you read what it says underneath it. I ain't got me glasses.

BRIDGET: Saints protect us, it's there all right. But Pat!!

PAT: What's the matter, Bridget? Don't you like the picture? What does it say under - at the bottom?

BRIDGET: Say? It says - "Man's wasted youth or the Evil of Drink!

(CHORD IN "G")

UTTAL: (PODLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("MAKE BELIEVE" from Show Boat . . . . . CLARK & ORCHESTRA)

UTTAL: Here's ten dollars and a carton of Luckies to _____, the solver of Melody Puzzle Number three. Thank you! (APPLAUSE)

UTTAL: Well - here's how the Melody Mystery was solved. Bridget said

BRIDGET: Stop this make believe, Patrick.

UTTAL: Yes, and then Patrick followed up with "There's no make believe about this, Bridget". And there it was. But now here's Basil Ruysdael to answer a question that's being asked more and more.

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

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

RUYSDAEL: Yes, it takes a good long time to learn the chant of the tobacco auctioneer. And it takes even longer to acquire all

the tobacco skill and special knowledge a tobacco auctioneer needs. That's why famous auctioneers - like, for example. Roscoe D. Graham of Greensboro, North Carolina - are so generally respected in Tobaccoland. Now recently Mr. Graham made a statement about cigarettes which we think deserves your respect as a smoker. QUOTE ... "I've been auctioneering on the tobacco market for 15 years in South Carolina, North Carolina, Virginia, Tennessee and Kentucky. And at auction after auction I've seen Lucky Strike buy the choice tobacco. Now that's a fact - I'll stake my reputation as an independent tobacco man upon it." END QUOTE Yes, Mr. Graham is independent - not connected with any cigarette manufacturer. That's why the fact that he has smoked Luckies for 8 years means so much. And sworn records show that among other independent experts - auctioneers, buyers, and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hearthat chant remember, with men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: Before we go on with Melody Puzzle Number Four -- let me explain something that concerns you listeners at home. Briefly, it is this, you can win a prize too, because the Melody Puzzles used on this -- and every week's program were sent in by you folks listening at home. If yours is picked you'll get a prize of twenty-five dollars and a carton of Luckies. It's really very simple, so go ahead and try. All you have to do is to pick any popular song, except those played on the program tonight -- and write a Melody Puzzle around its title. Just make

sure that there is some clue to the actual title in the words you have the actors speak. And don't think that you can't write because you can -- it's easy! Merely send in your ideas in rough form and if there's any polishing to be done we'll do it for you. And remember that if yours is chosen, you'll receive a prize of twenty-five dollars and a carton of Luckies and your name will be mentioned on the program. It's simple -- it's fun -- and the prize is worth the slight effort. So make a date with pen and paper and a Melody Puzzle -- here are the rules of the game.

ANNOUNCER: 1. The final decision as to the winning Melody Puzzle rests with us and will be based upon originality, interest and cleverness of clues. If more than one of you pick out the same song to write about, the decision as to which playlet to accept remains entirely with us.

2. All Melody Puzzles submitted, win or lose, become our property, and we cannot return them to their authors or answer inquiries about them.

3. Entries for this week must be postmarked not later than midnight, Thursday, March 24th. They will be heard on Monday April 4th. Address your entries to Melody Puzzles, 111 Fifth Avenue, New York City. Remember the address -- Melody Puzzles, 111 Fifth Avenue, New York City. But you get your entry in before midnight this coming Thursday if you want an opportunity to win twenty-five dollars and a carton of Luckies. Everyone can enter, no matter where you live, except employees of The American Tobacco Company and their advertising agents.

UTTAL: And now that you have the Melody Puzzle rules down pat -- let's have Number Four and see just how Miss Vera Mae Pauls

of Port Clinton, Ohio, won twenty-five dollars and a carton of Luckies. And here's a tip on this one. This song was popular a little over two years ago. All right - here it is.

(MOOD BLOCK)

ANNOUNCER: Surrounded by an immense pile of sporting equipment, a man is fishing. He is reeling in excitedly when a stranger approaches and speaks.

(WHISTLE AND POP)

MAN 1: Any Luck?

MAN 2: (GRUNTS) Aw shucks, I lost him! I'd of had him too if you hadn't come up behind and scared me!

MAN 1: Too bad. I asked you if you'd had any luck.

MAN2: Mister, you are a witness to my lucky star! Outside of that six-footer that got away I got some baby black bass and ...

MAN 1: baby black bass, eh? Interesting!

MAN 2: Yeah, an' some pickerel an' -- whatcha writin' down? You a reporter doin' a piece on local Izzick Waltons?

MAN1; A reporter? Waal, you might call me that. I keep track of what's going on. You through fishing?

MAN 2: Guess so --- with you around scarin' away the fish ... You gonna take any pictures?

MAN 1: Pictures: maybe - but let me ask you about the fishing season. You've got a license?

MAN 2: License? Not me - I wouldn't be a sucker!

MAN 1: No - not you. By the way, what's in that bag?

MAN 2: Just a brace of duck, see?

MAN 1: Oh - you're a hunter, too.

MAN 2: Sure - fish & hunt - everything

MAN 1: Say - you are a real sportsman.

MAN 2: Sure - I go fishing and hunting all the time.

MAN 1: All the time, eh?

MAN 2: Sure - well I guess I'll be getting on. Going my way?

MAN 1: Sure.

MAN 2: Ha - ha - how's that? You don't know where I'm going?

MAN 1: Yes, I do - you're going to jail - I'm the game warden.

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("YOU ARE MY LUCKY STAR" . . . . . ARLENE JACKSON & ORCHESTRA)

UTTAL: And thus _____ won the fourth Melody Puzzle, a new ten dollar bill and a carton of Luckies, Congratulations!

(APPLAUSE)

UTTAL: Let's look in the back of the book and see how number four was solved. Perhaps Izzick Walton, himself, will oblige us by repeating the actual line that contained the clue. Mr. Walton!

MAN 2: Mister, <u>you are</u> a witness to <u>my lucky star!</u>

UTTAL: And there is was - "You Are My Lucky Star.". All in one line. And so down comes the asbestos curtain on another week's Melody Puzzle show. Why not have one of your playlets on it next time? Just sit down -- between now and Thursday night -- and try your hand at writing a Melody Puzzle. You may be one of the winners of twentyfive dollars and a carton of Luckies. Here's the address -- Melody Puzzles -- 111 Fifth Avenue, New York City. Put your copy in the mail by midnight, Thursday, and be sure to write the words "Melody Puzzles", 111 Fifth Avenue, New York City, on the envelope - and good luck to you! This is your host, Fred Uttal, saying goodnight --

and thank you.

(APPLAUSE)

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: And that was MELODY PUZZLES -- a game with music by Harry Salter -- songs by Buddy Clark and Arlene Jackson. Join the fun again next Monday at this same time. And the next time you buy cigarettes, remember that with independent tobacco experts -- buyers, auctioneers, and warehousemen - "With men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer heard on tonight's program was Mr. L. A. (Speed) Riggs, of Goldsboro, North Carolina.

(SONG CREDITS ... IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

THE AMERICAN TOBACCO CO
LUCKY STRIKE "MELODY PUZZLES"
MONDAY, MARCH 28th 1938

Mr. Ragiano

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ... ENDING WITH "ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts - like the auctioneer you just heard ... know who buys what tobacco. With these experts -- "with men who know tobacco best - it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents -- MELODY PUZZLES -- with music by Harry Salter ... songs by Buddy Clark, Fredda Gibson and the Song-smiths Quartet. Come on, everyone, play the game with Fred Uttal, your master of ceremonies!

(APPLAUSE)

UTTAL: Thank you and hello everyone ... Well, here it is Monday night and that means that it's again time for "Melody Puzzles" and time to cast aside your troubles. For the benefit of new listeners let me explain that this is a musical game and that the idea of the game is to present a series of playlets and to have you guess - from what our actors say - the names of the songs we've purposely hidden in the little plays. Now - here on the stage with me and picked at random from the studio audience, are eight contestants all set to match wits with tonight's Melody Puzzles. If they guess the titles, you know, they win a prize of ten dollars and a carton of Luckies. ~~Later on in the program I'll tell you folks at home how you can win~~

UTTAL: (CONT) [redacted] But [redacted] here's Melody Puzzle Number One, which won twenty-five dollars and a carton of Luckies for Mr Ernst C Sutter, 36 Mountain Avenue, New London, Connecticut. Let's go with Melody Puzzle Number One!

(SOUND: WOOD BLOCK)

ANNOUNCER: Our scene is the Island of Mamby-Pamby in the South Seas where men miss boats and life is just a bag of shells. The last steamer had departed and fate brings the old acquaintances together.

(SOUND: BOAT WHISTLE)

BILL: Why, Fred Stoop -

FRED: Bill Jones!

BILL: Did you just get off that steamer?

FRED: Sure did and I'm here to stay.

BILL: Welcome to Mamby-Pamby.

FRED: Thanks - say, you know I often wondered where you disappeared to - ten years ago wasn't it?

BILL: Ten long years.

FRED: What made you do it -- girl trouble?

BILL: Yep --- the most beautiful woman who ever lived — a dream princess with red hair and green eyes — a disposition like a saint's -- oh, well, she turned me down.

FRED: Gee, that's tough -- turned you down cold, eh --

BILL: Yeah and here I am - lost on a godforsaken island in the middle of the ocean and I can't get her out of my mind. I even dream of her once in a while.

FRED: That's certainly tough - was she a home town girl?

BILL: Yes -- you knew her perhaps -- red hair - green eyes.... lovely as a picture -- her name was Nellie Blitz.

FRED: Nellie Blitz! Know her? -- sa-y that gal had a temper like a wild cat -- what a headache she was!

BILL: No, Fred -- you must be mistaken --Nellie was an angel.

FRED: She was a pain.

BILL: Now, see here, Fred -- Nellie might have been a little high spirited -- but she had no temper at all.

FRED: Listen, Bill - I knew that gal and the boys in front of the pool room would hide under the tables every time they saw her coming -- she was dynamite and she had a left hook like a Golden Glove heavyweight!

BILL: Now see here, Bill -- I know Nellie turned me down -- but memory is a sacred thing -- I see her in a dream at night -- the most beautiful -- the most wonderful girl in all the world.

FRED: Ah, let's skip it -- she's wonderful to you -- but poison to me.

BILL: Yes, let's talk of other things - what brings you down here, Fred?

FRED: Nellie Blitz.

BILL: What? Nellie turned you down, too?

FRED: Turned me down - nothing - she married me!

(CHORD IN "G")

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("ONCE IN A WHILE" . . . . . CLARK & ORCHESTRA)

UTTAL: And to _____ goes the honor of winning the first Melody Puzzle - here's your ten dollars and your carton of Luckies and thank you.

(APPLAUSE)

UTTAL: Now for the explanation department - let's see how the puzzle was solved. The answer was all in one line when Bill said

BILL: I even dream of her - once in a while.

UTTAL: And you had ONCE IN A WHILE --a prize package for _____. Now, let's get going on Melody Puzzle Number Two -- a prize winner sent in by Mr William T Welch of 14009 Second Boulevard, Highland Park, Michigan. So - $25 and a carton of Luckies to Mr Welch and to you, puzzlers - your second chance to see if you can guess the title -- here she comes.

(SOUND: WOOD BLOCK)

ANNOUNCER: It is evening at the home of the Twiddles - Pa Twiddle is resting easy, but his peace and quiet is about to be shattered by a young man who calls to ask a question.

(SOUND: WHISTLE AND POP)

PA: Well, young man?

ELMER: Mr Twiddle - I'm Elmer.

PA: That's something over which I have no control.

ELMER: But - I have come to ask you ...

PA: You want to mow my lawn?

ELMER: No, Sir.

PA: Well, I've paid my income tax and if that's what you've come around here for, you can take your hat and get out!

ELMER: But I want to marry your daughter!

PA: O-h ... I thought for a moment you wanted to work.

ELMER: I want to marry Prunella.

PA: That's her name alright, but her mother picked it -- you may find out about things like that someday - well, sit down - sit down.

ELMER: When can I do it?

PA: Oh - we'll get to that. Now, you expected to live off - I mean with us?

ELMER: Oh yes - of course.

PA: Of course. Um - do you work -- you know -- W-O-R-K?

ELMER: Oh, no - you see I thought - that - well -- that I could raise things in your backyard?

PA: Raise things in my back yard? Say - don't you ever get that old feeling that maybe you're letting yourself in for something?

ELMER: No, sir, not at all -- you see I'll raise flowers that are used in making medicine.

PA: (BRIGHTLY) Medicine? ... Er .. something tonic?

ELMER: Oh, no nothing like that.

PA: (DEFLATED) No - nothing like that -- well, what do you expect to make on this flower business?

ELMER: A cool five thousand a year.

PA: Five thousand -- you mean money, of course -- well, young man I think you would make a fine-upstanding son-in-law.

ELMER: Oh - thank you - thank you Mr Twiddle.

PA: Yes - you are handsome - industrious - pleasant and obviously you are very smart.

ELMER: Gee - you're swell.

PA: But there's just one obstacle standing in your way.

ELMER: Oh, well, maybe I could overcome it.

PA: Ah me, I hardly think so.

ELMER: Why - what is it?

PA Prunella got married this morning!

(CHORD IN "G")

UTTAL: POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("THAT OLD FEELING" . . . . . GIBSON & ORCHESTRA)

UTTAL: And to _____ goes the second prize of ten dollars and a carton of Luckies. There you are — and congratulations.

(APPLAUSE)

UTTAL: I had a feeling you were falling for that one and here's how that Puzzle worked out — Briefly and simply the title was read in one line when Pa Twiddle said: "Say, don't you ever get that old feeling that maybe you're letting yourself in for something". And you had THAT OLD FEELING as simple as ABC.

And here's something that's equally simple and understandable.

ANNOUNCER: Here are three people with three quite different viewpoints on smoking. Yet all three have reached the same conclusion .. Listen.....

WOMAN: I'm a singer. My voice is my living. Naturally, I take the best possible care of my throat. Now, I like to smoke, too, but I cannot risk throat irritation. So I smoke - Luckies - because practical experience has taught me that Luckies are the cigarette best-suited to the throat.

RIGGS: I'm a tobacco auctioneer. At the big tobacco markets, I chant the bids and the sales like this (10 SECONDS OF CHANT) So, I certainly know the kind of tobacco every company buys. Well, in my experience Lucky Strike gets the finest tobacco that's offered at the auctions. That's why I smoke Luckies.

MAN: Well - I'm just an average smoker. But I don't like throat irritation any more than a singer does. And I certainly like to know I'm smoking good tobacco. So I took a hint from the singers and the tobacco-men and tried Luckies. And say, they suit my taste and my throat to a "T".

ANNOUNCER: How about you? Surely it's worth your while to try Luckies, too? Remember, only Lucky Strike offers you the finest tobacco plus the throat protection of the "Toasting" process. So buy a carton of Luckies today and discover for yourself the advantages of a light smoke - a cigarette that is at the same time good-tasting and easy on your throat. Ask for Lucky Strike.

("LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: All right, let's get going with Melody Puzzle Number Three - here's a puzzle sent in by Miss Anne Flynn of 22 Fisher Street, Natick, Massachusetts for which she receives $25 and a carton of Luckies. So light up a Lucky and see if you can grab the title clue in this puzzle. Here's a tip though - the tune selected is an old favorite - so be on your toes.

(SOUND: WOOD BLOCK)

ANNOUNCER: The scene takes place in front of your local movie house where Ruth and her boy friend, Eddie, are stumbling out - their

ANNOUNCER: (CONT) eyes glazed with wonders and their hearts full of noble sentiments inspired by the movie they have just seen.

(SOUND: WHISTLE AND POP)

EDDIE: Did'ja like it honey?

RUTH: Gee - it was sa'well.

EDDIE: And Marble Murgatroyd - ain't she beautiful?

RUTH: She was gorgeous.

EDDIE: And I like Harry Dell, too - he's handsome - ain't he?

RUTH: Yeah - he's swell.

EDDIE: Say, wassa matter, Ruthie - you mad at me?

RUTH: Nah.

EDDIE: Well, wassa matter then - you lock mad.

RUTH: Oh, it's the way you act in the movie.

EDDIE: How do I act? Everybody else had their arms around somebody.

RUTH: It ain't that. My, I guess I'm just blue. Heaven knows the pictoor was sad.

EDDIE: Well, you said you liked sad movies, Ruthie.

RUTH: Yeah, Eddie, but gee, why do you have to be so mean?

EDDIE: Me - mean? I ain't mean, Ruthie —

RUTH: Yes you are —

EDDIE: What did I do?

RUTH: You tried to slap that little boy in back of us.

EDDIE: Ah, that wasn't nothing — I got sore because he was crackling paper in his hand - you know I'm nervous.

RUTH: You didn't have to make passes at him.

EDDIE: Ah, ~~xxxxx~~ forget it, Ruthie.

RUTH: No - I won't. You're mean and I ain't like that at all -

RUTH: (CONT) if somebody does something to me - I don't get mean - I'm just sweet and nice and I make them feel bad -- you ain't got no - no spirituel!

EDDIE: Gee, I didn't know you was that way, Ruthie - or I would have told you in the movie.

RUTH: Told me what, Eddie?

EDDIE: Told you that little boy stuck his chewing gum in your hair.

(CHORD IN "G")

UTTA: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("MY BLUE HEAVEN" . . . . . CLARK & ORCHESTRA)

UTTAL: And for that clever work in deduction -- M_____ wins a carton of Luckies and this ten dollar bill -- Thank you and our very best thanks.

(APPLAUSE)

UTTAL: The clue line which solved that Melody Puzzle was extremely easy if you had paid close attention to the lines of the actors . The title was said simply and plainly in one line when, Ruthie said: "My, I guess I'm just blue. Heaven knows the pictoor was sad" — which made "MY BLUE HEAVEN".

And now before we move into Melody Puzzle Number Four - here's a significant message from Lucky Strike.

ANNOUNCER: For three generations, the Richardson family has been engaged in the manufacture and growing of tobacco down in the Reidsville district of North Carolina. R. P. Richardson, the grandson, is now one of Reidsville's leading businessmen, and I think

ANNOUNCER: (CONT) you will be interested in this story he has to tell. Here it is in Mr Richardson's own words....

MAN: (EDUCATED VOICE) A few years ago a friend of mine came to me and asked my advice about a business proposition. He had the idea that a cigarette made to sell at 25 cents a package would find a large and profitable market. He was very keen about this idea and he wanted my advice as a man who knew tobacco from both the growing and manufacturing angles. Well -- it was necessary for me to disappoint him. I honestly had to tell him that I knew no way of bettering a cigarette like Lucky Strike -- no way of justifying the extra expense to the consumer. For no better tobacco could be bought than is used in Lucky Strike and -- at least, to date -- no better manufacturing methods have been discovered.

ANNOUNCER: Thank you, Mr Richardson. May I point out that Mr Richardson is independent. He sells his tobacco to all cigarette manufacturers. His high opinion of Luckies is simply the usual one among those on the inside of the tobacco business. Sworn records show that among independent tobacco experts -- auctioneers, buyers and warehousemen - Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer. (FADE IN CHANT) When you hear that chant and when you buy cigarettes, remember: with men who know tobacco best - it's Luckies 2 to 1.

("LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: 3. ~~Entries for this week must be postmarked not later than midnight, Thursday, March 31st. They will be heard on Monday, April 4th.~~ Address your entries to Melody Puzzles, 111 Fifth ~~Avenue, New York City. Remember the address -- Melody Puzzles, 111 Fifth Avenue, New York City. But you get your entry in before midnight this coming Thursday if you want an opportunity to win twenty-five dollars and a carton of Luckies. Everyone can enter, no matter where you live, except employees of the American Tobacco Company and their advertising agents.~~

UTTAL: And now ~~that you have the Melody Puzzle rules down pat~~ - we move into Melody Puzzle number four. Here's a prize winning bit of dramaturgy sent in by Miss Helen Plasterer of 162 South Grant Street, Manheim, Pennsylvania. Miss Plasterer wins the $25 and a carton of Luckies -- and you have another chance to guess the title. So on your toes and bend those ears.

(SOUND: WOOD BLOCK)

ANNOUNCER: Our scene is the home of Lemmuel Thorneside. Lem and his wife are entertaining Mrs Thorneside's mother. Things look pretty calm, but you never can tell what's going to happen on the first night you have a new butler.

SOUND: WHISTLE & POP)

SOUND: DOOR OPENS)

MRS THORNE: Oh, hello Mother -- come right in.

MA: Hello, daughter.

MRS THORN: Say hello to mother, Lemmuel.

LEMMUEL: Hello.

MA: (CANTANKEROUS) Humph - can't tell me that's a natural flush you

MA: (CONT) have on your face, Lemmuel -- looks mighty peculiar to me.

LEMMUEL: That is my natural color and if it was green I'd still like it.

MRS THORN: (PROP LAUGH) Lemmuel is such a wag, aren't you Lemmuel -- Mother do sit down - you look tired.

MA: I am tired and XXXX I'm hungry -- if I don't get my meals on time I get dispepsia and it's past dinner time now - I don't know what kind of a house this is.

MA: Mother, Lemmuel stayed home from the office today just to break in our new butler -- we'll have dinner in a jiffy, won't we, Lemmuel?

LEMMUEL: Sure - sure - you just take it easy, Mother, and I'll go in and speak to Euchre.

MA: Euchre - that's a card game - not a man's name.

LEMMUEL: Well, Euchre is a card -- Ha -- Ha.

MRS THORN: Lem is such a jolly person - isn't he mother?

MA: I think he's after my money.

MRS THORN: There he comes now just beaming - all ready, dear?

LEMMUEL: You bet - heigh ho - let's eat.

MA: Well, it's about time.

LEMMUEL: Hold her chair, Euchre.

EUCHRE: Yes, suh, boss.

MRS THORN: Why -- Euchre - you haven't set any silver for Mother - whatever does that mean?

EUCHRE: Oh, that's alright, Missus - The old lady don't need any silver, ... the boss says she eats like xxx a horse!

(CHORD IN "G")

FINAL

THE AMERICAN TOBACCO CO.

LUCKY STRIKE "MELODY PUZZLES"

April 4th, 1938

Rehearsal

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ... ENDING WITH "ALL DONE! SOLD TO THE AMERICAN TOBACCO CO."

ANNOUNCER: Naturally the independent tobacco experts ... like the auctioneer you just heard ... know who buys what tobacco. With these experts -- "With men who know tobacco best -- it's Luckies two to one!"

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

ANNOUNCER: Lucky Strike presents -- MELODY PUZZLES -- a program with music by Harry Salter ... songs by Buddy Clark, Fredda Gibson and the Songsmiths Quartet. Come on, everyone, play the game with Fred Uttal, your master of ceremonies!

(APPLAUSE)

UTTAL: Thank you and hello everyone ... Welcome to another "Melody Puzzles" evening. For the benefit of some of you listeners, let me explain that this is a musical game and that the idea of the game is to present a series of playlets and to have you guess -- from what our actors say -- the names of the songs that we've purposely hidden in the little plays. We have eight contestants - picked at random from the studio audience - here on the stage. If they guess the titles, you know, they win a prize of ten dollars and a carton of Luckies. So without further ado let us cast our eyes over Melody Puzzle Number One, which won twenty-five dollars and a carton of Luckies for Mr. Martin E. Mullen of 1234 Kelton Avenue, Pittsburgh, Pennsylvania. Here it is!

(SOUND: WOOD BLOCK)

ANNOUNCER: Our first scene is a tropical island paradise in little-explored latitudes ... as the curtain rises we find our hero, Pat O'Toole lately shipwrecked on the isle standing before his captor, the beautiful queer of the savage Wombo Womboss.

(SOUND: WHISTLE AND POP)

QUEEN: What made you come to the Island of Woo, Sailor Man?

PAT: Well, you see your majesty, we were sailing down to Timbuctoo when the big wind hit us and the first thing you know me and Clancy were the only ones left in the entire ocean - floatin' around like corks.

QUEEN: And then the Spirit of WOW brought you to our shores.

PATL I don't know who did it, but I'm glad to have me feet on land.

QUEEN: You're in terrible danger.

PAT: Ah, now you're pulling me leg - what danger could I be in with a beautiful queen like yourself?

QUEEN: The spirit of WOW has decreed that any stranger who comes to our island must be given the trial by gag.

PAT: Trial by gag? Ho - I'll panic you, Queen.

QUEEN: If you pass the test you win my hand and will live to a ripe old age and share my throne.

PAT: Whoops - if Clancy could only see me now. (HE WHISTLES)

QUEEN: Don't whistle while you have work to do. If you don't pass the trial by gag --

PAT: Yes -- if I don't ... ?

QUEEN: We'll eat you!

PATL Oh, wurra wurra ---

QUEEN: Let the trial by gag begin ...

(SOUND: GONG)

QUEEN: The sacred spirit of WOW commands the test -- let the stranger be brought forward -- put on his head the five way hat -- on his shoulders the shroud of our ancestors -- now - the trial begins -- be funny!

PAT: Let me see now -- Faith -- all right, I'll tell you a story -- you see there were two Irishmen, Pat and Mike, and they stopped one night at a farmhouse ...

(QUEEN LAUGHS AND LAUGHS)

PAT: See - now can you tie that -- I no sooner get a few words out of me mouth than she rolls in the aisle -- Begorra, I'm a funny man.

QUEEN: Ho-ho -- you're a riot.

PAT: Hold on, now -- I don't like the way you look -- are you laughin' at me gag?

QUEEN: No - I'm laughing at you -- Clancy told me that story this morning and we're cooking him now for dinner.

(CHORE IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("WHISTLE WHILE YOU WORK" . . . . . QUARTET & ORCHESTRA)

UTTAL: And to _____ goes the ten dollar bill and the carton of Luckies and our very best congratulations.

(APPLAUSE)

And how was the great mystery solved? Well, very simply -- the title was said in one line when the Queen spoke thusly:

QUEEN: Don't whistle while you have work to do --

UTTAL: And if that didn't make - "Whistle While You Work" we'll chase ---- and get our ten dollars back. But now, let's get going on Melody Puzzle Number Two -- here's a prize-winning bit of dramatic brain-twisting sent in by Mr. Robert S. Appel of 432 Durfor Street, Philadelphia. To Mr. Appel - $25 and a carton of Luckies and to you another chance to guess a title and score a beat -- ready? Here she comes.

(SOUND: WOOD BLOCK)

ANNOUNCER: Our tender little domestic drama takes place in the suburban home of the J. Williger Snacks in Monoxide Heights. It is morning.

(SOUND: WHISTLE AND POP)

WIFE: WILLIGER!

WIL: Eh - yes, yes -- don't yell at me --

WIFE: Williger, don't forget the seeds of the garden - and don't forget the lawn mower and the case of canned goods and be sure you don't forget to phone mother and apologise and don't forget ---

WIL: Forget - forget - forget -- I never forget anything -- I'm always remembering things -- I remember things I don't even want to remember -- didn't Mr. Clunk at the office say to me the other day, "Williger, what did I ask you to remind me of when I saw you at the station the other night?" And I had to tell him.

WIFE: Well, what did he want you to remind him of?

WIL: To fire me.

WIFE: And you told him that?

WIL: Yes - can I help it if I'm honest?

WIFE: It's wonderful.

WIL: Yes, it's wonderful -- I mean it really is, isn't it -- funny I should have a brain like that.

WIFE: You get right out of here and get your train -- Williger, I am going to cry.

WIL: But, Honey Lamb ...?

WIFE: Don't -- don't -- you don't love me any more.

WIL: I do so -- I remember very well.

WIFE: Where are you going?

WIL: I got to hurry now, Honey -- good-by -- see you this evening.

WIFE: Williger - you have forgotten something.

WIL: Bye.

(SOUND: DOOR SLAMS)

WIFE: (WEEPS)

(SOUND: DOOR OPENS WITH A BANG)

WIFE: Oh, Williger - you did remember - you came back because you remembered

you forgot to kiss me.

WIL: Kiss you nothing -- I forgot my shoes!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTNATS)

(CALLS IN ORCHESTRA)

("IT'S WONDERFUL" . . . . . GIBSON & ORCHESTRA)

UTTAL: Well, _____ got that one cold and for picking it right out of the air _____ wins this ten dollar bill and this carton of Luckies ... there you are and thank you very much.

(APPLAUSE)

UTTAL: And how was the title to Melody Puzzle Number Two discovered? Very elemental, Watson -- it was in one line when the wife said - "It's wonderful" - and again when her husband answered - "Yes, it's wonderfu." - and it was wonderful -- we think so too. And now before we go on with Melody Puzzle Number Three, here's Basil Ruysdael with an interesting note from Lucky Strike:

RUYSDAEL: I suppose all of us have at some time or another [redacted] OUT the paper on a cigarette and looked at the tobacco inside. But maybe our examination didn't tell us a great deal. Now I'm going to ask "Speed" Riggs, the famous tobacco auctioneer, how a trained tobacco expert would go about examining a cigarette.

RIGGS: To tell you the truth, Mr. Ruysdael, he wouldn't examine it at all!

RUYSDAEL: Why not?

RIGGS: Well - for one thing - because all tobacco <u>looks</u> about the same after it's been shredded and blended.

RUYSDAEL: Then how would you tobacco experts tell whether there was good tobacco in any cigarette?

RIGGS: You see, Mr. Ruysdael, we already <u>know</u>. Take my own case. My business is to chant the sales at tobacco auctions - like this (CHANT TEN SECONDS .. SOLD AMERICAN) You see, I myself sell to Lucky Strike the

kind of tobacco that's in Lucky Strike cigarettes. So I know the quality of tobacco that's in Luckies and I know it's good.

RUYSDAEL: Then while you're doing that chant at the auctions, you watch what the different companies are buying?

RIGGS: Mr. Ruysdael, I wouldn't have anything to chant if I didn't. That's what my chant is -- a running record of the sales made to the different companies.

RUYSDAEL: Well, thank you, Speed Riggs. It should be interesting to every smoker to know that Lucky Strike cigarettes are the overwhelming choice of independent tobacco experts like Speed Riggs. In fact, sworn records show that among these experts -- auctioneers, buyers and warehousemen - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many. These independent experts know what's in Lucky Strike cigarettes and they choose Luckies for their own smoking. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT). When you hear that chant and when you buy cigarettes remember, with men who know tobacco best - it's Luckies two to one.

("THIS IS MY LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: And now we have Melody Puzzle Number Three coming right up -- here's a puzzle which won $25 and a carton of Luckies for Miss Dianna Dole - Old Bedford Road, Concord, Massachusetts. All right - let 'er roll!

(SOUND: WOOD BLOCK)

ANNOUNCER: Let's go down to the Olympus Theatre -- the famous producers, Abe Fudd and Sam Blatt are putting the finishing touches on another extravaganza -- lights, costumes, color, glamor, girls --- trouble!

(SOUND: WHISTLE AND POP)

ABE: Well, what you think, Sam -- we got a smash?

SAM: I like the blonde on the end.

ABE: Sam, what kinda talk is that -- we put on a million dollar production - with elephants - and you like the blonde on the end. Sam -- this is business.

SAM: All right, Abe -- can't I play?

ABE: Such an old man talking like a nipper maybe -- you got a family -- you got a wife and children - you got responsibility -- you should talk of blondes -- oi ...

SAM: I got troubles, too. We got lots of blondes in the show, can't I like one if I like -- what's gonna be ...

ABE: The last time you liked anybody in our show it cost you twenty thousand dollars and your picture in the tabloids.

SAM: It's just Spring, Abie, the girls are so lovely to look at ...

ABE: Lovely to look at, Sam ... but don't touch.

SAM: Abie, you should be a father -- you got such a conscience -- I'll call that little girl over here - you'll see - she's a beauty ... (CALLS) You -- little Goldilocks -- come here.

ABE: Oi - Goldilocks.

SAM: Come here little Goldilocks - what's your name?

GOLDI: You ought to know my name.

ABE: Oi -- it giffs trouble right away

SAM: How should I know your name?

GOLDI: You payed to have my face lifted.

ABIE: Sam -- you pick 'em.

SAM: I paid to have your face lifted -- little girl - I never saw you before in my life.

GOLDI: Well, you will, you fat philanderer -- I'm your mother-in-law!

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("LOVELY TO LOOK AT" . . . . . CLARK & ORCHESTRA)

UTTAL: And for that job of Grade A detective work _____ wins this handsome ten dollar bill and a carton of Luckies. Here you are and thank you.

(APPLAUSE)

UTTALP And the answer to that puzzle was as plain as the nose on your face — as as a matter of fact - ~~two noses for it was given to you~~ twice — first ~~when Sam~~ said, "The girls are lovely to look at" and again when Abe replied, "Lovely to look at, Sam." ... and you had it cold and in the bag. Now relax with a Lucky ~~and~~ listen to an interesting story about tobacco.

ANNOUNCER 1 Here's an item about Robert Taylor that even his most ardent "fans" may not have heard. Did you know that Robert Taylor eight years ago was a radio singer? Yes, he was one of a trio, singing over a local station, in his home town in Nebraska. And we want to read you one comment Robert Taylor himself made about that experience. Here it is:

ANNOUNCER 2 I doubt if more than a handful of people ever heard our program but to us it was mighty important. Seldom have I tried more earnestly to take care of my throat than when I was singing in that trio. So it means a lot that I picked Luckies at that time.

ANNOUNCER 1 Yes, Robert Taylor picked Luckies and he has smoked them ever since. For, like so many other stars of motion pictures, opera, radio, and stage, Robert Taylor discovered for himself -- those 8 long years ago - the throat protection of Luckies' exclusive "Toasting" process. You can make this same discovery by trying Luckies now. For here are the facts ... The process "It's Toasted" removes certain throat-irritants naturally present in all tobacco. Then with these irritants out, controlled moisture is added to bring forth the natural mellowness of the tobacco. The net result is a light smoke, easy on the throat ... and

any smoker can test this for himself. Simply smoke Luckies for two weeks. That will give your throat time to prove to you the throat-protection of the exclusive "Toasting" process. Remember: Ask for Lucky Strike.

("THIS IS MY LUCKY DAY" . . . . . ORCHESTRA)

UTTAL: And now back into the puzzle parade. Here's Melody Puzzle number four sent in by Mr. James Baker of 73 - 18th Street, Wheeling, West Virginia. So see if you can grab it off -- on your toes -- shoot!

ANNOUNCER: Down through the sunny Southland a crack flyer is running on time -- get aboard and meet some interesting people.

(SOUND: TRAIN WHISTLE)

BROWN: I say, do you have a match, old man?

SMITH: Certainly -- here you are.

BROWN: Have a jelly bean -- always carry them on journeys.

SMITH: Thanks -- mighty white of you.

BROWN: Not at all -- beastly service, isn't it?

SMITH: Beastly --

BROWN: My name is Brown.

SMITH: Mine's Smith.

BROWN: Quaint name.

SMITH: Yes, old Norse, I believe, although father never spoke much of it.

BROWN: Nice weather, though.

SMITH: Sweet weather for Georgia, Brown. Never saw it so luxuriant.

BROWN: Yes - weather always intrigues me.

SMITH: You are that way too.

BROWN: Oh yes, - positively.

SMITH: That's downright interesting -- as a matter of fact that's why I'm running away.

BROWN: Running away?

SMITH: Yes - my club, you know -- they talk of nothing but international affairs - polo - women - politics - all that front page rot — give me the weather any day --

BROWN: By George, it's good to find a man like you — I talked ~~xxx~~ children one time until I thought I would go out of my mind — really I don't know why people insist on cluttering up good weather talk by changing the subject into trivial affairs.

SMITH: I know how you feel - I got into an operation conversation once -- had to take to the roofs to get out.

BROWN: Have a jelly bean.

SMITH: Thanks - thanks awfully.

BROWN: It looks a bit like rain.

SMITH: A little - although we've had pretty good weather lately.

BROWN: Yes, but it was a mild winter.

SMITH: Yes, it was, and we're having an early Spring.

BROWN: Probably a hot Summer too.

SMITH: Oh yes - very hot summer.

BROWN: By the way - who is the gentleman sitting beside you?

SMITH: This one with the beard?

BROWN: ~~Xx~~ Yes.

SMITH: Oh, he's my keeper.

BROWN: That's odd -- he's mine too.

(CHORD IN 'G')

UTTAL: (POLLS CONTESTANTS)

(CALLS IN ORCHESTRA)

("SWEET GEORGIA BROWN" . . . . . QUARTET & ORCHESTRA)

UTTAL: To _____ the last ten dollar bill and the carton of Luckies and the best of luck.

(APPLAUSE)

UTTAL: And how did it work - Well, it was a pushover and right in your lap when Smith said - "Sweet weather for Georgia, Brown." And so we have held our last session of Melody Puzzles for the season....this is Fred Uttal saying goodnight and thank you very much.

("LUCKY DAY" . . . . . .ORCHESTRA)

ANNOUNCER: And that was MELODY PUZZLES - a game with music by Harry Salter - songs by Buddy Clark and Fredda Gibson and the Songsmiths. And the next time you buy cigarettes, remember that with independent tobacco experts - buyers, auctioneers and warehousemen - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs, of Goldsboro, North Carolina.

(SONG CREDITS.....IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.