

RTX01 0020657

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"YOUR LUCKY STRIKE"

(REVISED)

DEC. 6, 1948

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AS BROADCAST

ATX01 0020658

"YOUR LUCKY STRIKE -1-
12/6/48

COMMERCIAL # 1

RIGGS: (CHANT -- 60 to 62 -- AMERICAN)

MARTIN: Your Lucky Strike ... starring Don Ameche!

MUSIC: THEME AND UNDER FOR

ANNCR: "Your Lucky Strike!.. a new half hour program presented Monday through Friday, and devoted to the discovery of promising new talent ... and starring your Lucky Strike host, a favorite of film and radio fans everywhere ...

(MUSIC OUT) Don Ameche!

(Applause)

ATX01 0020659

DON: Thank you, _____, and hello to all of you. I've been looking forward to this opportunity for a long time, not only because it gives me the chance to share these mid-afternoons with you Monday through Friday, but because I believe there are a great many worthy entertainers in this land of ours whose talent never finds a spotlight entertainers who found the door to show business a closed door. "Your Lucky Strike" gives me the privilege of opening that door on what may be their chance for success... their "lucky strike." I'm here to lend a helping hand, and I'm counting on you, our listening audience to help me, for you are our judge and jury. Each day, three housewives listening in different parts of the country, ~~in various parts of the country~~ ~~will pick our winner by telephone....~~ will pick our winner by telephone.... and I'm going to reward that winner with a professional engagement.

Our telephone lines are open across the nation, and, at the end of the show, I'm going to call upon those three housewives to give us their decision. So light up a Lucky, sit back and make yourselves comfortable, while I bring on our first discovery, Beverly Hudson. How old are you, Beverly ?

BEVERLY: Nineteen, ~~Don~~ *Mr. Amcke.*

DON: Well! You don't look a day over fourteen.

BEVERLY: I think my freckles have something to do with it.

MARTIN: Smoke a Lucky to feel your level best.
Smoke a Lucky to feel your level best!

Yes - your level best! That's just how you'll
feel when you light up a Lucky ... And let me
tell you why! It's because Luckies' fine
tobacco picks you up when you're low ... calms you
down when you're tense. Now it's important to you
as a smoker to know that fine tobacco can do this for
you. And I'm sure every smoker knows

LS - MFT

LS - MFT

Yes - every smoker knows Lucky Strike means fine
tobacco ... mild, ripe, light tobacco! No wonder
more independent tobacco experts -- auctioneers, buyers
and warehousemen -- smoke Luckies regularly
than the next two leading brands combined. So
I'd say - it's really good to know that fine
tobacco picks you up when you're low... calms you
down when you're tense ... by putting you on the
right level to feel and do your level best!
Well - that's the lucky level. So - remember
will you:

Smoke a Lucky to feel your level best.
Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky Level,
felks where it's fun to be alive! How about getting
a carton of Luckies and getting started today!

MUSIC: BRIDGE -- INTO SHOW

RIMA RUDINA SPOT

DON: Since the GI Bill of Rights went into effect, more people than ever seem to be subscribing to the old saying "there's nothing like a college education." My next discovery, Miss Rima Rudina went to Skidmore College and then to the University of Rochester where she won her Bachelor of Music and MM Degrees on the strength of her violin playing. How did you happen to take up the violin in the first place, Rima?

RIMA: Well, ^{Mr. Ameele} ~~some~~, one Christmas somebody gave me a fiddle as a present. I thought it was a wonderful toy so I kept it polished up nice and shiny all the time, and everywhere I went I carried it around with me. You know, I felt real important. Well my mother got the idea I wanted to play it! So ... I got stuck with it.

DON: Well, I'd hardly call it getting stuck, the way you play, Rima. I know your USO tour was most successful.

RIMA: Well, the Customs Department apparently thought so.

DON: The Customs Department?

RIMA: Yes. When I got off the boat, somebody at Customs got the idea I was a spy or something smuggling things in, in the Violin case. It was during the war and they were so suspicious that I wasn't a real violinist, they made me play it right there on the dock.

DON: How'd they like you?

RIMA: I got a hand but no booking.
DON: WELL, Rima, the way you play, I'll guarantee you'll
get an even bigger hand here today. And if this
should turn out to be "Your Lucky Strike" you'll
get that booking, too. Here is Rima Rudina & the
"Roumanian Rhapsody #1."
MUSIC: "ROUMANIAN RHAPSODY # 1RUDINA

(Applause)

SALLY BROWN SPOT

DON: I think it was Nathaniel Hawthorne who wrote "At almost every step in life we meet with young people from whom we anticipate wonderful things, but of whom, after careful inquiry, we never hear another word. Like certain chintzes, calicoes, and gingham, they show finely on their first newness, but cannot stand the sun and rain and assume a very sober aspect after washing day." Well, I guess any woman who's ever pinned clothespins on a washing line knows what that means. But on the other hand, youth is only as good as it's opportunities permit it to be...at least that's the way I figure, and that's why I began "Your Lucky Strike"...to give talented young people the chance to prove themselves. A young lady I believe shows tremendous promise as a dramatic actress is Sally Brown. Sally, when did you decide you wanted to ^{become} an actress?

SALLY: Oh, when I was about 13 years of age, ^{Mr. Amecke} ~~she~~. But I had to give up the ambition for another career, which I had up to that time.

DON: What was the great career you gave up at the tender age of 13?

SALLY: Being a nurse. From the time I was about 6 or 7 I nursed every dog, cat and bird I could find in the neighborhood. I was another Florence Nightingale with the fire of humanity in my soul.

DON: Who put out the fire? The local veterinarian, whose patients you stole?

SALLY: No, ^{Mr. Amecke} ~~she~~...the boy next door. He talked me into giving up nursing to become a great actress.

DON: At the age of 13? How did he know you were qualified to be an actress?

SALLY: He didn't. He just wanted me to give up nursing because he didn't like having to take the medicines I poured down his throat when we played "nurse and patient". I might add, as an explanation, I gave him the same medicine..I gave the dogs and cats.

DON: Oh, fine. He probably grew up into a very successful Great Dane? ~~He probably grew up into a very successful Great Dane?~~

~~He probably grew up into a very successful Great Dane?~~

~~He probably grew up into a very successful Great Dane?~~

~~He probably grew up into a very successful Great Dane?~~

DON: What are you doing now ^{besides} studying drama, Sally?

SALLY: ~~I work as a secretary during the day. It just about kills me.~~ I work as a secretary during the day. It just about kills me.

DON: What, the studying or the job? ^{producer}

SALLY: The job. I work for a theatrical ~~agent~~ ^{producer} and I type a lot of scripts for him.

DON: That should be interesting work.

SALLY: It is very interesting...that's the trouble..while I'm typing scripts, I imagine I'm playing all the parts and I emote all over my typewriter!

DON: Well, then you shouldn't have any trouble striking the right key in the scene you're going to do from the motion picture "Lucky Jordan". Sally Brown will be heard as Jill and I'm more than happy to give her any help I can in the part of "Private"Jordan

MUSIC: UNDER

DON: The time is 1941, in the days of the war. In a shack on the outskirts of a military reservation, Pvt. Jordan, gangster and draftee, is hiding from the military police, absent without leave. In his possession is a brief case containing information vital to America's defense. With him is Jill Conway, daughter of an Army official, who has *been trying* ~~to persuade him~~ to persuade him

Jill: *Is there nothing I can say that'll convince you?*
JORDAN: ~~Well,~~ ^{nope} right as well put you up for the night.

JILL: You're not going to tie me up again, are you?

JORDAN: Sure.

JILL: Please don't!

JORDAN: With you being so nosy and patriotic, there's nothing else I can do.

JILL: I'll be good. I won't try to run away.,

JORDAN: I can't take that chance. Come on.

JILL: But it's early. It's hardly dark. ~~It's not dark.~~
Look -- ~~At least,~~ let me have a cigarette first.

JORDAN: Okay.
Sound: *Light cigarette.*

JILL: How can you do this?

JORDAN: What?

JILL: Sell that brief case full of military information to the other side?

JORDAN: Why not?

JILL: Don't you realize you'll be hurting your country?

JORDAN: How do I know that? I don't know for sure what's in it -- it might be a recipe for bran muffins.

JILL: (SCORNFULLY) Worth a hundred thousand dollars?

JORDAN: Maybe they're crazy about bran muffins.

JILL: You're absolutely unmoral! You haven't faith in anybody or anything! I shouldn't think it'd be worth it. You must feel miserable and alone.

JORDAN: (SURPRISED) Me? I'm never alone. I spend every night of my life in a night club with a show going on.

JILL: You don't even know what I'm talking about.

JORDAN: Sure I know what you're talking about - you're trying to talk me out of selling that brief case.

JILL: You bet I am. You wouldn't do it if you knew what this war was all about. Probably you think it doesn't apply to you - that you can escape it. Well, you can't. The whole world's involved, and all the people in it, /~~Some of the~~
~~most important people in the world are going to~~
~~and you're going to be one of them.~~ That means you too - whether you like it or not.

JORDAN: No, it don't. If things change, a smart guy figures out a new angle. It's the clucks who go around gettin' their heads knocked off.

JILL: (DISGUSTED) A smart guy! ~~_____~~
Of course, there are always a few traitors who can get along
all right, but how about the others? ~~_____~~
~~_____~~
~~_____~~ Think what the new order has meant to them.
They don't even get bread unless they're working for the
Nazis - they're torn from their homes and farms to work in
Germany! How about them?

JORDAN: It's tough. I guess they didn't figure it right.

JILL: You never had a thought in your life where you didn't
figure the angles first, did you? I mean, what it meant to
you and what you could get out of it.

JORDAN: Anybody who don't is a sucker.

JILL: (GRIMLY) ~~_____~~ ^{Okay}, let's take it step by step.
Let's find out what the angles are for you in this thing.
You're established in whatever business you're in. You
seem to like it and make a lot of money out of it.

JORDAN: I'm doin' okay.

JILL: Well, then, to be completely realistic and selfish, you
must want to keep things pretty much the way they are,
don't you?

JORDAN: Yeah.

JILL: Then you must want the country you live in to win, don't
you?

JORDAN: Sure I do.

JILL: (TRIUMPHANTLY) Now we're getting somewhere! All right -- if you want the country you live in to win - why aren't you helping?

JORDAN: Well, the way I see it - it's like a fight at the Garden. You might want the guy in the white pants to win - you might even bet a few bucks on him - but you don't want him to win bad enough to climb in the ring and get your face bashed in helping him.

JILL: I see. You can reason with some men by appealing to their sense of decency ... others their loyalty ... or their manhood. You don't know the meaning of the words. You've re-written the dictionary. Only suckers are decent. Only fools are loyal. And manhood ... what would you know about manhood. It takes more than a pair of pants to make a man. You don't care if lights are going out all over the world as long as they stay lit *at the fight at the Garden*. You don't care how the chips are stacked against decent people fighting for their lives in concentration camps as long as you can reach out and grab what's coming to you. Well, go ahead and grab. Grab everything you can. You'll get what's coming to you sooner than you think!

Music: Playoff into Lucky Day.
(APPLAUSE)

DON: Thank you, Sally Brown. This may be "Your Lucky Strike." And when I say "Your Lucky Strike" I don't mean merely an opportunity to appear here with me today, but a chance to win a professional engagement. My many friends in the entertainment world have assured me that if we can find the talent, they have a place for it! One of those places may be filled by a young man who came to Hollywood over a route almost as devious as the one I took. His name is Kirk Adams. A Colorado boy he moved to Oklahoma and Illinois to go to high school, down to Georgia to go to college, and finally finished up at U.S.C. in California. That's doing it the hard way, isn't it, Kirk?

KIRK: Well, almost anyway is the hard way when you're an orphan, Don. I've lived all my life with friends and relatives.

DON: Oh, I'm sorry.

KIRK: No, I was kind of lucky. I've got some mighty nice friends and relatives.

DON: I'm glad to hear that, Kirk - I understand you did a stretch in the Navy. What have you been doing since you got out?

KIRK: Oh, pretty much the same sort of thing I did before I got in, Don. Anything to tide me over until I could get a break. Cowpunching, gold mining, washing dishes, barbering, washing Pacific Electric street cars.

DON: We ought to start a club. Before I went into radio, I dug ditches, worked in a mattress factory, and tightened bolts in an auto plant.

KIRK: Right now I'm working on a cement gang, building houses. I bet you never tried that.

DON: I certainly did. I worked with a cement gang but I never got to building houses. We rounded out square street corners.

KIRK: Honestly?

DON: Honestly.

KIRK: Well, Don, one of these days you can come on over and help me build a house.

DON: I'll get the union to clear it. But I don't think you'll be working on a cement gang long, Kirk, once you've made "your lucky strike" in show business. And I'm very proud to be able to give you that opportunity today. Here is Kirk Adams, a singer who can also act....

KIRK: (INTERRUPTING) Please, Don. An actor who can also sing... I hope.

DON: All right. An actor who can also sing... Kirk Adams and a medley from ^{Roger Hammerstein's} "Oklahoma".

MUSIC: "OKLAHOMA" MEDLEY.....ADAMS

(APPLAUSE)

12/6/48

DON: Thank you, Kirk Adams. Well, ladies and gentlemen, you've heard our four ^{guests} ~~contestants~~, now for the verdict. Our telephone lines have been open since before the program started, to the homes of three housewives in different parts of the country. They are our judges, and now it is time for their verdict.

ANNCR: Yes, Don, if you'll give the operator just a minute.

DON: All right, Frank, that's just long enough to say a few words to the ladies.

ATX01 0020673

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

There's something, ladies, that's important for every one of you who smokes to know ... and to understand! You see, Luckies' fine tobacco picks you up when you're feeling low ... and calms you down when you're tense. Yes, fine tobacco can do that FOR YOU!

Now I'm sure there isn't a single woman who can hear my voice ... from coast to coast ... who doesn't already know .. LS - MFT! LS - MFT! Yes -- Lucky Strike means fine tobacco. Mild, ripe light tobacco! Smooth-smoking, thoroughly enjoyable tobacco that gives you real smoking enjoyment.

RIGGS: And remember -- the tobacco experts -- the independent auctioneers, buyers and warehousemen -- who spend their lives buying, selling and handling tobacco -- get their smoking enjoyment from Lucky Strike.

MARTIN: So don't forget that fine tobacco picks you up when you're feeling low ... calms you down when you're tense. Yes -- fine tobacco puts you on the right level ... to feel your best ... and do your best. And that's the Lucky level -- where it's fun to be alive!

So get on the Lucky level by getting a carton of Luckies the very next time you buy cigarettes. Then you can:

RIGGS: Smoke a lucky to feel your level best!

MARTIN: That's right. Smoke a Lucky to feel your level best!

MUSIC: BRIDGE

SELECTION OF WINNER

DOB: Well, our "minute" is up and now for the verdict of our three judges. Frank, who is the first housewife waiting on the phone?

MARTIN: Mrs. Aecnda Klafter of Chicago, Illinois.

SOUND: (PICK UP)

DOB: Operator, let me have the Chicago call, please. Hello, Mrs. Klafter? This is Don Aesche on "Your Lucky Strike". How are you today? Tell me, Mrs. Klafter, have you reached a decision? Well, who is it? Just a minute until I write that down. Okay - one thousand Lucky Strike cigarettes are on the way to you for your help. Thanks very much and keep listening. (HANDS UP)

MARTIN: Our second judge, Lon, is Mrs. Ruth Willard of 22 Park Ave. Pulaski, New York.

DOB: (PICK UP) Operator, let me have the Pulaski call, please. Hello, Mrs. Willard. Have you reached a verdict? All right go right ahead. Let me get that down. I just made a note of it. Thank you very much, Mrs. Willard. You delivered, and will deliver one thousand Lucky Strike cigarettes to you ... ten hundred cigarettes ... and keep listening. (HANDS UP)
And now for the final judge, Frank.

MARTIN: Mrs. Howard Behning of 2101 Georgia St., Mpls., Minn.

SOUND: (PICK UP)

DOB: Operator, the Minneapolis call please. Hello Mrs. Behning, this is Don Aesche. Have you made up your mind on the winner? I've gotta write this down so I can keep it straight here. Thank you Mrs. Behning. One thousand Lucky Strike cigarettes will be mailed to you and don't forget ... keep listening. Good bye. (HANDS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DON: And here, ladies and gentlemen, is the verdict. Mrs. Klafter voted for Kirk Adams; Mrs. Willard voted for Rima Rudina; and Mrs. Behning voted for Rima Rudina. That makes our winner Rima Rudina!
(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Miss Rudina. This was your lucky strike! I'm happy to inform you that Charlie Morrison, the owner of the famous Mocambo, is here in our audience and he told me before the show started that if the winner were an instrumentalist he'd give her an engagement at his club. So as winner of today's contest in the opinion of our three judges, you get an engagement at the Mocambo ... I'm sure anyone who's ever glanced at a movie magazine knows that it's the favorite entertainment spot of many Hollywood stars and producers, and they'll be there to hear you play! What do you think of that, Miss Rudina?

WINNER: Thank you, Mr. Amache.

DON: Miss Rudina, as your way of saying thanks to us, do you suppose we might have just a little bit of that lovely thing you played.

WINNER: You sure can, Don.

MUSIC: REPRISE WINNER

(APPLAUSE)

12/6/48

DON:

Thank you, *Miss Rudina*. It's certainly a thrill
and gratifying to know that "Your Lucky Strike has done
its job in getting you started on your career.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best! You see, Luckies'
fine tobacco picks you up when you're low ... calms
you down when you're tense. It's good to know that fine
tobacco can do this for you. And that's why it's so
important that you select and smoke the cigarette of
fine tobacco ... Lucky Strike! For, as every smoker
knows:

LS - MFT

LS - MFT!

Lucky Strike means fine tobacco! -- No wonder the experts
-- the men who really know tobacco -- look to Lucky Strike
for their own personal smoking enjoyment!

Yes, more independent tobacco auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined.

So smoke a Lucky to feel your level best! That's how
to get on the Lucky level ... where it's fun to be alive!
Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away? Sure you do,
friends. Well this is Frank Martin....

AMECHE: And Don Ameche --

MARTIN:Suggesting that you get a carton of Luckies...

AMECHE:and get started today!

Martin: Please sit under

MUSIC: THEME IN AND UNDER

DON: This is Don Ameche, saying thanks a million for being with us on our first broadcast of "Your Lucky Strike". I'll be back again tomorrow and every day Monday through Friday at this same time with boys and girls, men and women, I think are on their way to stardom and success.

Theme: *Up + Under*
(Applause)

ANNCR: The scene from "Lucky Jordan" was presented through the courtesy of Paramount Pictures, whose current release is "Miss Tatlock's Millions," starring John Lund, Wanda Hendrix and Barry Fitzgerald.

This is Frank Martin for Lucky Strike inviting you to be with us tomorrow afternoon for "Your Lucky Strike."

MUSIC: Theme ref to card.

ANN: This is C. B. 2. - The Columbia Broadcasting System.

A

"YOUR LUCKY STRIKE"

(REVISED)

DEC. 7, 1948

AS PROMPT

OPENING

AMECHE INTRODUCTION

GERRY VAN DYKE INTERVIEW

"RIDE CONBOY" VAN DYKE

AMECHE COMMERCIAL LEADIN

FIRST COMMERCIAL

DIANE DOXI INTERVIEW

"ONE NIGHT OF LOVE" DOXI

SUZANNE TERRIE INTERVIEW

"FANTASY IMPROMPTU" TERRIE

COMMERCIAL SECOND

shirley powell interview

"I SEE HIM" POWELL

DON AMECHE SPOT

BOB VANSELOW INTERVIEW

"STRANGE MUSIC" VANSELOW

THIRD COMMERCIAL

WINNER SELECTED & PAYOFF

REPRISE

AMECHE CLOSING

ANNOUNCER CLOSING & CREDITS

AMECHE: (ON GOLD) Good afternoon, this is Don Ameche,
bringing you "Your Lucky Strike"!

AUCTIONEER: (CHANT 60 - 62)

ANNCR: For your own deep-down smoking enjoyment, remember
L S M F T --Lucky Strike Means Fine Tobacco.

MUSIC: THEME AND UNDER FOR

ANNCR: "Your Lucky Strike!" ...a new half hour program
presented Monday through Friday, and devoted to
the discovery of promising new talent...and starring
your Lucky Strike host, a favorite of film and radio
fans everywhere...(MUSIC OUT)...Don Ameche!

MUSIC: OUT

by Laurel

DON: Good afternoon, ladies and gentlemen. Well, they say another day means another dollar, but here on "Your Lucky Strike" another day means another opportunity to acquaint you with the talents of promising young entertainers who are hoping their appearance here with me today may be their "lucky strike" in show business.

At this moment three housewives, selected by our ~~studio audience~~, are listening in and will telephone us the name of the contestant they think most worthy of being called the winner. And remember, you may be the judge tomorrow. So make yourselves comfortable, and light up a Lucky while I introduce you to our first contestant, Miss Gerry Van Dyke. Jerry is with us today dressed in cowboy clothes from head to toe. Stetson hat, dungarees, cowboy shirt, complete with geetar. Any particular reason Jerry?

JERRY: Well, Don, when I came out here from Philadelphia, they told me in California people can wear anything ~~they wish.~~

GERRY VAN DYKE SPOT (CONF'D)

DON: Yes, and from what I've seen on Hollywood Boulevard
and what they wear
a lot of them don't ~~wish for much~~ But I like your
outfit, Jerry. Just the thing to wear on a ranch.

JERRY: Oh, I don't live on a ranch, Don. I live in Malibu...
just a few blocks away from you.

DON: Well! I can see I'm going to have to get better
acquainted with my neighborhood. Have you gotten to
know any Western stars since you've been out here,
Gerry?

GERRY: Oh, yes.

DON: They teach you how to bulldog a steer?

JERRY: Most of them can't even steer a bulldog. But I'm
still loyal to the West.

DON: Well, it might be that right here in the West you'll make
"Your Lucky Strike". Gerry, as you may have guessed,
is a singer of Western songs so here she is singing and
providing her own guitar accompaniment to "Ride Cowboy".

MUSIC: "RIDE COWBOY" VANDYKE

(APPLAUSE)

Thank you, Gerry Van Dyke. Before we hear from
Linn Dale
~~Shirley Powell~~, a word from Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
Yes - your level best! That's just how you'll feel when
you light up a Lucky...And let me tell you why! It's
because Luckies' fine tobacco picks you up when you're
low...calms you down when you're tense. Now it's
important to you as a smoker to know that fine tobacco
can do this for you. And I'm sure every smoker knows
LS-MFT
LS-MFT!
Yes - every smoker knows Lucky Strike means fine tobacco..
mild, ripe, light tobacco! ^{no} ~~do~~ wonder more independent
tobacco experts --auctioneers, buyers and warehousemen
--smoke Luckies regularly than the next two leading
brands combined. So I'd say - it's really good to know
that fine tobacco picks you up when you're low...calms you
down when you're tense...by putting you on the right level
to feel and do your level best! Well - that's the Lucky
level! So - remember will you:
Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
AMECHE: That says it, Frank! Get on the Lucky level, folks where
it's fun to be alive! How about getting a carton of
Luckies and getting started today!
MUSIC: BRIDGE---INFO SHOW

DON: ~~Thank you, Shirley Powell.~~ I've often thought how so many people treat their opportunities like children playing with sand at the seashore. You know - the way they fill their little hands with sand and then let the grains slip out one by one until all are gone. Well, Diane Doxi is a young singer intent upon making the most of every opportunity that might come her way. Would you like to tell us why, Diane?

DIANE: Well, it's really my husband's story, Don.

DON: He was a singer, too?

DIANE: Yes, he had a very fine bass voice and was doing very well professionally. But while he was ~~overseas~~ with the ^{a *my*} Air Force he became ill and was hospitalized for two years. During that time he ^{*learned he would*} ~~lost his voice.~~ He'll never be able to sing again. *professionally*

DON: Oh, I'm sorry. Has he given up music completely?

DIANE: No, he's been teaching me everything he knew. He wants me to carry on and have the career he once dreamed of.

DON: That's a wonderful thought, Diane. I hope you'll be able to fulfill all his hopes.

DIANE: I hope so, too. That's why I'm so grateful for this chance.

DON: Diane, I'm very happy to be able to give you the opportunity to make this "Your Lucky Strike". Here is Diane Doxi singing, "One Night of Love".

MUSIC: "ONE NIGHT OF LOVE"-----DOXI

(a, please)

SUZANNE TERRIE SPOT

- DON: *Thank you Rene Rishi*
Suzanne Terrie is a young lady who made her debut in the entertainment world as a child actress in Broadway musical comedies. But her dream has always been to become a concert pianist, and she's been pursuing that ambition for the last eight of her eighteen years. How did you find time to do all your practicing and go to school at the same time, Suzanne?
- SUZ: I went to the Children's Professional School in New York. You only go to school from 9 to 12 or 10 to 1. Your school day's much shorter.
- DON: I'm glad my boys are in school today. If they heard that they'd be wanting a transfer. How much time do you actually have to put in practising, Suzanne.
- SUZ: Well, if your technique and ^{and} ~~interpretation~~ are to be as perfect as possible, you should put in from six to seven hours a day.
- DON: And do you put in six to seven hours a day?
- SUZ: Well, I have been but right now I've got other things on my mind.
- DON: (LAUGHS) Oh, really. Just what do you have on your mind that isn't usually there, Suzanne.
- SUZ: I'm getting married ~~tomorrow~~. *in ten days*
- DON: Well, wonderful! Will it be a big church wedding with candlelight and choir boys?
- SUZ: (LAUGHS) No, just a little home wedding with electric lights and finance men.

DON: How do you think marriage will affect your career?
SUZ: Oh, it should help it. Now I'll be able to keep my mind
on practising.
DON: How about housework? Sure you won't mind putting your
hands in the dishwasher.
SUZ: Oh, I'll let my husband do that.
DON: How does your husband feel about that?
SUZ: (LAUGHS) I don't know. I haven't asked him.
DON: Well, I'd suggest you avoid bringing it up right away.
But right now, Suzanne, I certainly hope you'll be just
as lucky on "Your Lucky Strike" as we know you'll be
with your marriage. Here is Suzanne Terrie and _____

_____ playing *Chopin's "Fantasy Impromptu"*

MUSIC: *Fantasy Impromptu* TERRIE
(APPLAUSE)

*Don: Thank you Suzanne Terrie. And now
a word from Frank Master.*

MIDDLE COMMERCIAL:

MARTIN: Smoke a Lucky to feel your level best!

AMDEHS: Your level best! Naturally you want to feel your best and you also want to do your best. And that's where Lucky Strike comes in. Right, Frank?

MARTIN: Yes, Don, Luckies' fine tobacco picks you up when you're feeling low. Calms you down when you're tense. Puts you on the right level to feel your level best and do your level best....The Lucky Level. And, it's certainly good to know that fine tobacco can do this for you. So remember--

RIGGS: LS-MFT...

LS-MFT...

MARTIN: Lucky Strike means fine tobacco! Tobacco that's mild and mellow to the taste...tobacco that's smooth-smoking and down-right enjoyable. And Luckies are the overwhelming choice of tobacco experts--the independent auctioneers, buyers and warehousemen.

RIGGS: More of these experts smoke Luckies regularly than the next two leading brands combined!

MARTIN: ~~So next time you buy cigarettes, remember that Luckies' fine tobacco picks you up when you're feeling low... Buy yourself a carton of Luckies and get right on the Lucky level, where it's fun to be alive.~~

MIDDLE COMMERCIAL (CONTD)

AMECHE:

Today's the day to do that, ladies! Tie a string around your finger that'll remind you when you're shopping to pick up a carton of Luckies.

MARTIN:

So next time you buy cigarettes, remember that Luckies' fine tobacco picks you up when you're feeling low --- calms you down when you're tense... to feel and do your level best. Buy yourself a carton of Luckies and get right on the Lucky level, where it's fun to be alive.

MUSIC:

LUCKY DAY PLAY OFF

DON: Very often, the unconscious urge to get into show business and become a performer is influenced by something beyond the individual's control. That is why, many times a whole family will be successful actors or singers. The heritage is there and something in the blood...maybe it's the red corpuscles playing Hamlet to the white corpuscles... but anyway...if it's in the blood, nothing can be done about it. The theatre is bound to come out. This is certainly true about Shirley Powell, whose family is almost all theatre. Is that right, Shirley?

SHIRLEY: Very right, Don...everywhere you look in my family, there's either an actor, a musician, a singer or an acrobat.

DON: Looks like somebody's missing a bet. They could open a one-family circus.

SHIRLEY: You're not kidding. My Uncle has nine kids and they're all acrobats!

DON: I just got a very vivid picture of what happens in that house when their mother yells, "Soup's on, come and get it!"

SHIRLEY: Our own house was just as bad. There were three boys and three girls and we all played the piano.

DON: That must have been an awful big piano!

SHIRLEY: We took turns...according to age. The piano stool never got a chance to get cold.

DON: ...And nobody was able to sleep.

SHIRLEY: That's not all....One of my brothers played the bass fiddle too and my father played the violin.

DON: How come nobody took up the drums! That would have made a nice-well-rounded-noise-factory.

SHIRLEY: That's all we would need. As it was the neighbors were threatening to get up a petition to throw us out of the district.

DON: I wonder what would have happened if your nine cousins, who were the acrobats, had come over for a visit?

~~SHIRLEY: Very simple...no furniture...no walls...no house!~~

~~DON: No neighbors, either....they wouldn't have waited to get up a petition....it would've been quicker for them to move.~~

~~SHIRLEY: I still have more relatives in show business, Don. My aunt has two girls who are actresses and two boys who are twins who do a song-and-dance act. And that's not all... my grandfather is one of England's best known singers!~~

DON: Shirley, let me know when you have a family reunion. I want a front row seat....that will be the best variety show since the Palace stopped playing vaudeville. Now how about you upholding your part of the family by singing your song? This may be Your Lucky Strike.

SHIRLEY: Uh huh...

DON: Shirley Powell singing "~~Can't Say No.~~"

MUSIC: *I got rhythm*
J. D. & Rhythm
"CAN'T SAY NO" -----POWELL

(APPLAUSE)

LUCKY STRIKE B-10
12/7/48

SPOT

DON:

Thank you Shirley Powell
You know it's often been said that life is what we make it. Every day in so many ways we have the opportunity to make decisions that determine the entire course of our lives... and the lives of others. On "Your Lucky Strike", the decision of our judges listening in will determine the success or failure of our contestants, ^{and that and should be} for, as all of us in the entertainment world so well know, it's you, the public, who makes the stars. It's the man and woman lining up to buy a ticket to a movie that governs the box office success of an actor...it's the housewife tuning in the radio in her kitchen that controls the Hooper ratings of the nation's radio entertainers. Whether you live in New York City or Dry Flat, Nevada, you are the people who make or break the people struggling for a foothold in show business. All I can do is give these youngsters the chance to make "their lucky strike". Whether or not they make it, is up to you, for tomorrow you may be one of our judges.

ATX01 0020693

BOB VANSELOW SPOT

DON: Did you ever see a little kid go in a candy store and try to choose between a great big lollipop or a nice dripping ice-cream cone? It's a tough thing to do. Bob Vanselow had an equally tough decision to make concerning his career. What was that decision, Bob?

BOB: Well, Don, it was a choice between professional baseball and singing...it was a tough one to make. I liked doing both.

DON: What position did you play in baseball?

BOB: Third base...I was also the captain of the team. Did you ever play baseball, Don?

DON: I was the greatest authority on baseball strategy east of the Rockies.

BOB: Gee, I didn't know that, Don.

DON: Neither did anybody else. I would sit up in the bleachers and yell my head off at the ball players, until I was hoarse.

BOB: Couldn't you get anybody to listen to you?

DON: Just the guys selling hot dogs, soda pop and peanuts. Say Bob - tell us about that decision you had to make.

BOB: Well, Don - a scout from the Minneapolis Ball Club saw me play and wanted to sign me up. It made a very unhappy guy out of me for awhile.

DON: I don't get ~~it~~ ^{that at all}. Every kid dreams of getting a chance to play professional ball...here you get it and you're unhappy...

BOB: Sure...I also wanted to be a professional singer. I knew I couldn't be both...so I had to decide between the two.

DON: And you chose a singing career.

LUCKY STRIKE
12/7/48

DOM: Thank you, Bob Vanselow

Well, ladies and gentlemen, you've heard six contestants, now for the verdict. Outdialphone lines have been open since before the program started, to the homes of three housewives in different parts of the country. They are our judges, and now it is time for their decision.

ANNOR: Yes, Dom, if you'll give the operator just a minute.

DOM: All right, Frank, that's just long enough to say a few words to the ladies.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
You see, Luckies' fine tobacco picks you up when you're
low...calms you down when you're tense. It's good to
know that fine tobacco can do this for you. And that's
why it's so important that you select and smoke the
cigarette of fine tobacco....
Lucky Strike! For, as every smoker knows:
LS - MFT!
LS - MFT!
Lucky Strike means fine tobacco! -- No wonder the
experts -- the men who really know tobacco - look
to Lucky Strike for their own personal smoking
enjoyment!
Yes, more independent tobacco auctioneers, buyers
and warehousemen smoke Luckies regularly than the
next two leading brands combined.
So smoke a Lucky to feel your level best!
That's how to get on the Lucky level...where it's fun
to be alive! Where you feel your best -- and do
your best.
Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
Want to get on the Lucky level right away? Sure you
do, friends. Well this is Frank Martin ---

LUCKY STRIKE
12/7/48

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COMMERCIAL #3 (CONT'D)

AMECHE: And Don Ameche ---

MARTIN: ...Suggesting that you get a carton of Luckies...

AMECHE: ...and get started today!

never Lucky day. Play right!

ATX01 0020697

DON: Well, our minute is up and now for the verdict of our three judges. Frank, who is the first housewife waiting on the phone?

FRANK: Mrs. W. O. Mattlin, 3369 Berkeley Ave., Cleveland, Ohio. O

DON: Operator, let me have the Cleveland call, please. Hello, Mrs. Mattlin? This is Don Asche on YOUR LUCKY STRIKE. How are you today? Well, that's wonderful. Have you reached a decision, Mrs. Mattlin? Who is it? Let me get this here...okay - One thousand Lucky Strike cigarettes are on the way to you for your help. Thanks very much and keep listening. Bye.

(HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Ethen Allan of 422 Font Blvd., San Francisco, California.

DON: Operator, let me have the San Francisco, call, please. Hello, Mrs. Allan? How are you today? Have you reached a verdict? Well, who is it? Okay - let me get that down here. All right, thank you very much, Mrs. Allan. You delivered, and we'll deliver! A month's supply of Lucky Strike cigarettes to you...ten hundred cigarettes...and keep listening. (HANGS UP) And now for the final judge.

MARTIN: Mrs. Mary O'Hara, 201 Palisades Ave, Jersey City, N.J.

DON: Operator, the Jersey City call, please. Hello Mrs. O'Hara? This is Don Asche, how are you? Have you made up your mind on the winner? The who? Okay, thank you Mrs. O'Hara. One thousand Lucky Strikes, a month's supply, will be mailed to you, and don't forget...keep listening all you? Bye (HANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DON: And here, ladies and gentlemen, is the verdict: Mrs. Mattlin voted for Suzanne Terrie; Mrs. Allan voted for Suzanne Terrie and Mrs. O'Hara voted for Bob Venslow. That makes our winner Suzanne Terrie!

(APPLAUSE)

SUBJECT THE WORKS

DON: Congratulations, Susanne Terris. This was your Lucky Strike!

SINGER: Thank you, Don.

DON: Susanne, I'm happy to inform you that Charlie Morrison the owner of the famous Mocambo, is here in our audience and he told me before the show started that if the winner were a singer he'd give her an engagement at his club. So as winner of today's contest in the opinion of our three judges, you get an engagement at the Mocambo ...and I'm sure anyone who's ever glanced at a movie magazine knows that it's the favorite entertainment spot of many Hollywood stars and producers, and they'll be there to hear you play! What do you think of that?

WINNER: I'm just speechless, Don. Thank you very much.

DON: And now, Susanne, as your way of saying thanks to us, this do you suppose we might have another little bit that thing you played so well -- that Chopin thing?

SINGER: Certainly.

MUSIC: REPRISÉ
AP LAUSE

WINNER(TERRIE)

LUCKY STRIKE
12/7/48 -20-

DON:

Thank you *Suzanne Jean* It's certainly a thrill
and gratifying to know that "Your Lucky Strike" has
done it's job in getting you started on your career.

ATX01 0020700

CLOSING

MUSIC: THEME IN WITH APPLAUSE AND UNDER FOR:

DON: This is Don Ameche, saying thanks a million for being with us on our second broadcast of "Your Lucky Strike." I'll be back again tomorrow and every day Monday through Friday at this same time with boys and girls, men and women, I think are on their way to stardom and success. Tomorrow my guests will be Betsy Gay, a very clever eighteen year old yodeler; Betty Holt, a talented soprano; Lyn Mayberry, who's work with a harmonica is unusually good; Roland Hood, a very capable baritone; and Jean McClamen, a charming young soprano. Do try and be with us, and the next time you go shopping, buy Lucky Strike, won't you? *See you tomorrow*

MUSIC: THEME UP TO FINISH *and under*

LUCKY STRIKE
12/7/48

- 24 -

ANNOR: Your Lucky Strike is written by Ed Helwig and Nat Linden.
This is Frank Martin for Lucky Strike inviting you to
be with us tomorrow afternoon for "Your Lucky Strike".
MUSIC *Theme up to time*
THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM.....

ATX01 0020702

"YOUR LUCKY STRIKE"

WEDNESDAY - DECEMBER 8, 1948

STUDIO B

CBS

AS BROADCAST 3:00 PM

OPENING

AMECHE INTRODUCTION

BETSY GAY INTERVIEW

"BELLE OF THE OLD BARN DANCE" GAY

FIRST COMMERCIAL

BETTY HOLT INTERVIEW

"I'M FALLING IN LOVE WITH SOMEONE" . . HOLT

LIN MAYBERRY INTERVIEW

"Supper Club" . . . MAYBERRY

SECOND COMMERCIAL

ROLAND HOOD INTERVIEW

"Song of Song" . . HOOD

DON AMECHE SPOT

JEAN MCCLAREN INTERVIEW

"You Go First"
~~"IT'S A MOST UNUSUAL DAY"~~ MCCLAREN

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHE THANK YOU

AMECHE CLOSING

ANNOUNGER CLOSING

RIGGS: (CHANT 60 to 62 -- AMERICAN)

MARTIN: Your Lucky Strike --- starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike! ... a new half hour program presented Monday through Friday, and devoted to the discovery of promising new talent and starring your Lucky Strike host, a favorite of film and radio fans everywhere

(MUSIC OUT) DON Ameche!

MUSIC: OUT

(APPLAUSE)

DON: Hello, everyone. As those of you who've been with us these last two afternoons surely must know by now, I'm here to lend a helping hand to promising entertainers who I think have unusual ability ...give them the chance to make their "Lucky Strike" in show business. Today we have five talented young people who are going to compete for the prize of a professional engagement. Among you housewives sitting by your radios today, we have selected three judges who are listening in right now. We're keeping the telephone lines open to them so they can let me know the one they think should be the winner at the end of the program. ~~The winner, if~~
~~course, gets a professional engagement.~~ I also want you to hear the behind the scenes stories of these people I'll be pulling the curtain for. So let's get on with the show and meet our contestants. First is Betsy Gay. She's a talented young lady who up till now has been seen very briefly in an occasional little theatre play and heard doing a few singing and yodeling bits on a local radio station. (LAUGHS) She calls herself a "Hill billy." Are you really a hill billy, Betsy.

BETSY: I guess so. I live on a hill.

DON: Your Mother tells me you learned to yodel listening to your grandparents.

BETSY: Yes, they were born in Switzerland. They yodel around the house all the time.

DON: Well, if I ever want to break a lease I'll have to keep your grandparents in mind. Tell me, Betsy, what's the secret of yodeling?

BETSY: Well, I don't know really. I think you have to have your tonsils in. My sister had her tonsils out and she can't yodel at all.

DON: I don't know. My tonsils are in and I can't yodel.

BETSY: Well anybody that looks like you doesn't have to yodel.

DON: (BIG) Well, thank you.

BETSY: It'd sure look pretty silly if you were in a big love scene with Betty Grable or Myrna Loy and started to yodel, wouldn't it.

DON: Well now that you mention it, I guess it would. I promise to put the thought out of my mind and never go near it again. From now on, Betsy, we'll rely on you for all our yodeling. Here is Betsy Gay singing and yodeling a song called "The Belle of the Old Barn Dance."

BETSY: My mother wrote it. You better mention that.

DON: I certainly will. "Her mother wrote it." And I'm sure she's hoping just as much as you are that this will be "your lucky strike." Betsy Gay.

MUSIC: "BELLE OF THE OLD BARN DANCE" GAY

APPLAUSE

DON: Thank you, Betsy Gay. Before we hear from Betty Holt, here are a few words from Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
Yes - your level best!...That's just how you'll feel
when you light up a Lucky...And let me tell you why!
It's because Luckies' fine tobacco picks you up when
you're low...calms you down when you're tense. Now
it's important to you as a smoker to know that fine
tobacco can do this for you. And I'm sure every
smoker knows

LS- MFT

LS -MFT!

Yes - every smoker knows Lucky Strike means fine tobacco
mild, ripe, light tobacco! No wonder more independent
tobacco experts --auctioneers, buyers and warehousemen--
smoke Luckies regularly than the next two leading brands
combined. So I'd say - it's really good to know that
fine tobacco picks you up when you're low...calms you
down when you're tense...by putting you on the right
level to feel and do your level best! Well - that's
the Lucky level! So - remember will you:

Smoke a Lucky to feel your level best!Smoke a Lucky to feel your level best!

AMBICHE: That says it, Frank! Get on the Lucky level, folks
where it's fun to be alive! How about getting a carton
of Luckies and getting started today!

MUSIC: LUCKY DAY PLAY OFF # 1

DON: Betty Holt is a very attractive Miss of eighteen who's now attending North Hollywood High School, and if there's any question about the way they grow them out in California, Betty certainly eliminates any doubt.

BETTY: Thank you, ^{Mr. Amelko} ~~Don~~...but I forgot to tell you. I'm not a native Californian.

DON: Oh, really? Where are you from.

BETTY: Florida.

DON: I've been stabbed. How did you happen to become interested in show business, Betty?

BETTY: Well, when you live in California what other career is there?

DON: Oh, I don't know. If you stayed in Florida you wouldn't have necessarily ended up picking grapefruit.

BETTY: Well, to be truthful, the fact that ^{Bill Rogers saw my} ~~my brother~~ ^{and asked him to come out and make a deal} ~~brother~~, David Holt, ~~did pretty well in pictures~~ had a lot to do with it.

DON: Oh, yes. I remember ^{you brother} ~~he~~ played the brat in "Tom Sawyer". Betty I'm sure you'll do equally well once you've had the chance to make "your lucky strike". ~~Betty has done considerable singing in North Hollywood High School musicals, occasionally she regards singing as her specialty.~~ Here ^{Betty Holt's} ~~she~~ is offering, "I'm falling in Love With Someone".

MUSIC: "FALLING IN LOVE WITH SOMEONE". HOLT

APPLAUSE:

LIN MAYBERRY SPOT:

AMECHE: Thank you Betty Holt. I'm sure all of us during the war years...and particularly those of you who had sons and daughters in the service... were very grateful for the wonderful work done by the USO. Not only did it provide entertainment for the wounded in field hospitals and here at home, but it sent its entertainers to isolated outposts all over the world and sometimes even into battle zones. Such an entertainer was harmonica player, Lin Mayberry. Lin, I understand you made four USO tours of Iceland, Greenland and Europe with Marlene Dietrich. You certainly had a lot of courage to play the places you ~~played~~ ^{did}.

LIN: It took even more courage to work with Dietrich.

DON: Why was that?

LIN: With Dietrich around who wants to look at me.

DON: Oh, I wouldn't say that.

LIN: (LAUGHS IT OFF) ^{You just said it!} ~~of course not~~. Ah, after all what has Dietrich got that I can't have twisted back into shape.

DON: What have you been doing since you got back, Lin?

LIN: Oh, I've done a little vaudeville...casual engagements.

DON: What's a "casual" engagement?

LIN: When I get an engagement, I try to act casual. I've really been spending most of my time on my house. I'm building it myself.

DON: All by yourself.

LIN: Yes, I put in the floor... ^{I dug a foundation} I put in the wallboard...

DON: How do the walls look?

LIN MAYBERRY SPOT (CONT'D)

LIN: Fine, as long as I don't breathe. Every time I breathe they go in and out.

DON: Well, Lin, if this should turn out to be your "Lucky Strike" you'll be able to hire a few carpenters. How did you happen to take up the harmonica?

LIN: Well, I'm the thirteenth of thirteen children. Every time a new member of the family would arrive, my folks...~~they~~
~~my folks~~...would give ^{him} ~~me~~ an instrument to learn to play. By the time I arrived, a harmonica was all they had room in the house for.

DON: Well, there's always a place in the entertainment world for a good harmonica player, and I certainly hope your appearance on "Your Lucky Strike" will help you find it. Once again for the benefit of our three telephone judges listening in... this is Lin Mayberry playing

MUSIC:

"Sugar Blues"

"SUGAR Blues"

MAYBERRY

APPLAUSE

DON: Thank you Lin Mayberry. And now a word from Frank Martin.

MIDDLE
COMMERCIAL

"YOUR LUCKY STRIKE"
12/8/48 -8-

MARTIN: Smoke a Lucky to feel your level best !

Yes -- smoke a LUCKY to feel your level best !

AMECHE: I'll say so ! Now that's something every woman who smokes should know ! Right, Frank?

MARTIN: You bet it is, Don !

You see, Luckies' fine tobacco picks you up when you're low ... and calms you down when you're tense. Now think of that! Fine tobacco picks you up when you're feeling low ... calms you down when you're tense ... puts you on the Lucky level where you feel and do your level best. Well - since fine tobacco does that and -- IS -- MFT ... IS -- MFT ... Lucky Strike means fine tobacco! then it's sound advice to smoke the smoke of fine tobacco ... Lucky Strike ! What a world of enjoyment is in store for you. In each and every Lucky Strike there's quality tobacco - tobacco that gives a real smoking enjoyment. No wonder Luckies are the overwhelming favorite of tobacco experts ... the independent auctioneers, buyers and warehousemen. More of these experts smoke Lucky Strike regularly than the next two leading brands combined ! !

AMECHE: So keep this friendly suggestion in mind, won't you? Get yourself a carton of Lucky Strike. Then light up! Let Luckies' fine tobacco pick you up when you're low ... calm you down when you're tense ... put you on the Lucky Level where it's fun to be alive! Yes, the right level - the Lucky level - where you feel and do your level best! So next time you buy cigarettes -- remember:

MARTIN: Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAY OFF # 1

ATX01 0020711

"YOUR LUCKY STRIKE"-9-
12/8/48

ROLAND HOOD SPOT

DON: Roland Hood is a young singer and war veteran who was mighty happy to get back to "Home, ~~sweet-home~~" after a number of years overseas ~~in the service~~.

ROLAND: I was happy to get back, Don, but I don't know about that "home, ~~sweet-home~~" stuff.

DON: You mean you don't subscribe to the old saying "Be It Ever so Humble There's no Place Like Home."?

ATX01 0020712

ROLAND: In Los Angeles, Don, ^{that's} ~~there's~~ been changed to "Be It
Ever so Humble There's No Home No Place."

DON: Well, what seems to be the trouble, Roland ?

ROLAND: I can't find a place to live I can afford.

DON: Are you married ?

ROLAND: After a fashion.

DON: What do you mean "after a fashion."

ROLAND: My wife is living with her family downtown, and I'm
living with my family here in Hollywood!

DON: You're a "family" man all right, but with the wrong
family.

ROLAND: Well, we haven't given up hope. The main thing righ
now is to find a job. Once I get that, we can start
looking for a place again.

DON: Well, Roland, if this turns out to be your "lucky strike"
today, you'll have that job. How do you manage to get
back and forth from your family's house to your wife's
place ? That eats up a lot of carfare doesn't it?

ROLAND: Oh, I've got a car of sorts. I put it together myself.
That's my hobby.

DON: What kind have you got?

ROLAND: (LAUGHS) I don't think any company would want to take the
responsibility for it. It's got a 38 Dodge body, a 37
Chrysler frame, a 42 De Soto transmission, and a 38 Dodge
rear end.

"YOUR LUCKY STRIKE" -10 A-
12/8/48

ROLAND HOOD SPOT
(CONTINUED)

DON: Well, we certainly can't say you showed partiality. As
capable as you must be as a mechanic, Roland, having
heard your work in "The Desert Song," I'm sure our
listeners are in for a treat when they hear you sing.
So here is Roland Hood and "Song of Songs".

MUSIC: "Song of Songs" HOOD
(APPLAUSE)

ATX01 0020714

DON: Thank you, Roland Hood. Many of the entertainers who'll be joining us these afternoons in hopes that this will be their "lucky strike", will be singers. I've always thought singers were pretty lucky. They never have to worry about material. Just pick out a hit song and sing. And there seems to have been a song written for just about every occasion you can think of. You might like one....I might like another ... but there's one song we can always count on. As an anonymous author once wrote ...

"Sweet music's power. Once chord doth make us wild.
But change the strain, we weep as little child.
Touch yet another, men charge the battery-gun
And by those martial strains a victory's won!
But there's one magic strain that friends and foes will win,
One magic touch that makes the whole world kin;
No heart so cold, but will, the far it roam,
Respond with tender thrill to "Home, Sweet Home."

DON: Jean McClaren is a very pretty 18 year old who moved her home sweet home from San Francisco to Hollywood in hopes of a screen career. How did you happen to make the decision, Jean?

JEAN MCCLAREN SPOT

DON: Jean McClaren is a very pretty eighteen year old who came to my attention when I heard her voice on the sound track of the motion picture, "Date With Judy." It seemed to me, however, if she were good enough to be heard, anyone as attractive and talented as she is, was good enough to be seen. And if her appearance here today should prove to be her "lucky strike" she will be, for our winner each day receives a professional engagement. How did you happen to come to Hollywood, Jean?

JEAN: Well, we lived in San Francisco and one day when I was a little girl my mother and father took me to the World's Fair. They were asking children to come up from the audience and perform at one of the big exhibits, so I did and, much to my surprise, everybody seemed to like my singing.

DON: So you figured if it was good enough for them, it might be good enough for Hollywood.

JEAN: Yes. Of course, I studied seriously in the meantime and when I did get to Hollywood I was lucky enough to get a job singing for Elizabeth Taylor.

DON: She makes the faces and you make with the voice.

JEAN: (LAUGHS) That's right. I hope someday for my family and my husband's sake, I'll be making the faces, too.

DON: Aha, so you have a husband as well as a voice?

JEAN: Yes, but I didn't have much voice when he became my husband. I could hardly say "I do."

DON: All I could do was nod my head. Are you working now, Jean, or staying home keeping house?

JEAN: Right now I'm keeping house. That's when I'm not studying or ice skating.

DON: Ice skating in California?

JEAN: At the rinks. I like to waltz on ice. Did you every try a waltz on ice? *Mr. Amuck?*

DON: Yesssss, but I usually end up sitting it out one way or another. Well, I don't have any ice to go with your music today, Jean, but I do have the chance to give you this opportunity to make your lucky strike. Make the most of it. Here is Jean McClaren singing "*You Are Free*" ~~"It's a Wonderful Day"~~
~~Day~~

MUSIC: STARTS INTRO AS JEAN SLIPS OFF SHOES

DON: Wait a minute. Wait a minute here.

MUSIC: OUT

DON: Jean, you took your shoes off.

JEAN: (FAST) Yes, I hope you don't mind. I learned to sing with flat shoes. Every time I sing a high tone in high heels I lean forward and I'm afraid I'm going to fall flat on my face. So I take them off. Is it all right?

DON: If it's all right with you, Jean, it's certainly all right with us. (CHUCKLING) Here again is Jean "Sings With Her Shoes Off" McClaren.

MUSIC: ~~"IT'S A WONDERFUL DAY".....~~ *"You Are Free"* ~~.....~~ MCCLAREN

APPLAUSE

DON: Thank you, Jean McClaren.

Well, ladies and gentlemen, you've heard our ~~three~~ *five* contestants, now for the verdict. Our telephone lines have been open since before the program started, to the homes of three housewives in different parts of the country. They are our judges, and now it is time for their decision.

ANNCR: Yes, Don, if you'll give the operator just a minute.

DON: All right, ~~But~~ ^{Frank}, that's just long enough to say a few words to the ladies.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best! You see,
Luckies' fine tobacco picks you up when you're low ...
calms you down when you're tense. It's good to know
that fine tobacco can do this for you. And that's
why it's so important that you select and smoke the
cigarette of fine tobacco ... Lucky Strike! For, as
every smoker knows:

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! -- No wonder the experts -
the men who really know tobacco - look to Lucky Strike for
their own personal smoking enjoyment!

Yes, more independent tobacco auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined.

So smoke a Lucky to feel your level best! That's how
to get on the Lucky level ... where it's fun to be alive!
Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best.

Want to get on that Lucky level right away? Sure you do,
friends. Well, this is Frank Martin ...

AMECHE: And Don Ameche --

MARTIN: ...Suggesting that you get a carton of Luckies ...

AMECHE: ...and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: Thank you, Jean McClaren. Well, ladies and gentlemen, you've heard our five contestants. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. It is time for their decision. Frank, who is the first housewife waiting on the phone?

MARTIN: Mrs. Randall Klein, 2506 Terrace Road, Des Moines, Iowa.

DON: Operator, let me have the Des Moines call, please. Hello, Mrs. Klein? This is Don Amesche on "Your Lucky Strike." How are you today? A little cold back there? Have you reached a decision, Mrs. Klein? It's hard, huh? You'd like to vote for all of them -- well, you've gotta have one -- who is it, Mrs. Klein? I thought the same thing! A one month's supply of Lucky Strike Cigarettes is on the way to you for your help. Thanks very much and keep listening. Good bye Mrs. Klein.
(BANGS UP)

ANNCE: Our second judge, Don, is Mrs. Page C. Cooke, 724 E. Okmulgee, Muskogee, Oklahoma.

DON: (PICK UP) Operator, let me have the Muskogee call, please. Hello, Mrs. Cooke? How are you today? Well, that's wonderful. Have you reached a verdict? There are 8 of you playing -- jong -- well, we still gotta get a decision. Okay now, just a minute, let me get that done. Thank you very much, Mrs. Cooke. You delivered, and we'll deliver! A month's supply of Lucky Strike cigarettes to you ... one thousand cigarettes ... and keep listening, won't you? Bye. (BANGS UP)
and now for the final judge.

WARTIS: Mrs. Blanche Butler, 745 E. Benton, Pocatello, Idaho.

ION: Operator, the Pocatello call, please. Hello, Mrs. Butler?
This is Lon Aasche. How are you? Have you made up your mind on the winner? It's hard! That's a common complaint today -- well, thank you very much, Mrs. Butler. Now who do you think is best? Thank you very much, Mrs. Butler. One thousand Lucky Strike Cigarettes, a month's supply, will be mailed to you, and don't forget ... keep listening. Bye. (HANGS UP)

WARTIS: All right, Don. You talked to the three judges. Give us the verdict.

ION: And here, ladies and gentlemen, is the verdict. Mrs. Klein voted for Jean McClaren; Mrs. Cooke voted for Betty Holt and Mrs. Butler voted for Jean McClaren. That makes our winner Jean McClaren.

(APPLAUSE)

MUSIC: THE WORKS

ION: Congratulations, Jean. This was your Lucky Strike.

WINNER: Thank you very much, Mr. Aasche.

ION: You did a terrific job. I'm happy to tell you that you win a professional engagement at the world famous Earl Carroll Theatre Restaurant, one of the nation's greatest showplaces. They're going to use you in their show. How does that make you feel?

WINNER: That's wonderful.

ION: And to you other four entertainers - Betty Holt, Lyn Mayberry, Roland Hood, and Betsy Gay - who did so well our hearty thanks for being with us.

MUSIC: THANKS IN FIFTH APPLAUSE AND UNDER

CLOSING

DON: This is Don Ameche, saying thanks a million for being with us on our second broadcast of "Your Lucky Strike." I'll be back again tomorrow and every day Monday through Friday at this same time with boys and girls, men and women, I think are on their way to stardom and success. Do try and be with us, and the next time you go shopping, buy Lucky Strike, won't you?

MUSIC: THEME UP AND UNDER

MARTIN: This is Frank Martin for Lucky Strike inviting
you to be with us tomorrow afternoon for "Your Lucky
Strike."

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM.....

"YOUR LUCKY STRIKE"

THURSDAY - DECEMBER 9, 1948

STUDIO B

CBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

GLORIA GRAY INTERVIEW

"What did I do" GRAY

FIRST COMMERCIAL

AMECHE SPOT

JIMMY DODDS

"MARSHA'S MELLOW WITH ME" DODDS

TONY LA VULLO INTERVIEW

"BYE BYE BLUES" LA VULLO

SECOND COMMERCIAL

STUART WADE INTERVIEW

"A FELIA NEEDS A GIRL" WADE

GLORIA WINTERS INTERVIEW

"^{Romance!}
~~THE ROMANCE OF FELIA~~" WINTERS

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0020724

RIGGS: (CHANT 60 - 62 -- AMERICAN)
MARTIN: Your Lucky Strike --- starring Don Ameche.
MUSIC: LUCKY DAY THEME HOLD AND UNDER
ANNCR: "Your Lucky Strike!....a new half hour program presented
Monday through Friday, and devoted to the discovery of
promising new talent...and starring you Lucky Strike host,
a favorite of film and radio fans everywhere....
{MUSIC: OUT}.....Don Ameche!
MUSIC: OUT
(APPLAUSE)

AMECHE: For those of you who are just getting acquainted with "Your Lucky Strike," may I say that this is the program that gives people of talent a chance to make their "lucky strike" in show business. Today we have five talented young people who are going to compete for the prize of a professional engagement. Among you housewives sitting by your radios today, we have ^{selected} three judges ~~selected by our audience~~ who are listening in right now. We're keeping the telephone lines open to them so they can let me know the one they think should be the winner at the end of the program. My first guest and contestant is a very pert and pretty young lady named Gloria Gray. Gloria hasn't been out of Hollywood High School very long but she's made the most of her time getting experience singing with a band or two and doing a little television work. How did your mother like the idea of your taking up singing as a career, Gloria?

GLORIA: Oh, she's all for it. She used to be a singer herself. But then she got married and had me and....well, from there on in she was stuck with lullabies.

DON: Well, I know a lot of people, Gloria, think that lullabies are the nicest kind of music. How old were you before you started doing a little singing yourself?

GLORIA: Well, unofficially two.

DON: Unofficially?

GLORIA: Yes. You know how all the theaters used to have vaudeville every week and how people used to take the kids and they'd run up and down the aisle?

DON: Yes, I remember tripping over some of them. Were you the one I missed?

GLORIA: (LAUGHS) I must have been. Anyway, my mother took me one summer in San Francisco when Jimmy Durante was starring on the bill. He was making so much noise doing his number that my mother didn't see me wandering down the aisle to the stage. All of a sudden, Jimmy looked up and there I was right under his nose.

DON: Probably the shadiest spot in town that summer. What'd he do?

GLORIA: He picked me up and started singing to me. I got so scared I let out a scream you could hear all over the theater.

DON: And that was the beginning of your singing career.

GLORIA: (LAUGHS) Yes. I think my tone has improved a little since then.

DON: Well, Gloria, it improved enough for me to invite you to join me today on "Your Lucky Strike." So make the most of it. Here is Gloria Gray singing----- *"What did I do"*

MUSIC: *"WHAT... DID... I... DO..."*.....GRAY
(APPLAUSE)

DON: Thank you, Gloria Gray. Before we hear from Jimmy Dodd, here's a word from Frank Martin.

COMMERCIAL #1

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

Yes--your level best! That's just how you'll feel when you light up a Lucky...And let me tell you why! It's because Luckies' fine tobacco picks you up when you're low...calms you down when you're tense. Now it's important to you as a smoker to know that fine tobacco can do this for you. And I'm sure every smoker knows
IS--MFT!

IS--MFT!

Yes--every smoker knows Lucky Strike means fine tobacco mild ripe, light tobacco! No wonder more independent tobacco experts--auctioneers, buyers and warehousemen--smoke Luckies regularly than the next two leading brands combined. So I'd say--it's really good to know that fine tobacco picks you up when you're low...calms you down when you're tense...by putting you on the right level to feel and do your level best! Well--that's the Lucky level! So-remember will you;

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks, where it's fun to be alive! How about getting a carton of Luckies and getting started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: I don't suppose I'll ever forget the day the director of the Jackson Stock Company's production of "Excess Baggage" found his star injured in an accident and asked me if I'd like to take his place. That was one of the biggest moments in my life for up until then my only connection with the stage had been an appearance in college amateur productions. I guess every one was ever in a school play recalls with pleasure the moment they first smeared on stage make-up and rubbed the eyeshadow so thick they looked more like Theda Bara or the villain in "East Lynne". For some, however, it's more than a moment of pleasure. It becomes a career...full of hopes and ambitions.

JIMMY DODD is a likeable, red-headed young chap who hopes to make it a career. He's accounted for the words and music of a number of songs he sings himself around town... for a small fee, of course...and you may have seen him playing a few bits in pictures. Right, Jimmy?

JIM: Right, Don. That's one reason I was surprised when you invited me to be on "Your Lucky Strike."

DON: Why is that, Jim?

JIM: Well, you remember that picture you played the villain in and tried to bump Claudette Colbert off.... "Sleep, My Love?"

DON: Yes?

JIM: Well, I helped Robert Cummings keep her awake.

DON: (LAUGHS) The next time I play a villain, I'll have to get you on my side. Has being a singer always been your ambition, Jimmy?

JIM: No, Don, not until I was about sixteen. Up until then I was the shy, retiring type. Then all of a sudden it hit me and I decided to set show business on fire.

DON: From that red hair of yours, it looks like somebody set you on fire. But Jimmy, I certainly hope being on "Your Lucky Strike" is just the warm-up for your future success. Here is Jimmy Dodd, his guitar, and a song he wrote himself.

MUSIC: "MARSHA'S MELLOW WITH ME".....DODD
(APPLAUSE)

TONY LA VULLO SPOT

DON: Thank you, Jimmy Dodd. Music is about the greatest power for creating moods that there is, and perhaps the most romantic instrument of all is the accordion. Street singers, gypsies, serenaders, every type of romanticist is at one time or another symbolized with an accordion. Fifteen year old Anthony Lovullo is here this afternoon with his accordion. Tony, did you start playing the accordion because you're a romanticist?

TONY: No, Mr Ameche...I started playing the accordion because my father used to play it.

DON: And when did you start?

TONY: When I was nine. My father taught me the keyboard fingering and I taught myself the rest. I never had a lesson in my life.

DON: Having heard you play, I'd say that was almost unbelievable.

TONY: Well, I practice a lot.

DON: You certainly must. (LAUGHS) Did you ever have time for anything else?

TONY: Oh sure. I go to school...and I played ^{baseball}~~baseball~~ but I had to give it up.

DON: Why, no time to practice the accordion?

TONY: I broke my finger so Pop made me choose between ^{baseball}~~baseball~~ or the accordion. He said an accordion doesn't sound good when it's played with broken fingers.

DON: That's like playing the piano with boxing gloves. Well,
Tony, I'm sure the audience is anxious to hear you play,
He's hoping this will be his lucky strike ---
~~so now about that matter, please~~ Anthony La Vullo and
"Bye Bye Blues."

MUSIC: "EYE EYE BLUES"LOVULLO
(APPLAUSE)

DON: Thank you Tony Lovullo. And now, here's Frank Martin.

COMMERCIAL #2

MARTIN: Thanks, Don! Ladies, here's something that everyone of you who smokes should know and understand.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

You see, Luckies' fine tobacco picks you up when you're feeling low...calms you down when you're tense...puts you on the right level--the Lucky level--to feel your level best and do your level best. It's certainly good to know that fine tobacco can do this for you. And...

RIGGS: IS - MFT

IS - MFT

MARTIN: Yes, everyone in America knows Lucky Strike means fine tobacco. There's really quality tobacco in Lucky Strike... tobacco that means a world of smoking enjoyment from every Lucky you light.

RIGGS: And remember: More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! By experts, we mean the independent auctioneers, buyers, and warehousemen, who've made tobacco their lifework!

COMMERCIAL #2 (CONT)

MARTIN: Yessireeee...THEY smoke Luckies. So how about YOU? Why not get on that Lucky level...where you feel your level best and do your level best.

Remember that fine tobacco picks you up when you're feeling low...calms you down when you're tense...So....

RIGGS: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

MARTIN: Get a carton of Luckies and get on the lucky level where it's fun to be alive. Why wait?

MUSIC: LUCKY DAY PLAYOFF #1

STUART WADE SPOT

DON: It's been said that if you want to succeed, you can't sit by the roadside waiting till someone comes along and invites you to ride with him to wealth and influence. From what Stuart Wade tells me I gather that's the way he felt sitting on a bandstand as a vocalist. Or am I wrong, Stuart?

STUART: No, that's right, Don. When you stay with a band too long, you get in a groove.

DON: Well, isn't that the idea when you're singing with a band. To get in the groove?

STUART: (LAUGHS) Well, let's say a rut, then. I've always felt if you're going to better yourself, you've got to go up the ladder rung by rung.

DON: And in your case, Stuart, what would you say was the first rung?

STUART: Graduating from the Cleveland Institute of Music.

DON: That's pretty advanced training for a band singer, isn't it?

STUART: Yes, but I'm aiming at concert and opera work eventually.

DON: Well, with a degree in music behind you you ought to have a pretty good aim. What was the next rung?

STUART: Well....getting a job as a staff singer on a Cleveland radio station. And going on from there to singing with Freddie Martin's *orchestra*.

DON: Well, that was certainly a step in the right direction. With all of Freddie's night club and radio work, you can't say you weren't kept busy.

STUART: That was just the trouble. ~~Wade's a wonderful guy but~~
~~I began to feel like the tail on a dog.~~ The tail can't
do much wagging unless the dog feels like wagging it.

DON: So now you want to get out and wag your own tail, is that
it.

STUART: That's it, Don. That's why this chance you've given me
means so much.

DON: Well, Stuart, I'm sure you'll make the most of it.
Here to make his lucky strike is Stuart Wade singing
"A Fella Needs a Girl."

MUSIC: "A FELLA NEEDS A GIRL".....WADE

(APPLAUSE)

GLORIA WINTERS SPOT

AMECHE: Thank you Stuart Wade. There are many youngsters in Hollywood looking for that elusive electrician who puts names up in lights, but I doubt if any have any more to offer in the name of talent than a young lady of sixteen, an accomplished dancer and singer, who attends Hollywood High School, Gloria Winters. You certainly picked the right school to go to Gloria. Lana Turner was discovered sitting on a stool in the soda fountain right across the street.

GLORIA: I tried that, but I guess I didn't sit on the right stool.

AMECHE: Well, with the talent you displayed during your appearance in the Hollywood High production "Pinafore" last year, it won't be long. You also appear in MGM's "Luxury Liner," don't you Gloria?

GLORIA: Yes, I was in a scene with Lauritz Melchior but you can't see me on the screen.

(GLORIA WINTERS SPOT CONT'D)

LUCKY STRIKE
12/9/48

--14--

DON: I wouldn't worry. When Lauritz is on the screen, you can't see anybody. What do you do when you're not attending school and doing bits in pictures?

GLORIA: Oh, I study interpretive dancing and singing...and my hobby is sewing. I made this dress myself.

DON: Really! It's very pretty.

GLORIA: You'd be surprised the money a girl can save making things herself.

DON: Well! I hope my wife is listening.

GLORIA: I make my mother's clothes too.

AMECHE: I'll bet she appreciates having a daughter like you.

GLORIA: I appreciate having a mother like her. She's been working as a secretary all these years paying for my lessons in music and dramatics...~~and now she's too ill to go on.~~
So, Mr. Ameche, I'm hoping this will be my "lucky strike" ...the chance to make good and pay her back for all the things she's done for me.

AMECHE: Well, Gloria, I'm sure all her efforts will be well rewarded. Here is sixteen year old Gloria Winters singing *the Bonheur and Hammenstein favorite from the* ~~the liltng Johann Strauss waltz with lyrics by Oscar Hammenstein, the second, "I'm in Love with Vienna."~~

MUSIC: ~~"I'M IN LOVE WITH VIENNA"~~ *ROMANESCO* WINTERS

(APPLAUSE)

ATX01 002073B

DON: Thank you, Gloria Winters.

Well, ladies and gentlemen, you've heard our five contestants, now for the verdict. Our telephone lines have been open since before the program started, to the homes of three housewives in different parts of the country. They are our judges, and now it is time for their decision.

MARTIN: Yes, Don, if you'll give the operator just a minute.

DON: All right, Frank, that's just long enough to say a few words to the ladies.

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best! You see,
Luckie's fine tobacco picks you up when you're low...
calms you down when you're tense. It's good to know
that fine tobacco can do this for you. And that's why
it's so important that you select and smoke the
cigarette of fine tobacco ... Lucky Strike! For, as
every smoker knows:

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! -- No wonder the experts--
the men who really know tobacco -- look to Lucky Strike
for their own personal smoking enjoyment!

Yes, more independent tobacco auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined.

So Smoke a Lucky to feel your level best! That's how to
get on the Lucky level ... where it's fun to be alive!
Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away? Sure you do,
friends. Well this is Frank Martin ...

AMECHE: And Don Ameche ---

MARTIN:Suggesting that you get a carton of Luckies...

AMECHE:and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DOE: Well our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. It is time for their decision. Frank, who is the first housewife sitting on the phone?

MARTIN: Mrs. John Chalcy, 629 St. Paul, Denver, Colo.

DOE: Operator, let us have the Denver call, please. Hello, Mrs. Chalcy? This is Tom Asche on "Your Lucky Strike." How are things in that lovely city of yours? Cool but beautiful ... I can just imagine. Have you reached a decision? You have! And who is it? Just a minute until I check that off. Mrs. Chalcy, a one month's supply of Lucky Strike cigarettes is on the way to you for your help. Thanks very much and keep listening, won't you? Good bye. (HANGS UP)

MARTIN: Our second judge, now, is Mrs. Charles Shite, 10 Morgan Street, Binghamton, New York.

DOE: (PICK UP) Operator, let me have the Binghamton call, please. Hello, Mrs. Shite? How are you today? Well, that's grand. Mrs. Shite have you reached a verdict? Now wait a minute until I get that down -- okay, thank you very much, Mrs. Shite. You delivered, and we'll deliver! A month's supply of Lucky Strike cigarettes to you ... one thousand cigarettes ... and keep listening, won't you? (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. Mary Andreae, 263 N. Rexford Dr., Beverly Hills, Calif.

DON: Operator, the Beverly Hills call, please. Hello, Miss Andrews? This is Don Azacbe. How are you today? Oh I'm very well thank you. Thank you very much. Have you made up your mind on the winner? Okay, thank you very much Mrs. Andrews. One thousand Lucky Strike cigarettes, a month's supply, will be called to you, and don't forget ... keep listening, won't you? Thank you and good bye. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DON: Okay, Frank, here ladies and gentlemen, is the verdict. Mrs. Chalay voted for Glorie Winters; Mrs. Andrews voted for Stuart Wade and Mrs. White voted for Stuart Wade. That makes our winner Stuart Wade.

MUSIC: THE TOPS

DON: Congratulations, Stuart. This was your Lucky Strike.

WINNER: Thank you, Don, very much.

DON: Stuart, as your way of saying Thanks to us, I'm sure we'd all enjoy hearing just a little bit from that lovely song you sang.

WINNER: I'd be very happy to, Don.

MUSIC: REPRISE . . . L MIMMIE
(APPLAUSE)

DON: Stuart Wade you did a terrific job and I'm happy to tell you that you win a professional engagement at the world famous Earl Carroll Theatre Restaurant, one of the nation's greatest showplaces -- they're going to use you in their show. I bet that makes you feel wonderful. Glad to do all this for you, kid.

SON: And to you other four entertainers - Gloria Gray, Jimmy Dodd,
Tony LaVallo and Gloria Winters -- who did so well our hearty
thanks for being with us.

MUSIC: THERE IN WITH APPLAUSE AND UNDER

LUCKY STRIKE --19--
12/9/48

DON: This is Don Ameche, saying thanks a million for joining me on "Your Lucky Strike." I'll be back again tomorrow and every day Monday through Friday at this same time with boys and girls, men and women, I think are on their way to stardom and success. Try and make it, won't you?

MUSIC: THEME UP AND UNDER

ATX01 0020744

LUCKY STRIKE --20--
12/9/48

MARTIN: This is Frank Martin for Lucky Strike inviting you
to be with us tomorrow afternoon for "Your Lucky Strike."

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0020745

"YOUR LUCKY STRIKE"

Friday - December 10, 1948

STUDIO B

CBS

AS ~~MONDAY~~

2:30 - 3:00 PM

OPENING

AMECHE INTRODUCTION

ROBIN SHORT INTERVIEW

"I SHOT JESSE JAMES" SHORT

FIRST COMMERCIAL

MARY EDITH DURRELL INTERVIEW

" DURRELL

TILLIE DIESTERE INTERVIEW

"WARSAW CONCERTO" DIESTERLE

SECOND COMMERCIAL

JOHN LOMBARDI INTERVIEW

"ONLY A ROSE" LOMBARDI

AMECHE SPOT

PAT MICHELS INTERVIEW

"MY BILL" MICHELS

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

REPRISE, APPLAUSE AND AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

LUCKY STRIKE -1-
12/10/48

RIGGS: (CHANT 60 - 62 -- AMERICAN)

MARTIN: Your Lucky Strike -- starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike!... a new half hour program presented Monday through Friday, and devoted to the discovery of promising new talent.. and starring your Lucky Strike host a favorite of film and radio fans everywhere....

(MUSIC: OUT) .. Don Ameche!

MUSIC: OUT

(APPLAUSE)

ATX01 0020747

YOUR LUCKY STRIKE-2-
12/10/48

AMECHE: Good afternoon, ladies and gentlemen. Well, it's another wonderful day here in Hollywood, and it's particularly wonderful for the five up and coming young entertainers who are here with me today in hopes of making their "lucky strike" in show business. As you know, whoever our three judges select as our outstanding contestant wins a professional engagement. And those judges are listening in right now. Each day I telephone three housewives in different parts of the country to pick our winner. So be sure to keep listening for next week you may be one of them. And now for our first contestant, Robin Short. Robin not only sings and plays a guitar, but he's also written a play produced in New York. Going from singing folk songs to getting a play on Broadway is a long jump, Robin.. How did it happen?

ROBIN: Well, it was really the other way around. First I wrote the play and then I started singing folk songs. And the day it all started was a day I should have stood in bed.

DON: Oh, I don't know. How long did it take to write your play?

ROBIN: Nine months..

DON: How long did it run?

ROBIN: Nine days..

~~DON: You should have stood in bed. But all's well that ends well, Robin.~~

(CONT'D)

ATX01 0020748

DON: Even if your play wasn't a success, here's your chance
(CONT'D) to make your "Lucky Strike" as a singer of folk songs.
This is Robin Short and "I Shot Jesse James." Good
hunting, Robin.

MUSIC: "I SHOT JESSE JAMES" SHORT

(APPLAUSE)

DON: Thank you, Robin Short. Before we hear from John
Lombardi, here is Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

Yes - your level best! That's just how you'll feel when you light up a Lucky ... And let me tell you why! It's because Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. Now it's important to you as a smoker to know that fine tobacco can do this for you.

And I'm sure every smoker knows!

LS - MFT!

LS - MFT!

Yes - every smoker knows Lucky Strike means fine tobacco ... mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Luckies regularly than the next two leading brands combined. So I'd say - it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense.. by putting you on the right level to feel and do your level best!

Well - that's the Lucky level! So - remember will you:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks, where it's fun to be alive! How about getting a carton of Luckies and getting started today!

MUSIC: LUCKY DAY PLAY OFF #1

MARYEDITH DURRELL SPOT

DON: - There just doesn't seem to be any limit to how young a person can start in show business. Each time we think we have one who started very young in life, another one comes along who had an even younger start. Today, we've got Maryedith Durrell, ^{a young singer} who started her professional career at the age of three. How'd you do it, Maryedith?

MARY: It was easy, ^{in America} ~~Don~~. A Los Angeles newspaper had a better babies contest, which my mother entered me in and I won. ~~It was easy~~ ...I didn't have to do anything but be a baby, so I won and got scholarships for dancing, ~~and acting~~.

DON: ~~But you're a singer now. How'd you manage to get off your feet?~~ ^{Real man of our country of our name} ~~instead of your feet~~

MARY: ~~I've always wanted to sing - and anyway it's much easier on the feet than dancing.~~ ^{Yes} ~~But~~ my husband's the one who really works on his feet. ^{now} He's a policeman on the Los Angeles Police Force and he walks a beat all night.

DON: A policeman! Tell me, can he fix a ticket?

MARY: I wish he could.. He can't even fix them for me. Whenever I get a parking ticket, he makes me pay it out of my budget and tells me it serves me right.

DON: Fine thing.. then what's the use of his being a policeman? I'll bet his feet take a beating.

MARY: The poor ^{fellow} ~~guy~~ had to soak his feet every day until he got used to the job.

YOUR LUCKY STRIKE -7-
12/10/48

MARYEDITH DURRELL SPOT

DON: What's his trouble, flat feet?

MARY: He's got the most beautiful arches you ever saw.

DON: I don't doubt it, Maryedith, if you say so. But let's
get back to you. I know you are hoping this to be your
Lucky Strike.. Here is Maryedith Durrell singing

Summertime
~~"Summertime"~~ from George Gershwin's ~~"Porgy and Bess."~~

MUSIC: "SUMMERTIME"

DURRELL

(APPLAUSE)

ATX01 0020752

DON: Thank you, Maryedith Durrell. Shakespeare wrote "There's a tide in the affairs of men which taken at the flood leads on to fortune. Omitted all the voyage of their life is bound in shallows and in miseries." Although Tillie Dieterle has been playing piano ever since she was five years old she still hasn't found that flood tide Shakespeare was talking about. But with her ability, today might prove to be her "Lucky Strike." Tillie, I understand not long ago you had your own all-girl orchestra.

TILLIE: Yes. Our ambition was to support Frank Sinatra.

DON: Well, in those days Frank could use a little support. He stands up all by himself now. If you don't believe me listen to the Hit Parade on Saturday night.

TILLIE: (LAUGH) Oh, I do.

DON: But tell us more about this all-girl orchestra. Where'd you play?

TILLIE: Well, during the war we played all the Army camps.

DON: That's taking your life in your hands, isn't it?

TILLIE: Oh, no. The boys were just wonderful to us.

DON: Yes, and I imagine there must've been a lot of satisfactor getting out there to those camps and entertaining all the lonesome guys who couldn't get to town.

TILLIE: There was, Don...but our greatest satisfaction was in playing the hospitals. We always tried to play the numbers requested by the boys. You know how almost every song always ties in with some cherished memory of a wonderful moment?

DON: Yes, Tillie.....

TILLIE: Well, all we had to do was watch the boys' faces as we played the songs they asked for and you could see their thoughts were far away.. remembering something that was very dear.

DON: Well, Tillie, I'm sure all the boys who have been in a military hospital have a warm spot in their heart for all the entertainers who did so much to brighten things up a bit for them. But enough of your orchestra, Tillie.

It's time we heard from your piano. Here is Tillie Dieterle playing ^{band the same business fact - "Jag"} ~~the "Warsaw Concerto" and hoping this~~ ^{one baby with a gentle "Jag."} ~~will be the lucky strike.~~

MUSIC: "WARSAW CONCERTO" "Zig Me Baby With A" DIETERLE
(APPLAUSE) ^{gentle "Jag"}

DON: You know, friends, every one on this new program of ours is out to do his -- or her LEVEL BEST.
..... which brings me to Frank Martin.

COMMERCIAL NO. 2

YOUR LUCKY STRIKE -10-
12/10/48

MARTIN: Smoke a Lucky to feel your level best.
Smoke a Lucky to feel your level best!

Because Luckies' fine tobacco picks you up when you're
low ... calms you down when you're tense.

AMECHE: In other words, ladies, the cigarette of fine tobacco
-- Lucky Strike -- puts you on the Lucky level -- where
it's fun to be alive ... where you FEEL your level best
and DO your level best!

MARTIN: And that's why it's so important for you to remember ...
LS - MFT ... LS - MFT! Lucky Strike means fine tobacco.
Tobacco that gives you a smooth, mild smoke every time
you light up. You'll be in good company when you do,
because millions of smokers ... including tobacco experts
-- choose Lucky Strike. As you know, more of these
experts -- the independent auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined!

AMECHE: So the very next time you buy cigarettes, get a carton
of Luckies and get started! Get on the Lucky level where
it's fun to be alive!

MARTIN: Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAY OFF #1

ATX01 0020755

DON: The United States Navy is noted for the quality of its musical organizations, so it's quite natural that twenty-nine year old John Lombardi regards being selected as the Navy's official soloist as one of the high points of his life. Did you spend all your time in the service singing, John?

JOHN: Well, not officially, Don. I left Washington to go on duty on a destroyer in the Pacific as a seaman first class. But it seemed any time there was a lull between battles, I was getting requests to sing.

DON: Well, you seem to be one singer who's appreciated. What do you do to keep your voice in shape?

JOHN: Oh, I work out quite a bit.

DON: I see. That keeps you in shape all over.

JOHN: Yes, I do a lot of weightlifting.

DON: Weightlifting?

JOHN: Uh huh. What do you do when you get the urge to exercise.

DON: Well, frankly, John, I usually lie down until it wears off. What's the most you've lifted?

JOHN: Oh, I can prone press 240 pounds. That's pushing 240 pounds in the air while I'm flat on my back on a bench.

DON: I think if I tried to push 240 pounds in the air, I'd end up on the flat of my back period. But it apparently hasn't done either you or your voice any harm. In way of proof, here is John Lombardi singing "Only a Rose."

MUSIC: "ONLY A ROSE"

LOMBARDI

(APPLAUSE)

DON: Thank you John Lombardi. I naturally hope that the various entertainers who appear on "Your Lucky Strike" will find that this is only the beginning of better things for all of them. So many people have asked me just how do you get ahead in show business. Just how do you become a success? Well, the only answer I can give to that is the answer I gave myself a long time ago when I was getting started. I think it applies to everyone regardless of what walk of life we happen to be in. It's just to "do what you want to do but do it the best you can. You may dream about the future but don't let those dreams occupy too much of your time and detract from the job at hand. Do your own particular job so well that advancement is bound to come --- and it will." Pat Michels is a very capable young singer who doesn't have a job, which is one of the reasons I'm giving her this chance to make her Lucky Strike today. Pat, I suppose singing has always been your first love.

PAT: *well - yes and*
No, Don, I used to be crazy about dramatics. In grammar school I had the lead in "Snow White and Rose Red." I was "Snow White."

DON: Who was "Rose Red"?

PAT: The teacher's face after she got a load of my performance. After that I went back to singing.

DON: You'd been singing before?

PAT MICHELS SPOT

YOUR LUCKY STRIKE -13-
12/10/48

PAT: In the sixth grade Glee Club. The teacher made me sing soprano and I strained my voice. I ended up sounding like a basso profundo.

DON: Oh, that's too bad.

PAT: I'll say it was. None of the boys would carry my books home. They didn't believe I was a girl.

DON: Well, from the way you sounded when you sang for me, Pat, I think you've fully recovered. I'm sure when our listeners hear you sing they'll agree with me that all you need is that one Lucky Strike to win success as a singer. Pat sings "My Bill."

MUSIC: "MY BILL"

MICHELS

(APPLAUSE)

ATX01 0020758

YOUR LUCKY STRIKE -14-
12/10/48

Thank you Pat Michaels.

DON:

Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, who were chosen before our program started, have been listening to their radios. They are our judges, and now it is time for their decision.

MARTIN:

Yes, Don, our operator will be ready in just a minute.

DON:

Fine, Frank. While we're waiting suppose you say a few words to the ladies.

ATX01 0020759

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best! You see, Luckies'
fine tobacco picks you up when you're low ... calms you
down when you're tense. It's good to know that fine
tobacco can do this for you. And that's why it's so
important that you select and smoke the cigarette of fine
tobacco ... Lucky Strike! For, as every smoker knows:
LS - MFT!
LS - MFT!

Lucky Strike means fine tobacco! -- No wonder the experts
-- the men who really know tobacco -- look to Lucky Strike
for their own personal smoking enjoyment!

Yes, more independent tobacco auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined.

So smoke a Lucky to feel your level best! That's how to
get on the Lucky level ... where it's fun to be alive!
Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away? Sure you do,
friends. Well, this is Frank Martin ...

AMECHE: And Don Ameche--

MARTIN:Suggesting that you get a carton of Luckies...

AMECHE: ... and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: Well our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. It is time for their decision. Frank, who is the first housewife waiting on the phone?

MARTIN: Mrs. Irene Chaplean, 476 N. Church, Decatur, Illinois

DON: Operator, let me have the Decatur call, please. Hello Mrs. Chaplean? How are you today? This is Don Anesche on "Your Lucky Strike." How are things in Decatur, all right? Well, that's wonderful. Mrs. Chaplean have you reached a decision? Yeah, what was best - that's right. Which one was that? Okay, thank you very much, Mrs. Chaplean of Decatur, Illinois! One thousand Lucky Strike Cigarettes are on their way to you for your help. Thanks very much and keep listening. Good b/e. (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Ray Findley, 1939 E. 16th Street, National City, California.

DON: (PICK UP) Operator, let me have the National City call, please. Hello, Mrs. Findley, how are you today - well you sound very well. Tell me, Mrs. Findley, have you reached a verdict? Well, let me have it. Okay, thank you very much. You delivered, and will deliver! A month's supply of Lucky Strike cigarettes to you ... one thousand cigarettes ... and keep listening, won't you? (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. Fred Fredell, 2300 St. Clair Avenue, St. Paul, Minn.

DON: Operator, the St. Paul call, please. Hello, Mrs. Fredell? This is Don Anesche. Kind of cold up your way? It's terribly cold! Tell me, Mrs. Fredell, have you made up your mind on the

DON: Winner? You do, bub - all right, thank you, Mrs. Fredell.
One thousand Lucky Strike cigarettes, a month's supply,
will be mailed to you, and don't forget ... keep listening, will
you? Good bye. (BANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us
that verdict.

DON: And here, ladies and gentlemen, is the verdict. Mrs. Chaplain
voted for Maryedith Durrell. Mrs. Findley voted for John
Lombardi and Mrs. Fredell voted for John Lombardi. That
makes our winner John Lombardi.
(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, John. This was your lucky strike.

WINNER: Thank you Don.

DON: John, today, as winner of today's Lucky Strike program
you've earned your big break. An engagement at the world
famous "Bar of Music", a favorite rendezvous for Hollywood's
top film personalities. And now as your way of saying thanks
to us, I'm sure we'd all enjoy hearing you sing again. Would
you mind giving us just a little bit? All right, here is our
winner of today's Lucky Strike.

MUSIC: REPRISE WINNER
(APPLAUSE)

DON: Thank you, John Lombardi. Ah, that was wonderful. And to
our other four entertainers - Robin Short, Maryedith Durrell,
Tillie Disterle, and Pat Nichols -- who did so very well, our
heartly thanks for being with us.

MUSIC: THEME IN SITS APPLAUSE AND UNDER

DON: This is Don Ameche saying have fun this weekend.
I'll be back again on Monday afternoon with another
group of promising youngsters hoping to make their
lucky strike in the world of entertainment. We'll
be looking forward to having you with us. Try and
make it,.... *and ladies don't forget. Get on the Lucky*
~~and don't forget the next time you go~~
level. Get a carton of Luckies for the weekend,
~~shopping, buy Lucky Strike, won't you?~~ *won't you?*

MUSIC: THEME UP AND UNDER

LUCKY STRIKE -19-
12/10/48

MARTIN: This is Frank Martin for Lucky Strike inviting you to
listen to Jack Benny on Sunday.

Be with us Monday afternoon for "Your Lucky Strike."

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0020764

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike -- starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike.....presented Monday through Friday
and devoted to the discovery of promising new talent...
and starring your Lucky Strike host a favorite of film
and radio fans everywhere...

(MUSIC:OUT) ...Don Ameche!

MUSIC: OUT

(APPLAUSE)

DON: Good afternoon ladies and gentlemen, Today marks the beginning of our second week with "Your Lucky Strike" and believe me it's really wonderful getting together with you swell people these mid-afternoons and listening to this great talent that's just looking for the right break. And I'm counting on you, our listening audience to be our judge and jury. Each day, three housewives listening to their radios at home in different parts of the country will pick our winner by telephone...and I'm going to reward that winner with a professional engagement. Our telephone lines are open across the nation, and, at the end of the show, I'm going to call upon those three housewives to give us their decision. So light up a Lucky, sit back and make yourselves comfortable, while I bring on the talent.

FRANCES IRVIN SPOT

DON: First, is France Irvin, who considers getting to Hollywood the biggest thing that ever happened to her. Frances, what do you think of Hollywood now that you are here at last? Is there any one thing that has impressed you more than any other?

FRANCES: The lights, Mr. Ameche. Everywhere you look, there are bright lights.

DON: Didn't they have any where you came from?

FRANCES: Oh, they had plenty in Amarillo, Texas....but nothing like in Hollywood. It must be wonderful to have your name up in lights.

DON: It's all right if you don't have to pay the light bill. So you would like to have your name up in lights.

FRANCES: I hope I have what it takes....I sing...and dance and I used to be a drum majorette.

DON: You mean you strutted in front of a band like a peacock and tossed ^{THAT} baton up in the air?

FRANCES: Uh huh...only I had to move faster than a peacock or the band would march right over me.

DON: Well Frances, you don't have to worry about anybody marching over you here. You step right up to that microphone and make your bid for your "Lucky Strike" --Frances Irwin singing -- "Candy Store Blues" --

MUSIC: "CANDY STORE BLUES"

(APPLAUSE)

DON: Thank you...Frances Irwin...Before we hear from ~~Bill Martell~~ ~~Harry Golden~~, a word from Frank Martin.

MARTIN: Smoke a Lucky to feel your level best.
Smoke a Lucky to feel your level best.

Yes - your level best. That's just how you'll feel when
you light up a Lucky.....And let me tell you why! It's
because Luckies' fine tobacco picks you up when you're
low...calms you down when you're tense. Now it's
important to you as a smoker to know that fine tobacco
can do this for you. And I'm sure every smoker knows

IS - MFT

IS - MFT

Yes - every smoker knows Lucky Strike means fine tobacco...
mild, ripe, light tobacco. No wonder more independent
tobacco experts - auctioneers, buyers and warehousemen --
smoke Luckies regularly than the next two leading brands
combined. So I'd say - it's really good to know that
fine tobacco picks you up when you're low...calms you
down when you're tense....by putting you on the right
level to feel and do your level best. Well - that's
the Lucky level! So - remember will you:

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

AMECHE: That says it, Frank. Get on the Lucky Level,
folks where it's fun to be alive! How about getting
a carton of Luckies and getting started today.

MUSIC: LUCKY DAY PLAY OFF #1

BILL MARTEL SPOT

DON: Some of the adventures of traveling on the road in show business can be lots of fun, very exciting or even very unhappy. No matter what they are, they add to the education and experience of the young performer. Bill Martell has had his share of experience and education on the road. What did you think of them, Bill?

BILL: Well, Don, at the time maybe they weren't so funny, but now, looking back, I get lots of laughs.

DON: That's the way it should be. What were you doing at the time?

BILL: I travelled with a quartette, Don.

DON: What'd you do? Play all the barber shops?

BILL: Almost as bad....we played the state and county fairs all the way across the country and finally landed a fairly long date in a night club in Buffalo.

DON: You mean you actually got to unpack your bags?

BILL: For three weeks.....but after the first week the owner asked us to take a cut in salary...business was bad.

DON: So you packed your bags again?

BILL: Nope, we went out and got another job in a theatre. We'd do the show at the club and then rush over to the theatre and do the show there and then rush back to the club to do the last show there. We would barely make it every night.

DON: What'd you do, change costumes while you were running back and forth?

YOUR LUCKY STRIKE -22-8
12-13-48

BILL: We were lucky. They let us use the same costumes in both places. We used Canadian Mounted Police Uniforms and everytime we rushed into the club from the theatre, the customers in the club thought the place was being reided.

DON: That's right. Buffalo's right next to the Canadian border. Isn't it?

BILL: Close enough for the customers to think we were the real thing.

DON: Well, Bill, here's hoping you find the real thing and make "Your Lucky Strike" this afternoon. Bill Martell, singing, "The Girl That I Married."

MUSIC: "THE GIRL THAT I ~~MARRIED~~" *of Mary* MARTEL
(APPLAUSE)

ATX01 0020772

DON:

Thank you ~~Larry Collins~~. *Bill Martell*

Elizabeth Barrett Browning wrote, what I believe to be some of the most beautiful lines of poetry to describe the problems of a pursuing a career.

"Pray, pray, thou who also weepest,--

And the drops will slacken so;

Weep, weep - and the watch thou keepest,

With a quicker count will go.

Think, - and the shadow on the dial

For the nature most undone,

Marks the passing of the trial,

Proves the presence of the sun.

In show business the road to success is long and hard and heartbreaking before you make "Your Lucky Strike" and can see the warm rays of the Sun. If I can help these sincere young people to travel that difficult road by giving them their chance for a "Lucky Strike", then the effort I put forth, is well worth it.

DENISE DARCEL SPOT

DON: There are no limitations to the extent one may go to further a career. Even if it means traveling half-way around the world, if there is a way to do it...the ambitious one will see that it is done. Denise Darcel is a very lovely French girl who has come all the way to Hollywood to further her career. How do you like Hollywood, Denise?

DENISE: Oh, I like it very much.

DON: You told me a very interesting story about how you got acquainted with Americans and their ways of doing things, while you were still in Paris, Denise.

DENISE: You mean about the football team, Mr. Ameche?

DON: That's the one.

DENISE: Well, first I have to tell about the time I won the prize of Beauty Queen of Paris. This was in 1945 when I was singing in a Paris Night Club.

DON: Was the beauty contest held by the American troops?

DENISE: No, it was by the French people. Then because I won the contest, I was introduced to many famous people. I met the Duke and Duchess of Windsor and many, many American generals. It was very exciting.

~~Don:~~
~~Denise:~~
Denise:

~~It must have been.~~
Yes....I met the Commanding General of the Atomic Engineers. They had a football team and the General asked me to be the mascot for the team.

~~Don:~~ You must have known quite a bit about football to have been chosen as mascot.

DENISE: I did not know a thing about it. I never saw a football game in my life.

DON: Then how did you know what to do at the games?

DENISE: It was very easy. When everybody started to yell...I ...yelled. When they jumped up and down, I jumped up and down. But I did not know why. It was fun anyway.

DON: Do you know all about football now?

DENISE: I still do not understand many things that they do. I'm afraid it is still too complicated for me. I like to sing much better.

DON: I'll tell you what...you sing your song and then later I'll try to explain football to you.

DENISE: Oh thank you....

DON: Denise Darcell reaching for her "lucky strike" is going to sing, "I'm in the Mood for Love."

MUSIC: "IM IN THE MOOD FOR LOVE" DARCELL

(APPPLAUSE)

DENISE: No, it was by the French people. Then because I won the contest, I was introduced to many famous people. I met the Duke and Duchess of Windsor and many, many American generals. It was very exciting.

Don:
~~Don:~~
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DON: Denise Darcell reaching for her "lucky strike" is going to sing, "I'm in the Mood for Love."

MUSIC: "IM IN THE MOOD FOR LOVE" DARGELL

(APPPLAUSE)

COMMERCIAL #2

Amice Danell
AMECHE: Thank you, ~~Frank Martin~~. ...This, ladies is the beginning of our second week on the air and I certainly hope that you're already taking advantage of what Frank Martin and I've been telling you about smoking Luckies...about getting on the Lucky level....where it's fun to be alive!

MARTIN: I sure do hope every one of you has bought a carton of Luckies. Because then you can --

AMECHE: (CONVERSATIONAL) Smoke a Lucky to feel your level best!

MARTIN: You said it, Don! Smoke a Lucky to feel your level best. As I've been telling you, Luckies' fine tobacco picks you up when you're feeling low ...calms you down when you're tense...Now -- it's certainly good to know this about fine tobacco. And that's why it's important to remember...

AMECHE: IS - MFTIS - MFT...How'd I do it, Frank?

MARTIN: Fine, Mr. Ameche! You told smokers that Lucky Strike means fine tobacco. And that's a fact! Fine tobacco that brings 'em real smoking enjoyment -- puff by puff, pack after pack. Now -- I'd like to add -- that more independent tobacco experts smoke Luckies regularly than the next two leading brands combined. By experts, I mean -- the independent auctioneers, buyers and warehousemen -- men who really know tobacco! So...get on that Lucky level, ladies where you feel and do your level best! Where it's fun to be alive! Smoke a Lucky to feel your level best! Right, Don!

* AMECHAN: Yes, Ma'am...smoke a Lucky to feel your level best.

MUSIC: LUCKY DAY PLAYOFF #1

LARRY COLLINS SPOT

DON: I wonder how many of you have watched the musicians in an orchestra play and at the same time wondered how you would defend yourself if you were surrounded by some of them. Well, I did, lots of times. There are the violinists poking their bows in your eyes and the drummer hitting you over the head with his sticks...But worst of all is that guy in the back who's always jabbing you in the neck with that "slide horn".....the trombone player. How about it, Larry Collins, you're a trombone player. Are you one of those back-of-the-neck-jabbers?"

LARRY: I really don't know, Don. I'm so busy making music come out of my instrument, I don't worry about the chap in front.

DON: Oh, each man for himself, huh? Larry, I heard you play that trombone at your audition and believe me, you really make that thing talk.

LARRY: You may not believe this, but I actually have talked with my trombone. I was in Germany several years ago and couldn't speak a word of German.

DON: Don't tell me your trombone speaks German.

LARRY: (LAUGHS) No, Don, ^{nothing like that.} ~~my trombone speaks the "International language."~~

DON: I know....music. Music's the language that everybody understands.

LARRY: That's true, Don....I know, because I've been around the world four times and the only language I knew was the English language....and music.

DON: ~~which brings us back to where I interrupted you about
your trombone speaking German for you.~~

LARRY: I taught a fellow to play the trombone who could speak only German and a little Italian...and I could speak only English.

DON: How'd you do it?

LARRY: I used the Italian musical signs.

DON: You mean the andante cantabiles and sostenutos and allegro molto quasi presto's? Wish I knew what that meant.

LARRY: Well, Don, the diminuendos, cadenza's and crescendo's were a real United Nations to me.

DON: ~~The one I always liked was "pizzicato non troppo" it
always sounded LIKE an Italian fish. "Pizz with pizz"~~
I don't doubt that they were.
Larry I know the people are anxious to hear you play.
They're in for a real treat in trombone technique.
Here's Larry Collins, making his bid for a Lucky Strike....
playing a *gypsy medley on the trombone.*
~~trombone medley that includes~~

MUSIC:

MEDLEY MUSIC:

COLLINS

(APPLAUSE)

YOUR LUCKY STRIKE

22-14A

12/13/48

DON:

Thank you Larry Collins
~~This is Don Ameche saying goodbye.~~

~~I'll be back again on tomorrow afternoon with another group of promising youngsters hoping to make their lucky strike in the world of entertainment. We'll be looking forward to having you with us. Try and make it, and by the way, I don't have to tell you, I'm sure, that deciding what Christmas presents to buy is a real problem. Now here's an idea that will help you. A swell present for the smokers you know is that gay, holiday-wrapped carton of Luckies. And for that special someone on your list, there's Lucky Strike 500's -- a handsome Christmas gift box of 25 packages of Lucky Strike cigarettes. So remember that, won't you? And give something every smoker will appreciate, give those holiday-wrapped Lucky Strike gift cartons!~~

~~NOTE: THESE UP ARE UNDER~~

ATX01 0020780

DON: ~~Thank you, Denise Darcell.~~

The greatest worry in the career of an actor or a singer after he has a job, is keeping it. Especially if he has developed regular eating habits. His next greatest worry is his voice...all it takes is a sniffle or two... a sneeze...and then stark tragedy.....laryngitis! No voice! He get's out in front of the audience and (HEAVY WHISPER) can only whisper. But here is a girl who has taken out some pretty good insurance against that happening to her. She married a doctor! Is that right Carolyn Tanner?

CAROL: Well, yes and no, Mr. Ameche

DON: You mean, yes -~~married~~ and no-doctor, or no-~~married~~ and yes-doctor?

CAROL: Yes-~~married~~ 3 weeks tomorrow, no-doctor yet, he's a medical student.

DON: Take my advice, Carolyn and have him specialize in laryngitis. It'll come in handy when you're up there on top doing four shows a day and that throat starts tightening up.

CAROL: My husband's going to be a fine doctor, Mr. Ameche... he's going to be so good, he'll make me well, before I get sick.

DON: It takes a lot of hard work and study to become as fine a doctor as that.

CAROL: Don't I know - he goes to school all day and studies all night.

DON: You don't have much time to spend together, do you?

CAROL: No, we don't. While he studies, I practice my singing very diligently, because ~~I want to continue my career too, and for the present it will keep us going until he becomes a doctor.~~ ^{I want to continue my career too, and for the present it will} ~~keep us going until he becomes a doctor.~~

DON: Does your vocalizing around the house bother his studying medicine? He must really have a tough time getting his studies done.

CAROL: I was worried about it at first, ~~but my career is as important to my husband as his is to me - besides he says that~~ ^{but my career is as important to my husband as his is to me - besides he says that} / my vocalizing makes his studying more pleasant.

DON: Well, good, then how about making it more pleasant for us by singing a song?

CAROL: I'd just love it, Mr. Ameche, and I certainly hope this will be my "Lucky Strike" ~~song.~~

DON: Fine....Carolyn Tanner singing, "If I Love You".

MUSIC: "IF I LOVE YOU" TANNER

(APPLAUSE)

DON: Thank you Carolyn Tanner.

Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, who were chosen before our program started, have been listening to their radios. They are our judges, and now it is time for their decision.

MARTIN: Yes, Don, our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting suppose you say a few words to the ladies.

COMMERCIAL #2 0

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

There's something, ladies, that's important for every one of you who smokes to know ... and to understand! You see, Luckies' fine tobacco picks you up when you're feeling low ... and calms you down when you're tense. Yes, fine tobacco can do that FOR YOU!

Now I'm sure there isn't a single woman who can hear my voice ... from coast to coast ... who doesn't already know .. IS - MFT! IS - MFT! Yes -- Lucky Strike means fine tobacco. Mild, ripe light tobacco! Smooth-smoking, thoroughly enjoyable tobacco that gives you real smoking enjoyment.

RIGGS: And remember -- the tobacco experts -- the independent auctioneers, buyers and warehousemen -- who spend their lives buying, selling and handling tobacco -- get their smoking enjoyment from Lucky Strike.

MARTIN: So don't forget that fine tobacco picks you up when you're feeling low ... calms you down when you're tense. Yes -- fine tobacco puts you on the right level ... to feel your best ... and do your best. And that's the Lucky level -- where it's fun to be alive!
So get on the Lucky level by getting a carton of Luckies the very next time you buy cigarettes. Then you can:

RIGGS: Smoke a lucky to feel your level best!

MARTIN: That's right. Smoke a Lucky to feel your level best!

MUSIC: BRIDGE *Lucky Day Playoff #1*

DON: Well our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. It is time for their decision. Frank, who is the first housewife waiting on the phone?

MARTIN: Mrs. J. N. Hutcherson, 410 Gilbert Court, Florence, Ala.

DON: Operator, let me have the Florence call, please. Hello, Mrs. Hutcherson? How are you today - how are things down in that nice state of yours, Alabama? Well, that's wonderful. Mrs. Hutcherson, have you reached a decision? A little difficult, huh? All right, thank you ever so much, Mrs. Hutcherson of Florence, Alabama! One thousand Lucky Strike cigarettes are on their way to you for your help. Thanks very much and keep listening, won't you? Good bye. (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Virginia St. Clair, 3170 Lake Hollywood Drive, Hollywood, California.

DON: Operator, let me have that Hollywood call please. Hello, Mrs. St. Clair? Don't have to ask you about the weather out where you are - a little over cast isn't it? We don't like to say that about California do we? Mrs. St. Clair have you reached a verdict? I think that's a pretty good choice. Well, thank you very much, Mrs. St. Clair. You delivered, and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening won't you? Good bye. (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. Violet Hoffman, 865 Courtland Avenue, Bronx, New York.

DON: Operator, may I have the New York City call, please. Hello, Mrs. Hoffman? How are things in the Bronx? Well, that's wonderful. Mrs. Hoffman, have you made up your mind on the winner? What was that? Yeah - well, that's wonderful. Thank you, Mrs. Hoffman. One thousand Lucky Strike cigarettes, a month's supply, will be mailed to you, and don't forget ... keep listening, will you? Thank you very much. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DON: And here, ladies and gentlemen, is the verdict. Mrs. Hutcherson voted for Larry Collins; Mrs. Hoffman voted for Carolyn Tanner and Mrs. St. Clair voted for Larry Collins, That makes our winner Larry Collins. (APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Larry. This was your lucky strike. Larry, you did a terrific job. I'm happy to tell you that you win a professional engagement at the world famous Earl Carroll Theater Restaurant, one of the top nation's greatest showplaces. They're going to use you in their show. How does that make you feel?

WINNER: Very very fine.

DON: Well, that's wonderful. Thanks ever so much, Larry. We're awfully happy that you won today and to you other four entertainers - Frances Irvin, Bill Martel, Denise Darcel and Carolyn Tanner - who did so well, our hearty thanks for being with us.

MUSIC: THESE IN WITH APPLAUSE AND UNDER

ATK01 0020787

MUSIC: TRAMP UP AND UNDER

I'll be back again tomorrow afternoon with another group of promising youngsters hoping to make their lucky strike in the world of entertainment. We'll be looking forward to having you with us. Try and make it ... and the next time you go shopping buy Lucky Strike, won't you?

DOM: This is Don Aeneas saying goodbye.

"YOUR LUCKY STRIKE" -22- 12/13/48

LUCKY STRIKE
12/13/48

-23-

MARTIN: This is Frank Martin for Lucky Strike inviting you
to be with us tomorrow afternoon for "Your Lucky Strike."

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0020788

"YOUR LUCKY STRIKE"

TUESDAY - DECEMBER 14, 1948

STUDIO B

CBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

JIMMIE BRIERLY INTERVIEW

"FALLING IN LOVE WITH LOVE" BRIERLY

FIRST COMMERCIAL

SAMMY DE FAZIO

"THE DONKEY SERENADE" ... DEFAZIO

AMECHE SPOT

MAE WILLIAMS INTERVIEW

"A SLOW BOAT TO CHINA" ... WILLIAMS

SECOND COMMERCIAL

MEL MAHALANI LETMAN

"IMPERSONATIONS" LETMAN

JACQUELIN HAMMETTE INTERVIEW

"MY DARLING, MY DARLING" ... HAMMETTE

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0020789

COMMERCIAL #1

RIGGS: (CHANT --- 60 to 62 --- AMERICAN)

MARTIN: Your Lucky Strike starring Don Ameche!

MUSIC: THEME AND UNDER FOR:

ANNCR: "Your Lucky Strike!".....presented Monday through
Friday, and devoted to the discovery of promising
new talent...and starring your Lucky Strike host,
a favorite of film and radio fans everywhere...

(MUSIC OUT)Don Ameche!

(APPLAUSE)

DON:

Good afternoon, ladies and gentlemen. You know, I wouldn't be a bit surprised if every afternoon around this time, the temperature went up a few degrees. Everybody has such a wonderfully warm feeling toward "Your Lucky Strike's" attempt to open the door to success for deserving talent, ~~I can't see how it could possibly help but make the thermometer go up. Really and sincerely "Your Lucky Strike" wants the opportunity to make the one boost that will~~ ~~sky rocket these hard-working youngsters into the~~ ~~spotlight of success.~~ I'm counting on you, our listening audience to help me ^{for that door,} For you are our judge and jury. Each day, three housewives listening in different parts of the country and selected by our studio audience, will pick our winner by telephone... and I'm going to reward that winner with a professional engagement. Our telephone lines are open across the nation, and at the end of the show, I'm going to call upon those three housewives, who are listening to their radios right now, to give us their decision. So light up a Lucky, sit back and make yourselves comfortable, while I bring on the talent.

JIMMIE BRIERLY SPOT

DON: It looks like when the germ for talent is born in a performer at a very early age, and the germ remains active until the performer is able to do something about it later, he then starts his fight for a break. Jimmie Brieryly started singing when he was a pretty young fellow, didn't you Jimmie?

JIM: Yes, Don, I was only six years old when I began singing and I think the theatre was in my blood then.

DON: Sounds like somebody gave you a transfusion -- grease paint instead of blood.

JIM: That's right, Don, only I like to eat, so when things get tough I get a job in a department store.

DON: You should go to work in a delicatessen. What's a department store got that you can eat?

JIM: That's the trouble. Nothing. I'm in charge of toys in the stock room.

DON: Hey, do you get to play around with electric trains?

JIM: That's how I spend all my time. The kids love 'em and their fathers wear them out playing with them.

DON: I guess I'm one of those guilty fathers too, Jim.

JIM: As much as I like trains Don...I'd still rather be singing for a living. That's why I hope I'll make my "Lucky Strike" today.

DON: I'm sure you'll be doing that before long, Jimmie.
So, now suppose you let the audience hear you
sing "Falling In Love with Love"....Jimmie Brierly.

MUSIC: "FALLING IN LOVE WITH LOVE" BRIERLY

(APPLAUSE)

DON: Thank you, Jimmie Brierly. Before I introduce a
talented young fellow with an accordian, a word from
Frank Martin.

MARTIN:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes - your level best! That's just how you'll feel when you light up a Lucky ... and let me tell you why! It's because Luckies' fine tobacco picks you up when you're low...calms you down when you're tense. Now it's important to you as a smoker to know that fine tobacco can do this for you. And I'm sure every smoker knows

LS-MFT

LS-MFT!

Yes - every smoker knows Lucky Strike means fine tobacco ... mild, ripe, light tobacco! No wonder more independent tobacco experts - auctioneers, buyers and warehousemen - smoke Luckies regularly than the next two leading brands combined. So I'd say - it's really good to know that fine tobacco picks you up when you're low..calms you down when you're tense...by putting you on the right level to feel and do your level best! Well - that's the Lucky level! So - remember will you:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

LUCKY STRIKE
12/14/48 -5A-

AMSCHE: That says it, Frank! Get on the Lucky level,
folks where it's fun to be alive! How about
getting a carton of Luckies and getting started
today!

MUSIC: LUCKY DAY PLAYOFF #1

ATX01 0020795

SAMMY DE FAZIO SPOT:

DON: Did you ever hear the story about the fellow who played the accordion because it was the only way he could enjoy music and exercise at the same time? But he never got to play it because his wife always used the accordion to press pleats into her skirts. He didn't mind that, but she always pressed the skirts in the wrong key.....
Sammy De Fazio, you play the accordion. Tell me, do you have that trouble at home?

SAMMY: No, Mr. Ameche. Everybody has their own accordion in our house.

DON: How many people play the accordion?

SAMMY: My father, my mother, my three sisters and including me makes 6 of us.

DON: If you had three more you could have an accordion-playing baseball team.

SAMMY: We do...my three cousins play the accordion too.

DON: Do all of you ever get together and have a good old jam session with those "squeeze boxes?"

SAMMY: Oh sure, Mr. Ameche..we do it a lot. We have some swell times. We make a lot of noise but it sure is fun.

~~DON: Look, Sammy, will you do me a favor and let me know the next time your family gets together for an accordion party?~~

~~SAMMY: I'd be glad to. Would you like to come over?~~

DON:

~~I sure would and I'm going to bring some taffy along
too. With all those accordions being pulled back and
forth we could have a wonderful taffy pull! But for
now, Sammy, how about playing the accordion, without
the taffy - *well how about your giving us some fun &
reach for that "Lucky Strike". Sammy ^{while} you*
De Fazio playing the "Donkey Serenade."~~

MUSIC:

"THE DONKEY SERENADE"

DEFAZIO

(APPLAUSE)

DON: Thank you, Sammy De Fazio. In expressing my appreciation to you listeners for your heartfelt acceptance and warm friendship for "Your Lucky Strike", I want to read these lines about friendship by Tennyson. It's his poem called "The Wanderer".

MUSIC: BACKGROUND

DON: The gleam of household sunshine ends,
And here no longer can I rest;
Farewell!--You will not speak, my friends,
Unfriendly of your parted guest.

O well for him that finds a friend,
Or makes a friend where'er he come,
And loves the world from end to end,
And wanders on from home to home!

O happy he, and fit to live,
On whom a happy home has power
To make him trust his life, and give
His fealty to the Halcyon hour!

I count you kind, I hold you true;
But what may follow who can tell?
Give me a hand--and you--and you--
And deem me grateful, and farewell!

MUSIC: UP TO CLIMAX

MAE WILLIAMS SPOT

DON: It seems that show business captures its victims and fills the veins of the performer with "high-octane" ambition that seems to carry them through the ups and downs and brings them back up ready to fight for more. Mae Williams has had her share of show business bad breaks; but instead of letting them lick her, she's come back with greater ambition each time. I like the part you told me about your experience in New York, Mae.

MAE: Now there was something, Mr. Ameche. I dreamed for years of getting to New York and being a great success and the toast of the town!

DON: You weren't the toast of the town?

MAE: I wasn't even the crumb! I was in every agent's office from the Battery to the Bronx....

DON: How long were you in New York?

MAE: Long enough to wear out two pairs of good shoes...four weeks to be exact. I was glad when I finally got a 3-day engagement in Utica, New York, made a hundred dollars, bought a train ticket and came home to Los Angeles.

DON: And soaked your feet in epsom salts for a week?

MAE: No, Mr. Ameche, I took another date and this time got stranded in Butte, Montana. The show went broke and I had to borrow money from a beauty operator, who was a real friend, in order to get to the next job in another town.

DON: (CLEARS THROAT) Well, Mae, I've got to hand it to you - you do have a lot of fight.

MAE: That I've got, Mr. Ameche...and I'm not quitting 'till I make that "Lucky Strike".

DON: That's what I like to hear you say. Now how about singing your song... "A Slow Boat to China," Mae Williams....

MUSIC: "A SLOW BOAT TO CHINA" WILLIAMS

(APPLAUSE)

COMMERCIAL #2

MARTIN: (IN COLD) Smoke a Lucky to feel your level best!

AMECHE: There it is ,ladies, in eight words..eight words packed with importance for those of you who smoke. You see, Luckies' fine tobacco picks you up when you're feeling low...calms you down when you're tense...puts you on the right level to feel and do your level best.

MARTIN: I think, Don, every smoker can realize how good it is to know that fine tobacco can do this. That's why it's so important - next time YOU buy cigarettes - that you remember LS - MFT ...LS - MFT ..Lucky Strike means fine tobacco. Mild, ripe, light tobacco. Quality tobacco that gives you a smooth, mellow thoroughly enjoyable smoke.

RIGGS: And remember for their own personal smoking enjoyment the independent tobacco experts - auctioneers, buyers, and warehousemen - choose Lucky Strike!

MARTIN: So...how about you? Next time you buy cigarettes remember Luckies' fine tobacco picks you up when you're low...calms you down when you're tense...puts you on the right level to feel and do your level best. That's the Lucky Level. So smoke a Lucky to feel your level best.

AMECHE: Next time you're out to get some Luckies...make it a CARTON! Get on that Lucky level.....where it's fun to be alive!

MUSIC: LUCKY DAY PLAYOFF #1

MEL MAHAIALANI LETMAN SPOT

DON: Time and again the people in show business have proven to the world that they have the biggest hearts you ever saw. They are always available to perform benefits and at the drop of a hat will go all out to help a worthy cause. Therefore, if a new comer to show business, has that quality to begin with, he has the makings of a great performer. There's a young chap here today from Hawaii who has one object in life. Mel Mahaialani Letman, I understand that you want people to think of you as a comedian.

MEL: That's right, Mr. Ameche. There's nothing in the world more satisfying than making people laugh.

DON: And from what I saw you do, as a mimic, I'd say you do a pretty swell job.

MEL: Thanks, Mr. Ameche. I do the best I can. I try to copy the facial expressions and voices of famous personalities

DON: I also happen to know that you have a very wonderful hobby. I'd like our audience to hear about it, Mel.

~~MEL: I teach blind children how to become mimics. I met a girl in Hawaii who was a teacher in a school for blind children and she asked me to come out and see if I could entertain the kids. I didn't think I'd go over very big but I went anyway, and was very surprised to find that the kids loved it, even though they couldn't see me. And on top of that they tried to copy me, so I decided to teach them how to do it.~~

MAHALANI LETMAN SPOT

MEL: I teach blind children how to mimic, Mr. Anocha. A couple of years ago in Hawaii I met a young lady who was a teacher in a school for blind children and she asked me if I'd come over and entertain for them. I did although I didn't think that much would come of it, and the children seemed to enjoy the show and after the show I noticed they were mimicing me. So I went up and taught them as best I could how to mimic.

DON: Mel, it's understandable that they could copy the voice. How were they able to copy the facial expressions?

MEL: They put their hands on my face and lips and they'd feel what my face was doing and then they would put their hands on their own faces and do the same thing and it felt the same as mine did.

DON: That's wonderful, Ya. That's really wonderful.

MEL: My big ambition now, is to earn enough money so that I can start a school of my own to teach blind kids right over here.

DON: I think that's a tremendous cause, Mel.

MEL: Thanks, Mr. Anocha ... Gee, you make me feel like the guy that swallowed a feather.

DON: How's that?

MEL: I'm tickled to death ...

DON: Since you feel that good, Mel, how about going into your act and make your bid for "Your Lucky Strike." Mel Mahalani Letman and his impersonations.

MUSIC LEAD IN - Orson Welles ... Peter Lorre "My Old Flame" - E. G. Robinson - "I'll Never Smile Again" - all Ink Spots"
(APPLAUSE)

JACQUELINE HAMMETTE SPOT

DON: Thank you, Mahaialani Letmen. Jacqueline Hammette is a young girl who didn't have the faintest idea of becoming a performer until she began to meet people who talked her into it. Looks like these people really talked you into something Jacqueline.

JACKIE: They sure did --- no matter what I did, I kept finding myself in show business.

DON: What did you do before?

JACKIE: I lived in Alaska with my family where I got a job with the Air Forces ~~as a radio dispatcher~~ in Anchorage.

DON: That's where the nights are about eight months long and an ice man can't make a living. How did you happen to come down here and get in show business?

JACKIE: I came to Los Angeles to go to work for the Pan American Airways and then people began changing my life for me. First I met a girl whose mother insisted on teaching me to sing and not charge me a cent. Another friend introduced me to someone who insisted on teaching me to act and got me parts in little theatre productions. Somebody else got me a role in the Greek Theatre. ~~Somebody else got me into the opera lab.~~ Really, I can't understand it.

DON: I think it's wonderful that people have taken such an unselfish interest in you.

JACKIE: Everybody's been so kind and generous and want so much to see me be a success, I've just got to prove to them that I appreciate having such wonderful friends.

DON: Well, maybe you're on your way to a real career now. This may be "Your Lucky Strike."

JACKIE: I hope so, Mr. Aneche, I only want to make good and prove that my friends' belief in me was well-founded.

DON: Good for you..and we all wish you luck. Now how about singing your song, "My Darling, My Darling"....
Jacqueline Hammette...

MUSIC: "MY DARLING, MY DARLING" HAMMETTE

(APPLAUSE)

DON: Thank you, Jacqueline Hammette. Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, who were chosen before our program started, have been listening to their radios. They are our judges, and now it is time for their decision.

MARTIN: Yes, Don, our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting suppose you say a few words to the ladies.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
You see, Luckies' fine tobacco picks you up when you're low...calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you select and smoke the cigarette of fine tobacco...

Lucky Strike! For, as every smoker knows:

LS - MFT!

LS - MFT!

Lucky Strike means fine tobacco! -- No wonder the experts -- the men who really know tobacco - look to Lucky Strike for their own personal smoking enjoyment! Yes, more independent tobacco autoioneers, buyers and warehousemen smoke Luckies regularly than the next two leading brands combined.

So smoke a Lucky to feel your level best!

That's how to get on the Lucky level...where it's fun to be alive! Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on ^{THAT} ~~the~~ Lucky level right away? Sure you do, friends. Well this is Frank Martin ---

COMMERCIAL #3 (CONT'D)

AMECHE: And Don Ameche --

MARTIN: ...Suggesting that you get a carton of Luckies...

AMECHE: ...and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DOX: Well our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. It is time for their decision, Frank, who is the first housewife waiting on the phone?

MARTIN: Mrs. Samuel Teub of Houston, Texas.

DOX: Operator, let me have the Houston call, please. Hello Mrs. Teub. This is Don Aschoe on "Your Lucky Strike." How are you today? Never been to Houston but I've got a lot of good friends in Dallas down your way. Yes I sure have. Tell me, Mrs. Teub, have you reached a decision? That's your vote? Well, I'm writing that down and thank you very much, Mrs. Teub of Houston, Texas! One thousand Lucky Strike cigarettes are on their way to you for your help. Thanks very much and keep listening, won't you? Good bye, Mrs. Teub. (HANDS UP)

MARTIN: Our second judge, Don, is Mrs. Dallas Moore, Winnetonka Blvd., Mpls., Minn.

DOX: (PICK UP) Operator, let me have the Mpls. call, please. Hello, Mrs. Moore? How are you today — little cold up there — not bad today? Tell me, Mrs. Moore, have you reached a verdict? Wait a minute now, have you got that right? That's the one you want now? Thank you ^{very} very/much — we thought it was awfully good too. Thank you, Mrs. Moore. You delivered and will deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening, won't you? Good bye Mrs. Moore. (HANDS UP) Well, what's the final housewife, Frank?

MARTIN: Mrs. William Sollecito, 7412 - 11th Ave., Brooklyn, N. Y.

DOX: Operator, the Brooklyn call, please. Hello Mrs. Sollecito? This is Don Aschoe. How are you today? Oh, I've got no kicks at all — you? Mrs. Sollecito, have you made up your mind on the winner? And what is that? All right and thank you very very much, Mrs. Sollecito. One thousand Lucky Strike cigarettes, a month's supply, will be mailed to you, and don't forget ... keep listening. All right — good bye. (HANDS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

12/14/48

BOB:

And here, ladies and gentlemen, is the verdict. Mrs. Tash voted for Jimmy Brierly; Mrs. Moore voted for Jacqueline Hammette and Mrs. Kallewite voted for Mae Williams. That makes it a tie so we've got to let you, the audience here in the studio, decide as to who is the winner today. Come on up here contestants. Our applause meter in the control room there is going to decide which of these is the winner and you out here in front of us are going to be the ones who will decide this, so Frank, will you come over here and put your hand on the head of each one in order as they appeared on the program and you people out there listening be able to tell as we go along if you remember the contestants in the order they were in. So starting with #1, that is Jimmy Brierly - go ahead. (APPLAUSE) Thank you, thank you. The next one is Mae Williams. (APPLAUSE) The next one is Jacqueline Hammette. (APPLAUSE) Ladies and gentlemen, we are happy to say that our winner today is Mae Williams.

MUSIC: THE WALK

BOB:

Congratulations, Mae Williams. This was your lucky strike. Now, I'm happy to inform you that as winner of today's contest in the opinion of our three judges, you got an engagement at the Monarchs ... I'm sure anyone who's ever glanced at a movie magazine knows that it's the favorite entertainment spot of many Hollywood stars and producers, and they'll be there to hear you. Don't you think that's kind of lovely? She says she thinks it's wonderful and to you other four entertainers - Jimmy Brierly, Sanny De Passie, Mel Hahalelazi Letman, and Jacqueline Hammette -- who did so well, our hearty thanks for being with us.

MUSIC: THREE IN SIX APPLAUSE AND UNDER

DON: This is Don Ameche saying goodbye. I'll be back again tomorrow with another group of promising youngsters hoping to make their lucky strike in the world of entertainment. We'll be looking forward to having you with us.

Well--here it is, December 14th, with just ten more days before Christmas - and I know a lot of people still haven't finished their Christmas shopping! Now here's a wonderful gift to get for every smoker on your Christmas list -- Lucky Strike cigarettes in the handsome gift wrapping! Give the gay holiday cartons of Luckies - and for the very special people on your Christmas list, get Lucky Strike 500's - the special gift box of 25 packages of Lucky Strike cigarettes. Whether you choose the carton of Luckies, or the special box, you'll know a gift of fine Lucky Strike cigarettes is sure to be appreciated!

MUSIC: THEME UP AND UNDER

MARTIN: This is Frank Martin for Lucky Strike inviting you
to be with us tomorrow afternoon for "Your Lucky Strike."

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: THIS IS CBS...THE COLUMBIA BROADCASTING SYSTEM.

"YOUR LUCKY STRIKE"

WEDNESDAY - DECEMBER 15, 1948

STUDIO B

GBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

CAROL TEMPO INTERVIEW

"He's Funny That Way" TEMPO

FIRST COMMERCIAL

Bill Cabanne

~~MARSH INGRAM INTERVIEW~~

"Golden Hairings" ^{Cabanne} INGRAM

AMECHE XMAS SPOT

BEN WRIGHT INTERVIEW

"HAMLET'S SOLILOQUE" WRIGHT

SECOND COMMERCIAL

FRITZ BECKER INTERVIEW

"SEPTEMBER IN THE RAIN" BECKER

AMECHE SPOT

BETTY JAYNES INTERVIEW

"Medley from Showboat" JAYNES

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike -- starring Don Ameche

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike.....presented Mondsy through Friday
and devoted to the discovery of promising new talent...
and starring your Lucky Strike host a favorite of film
and radio fans everywhere....

(MUSIC: OUT) ...Don Ameche!

MUSIC: OUT

(APPLAUSE)

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike -- starring Don Ameche

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike.....presented Monday through Friday
and devoted to the discovery of promising new talent...
and starring your Lucky Strike host a favorite of film
and radio fans everywhere....

(MUSIC: OUT) ...Don Ameche!

MUSIC: OUT

(APPLAUSE)

RMECHE: Good afternoon, ladies and gentlemen. I'm always glad when this time of day comes around....it's good getting together with you nice people to listen to our swell talent every day. Today we have some very capable people I'm sure you'll enjoy. They are here with me in the hope of making their "Lucky Strike" in show business.....

Our studio audience has already given us the telephone numbers of three housewives in different parts of the country who will serve as judges. They select the outstanding performer of the day to be rewarded with a professional engagement. I have the phone beside me right now! I'm going to check and make sure our judges are ready.
(PICK UP)

Hello operator....are the judges listening to their radios?

.....Good! Mrs. Tellman of Portland, Ore.? Fine!

Mrs. Morris of Cleveland, Ohio tell her not to go away!

Mrs. Cook of Little Rock, Ark. all right that's the three of them. Tell them to stand by and listen carefully. I'll call them later and get their verdict. (HANGS UP) Our judges are ready!.....Our performers are ready!.....So, let's get on with the show!

CAROL TEMPO SPOT

DON: Our first performer today is a lovely young girl of 19 who took the old adage... "when there's a will, there's a way," and put it to work. How'd you do it, Carol Tempo?

CAROL: I was dying to sing for a dance band, Mr. Ameche, so I just decided to do something about it. Especially since Tommy Dorsey and his band was in town. I had to get him to hear me sing.

DON: What'd you do? Get a job with Western Union and deliver a singing telegram?

CAROL: Almost as bad. I sneaked in backstage where his band was playing and played a recording of my voice.

DON: It was nice of Dorsey to let you use his phonograph.

CAROL: I brought my own... a portable I borrowed from a friend.

DON: Well, it was very nice of Dorsey to take the time to listen.

CAROL: He didn't, Mr. Ameche. He was up in his dressing room, so I put the recording on and turned up the volume as high as I could make it.

DON: Nothing like the subtle approach. What happened *after that?*

CAROL: Dorsey came rushing down the stairs to see who was singing. He must've been shaving because half of his face was covered with soap and the other half was clean.

DON: I'll bet he liked your voice and gave you a job.

CAROL: I wasn't that lucky. He liked my voice but he said I was too young. I was only 13 at the time.

DON: Thirteen! You sure had a lot of spunk! Well you're still young and I'm sure a great future is ahead of you. So how about trying for "Your Lucky Strike?" Carol Tempo singing,

"*He's Funny That Way*"

MUSIC:

" " " " " "

TEMPO

(APPLAUSE)

DON: Thank you, Carol Tempo. Before we hear from *Bill Cabanne* Marsh Ingran, here is Frank Martin -

COMMERCIAL #1

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
Yes - your level best!...That's just how you'll feel when
you light up a Lucky...And let me tell you why! It's
because Luckies' fine tobacco picks you up when you're low
...calms you down when you're tense. Now it's important
to you as a smoker to know that fine tobacco can do this
for you. And I'm sure every smoker knows

LS- MFT

LS- MFT!

Yes - every smoker knows Lucky Strike means fine tobacco
mild, ripe, light tobacco! No wonder more independent
tobacco experts - auctioneers, buyers and warehousemen -
smoke Luckies regularly than the next two leading brands
combined. So I'd say - it's really good to know that fine
tobacco picks you up when you're low...calms you down when
you're tense...by putting you on the right level to feel
and do your level best! Well - that's the Lucky level!
So - remember will you

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks where
it's fun to be alive! How about getting a carton of
Luckies and getting started today!

MUSIC: LUCKY DAY PLAYOFF #1

BILL CABANNE SPOT

DON: It's strange the way some people are influenced and get started on their careers. Sometimes hearing a great singer will start the inspiration. Sometimes it's a family heritage. With Bill Cabanne it was different. He says he got his inspiration from taking shower baths. Bill, have you any idea how many men think they are Laurence Tibbet when they get in the shower?

BILL: About fifty million, I guess ...

DON: Fifty million and two ... that's including you ... and me. You ought to hear me. With a sponge in one hand and a bar of soap in another, I make the greatest "Paggiacci" you ever heard.

BILL: My favorite number in the shower was always, "On the Road to Mandalay" ... but I seldom get to finish it.

DON: That's the matter? Run out of breath?

BILL: No ... run out of hot water.

DON: A big husky fellow like you ought to be able to stand a little cold water, Bill. How tall are you?

BILL: A little over six feet two.

DON: And what does a guy have to do to get big broad shoulders like you've got?

BILL: I got mine swimming, Don. It not only develops the shoulders it also builds up your lungs.

DON: That's just what a singer needs. Do you do much swimming?

BILL: I'm in the water every chance I get. I've been doing a lot of Abalone diving lately.

BOB: That's dangerous, isn't it?

BILL: Not if you're careful. The only tough part is holding your breath. Sometimes you get down there and have to hold it as much as two minutes.

BOB: That's a long time! If you can do that, you've got what it takes to be a great singer.

BILL: That's what I'm hoping for, Bob. Everything I do now, has something to do with making a better singer of me.

BOB: You've got the right idea.

BILL: Well, I've just got to make good. My family is behind me one hundred percent. When a fellow has that kind of support he can't let them down.

BOB: Then you step right up to that mike and show them. Here's Bill Cabanne, reaching for his "Lucky Strike" ... singing "Golden Earrings."

MUSIC: "GOLDEN EARRINGS" CABANNE
(APPLAUSE)

* SPECIAL CHRISTMAS CARTON ANNOUNCEMENT

AMECHE: Thank you *Bill Cabanne* ~~Mr. Cabanne~~. Anybody who's got the real Christmas spirit is bound to say "Merry Christmas!" At least a couple of dozen times on Christmas Day. But if you want to say "Merry Christmas" to your friends two hundred times -- well, then -- give a carton of 200 Lucky Strike cigarettes in their beautiful holiday wrapping. It's a swell gift. And something extra special is that handsome gift box of 25 packages of Lucky Strike cigarettes. No matter which you select -- the carton of Luckies or the special gift box -- you'll know you've chosen a gift that every smoker will truly appreciate.

BEN WRIGHT SPOT

DON: Ben Wright is a young man with some pretty exciting experiences. Ben was born in London, England and graduated from the Royal Academy of Dramatic Arts. His father was an American citizen so that makes Ben a citizen of both England and the United States. Ben, I understand you returned to England during the early part of the last war?

BEN: Yes, Don, I enlisted in the Kings Royal Rifle Corps as an American citizen before the U.S. was in the war. I held the rank of captain for six years.

DON: You were in England during the blitzes, then.

BEN: I certainly was.....I had my flat bombed out, while I was in it.

DON: You were lucky not to get hurt.

BEN: I've gotten worse wounds in the theatres I've played around the world, for over eight years, Don.

DON: You were in India, too, weren't you, Ben?

BEN: Yes, Don...I was affiliated with the All-India Radio in Bombay. And now my most important object in life is to make my mark in the American theatre. That's why I hope this might be my "Lucky Strike," Don.

DON: It very easily might, Ben.....Ben Wright, in the reading of "Hamlet's Soliloque."

MUSIC: MOOD

~~(APPROUSE)~~

~~DON: Thank you, Ben Wright, You know friends, everyone is on our program to do his or her level best -- which brings us to Frank Martin~~

HAMLET: To be, or not to be: that is the question:
Whether 'tis nobler in the mind to suffer
The slings and arrows of outrageous fortune,
Or to take arms against a sea of troubles,
And by opposing end them? To die: to sleep;
No more; and, by a sleep to say we end
The heart-ache and the thousand natural shocks
That flesh is heir to; 'tis a consummation
Devoutly to be wish'd. To die, to sleep;
to sleep; perchance to dream: ay, there's the
rub;
For in that sleep of death what dreams may
come
When we have shuffled off this mortal coil,
Must give us pause. There's the respect
That makes calamity of so long life;
For who would bear the whips and scorns of
time,
The oppressor's wrong, the proud man's contumely,
The pangs of despis'd love, the law's delay,
The insolence of office, and the spurns
That patient merit of the unworthy takes,
When he himself might his quietus make
With a bare bodkin? who would fardels bear,
To grunt and sweat under a weary life,
But that the dread of something after death,

4

RAKLET: The undiscover'd country from whose bourn
(CONT'D) No traveller returns, puzzles the will,
And makes us rather bear those ills we have
Than fly to others that we know not of?
Thus conscience does make cowards of us all;
And thus the native hue of resolution
Is sicklied o'er with the pale cast of thought,
And enterprises of great pith and moment
With this regard their currents turn awry,
And lose the name of action. Soft you now!
The fair Ophelia! Nymph, in thy orisons
Be all my sins remember'd.

APPLAUSE

COMMERCIAL #2

AMECHE: Thank you Ben Wright. Now let's turn the spotlight over to Frank Martin.

MARTIN: Thanks, Don. I'd like to emphasize something every smoker should know. Ladies -

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Luckies' fine tobacco picks you up when you're low....

and calms you down when you're tense. It's important to

know fine tobacco can do this for you. Now I'm sure

you're familiar with ...

LS - MFT

LS - MFT

Yes -- Lucky Strike means fine tobacco -- quality

tobacco that makes for real, deep-down smoking enjoyment.

RIGGS: Remember more independent buyers, auctioneers and warehousemen smoke Lucky Strike regularly than the next two leading brands combined!

MARTIN: Yes, indeed, Luckies are the cigarette of fine tobacco! And fine tobacco -- remember -- is important to you. It picks you up when you're feeling low...calms you down when you're tense. Luckies' fine tobacco puts you on that wonderful Lucky level .. where it's fun to be alive .. where you feel and do your level best. So smoke a Lucky to feel your level best. So smoke a Lucky to feel your level best!

AMECHE: And ladies, today is a good time to start. Get on that Lucky level by getting a carton of Lucky Strike!

MUSIC: LUCKY DAY PLAYOFF #1

FRITZ BECKER SPOT

DON: Fritz Becker, our next performer, is a pianist who travelled all over the country with dance bands.....if any of you know anything about "One-night-stands" you know that it is just a hop, a skip and a jump across the country. You hop in a bus, you skip to the next town...and you jump into a tuxedo and play all night. Fritz, from what you told me, you certainly had your share of one-night-stands.

FRITZ: Don, I did so many one nighters it got so I couldn't sleep unless I was being tossed around.

DON: Don't I know what you mean.

FRITZ: I got so I could sleep any place, Don we made our jumps in planes, busses, trains and one time I even had to hitch a ride to the next town on a motorcycle...I missed the bus. It was plenty rough but just so they let me play the piano, I loved it. And then a very pretty girl joined our band as the vocalist.

DON: I guess that changed things.

FRITZ: I married her and have lived happily ever since. Now I'd like to get away from travelling and make a home for her. That's why I hope this will be my "Lucky Strike."

DON: Good for you, Fritz..we hope so too. Fritz Becker, at the piano, playing "September In The Rain"

MUSIC: "SEPTEMBER IN THE RAIN"

(APPLAUSE)

DON:

Thank you Fritz Becker. The one strong power that keeps a person always trying to succeed and seldom giving up is that great power of hope. Hope for the future...hope for success...hope for the fulfilment of their dearest dreams. Oliver Goldsmith wrote these very lucid lines on hope:

"Hope, like the gleaming taper's light,
Adorns and cheers our way;
And still, as darker grows the night,
Emits a brighter ray.

That's just the way these young people feel about their future....the darker it gets....the more brilliant the value of the future promises to be. And therefore they work that much harder to attain their goal.

BETTY JAYNES SPOT

DON: When a girl is willing to give up the promise of a brilliant career, because to her, it is more important to make a home for her family...well, she gets my greatest admiration. Betty Jaynes had the distinction of being the world's youngest opera singer. You were fifteen years old when you made your debut. Is that right, Betty?

BETTY: Yes, Don. I made my debut in La Boheme with the Chicago Opera Company. It was the most exciting moment of my life. When Marintelli discovered me, he brought me to the attention of the Opera Company and they started teaching me the role in La Boheme.

DON: How long did it take you to learn it?

BETTY: I learned it in a month..with of course, the wonderful help of everybody. They were so anxious for me to be a success.

DON: And then came the big night!

BETTY: Yes, it was the most exciting moment in my life! I was so frightened...I was sure I would get out there and find out I couldn't make a sound.

DON: But you didn't.....you went out there and became a sensation!

BETTY: I was a very lucky girl. Everybody believed in me.

DON: And from that night on, your career was set...except for one little very important thing....you fell in love.

BETTY: Yes, Don...I fell in love and got married when I was 17 years old. The home has always been a very important thing to me. So I gave up my career and devoted all my time to my family. I have two grown girls... one's 8 and the other's 5.

DON: That's a career in itself.

BETTY: They are wonderful and so is my husband..He's the one that insisted that now since the children are grown, I should go on with my singing. So we all hope that this will be my "Lucky Strike" and I will be able to start my singing career again.

DON: We hope so too, Betty. Here's Betty Jaynes singing

A medley from "Showboat"
MUSIC: "*You Are Love*" "*Make Believe*" JAYNES
(APPLAUSE)

DON: Thank you, Betty Jaynes.

Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, who were chosen before our program started, have been listening to their radios. They are our judges, and now it is time for their decision.

MARTIN: Yes, Don, our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting suppose you say a few words to the ladies.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best! You see,
Luckies' fine tobacco picks you up when you're low ...
calms you down when you're tense. It's good to know
that fine tobacco can do this for you. And that's why
it's so important that you select and smoke the
cigarette of fine tobacco...Lucky Strike! For, as
every smoker knows:

LS- MFT

LS- MFT

Lucky Strike means fine tobacco! -- No wonder the
experts - the men who really know tobacco - look to
Lucky Strike for their own personal smoking enjoyment!
Yes, more independent tobacco auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined.

So smoke a Lucky to feel your level best! That's how
to get on the Lucky level...where it's fun to be alive!
Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best.

Want to get on that Lucky level right away? Sure you do,
friends. Well, this is Frank Martin...

AMECHE: And Don Ameche....

MARTIN: ...Suggesting that you get a carton of Luckies...

AMECHE: ...and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DJN: Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who, of our five performers today, will be selected as the winner. Will it be: CAROL TIMPO, the girl who sang "HE'S FUNNY THAT WAY"

OR

HILL GARLAND, the young man who sang "GOLDEN BARRINGOS"

OR

MAX WRIGHT, the actor, who read "SHAKESPEARE'S SOLILOQUY"

OR

FRED BECKER, who played "SEPTEMBER IN THE RAIN" on the piano.

OR

BETTY JAMES, who sang the "WHELLEY FROM CROWBOAT."

There is only one way to find out ... let's talk to the judges. It's time for their decision. Frank, who is the first housewife waiting on the phone!

MARTIN: Mrs. Carl Gellman, 1743 E.W. 31st Ave. Portland, Oregon.

DOE: Operator, let me have the Portland call, please. Hello, Mrs. Gellman? This is Don Aschke on "Four Lucky Strikes." I hear you got a little flood up around your way haven't you? Not too bad - well, don't get your feet wet up there. Mrs. Gellman, have you reached a decision? Just let me get that down. Okay, thank you Mrs. Gellman of Portland, Oregon! One thousand Lucky Strike cigarettes are on their way to you for your help. Thanks very much and keep listening, won't you? (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Mary Manleri of Cleveland, Ohio.

DOE: Operator, let me have the Cleveland call, please. Hello, Mrs. Manleri? Have you reached a verdict? May I have it please? Okay, thank you very much, Mrs. Manleri. You delivered, and we'll deliver! One thousand Lucky Strike cigarettes to you ... a no this supply ... and keep listening, won't you? Okay. (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. Raymond Cook, 1621 Booker Street, Little Rock, Arkansas.

DOE: Operator, may I have the Little Rock call, please. Hello Mrs. Cook? This is Don Aschke. How are you today? Tell me Mrs. Cook, have you made up your mind on the winner? And who is that? Okay, thank you very much Mrs. Cook. One thousand Lucky Strike cigarettes, a month's supply, will be mailed to you, and don't forget ... keep listening, Good bye. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DOE: And here, ladies and gentlemen, is the verdict:

Mrs. Gellman voted for Betty Jaynes

Mrs. Cook voted for Carol Tsape

and Mrs. Manleri voted for Betty Jaynes. That makes our winner

Betty Jaynes. (APPLAUSE)

MUSIC: THE WINNER

DON: Congratulations, Betty Jaynes. This was your Lucky Strike.

WINNER: Okay thank you very much.

DON: I'm happy to inform you that as winner of today's contest in the opinion of our three judges, you get an engagement at the Mocambo ... I'm sure anyone who's ever glanced at a novel magazine knows that it's the favorite entertainment spot of many Hollywood stars and producers, and they'll be there to hear you. What do you think of that?

WINNER: Oh thank you very much.

DON: Thank you Betty Jaynes - it was wonderful! And to our other four entertainers - Carol Tempo, Fritz Becker, Bill Cabanne, and Ben Wright - who did so well, our hearty thanks for being with us.

MUSIC: THEME IN WITH APPLAUSE AND UNDER

DON: This is Don Ameche saying goodbye.
I'll be back again on tomorrow afternoon with another
group of promising youngsters hoping to make their lucky
strike in the world of entertainment. We'll be looking
forward to having you with us. Try and make it.....
and the next time you go shopping buy Lucky Strike --
~~Wish you?~~ ?

MUSIC: THEME UP AND UNDER:

MARTIN: This is Frank Martin for Lucky Strike inviting you to be
 with us tomorrow afternoon for your lucky strike.
 MUSIC: THEME UP AND APPLAUSE UP TO
 MARTIN: THIS IS CBS...THE COLUMBIA...BROADCASTING SYSTEM.

"YOUR LUCKY STRIKE"

Thursday - December 16, 1948

STUDIO B

CBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

PATRICIA MIRAGE INTERVIEW

"ALICE BLUE GOWN" MIRAGE

FIRST COMMERCIAL

Francine Fayer
~~FRANCINE FAYER~~ INTERVIEW

"Without a Song" *James*
~~LEWIS~~

CONSTANCE CAVENDISH INTERVIEW

DRAMATIC SPOT CAVENDISH

SECOND COMMERCIAL

FRANCINE FAYE INTERVIEW

"QUANTA LA GUSTA" FAYE

AMECHE SPOT

MYRON NELSON INTERVIEW

"RIO RITA" NELSON

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHE THANK YOU

AMECHE CLOSING PLUS XMAS PLUG

ANNOUNCER CLOSING

RIGGS: (CHANT 60 - 62 AMERICAN

MARTIN: Your Lucky Strike -- starring Don Ameche

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "YOUR LUCKY STRIKE"... presented Monday through Friday
and devoted to the discovery of promising new talent...
and starring your Lucky Strike host a favorite of
film and radio fans everywhere...

(MUSIC: OUT) Don Ameche!

MUSIC: OUT

(APPLAUSE)

AMECHE: Good afternoon, ladies and gentlemen. Well here we are together again for another afternoon of thrilling entertainment. We have five more excellent performers with us today who're here in the hope of making their "Lucky Strike" in show business

Our Studio audience has already given us the telephone numbers of three housewives who will serve as judges. They select the outstanding performer of the day to be rewarded with a professional engagement. I have the phone beside me right now! I'm going to check and make sure our judges are ready. (PICK UP)

Hello operator...are the judges listening to their radios?...

... Good! Mrs. Lamb of Pomona? Fine!

Mrs. Pass of Hackensack Tell her not to go away!

Mrs. Commis of New Haven? All right, that's the three of them. Tell them to stand by and listen carefully. I'll call them later and get their verdict.

(HANGS UP) Our judges are ready! Our performers are ready! So, let's get on with the show!

DON: Our first performer today is lovely Patricia Mirage. Pat's story reminds me of the one about the little boy who was let loose in a candy factory and told he could have and do anything he wanted... except they tied his hands behind his back and taped up his mouth... That didn't stop him... he had the greatest time of his life just breathing in the delicious smells of the candy. Patricia Mirage had a job at Warner Bros studios as a secretary in an office, is that right, Pat?

PAT: Yes, Mr. Ameche, and I had the most wonderful time just breathing in the atmosphere of a picture studio. It was as close as I could get to being a star and I loved every minute of it.

DON: Did you get to spend much time on the sets?

PAT: Confidentially, Mr. Ameche, I was always sneaking away from my office and going over to watch them shoot a picture on one of the sets. It's a wonder I didn't get fired.

DON: Most likely the other people in the office were doing the same thing.

PAT: I don't see how they could resist. It's so wonderful watching a picture being made. All I could do was imagine myself in the star's place.

DON: Who knows, Pat, maybe someday soon, you'll be a star and someone will be dreaming of being in your place.

PAT: Oh, how I hope so, Mr. Ameche. That's why I hope this will be my "Lucky Strike."

DON: There's no reason why it couldn't be. Here's Patricia Mirage, singing "Alice Blue Gown."

MUSIC: ALICE BLUE GOWN MIRAGE

(APPLAUSE)

DON: Thank you, Patricia Mirage. Before we hear from ^{Marilyn}~~Patricia~~
~~James~~, here is Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes - your level best! That's just how you'll feel when you light up a Lucky ... And let me tell you why! It's

because Luckies' fine tobacco picks you up when you're low .. calms you down when you're tense. Now it's important to you as a smoker to know that fine tobacco can do this for you. And I'm sure every smoker knows

LS - MFT!

LS - MFT!

Yes - every smoker knows Lucky Strike means fine tobacco ... mild, ripe, light tobacco! Now wonder more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Luckies regularly than the next two leading brands combined. So I'd say - it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense... by putting you on the right level to feel and do your level best! Well - that's the Lucky level!

So remember will you:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks, where it's fun to be alive! How about getting a carton of Luckies and getting started today!

MUSIC: LUCKY DAY PLAYOFF #1

MARILYN JAMES SPOT

LUCKY STRIKE
12/15/48

DON: Lovely red-haired Marylin James, our next performer, is a girl that's got a problem.. She has one idea about the kind of career she wants... and her mother has another. Who do you think will win, Marilyn?

MARILYN: I hope I win, Mr. Ameche... but mother usually does.

DON: You know the old saying.. mother knows best.

MARILYN: I'm sure mother has my best interest at heart.

DON: Sure she does. Why I remember I used to have the same trouble with my mother. I'd want to do one thing.. and she'd want me to do something else. We always managed to compromise. I did what mother wanted me to do. Now what's your problem, Marilyn?

MARILYN: Mother has her heart set on my being an opera singer.

DON: And what do you want to do?

MARILYN: Sing blues in a nite club.

DON: A regular battle of the blues, huh?

MARILYN: I guess that's what you'd call it. I'd like to be like Gertrude Neisen or Helen Morgan.

DON: You'd make a nice color combination.. red hair .. white spot lite .. and a blues song. Who else has red hair in your family?

MARILYN: My father..it runs in ~~his~~ ^{the} family. Whenever his side of the family get together all you see is red hair.

DON: How about your mother's side of the family?

MARILYN: They all have good singing voices.

DON: Well, you certainly do a good job of representing both sides of the family. You have your mother's voice and your father's hair.

ATK01 0020843

LUCKY STRIKE
12/15/48

MARILYN: I hope I can do justice to both, Mr. Ameohe... because I
want this to be my "lucky Strike."

DON: We hope it will be. Here's Marilyn James singing "Without
A Song" and it looks like mother had her way.

MUSIC: "Without A Song"
(APPLAUSE)

~~DON: Thank you, Marilyn James.~~

ATK01 0020844

CONSTANCE CAVENDISH SPOT

DON: Thank you, ^{Marilyn James} ~~Raymond Jean-Lantz~~. Constance Cavendish is the type of girl who will not let a bad break stop her. Instead she will turn it to advantage. Constance studied ballet in Paris and Russia and just when she got her big break as a soloist with the Russian Ballet she was struck down with paralysis. That certainly was hard luck Connie. How long were you paralyzed?

CONNIE: For over a year, Mr. Ameche....that's when I decided to study Shakespeare. I couldn't get around so I figured I might as well be doing something with my time instead of moping about.

DON: So you became a Shakespearean actress during your illness.

CONNIE: What a time I gave those nurses, Mr. Ameche! First they would come into my room and I would be Lady Macbeth, a tyrant! The next time I would be sweet-love-sick Juliet. The next time I would be Portia and defend my rights! Those poor nurses! My room REEKED with Shakespeare!

DON: I guess they were glad when you left.

CONNIE: Glad! I'll wager they fumigated the room!

DON: Then after you were able to walk again, you joined little theatre groups.

CONNIE: Yes, so instead of the nurses giving me a sedative...I gave the audiences a sedative.

DON: That I know is not true. You are a very inspiring actress and I believe you have a great future in the theatre.

CONNIE: Thank you, Mr. Ameche. I hope this will be "My Lucky Strike."

DON: We hope so too. Constance Cavendish and I will enact a scene from "Wuthering Heights." Constance, of course, will be Catherine and I shall be Heathcliff. As you remember in the great romance "Wuthering Heights," the story of two people whose all-consuming love for each other destroyed them, Heathcliff returns to Catherine after many years' absence to find her dying.

MUSIC: "LOVE THEME BACKGROUND"

7
DRAMA SPOT (HEATHCLIFF)

CATHERINE: Heathcliff -- you were a long time coming.

HEATHCLIFF: (CHOKING) Cathy -- oh, my life, how can I bear this.

MUSIC: (OUT)

CATHERINE: (COLDLY) You wanted to break my heart, Heathcliff -- you haven't come to befall the bed now that you've accomplished it, have you!-- How many years do you mean to live after I am gone?

HEATHCLIFF: Don't --

CATHERINE: Will you forget me? Will you say twenty years hence, that's the grave of Catherine Earnshaw. I loved her once and sorrowed to lose her -- but that all passed a long time ago --

HEATHCLIFF: Don't torture me until I'm as mad as yourself!

CATHERINE: You tortured me.

HEATHCLIFF: Are you possessed with a devil to talk in that manner to me -- lying there on that bed that may be your death bed! Don't you know those words will brand my memory and eat their way into me until they destroy me! Is it not enough that for the rest of my life I must writhe in living hell, married to another -- weeping for you!

CATHERINE: (SOFTENING) Why shouldn't you suffer - I do. Oh Heathcliffe, forgive me. I don't wish you torment, Heathcliffe -- it's just that I can't bear to leave you. Come here close beside me where I can touch your hand. We would never have been parted -- together we were something beautiful and free - but alone, each of us has been lost and tortured and useless to anyone.

HEATHCLIFF: You betrayed us both when you married Linton -- and I betrayed us further -- oh, Cathy -- don't let life slip away from you -- hold onto it -- fight your way back. We'll go away together -- we'll start over some place far away --

CATHERINE: You do love me, don't you.

HEATHCLIFF: Love you! You're the only thing I've loved in all my life. That love for you is the evil and the good in me -- it's the greatest heights that I can reach and the lowest depths in which I can grovel -- it's heaven and it's hell -- it's beauty and it's degradation. Love you! I was born loving you, and I'll die loving you!

CATHERINE: Stay with me -- we've such a little time --

HEATHCLIFF: I'll stay, darling.

CATHERINE: Put your arms around me -- let me rest my head on your shoulder. ^{Heathcliff} Listen to me, ~~my darling~~ -- I have not many words left to say, and I want them to belong to you.

(SOFTLY) I love you -- I ~~will always~~ ^{out here} love you -- and I will wait for you -- ~~in the arms~~ ^{of my} -- ~~mother~~ --

~~treacher~~ -- ~~of treacher~~ ^{these} -- out ^{with the heather} on the moors --
Heathcliff -- (FADING OFF) ~~my darling~~ ^{Heathcliff} --

MUSIC: (SOFT DROPPED CHORD)

HEATHCLIFF: (SOBBING) Cathy, my dearest -- my dearest.

MUSIC: (UP TO CLIMAX)

DON: Thank you Constance Cavendish. ~~And now, my darling.~~

COMMERCIAL #2

AMECHE: Next, let me introduce Frank Martin ... what's your topic for today, Frank?

MARTIN: I guess you could title it -- "What every smoker should know."

AMECHE: Well, what should every smoker know?

MARTIN: Why, the facts of fine tobacco, Don ... How fine tobacco can put you on the right level to feel and do your level best!

AMECHE: And that's the Lucky Level!

MARTIN: Yes, ladies ... Smoke a Lucky to feel your level best! Smoke a Lucky to feel your level best! Because Luckies' fine tobacco picks you up when you're feeling low ... and calms you down when you're tense. Now that's a good thing to know -- I'm sure you agree. And it's mighty important for you, as a smoker, to remember that fine tobacco can do this for you. So keep this in mind -

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. Fine tobacco that makes a grand smoke every time. No wonder tobacco experts overwhelmingly choose Luckies for their own cigarette.

RIGGS: Yes - more independent tobacco auctioneers, buyers and warehousemen smoke Lucky Strike regularly than the next two leading brands combined!

COMMERCIAL #2 (CONT'D)

MARTIN: So ladies, when you smoke, smoke a Lucky to feel your level best. Because Luckies' fine tobacco picks you up when you're low ... and calms you down when you're tense. Puts you on the right level ... to feel and do your best. So get on the Lucky level -- where it's fun to be alive ... where you get the most out of life! The very next time you buy cigarettes, get a carton of Luckies -- so you can ...

AMECHE: Smoke a Lucky to feel your level best! And today's not too soon to get started!

MUSIC: LUCKY DAY PLAYOFF #1

FRANCINE FAYE SPOT

DON: I can't help but admire anyone who plays the accordion. They always seem to be having so much fun. Francine Faye has been playing the accordion since she was six years old. Is it really as much fun as it appears to be, Francine?

FRAN: Oh yes, Mr. Ameche, you can't help but be happy when you play an accordion. All you need is a big dish of spaghetti an accordion, and the world's all right.

DON: An accordion and spaghetti go together like ham and eggs. The only trouble is that you can't play the accordion and eat spaghetti at the same time, can you?

FRAN: Usually when I'm playing the accordion, everyone is eating. At least that's the way it's been at most of the nite clubs where I've worked.

DON: You also made some USO tours, haven't you Francine?

FRAN: I made five trips overseas and was in every theatre of war, It was an adventure I'll never forget.

DON: And I'll bet the boys that heard you will never forget the moments of pleasure you gave them.

~~FRAN: They were wonderful to us. Wherever we went, there was always some GI who could play an accordion and they were itching just to get their hands on mine. I'll never forget how one fellow sent home for his accordion and when he got it, he carried it on his back for two days and gave up. It almost broke his back.~~

DON: Did he send it back home?

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YOUR LUCKY STRIKE -13-

12/16/48

FRAN: He traded it for a harmonica.

DON: Well, Francine, suppose we trade places at the mike and make your bid for "Your Lucky Strike." Here's Francine Faye playing ^{and singing} "Quanta La Gusta" on her accordion.

MUSIC: ("QUANTA LA GUSTA.")

FAYE

(APPLAUSE)

ATX01 0020852

71
DON:

Thank you, Francine Feye. You know there's one sure way to achieve fame and only one, and that is by hard - very hard work. This doesn't happen to be a new idea - this idea that "the shortest distance to fame is hard work" - It's a very old one, as a matter of fact. Marcus Aurelius had this to say about 2,000 years ago ---

"If thou workest at that which is before thee, following right reason seriously, vigorously, calmly, without allowing anything else to distract thee, but keeping thy divine part sure, if thou shouldst be bound to give it back immediately; if thou holdest to this, expecting nothing, fearing nothing, but satisfied with thy present activity according to Nature, and with heroic truth in every word and sound which thou utterest, thou wilt live happy. And there is no man who is able to prevent this."

There is some pretty sound advice that was good two thousand years ago ...is good now...and will be just as good two thousand years in the future. Boiled down to a few words, it means, "work hard for what you want".

MYRON NELSON SPOT

DON: And that applies to most of our performers who have told us stories of their lives wherein their families were against show business and threatened to disinherit them... Today, we have Myron Nelson who tells me that his family threatened to disinherit him if he DIDN'T go into show business.

MYRON: That's true, Don, show business is really a tradition in my family...four generations of it. ~~My great grandfather~~ had the Smith Comedy Company that toured the wild west with a tent show.

DON: In those days you not only had to be a good performer but a good Indian fighter too.

MYRON: He never fought any Indians...but he told me he had plenty of feuds with other tent Shows when they both pulled into a town at the same time.

DON: By the time the fight was over, there was only enough left for one show anyway. Your grandfather must've been quite a man.

MYRON: ~~He sure was.~~ So was my grandmother...she was a trapeze artist. My mother was a dancer but my aunt was the greatest star of all....she was a mermaid in a sideshow.

DON: A mermaid!

MYRON: She'd slip on a thing that looked like a fish's tail and sit on a rock and the customers would pay to see the only living mermaid in the world.

DON: Well, Myron, I can certainly see that you have show business in your blood.

MYRON: I sure do...and if I don't make good my family won't have a thing to do with me.

DON: In that case, you step up to that mike and see if you can't make this "Your Lucky Strike". Myron Nelson singing "Rio Rita".

MUSIC: "RIO RITA" NELSON

(APPLAUSE)

LUCKY STRIKE -17-
12/15/48

DON: Thank you, Myron Nelson. Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, who were chosen before our program started, have been listening to their radios. They are our judges, and now it is time for their decision.

MARTIN:Y Yes, Don, our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting suppose you say a few words to the ladies.

ATX01 0020856

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best! You see, Luckies!
fine tobacco picks you up when you're low...calms you down
when you're tense. It's good to know that fine tobacco can
do this for you. And that's why it's so important that you
select and smoke the cigarette of fine tobacco...~~the~~
Lucky Strike! For, as every smoker knows:

IS - MFT

IS - MFT

Lucky Strike means fine tobacco! - No wonder the experts -
the men who really know tobacco - look to Lucky Strike for
their own personal smoking enjoyment!

Yes, more independent tobacco auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined.

So Smoke a Lucky to feel your level best! That's how to
get on the Lucky level...where it's fun to be alive! Where
you feel your best - and do your best.

Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away? Sure you do,
friends. Well this is Frank Martin --

AMECHE: And Don Ameche --

MARTIN: ...Suggesting that you get a carton of Luckies...

AMECHE:and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON:

Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:

PAT MIRAGE, the lovely young girl who sang "Alice Blue Gown"

OR

FRANCINE FAYE, the girl with the accordion who played "Quanta La Gusta"

OR

CONSTANCE CAVENDISH, the actress who portrayed Catherine from Wuthering Heights.

OR

Marilyn James
~~PHILIP J. LENTZ~~, the young singer with Operatic ambitions who sang "Without a Song"

OR

MYRON NELSON, the bariton who sang "RIO RITA"??????

There is only one way to find out...let's talk to the judges. It's time for their decision. Frank, who is the first housewife ready with her verdict:

MARTIN: Mrs. Miriam Lamb, 1621 W. 9th Street, Pomona, California.

DON: Operator, let me have the Pomona call, please. Hello, Mrs. Lamb? How are you today -- got all the people cleared away in that Los Angeles fair down there? All gone by now, huh? Mrs. Lamb, have you reached a decision? And who is it? All right, thank you very much Mrs. Lamb of Pomona, California. One thousand Lucky Strike Cigarettes are on their way to you for your help! Thanks very much and keep listening, won't you? Good bye. (HANGS UP)

MARTIN: Our second judge, Don is Mrs. Ines Gross of 406 Prospect Avenue, Hackensack, N. J.

DON: (PICK UP) Operator, let me have the Hackensack call, please. Hello Mrs. Gross? You sound well today -- how are things there on that Hudson -- can you see that beautiful New York skyline? Oh, there's snow on it! Mrs. Gross, have you reached a verdict? All right, thank you very much, Mrs. Gross. You delivered and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening, won't you? Good bye. (HANGS UP)
And now for the final judge, Frank.

MARTIN: Mrs. Harold Cummins, 310 Audubon Street, New Orleans, La.

DON: Operator, may I have the New Orleans call, please. Hello Mrs. Cummins, this is Don Asche. My my my down in that wonderful country where they have all that good food. Mrs. Cummins have you made up your mind on the winner? All right, thank you Mrs. Cummins. One thousand Lucky Strike cigarettes ... a month's supply, will be mailed to you, and don't forget ... keep listening, would you please? Good bye. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DON: And here, ladies and gentlemen, is the verdict. Mrs. Gross voted for Constance Cavendish; Mrs. Lamb voted for Patricia Mirage and Mrs. Gammis voted for Constance Cavendish. That makes our winner Constance Cavendish.
(APPLAUSE)

MUSIC: THE WORMS

DON: Congratulations Constance. This was your Lucky Strike.

WINNER: Thank you, Don.

DON: Ey, you did a splendid job on that excerpt from "RATHERING HEIGHTS", Constance. And now as our way of saying thanks to you, it was a pleasure to have worked with you today and I'm happy to be able to tell you that the producers of the Columbia Broadcasting System "Theater of Romance" have been listening to the program and in the event you won they wanted you for their program. You did win and you get that job on "The Theater of Romance" program! You keep this up Constance, and you'll be getting in the habit of acting for millions of people from coast to coast.

WINNER: Thank you - that's wonderful.

DON: Thank you so much Constance Cavendish - that was wonderful. And to you other four entertainers - Pat Mirage, Francine Faye - (who is the other one - I'm all twisted up here) and Myron Nelson - who did so well, our hearty thanks for being with us.

MUSIC: THEME IN WITH APPLAUSE AND MUSIC

SPECIAL CHRISTMAS CARTON ANNOUNCEMENT

DON: I was just talking with a man who says he's giving more than ten thousand Christmas presents! I couldn't believe it, but then he explained that he's giving twenty people on his list those handsome, holiday gift boxes of 500 Lucky Strike cigarettes. Yes - ten thousand "gifts" -- and every one fully packed with fine tobacco. Now there's an idea for you! Fine tobacco makes a swell Christmas gift, so remember your friends at Christmas with Lucky strike in their gay holiday wrapping. No matter how many you give, you'll know that a Lucky Strike gift carton is something that every smoker will appreciate for Christmas.

Well, this is Don Ameche saying goodbye.

I'll be back again on tomorrow afternoon with another group of promising youngsters hoping to make their Lucky Strike in the world of entertainment. We'll be looking forward to having you with us. Try and make it.. and the next time you go shopping buy Lucky Strike -- won't you?

MUSIC: THEME UP AND UNDER:

MARTIN: This is Frank Martin for Lucky Strike inviting you to be
with us tomorrow afternoon for "Your Lucky Strike"

MUSIC: THEME UP AND APPLAUSE UP TO:

MARTIN: This is CBS...THE COLUMBIA.....BROADCASTING SYSTEM.

"YOUR LUCKY STRIKE"

FRIDAY - DECEMBER 17, 1948

STUDIO 1

CBS

2:30 - 3:00 PM, PDST

AS BROADCAST

OPENING

AMECHE INTRODUCTION

NANCY SHELDON INTERVIEW

"Come and Landy"
~~"THE 12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100"~~

SHELDON

FIRST COMMERCIAL

MYRON WELTON INTERVIEW

"CZARDAS"

WELTON

AMECHE SPOT

Barbara Suker
~~BOB MARRAS INTERVIEW~~
Let's Remember
"CANADA"

Suker
~~MARRAS~~

SECOND COMMERCIAL

DIANE DIXON INTERVIEW

"TALES OF VIENNA WOODS"

DIXON

AMECHE XMAS SPOT

Bob Sale
~~BARBARA MARRAS INTERVIEW~~
Canada
"LET'S REMEMBER"

Sale
~~MARRAS~~

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike -- starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike"....presented Monday through Friday
~~and~~ devoted to the discovery of promising new talent...
and starring your Lucky Strike host a favorite of film
and radio fans everywhere...

(MUSIC: OUT) ...Don Ameche!

MUSIC: OUT

(APPLAUSE)

AMECHE: Good afternoon, ladies and gentlemen. Welcome to another exciting afternoon of great talent... ~~that we are~~ that we are trying to help get a boost into show business... ~~that will be your favorite stars of entertainment.~~ Their future depends on you the public. We have five more fine performers today who are with me in the hope of making this their "Lucky Strike."

Our studio audience has already given us the telephone numbers of three housewives in different parts of the country who will serve as ^{our} judges. They select the outstanding performer of the day to be rewarded with a professional engagement. I have the phone beside me right now! I'm going to check and make sure our judges are ready.

(PICK UP)

Hello operator...are the judges listening to their radios?

....Good! Mrs. Aldridge of San Jose, Calif. ? Fine!

Mrs. Kasper of Grand Rapids. tell her not to go away!

Mrs. Heber of Washington all right that's the three of them. Tell them to stand by and listen carefully. I'll call them later and get their verdict. (HANGS UP) Our judges are ready!....Our performers are ready!....So, let's get on with the show!

NANCY SHELDON SPOT

DON: Our first performer today is attractive Nancy Sheldon, Nancy is one of those lucky persons who was at the right place at the right time...with the right talent. Nancy, would you tell the folks what happened that time?

NANCY: Well, Mr. Ameche, I just went to ^{an audition of} ~~one~~ of Ken Murray's Blackouts' ~~auditions~~ with a girl friend of mine.

DON: Didn't you go to be auditioned?

NANCY: Uh uh...I just went to give her moral support so she could get the job.

DON: I know the answer...Instead of the girl friend getting the job...you got it.

NANCY: That's right...and I felt terrible about it because she wanted it so badly.

DON: How did this come about, Nancy?

NANCY: I was just sitting in the audience and Ken Murray saw me and asked me if I did anything. I thought he was kidding.

DON: But he wasn't.....

NANCY: No, when I said I could sing he made me get up on the stage and sing something.

DON: And you got the job?

NANCY: Yes.... It sure surprised me. I could hardly believe it.

DON: Are you still with Blackouts?

NANCY: Oh no, Mr. Ameche...not for a long time. You see, ^{musical comedy} ~~opera~~ is my goal.

DON: Well Nancy, you ^{and the bucks for that too} ~~have a head start ahead of you for that.~~ In the meantime, let's hope this is your Lucky Strike for your next step into the future.. Nancy Sheldon singing

^{"Fine & Dandy"}
~~"This A Great Day"~~

MUSIC: ~~"THIS A GREAT DAY"~~ ^{"Fine & Dandy"} SHELTON

(APPLAUSE)

COMMERCIAL NO. 1

DON: Thank you Nancy Sheldon. Before we hear from Myron Walton here is Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

Yes - your level best! That's just how you'll feel when you light up a Lucky ... And let me tell you why! It's because Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. Now it's important to you as a smoker to know that fine tobacco can do this for you.

And I'm sure every smoker knows

LS - MFT

LS - MFT!

Yes - every smoker knows Lucky Strike means fine tobacco... mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Luckies regularly than the next two leading brands combined. So I'd say - it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense... by putting you on the right level to

feel and do your level best! *well - that's the Lucky level!*
So - remember well you!
Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks where it's fun to be alive! How about getting a carton of Luckies and getting started today!

MUSIC: LUCKY DAY PLAY OFF #1

MYRON WELTON STOT

DOM: Myron Welton is an 18 year old boy who has every right to his place in show business. His crib was a wardrobe trunk in the dressing rooms of theatres across the country. Myron, when did you start playing the harmonica?

MYRON: When I was about 6 years old, Mr. Jacobs. My father played the harmonica in his act, so I just naturally picked it up.

DOM: You just naturally picked it up -- the harmonica or the playing of it?

MYRON: The playing of it.

DOM: Did he ever put you in the act?

MYRON: Yes, when I was small he would bring out a chair on the stage and I'd stand on it and play.

DOM: Did you like it?

MYRON: You bet I did.

DOM: How long did you stay in your father's act?

MYRON: Not very long ... my father didn't want me to be in showbusiness. So he sent me to military school.

DOM: Is he still against your career in show business?

MYRON: No, showbusiness was in my blood and my Dad has helped me very much. He did everything and taught me everything he knew.

DOM: He has - he's taught you everything, huh? Is he going to do a little more than that for you someday?

MYRON: Yes, he promised me that if I made my mark in showbusiness he'd buy me a new car.

DOM: Well, Myron, that means if you win today, you'll be driving to your professional engagement ... so put that harmonica in gear and start playing. Here is Myron Welton playing *Guarda* on his harmonica.

MUSIC: "GUARDA"

Appraisal

DON: Thank you Myron Welton.

The thrill of striving for a career - is the same
excitement as the anticipation of what tomorrow may bring.

For each new step forward in building a future is
determined by what is accomplished today --

An unknown poet once wrote the following charming lines
about the days ahead:

"Some say "to-morrow" never comes,

A saying oft thought right;

But if to-morrow never came,

No end were of "to-night."

The fact is this, time flies so fast,

That e'er we've time to say

"To-morrow's come," presto! behold!

"To-morrow" proves "Today."

BARBARA DU PAR SPOT

DON: Barbara Du Par is the second performer today who grew up in the aura of grease paint...only her crib was a director's chair on the sound stage of a picture studio. Was your father a motion picture director, Barbara?

BARBARA: No, Mr. Ameche..he was a cameraman with the old Vitaphone Studios. He would bring me to the studio and seat me in the director's chair every time.

DON: What did the director do?

BARBARA: He had to stand up.

DON: That'a a fine way to treat him. I'll bet he didn't like you.

BARBARA: Maybe that's why I could never get in pictures.

DON: How old were you?

BARBARA: About five.

DON: Oh, most likely you were too old. Did you really want to get in pictures then?

BARBARA: I was dying to..But now it's radio. I'd love to sing in radio like the girl does with Frank Sinatra on the Hit Parade.

DON: She does all right..doesn't she?

BARBARA: You bet. I listen to her every Saturday night.

DON: Your career is really important to you, isn't it?

BARBARA: I've lived my career every day for as long as I can remember. I wake up in the morning thinking about it.

DON: Sort of takes the place of an alarm clock, doesn't it?

7A-

BARBARA: It's worse. You can turn an alarm clock off whenever you want.

DON: But the dream of a career goes on and on. Well, Barbara, here's your chance to bring that dream to a reality, with what may be your "Lucky Strike". Barbara Du Par singing, "Did I Remember"?

MUSIC: "DID I REMEMBER?" DU PAR

(APPLAUSE)

COMMERCIAL #2

AMECHE: Thank you ~~Bob Nadell~~ *Barbara Lufers*.
There's a definition on page 700 of the new dictionary that,
I think, Frank Martin will agree with.

MARTIN: What's that, Don?

AMECHE: It's the phrase... "level best"... and it means, among other
things, "One's very best"... And that leads me to another
phrase that ought to be on page one in every smoker's
book.... "Smoke a Lucky to feel your level best!"

MARTIN: I'll agree to that, Don. Yes, ladies, smoke a Lucky to
feel your level best... get on ^{that} ~~the~~ Lucky level where it's
fun to be alive.

You see, ^{Luckies} ~~Lucky's~~ fine tobacco picks you up when you're
low... calms you down when you're tense... puts you on the
right level! The Lucky Level! It's certainly good to know
fine tobacco can do this for you. And don't forget - IS -
MFT... IS - MFT! Lucky Strike means fine tobacco.

RIGGS: Mild, light, ripe tobacco that tobacco men will tell you
means a smooth, mellow smoke. As you know, more independent
tobacco experts -- auctioneers, buyers and warehousemen --
smoke Luckies regularly than the next two leading brands
combined.

MARTIN: So ladies... remember that fine tobacco picks you up when you're
feeling low, calms you down when you're tense! puts you on the
right level where you feel and do your level best! That's the
Lucky Level! That's why my advice is -- get a carton of Luckies
today. Then you can... smoke a Lucky to feel your level best!

AMECHE: Yes, smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAYOFF #1

DIANA DIXON SPOT

DON: The American Male, and I'm talking about the "Whistling Drugstore Cowboy" type, is in for a big setback when I introduce our next performer, Diana Dixon, because Bob - "Believe-it-or-not" Ripley, claims that Diana is the world's greatest "Finger-Whistler." Diana, what can you do, as a whistler, that the man-on-the-street can't do?

DIANA: Well, Mr. Ameche, I have a four-and-a-half octave range, which is the highest range of any whistler. I can whistle 36 different tones and I have a whistling power strong enough to be heard two-and-a-half city blocks.

DON: Oh boy! What a Drugstore cowboy could do with that! Tell me, Diana, how did you happen to become a whistler? Was it a means to defend yourself against the man-on-the-street? After all, you are a very pretty blonde.

DIANA: I just sort of picked it up at first from one of my boy friends when I was just a kid. I liked it and tried to learn as much as I could about whistling.

DON: Then you studied whistling at a school?

DIANA: Yes I did..but to learn the bird calls I had to go out and listen to all the birds and study what they did.

DON: You didn't by any chance learn to fly too?

DIANA: I wish I did. It would have been easier following them around.

DON: Well, Diana Dixon, here's hoping good luck follows you in your bid for that "Lucky Strike", ~~whistling some bird calls and~~ ^{imitating an orchestra} then "Tales of Vienna Woods"

Diana: Of course not a real orchestra. It's my symphony of the birds
MUSIC: BIRD CALLS.....TALES OF VIENNA WOODS

(APPLAUSE)

SPECIAL CHRISTMAS CARTON ANNOUNCEMENT

AMECHE: Thank you Diana Dixon.

When you choose a Christmas gift, you like to feel sure it's going to be used and appreciated. And you certainly can be sure of that when you give a smoker a gift-wrapped carton of Lucky Strike Cigarettes! These Lucky Strike gift cartons are really handsome in their gay holiday wrapping -- and you have your choice of two sizes - either the carton that contains 200 Luckies, or the de-luxe gift box of 25 packages of Lucky Strike cigarettes. Better get your Lucky Strike gift cartons now -- because Christmas is getting mighty close!

BOB NADELL SPOT

DON: You know I've often noticed the first to recognize talent and give a helping hand today, in order to build tomorrow's futures are usually those who have already reached great success in the theatre. Such a person was that brilliant singing star, the late Grace Moore. Bob ~~Nadell~~ ^{was} was one of the lucky ones to get a scholarship given by her. It must have been a great thrill for you, Bob.

BOB: Yes it was, Don. The day I won the scholarship was the happiest of my life.

DON: I understand Grace Moore's scholarships led the way to fame for several young singers.

BOB: That's right. As a matter of fact, Dorothy Kirsten, the famous opera star, was the girl scholarship student that went to New York at the same time I did.

DON: That proves that Grace Moore knew how to pick a winner. And if she picked you, for her scholarship, I'm sure you have a brilliant future ahead of you too.

BOB: I hope so, Don.

~~DON: Say, Bob, I notice you brought your guitar along. Do you like to play your own accompaniment?~~

~~BOB: I like to sort of strum it while I play...it helps me get the feel of the song I'm singing.~~

~~DON: Well, you go ahead and strum away...but don't forget to sing at the same time.~~

~~BOB: I won't, Don...and for the sake of those people who have shown so much faith in my ability, I hope this will be my "Lucky Strike."~~

DON: Good for you, Bob. Here is Bob ~~Nadell~~ ^{solo} singing, "Granada."

MUSIC: "GRANADA"

NADELL

(APPLAUSE)

- DON: Thank you ~~Barbara De Frank~~. *Bob Dele*
Now we hear from our judges. Their verdict today determines the next step into the future for one of our five contestants. As you know, there are three housewives, chosen, at the beginning of our program by the studio audience, who have been listening to their radios. They are the judges, and we are ready for their decision.
- MARTIN: And don the decision of our judges will be ready if you will allow our telephone operator one more minute to contact them.
- DON: Alright Frank. That minute gives you time to say a few words to the ladies.

COMMERCIAL NO. 3

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best! You see, Luckies!
fine tobacco picks you up when you're low..calms you
down when you're tense. It's good to know that fine tobacco
can do this for you. And that's why it's so important
that you select and smoke the cigarette of fine tobacco....
Lucky Strike! For, as every smoker knows;

LS - MFT!

LS - MFT!

Lucky Strike means fine tobacco! - No wonder the experts
-- the men who really know tobacco - look to Lucky Strike
for their own personal smoking enjoyment!

Yes, more independent tobacco auctioneers, buyers and
warehousemen smoke Luckies regularly than the next two
leading brands combined.

So smoke a Lucky to feel your level best! That's how to
get on the Lucky Level...where it's fun to be alive!

Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky Level right away? Sure you do,
friends. Well, this is Frank Martin...

AMECHE: And Don Ameche --

MARTIN ...Suggesting that you get a carton of Luckies..

AMECHE: ...and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:

NANCY SHELDON, the girl who sang "~~It's a Great Day~~"
"Fame & Sandy"

or

MYRON WELTON, the ~~accordeonist~~ who played, "Czardas" *on the harmonica*

or

BOB NADIEL, the ~~baritone~~ *ballad* who sang, "Granada" *tenor*

or

DIANA NIXON, who whistled, "Tales of the Vienna Woods"

or

BARBARA DU PAR, the girl who sang, "Did I Remember"

There is only one way to find out..let's talk to the judges. It's time for their decision, Frank. Who is the first housewife ready with her verdict?

MARTIN: Mrs. George Aldridge, Flint Road, San Jose, Calif.

DON: Operator, let me have the San Jose call, please. Hello, Mrs. Aldridge? Very happy to talk to you. I understand you have a year old son listening in here today - well, that's a good way to start 'em, you know that don't you? Keep 'em listening for another 20 years we hope. Mrs. Aldridge have you reached a decision? And who is it? Okay thank you. One thousand Lucky Strike cigarettes are on their way to you for your help. Thanks very much and keep listening, won't you? Good bye. (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Betty Kasper, 127 Bellevue Street, Grand Rapids, Michigan.

DON: Operator, may I have the Grand Rapids call please. Hello Mrs. Kasper? Nice to talk to you today - they still making some furniture back there in Grand Rapids? As far as you know ... tell me Mrs. Kasper have you reached a decision today? It's kind of hard - I agree with you, awfully hard, but you have to make a decision, so who is it, Mrs. Kasper? Okay, thank you very much Mrs. Kasper. You delivered and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening, won't you? Good bye. (HANGS UP)
And now for the final judge, Frank.

MARTIN: Mrs. Sadie Deakin, 504 Concord Ave., Wilmington, Delaware.

DON: Operator, may I have the Wilmington call, please. Hello Mrs. Deakin? I understand you've heard every one of our shows - how do you like them? Well I'm awfully happy to hear you say that - we think they're kind of good too. Mrs. Deakin have you come to a decision? Okay thank you very much, Mrs. Deakin. One thousand Lucky Strike cigarettes, a month's supply, will be mailed to you, and don't forget ... keep

DON: listening, won't you? Good bye. (HANGS UP)

MARTIN: All right, Don, you talked to the three judges. Give us the verdict.

DON: Mrs. Aldridge voted for Diana Dixon. Mrs. Kasper voted for Barbara Dupar and Mrs. Deakin voted for Bob Dale. That's a tie, ladies and gentlemen, that's a tie. So in order to settle this, we anticipate that this might happen occasionally - so we have to let the audience here in the studio decide. We're going to line these 3 people up here and the applause that comes from you people in the audience here is going to determine who is the winner. We have an applause meter in the control room here that will tell us who is the winner after the applause takes place here, so now be sure you people and applaud for who you think did the best job. Now we're going to bring them up here in order - the first one will be Barbara Dupar - Frank would you help me out here - Barbara Dupar, all right ladies and gentlemen. (APPLAUSE) And the next one will be Diana Dixon. (APPLAUSE) And the next one will be Bob Dale. (APPLAUSE) Ladies and gentlemen, our winner is Diana Dixon. (APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Diana Dixon. I thought that whistling of "Tales of the Vienna Woods" was just wonderful. This was really your Lucky Strike.

WINNER: It certainly was and thank you everyone.

DON: You are more than welcome ... thank you so much for being with us Diana Dixon. We're happy to say as winner on today's Your Lucky Strike you have earned your big break - an engagement at the Hollywood Bar of Music, springboard to fame and fortune for some of Hollywood's best known personalities.

As for the other four entertainers - Nancy Sheldon, Myron Welton, Bob Dale and Barbara Dupar - who did so well, our hearty thanks for being with us.

MUSIC: THESE IN WITH APPLAUSE AND UNDER

DON: This is Don Ameche saying have fun this weekend. ~~And be~~
~~sure to listen to Frank Sinatra on your hit parade 56 Friday~~
~~Night.~~ I'll be back again on Monday afternoon with another
group of promising youngsters hoping to make their lucky
strike in the world of entertainment. We'll be looking
forward to having you with us. Try and make it..and ladies
don't forget. Get on the Lucky level. Get a carton of
Luckies for the weekend - won't you?

MUSIC: THEME AND UNDER

MARTIN: And remember to listen to Jack Benny and all the gang on
Sunday.

This is Frank Martin for Lucky Strike inviting you to
be with us next Monday afternoon for "Your Lucky Strike."

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: THIS IS CBS..THE COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE -1-
12/20/48

RIGGS: (CHART - 60 -62 AMERICAN)

MARTIN: Your Lucky Strike - starring Don Ameche!

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "YOUR LUCKY STRIKE" - presented Monday through Friday
devoted to the discovery of promising new talent..
and starring your Lucky Strike host a favorite of
film and radio fans everywhere...

(MUSIC: OUT) Don Ameche!

MUSIC: OUT

(APPLAUSE)

ATX01 0020884

DON: Good afternoon ladies and gentlemen, here we are going into our third week with "Your Lucky Strike".. Believe me when I say it's been wonderful being with you...and we hope this remains a regular habit for a long, long time! Well, we have five more ambitious entertainers with us today who hope that this will be their "Lucky Strike" in show business.

In three different parts of the United States today, three housewives will be called to act as judges. Our telephone lines are open across the nation and at the end of the program I will call these three women so they can let me know the person they think should be the winner. Well, our performers are ready! ... So let's get on with the show!

PHILOMENA SPOT

DON: Our first performer today, is a talented young lady, of the very mature age of 10. Philomena Perry can do so many things and do them well, I wonder when she had time to learn them all. How did you find time, Philomena?

PHILO: Promise not to tell on me, Mr. Ameche:

DON: I promise...how'd you do it?

PHILO: I'd pretend I had to stay after school.

DON: Oh, oh..I can tell by the way you say that, you didn't stay after.

PHILO: No, Mr. Ameche, I went to the movies to study what all the movie stars did.

DON: Didn't your parents know that you were ^{fooling them?} ~~playing hooky?~~

PHILO: Just when I came home and could imitate a new star. Then they would punish me by not letting me go to the movies for a long time.

DON: What'd you do for material?

PHILO: I'd listen to records and copy them.

DON: I guess life was pretty dull when you couldn't get to a movie.

PHILO: Oh no, Mr. Ameche. I'd play football with my older brother. Besides that, I'd swim and dive a lot..ice skate..roller skate..horseback ride and tap dance.

DON: Oh! You did go into retirement. Well, before you completely retire, how about making your bid for "Your Lucky Strike"?
....Philomena Perry singing "Ay Ay Ay".

MUSIC: "AY AY AY"

PERRY

(APPLAUSE)

COMMERCIAL #1

AMECHE: Thank you Philomena Perry. *Before we hear from a gal*
~~Before we deruige Katherine~~
~~who sang before she could talk,~~
~~Dumont's secret formula for happiness,~~ here is Frank
Martin.

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
Yes - your level best! That's just how you'll feel when
you light up a Lucky ... and let me tell you why!
Luckies! fine tobacco picks you up when you're low ...
calms you down when you're tense - puts you on the
right level to feel your level best and do your level
best. Now it's important to you as a smoker to know that
fine tobacco can do this for you. And I'm sure every
smoker knows -

LS - MPT

LS - MPT

Yes - every smoker knows Lucky Strike means fine tobacco...
mild, ripe, light tobacco! No wonder more independent
tobacco experts -- auctioneers, buyers and warehousemen
smoke Luckies regularly than the next two leading brands
combined. So I'd say - it's really good to know that
fine tobacco picks you up when you're low ... calms you
down when you're tense ... by putting you on the right
level to feel and do your level best!
Well - that's the Lucky level! So - remember will you -
Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks where
it's fun to be alive! Get a carton of Luckies and get
started today!

MUSIC: LUCKY DAY PLAYOFF #1

SUNNY CHAMBERS SPOT

DON: Sunny Chambers' story of how she became a singer is one that certainly backs up the contention that environment is a great influence on children. Sunny, you said that your mother claims you sang before you could talk.

SUNNY: That's right, Mr. Ameche. Mother says I would sit in my crib and sing all day long...before I could say a word.

DON: And you've been singing ever since?

SUNNY: Yes I have. Even after I grew up I was always singing while I was doing my chores on our farm.

DON: You mean you sang while feeding the chickens and milking the cows and all the other jobs?

SUNNY: I had so much to do I had to combine my practicing with my work.

DON: Did you ever get up early enough to sing a duet with the rooster?

SUNNY: I was the one who woke the rooster up.

DON: Well, it's always the early bird who gets the breaks, Sunny.

SUNNY: That's why I hope my early start has prepared me for a career
in musical comedy or radio. That's been my dream.

DON: Well, let's hope your dream comes true when you make "Your
Lucky Strike." Sunny Chambers singing, "Embraceable You."

MUSIC: "EMBRACEABLE YOU" CHAMBERS

(APPLAUSE)

SPECIAL XMAS CARTON ANNOUNCEMENT

DON: Thank you ~~Katherine Dumont~~ *Sunny Chambers*

MUSIC: JINGLE BELLS 4 BARS FADE FOR:

DON: It's pretty hard to choose Christmas presents for people when you don't know their size, tastes or hobbies! But it's easy enough if you know they are smokers, because then you can give 'em a gay, holiday-wrapped gift carton of Lucky Strike cigarettes! And you have your choice of either the attractive Christmas carton of 200 Luckies, or the special gift box of 25 packages of Lucky Strike cigarettes. So for a Wonderful Christmas gift give Lucky Strike cigarettes in their gay holiday wrapping.

MUSIC: UP TO END

MARGUERITE CAMPBELL SPOT

DON: Marguerite Campbell is a girl who lost no time in getting started on her career. From what she told me of all the things she has done...she's been busier than a bee in a molasses barrel. Marguerite, how did you get started with all this musical activity?

MARG: I think all the fuss about me began when I was two years old. Mother discovered I had perfect pitch.

DON: I think my youngest boy, Lonny, was about the same age when I discovered he had a perfect pitch too. He could take a spoonfull of mush and hit me right between the eyes, everytime. We finally stopped his pitching -- what happened to yours?

MARG: Mother started me on the violin right away.

DON: At two years of age! Weren't you awful small?

MARG: She got me a small violin.

DON: If anybody'd given me a violin when I was two years old, I would've used the bow for a pogo stick and the violin to swat flies...But I'm sure you did much better with yours.

MARG: When I was two and a half years old, I played in the Hollywood Baby Orchestra. Then when I was five I studied dancing and singing.

DON: When did the piano come into your life and help complicate it?

MARG: A year later, when I was six.

DON: Looks like, by the time you were six, you lived a pretty full life... Are you still as busy?

MARG: Well, I'm a professional roller skater. I model... I also am a secretary ^{on a television show} ~~in an office~~. Play a lot of badminton and swim.

DON: And you still have time to pursue your career as a concert pianist?

MARG: I will always have time for the piano, Mr. Ameche. To be a concert pianist is my greatest ambition.'

DON: Well, Marguerite, with all the work you're putting in toward your career, you certainly deserve to make "Your Lucky Strike". Maybe this one will be it. Marguerite Campbell, at the piano, playing, ^{Greg's Concerto for a Dancer} ~~George Gershwin's~~ "Rhapsody in Blue"

MUSIC: ~~"RAPSOODY IN BLUE"~~ CAMPBELL

(APPLAUSE)

AMECHE: Thank you, Marguerite Campbell. Before we meet our next contestant, may I remind you ... smoke a Lucky to feel your level best! That's right -- smoke a Lucky to feel your level best.

MARTIN: Yes, ladies, Luckies' fine tobacco actually picks you up when you're low ... calms you down when you're tense - puts you on the right level to feel and do your level best. Think of it! Luckies' fine tobacco picks you up when you're feeling low ... and calms you down when you're tense That's what fine tobacco can do for you! And ...

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. Fine, light naturally mild tobacco. Is it any wonder independent tobacco experts -- auctioneers, buyers and warehousemen -- turn to Lucky Strike for their own personal smoking enjoyment? So next time you buy cigarettes, ladies, ask for Lucky Strike. Just light up one of those smooth-tasting, mild, mellow Luckies! You'll find that Luckies' fine tobacco puts you on the right level to feel and do your level best. That's the Lucky level where it's fun to be alive.

AMECHE: Well said, Frank. You leave me little to say but this -- the sooner you get a carton of those fine Luckies, the sooner you can get on that Lucky level - where it's fun to be alive! How about starting today.

MUSIC: LUCKY DAY PLAYOFF #1

KATHERINE DOMONT SPOT

DON: Very often, when a husband and wife seek careers in the same field of endeavor, there is invariably an element of competition which could lead to unhappiness. Katherine Dumont and her husband were both singers when they got married...but they are still very happy people. What's the secret formula, Katherine?

KATH: A wonderful husband, is the formula, Don. He gave up his career so I could continue mine. He took a job as a pattern maker.

DON: Well he certainly cut out a pattern of what an unselfish husband is like. Did he give up singing entirely?

KATH: Oh no....he does a lot of singing at home. We always sing when we're doing our chores around the house.

DON: You mean he sings the prisoner's song?

KATH: Almost as bad. We put our own words to operatic arias and sing back and forth. If he's fixing the plumbing he goes off on the "Anvil Chorus" or something like that.

DON: What does he sing when he washes the dinner dishes. Or does he?

KATH: Oh he insists on washing the dishes. Says I'm too slow. He has a system.

DON: Yeah, I know those systems. I thought I had a pretty good one when I was a kid. I put the dishes in the shower and let the hot water spray down on them while I read the funny papers.

KATH: What happened?

DON: Oh, nothing much...my father just went in to take a shower and broke every dish we had. It cost me my allowance for six months.

KATH: In that case, I'll watch and see that my husband doesn't get any ideas like that.

DON: Give him a tip from me. It won't work unless you have a lock on the shower door. And now Katherine...how about you unlocking the door to success by reaching for "Your Lucky Strike." Katherine Dumont singing, "Clavelito"

MUSIC: "CLAVELITO" DUMONT

(APPLAUSE)

LUCKY STRIKE -13-
12/20/48

DON:

Katharine Sumner
Thank you, Sunny Chambers. During the last few days, we've had a little rain around Hollywood. And if you're like me... you like to throw on some old clothes and get out and walk, right after the rain stops falling and the air is still moist and crisp. Every time I do this I keep thinking of a very descriptive poem written by William Wordsworth, called, "I Wandered Lonely as A Cloud."

"I wandered lonely as a cloud
that floats on high o'er vales and hills,
When all at once I saw a crowd,
A host, of golden daffodills;
Beside the lake, beneath the trees,
Fluttering and dancing in the breeze.

Continuous as the stars that shine
And twinkle in the milky way,
They stretched in never-ending line
Along the margin of a bay:
Ten thousand saw I at a glance,
Tossing their heads in sprightly dance.

The waves beside them danced; but they
Out-did the sparkling waves in glee:
A poet could not but be gay,
In such a jocund company:
I gazed--and gazed--but little thought
What wealth the show to me had brought:

(CONTINUED)

ATX01 0020896

DON:

For oft, when on my couch I lie
In vacant or in pensive mood,
They flash upon that inward eye
Which is the bliss of solitude;
And then my heart with pleasure fills,
And dances with the Daffodils."

MUSIC: UP AND OUT

JIMMY WOLFORD SPOT

DON: Next we have Jimmy Wolford, a lad who left the boxing ring to become a singer. Jimmy, most of the fighters I know can never become singers, because they just can't hold a tune... it seems they were knocked flat too many times. I hope you're you're different.

JIM: I guess I am, Don. I've had 85 professional fights and was never knocked out.

DON: In that case, I'd say instead of being flat, you're pretty sharp! What weight did you fight, Jimmy?

JIM: Light and welterweight.

DON: Jimmy, you know it's a pretty big jump from fighting professionally to singing professionally.

JIM: Well, Don, I guess I'm used to big jumps. You see, I was a paratrooper during the last war.

DON: A paratrooper! Jimmy, I've always wondered what the sensation is like when you make that leap into space. Pretty bad?

JIM: No, Don...it isn't what you'd think. Most of the nervousness comes from the anticipation of the jump. Once you're out of the plane, there's no sensation.

DON: You mean, you're up there a couple of thousand feet with nothing between you and the ground but air and there's no sensation?

JIM: Just a sort of floating feeling...that's all.

DON: You make it sound like nothing at all. Tell me, Jimmy, of all the things you've done, which would you rather do over? Go through your first fight? Your first parachute jump? Or your first appearance singing before an audience?

JIM: I'll take the parachute jump. You're up there all alone. No audience to worry about.

DON: Well, if you're going to be a singer, Jimmy, you'll have to get used to an audience. Frankly, they're the best friends you can have.

JIM: Yeah, I know that...but I'm usually so worried about making good, I can't help but be nervous.

DON: I'll tell you a little secret, Jimmy. There isn't a performer alive who doesn't get nervous when he starts to sing before an audience. But you know what? A wonderful thing happens. You begin to feel the warmth of those people out there. And then, all of a sudden, you're not nervous.

JIM: I see what you mean.

DON: Good! So how about getting up to that mike and reaching for "Your Lucky Strike." Jimmy Wolford singing, "When Irish Eyes Are Smiling."

MUSIC: "WHEN IRISH EYES ARE SMILING"
(APPLAUSE)

DON: Thank you Jimmy Wolford.

Now we hear from our judges. Their verdict today determines the next step into the future for one of our five contestants. As you know, ^{we have chosen 3 housewives} ~~there are three housewives,~~ chosen, ~~at the beginning of our program by the studio~~ audience, who have been listening to their radios. They are the judges, and we are ready for their decision.

MARTIN: And Don the decision of our judges will be ready if you will allow our telephone operator one more minute to contact them.

DON: Allright Frank. That minute gives you time to say a few words to the ladies.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!
You see, Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you select and smoke the cigarette of fine tobacco ... Lucky Strike! For, as every smoker knows --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! -- No wonder the experts -- the men who really know tobacco -- look to Lucky Strike for their own personal smoking enjoyment!

Yes, more independent tobacco auctioneers, buyers and warehousemen smoke Luckies regularly than the next two leading brands combined.

So - smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best! That's how to get on the Lucky level ... where it's fun to be alive! Where you feel your best -- and do your best. Want to get on that Lucky level right away? Sure you do, friends. Well this is Frank Martin,...

AMECHE: And Don Ameche --

MARTIN:suggesting that you get a carton of Luckies...

AMECHE:and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:
PHILOMENA PERRY, the little 10 year old girl who sang "Ay, Ay, Ay".

... OR ...

KATHERINE DUMONT, the lovely girl who sang, "CLAVELITO"

... OR ...

MARGUERITE CAMPBELL, the pianist who played *Grieg's Concerto In* "Rhapsody in ~~the~~ *Summer*
~~Blue~~ .

... OR...

SUNNY CHAMBERS, the lovely girl who sang, "EMBRACEABLE YOU"

... OR ...

JIMMY WOLFORD, the young man who sang "WHEN IRISH EYES ARE SMILING."

There is only one way to find out...let's talk to the judges. It's time for their decision. Frank, who is the first housewife ready with her verdict?

MARTIN: It's Mrs. Clarence Hunt, 528 Prairie St., Aurora, Ill.

DON: Operator, let me have the Aurora call, please. Hello, Mrs. Hunt? This is Don Aschke on "Your Lucky Strike." Say, Aurora is just out of Chicago a little bit, isn't it? Got a lot of snow back there about now, I guess. Mrs. Hunt, have you reached a decision? And who is it? Okay, thank you very much Mrs. Hunt of Aurora, Ill. One thousand Lucky Strike cigarettes are on their way to you for your help. Thanks very much and keep listening! won't you? Good-bye. (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Mary Fals, 124 S. Milwaukee St., Plymouth, Wis.

DON: Operator, let me have the Plymouth call please. Hello Mrs. Fals? Plymouth, Wisconsin - that's my home state but I don't know where Plymouth is - where is that? North of Milwaukee -- is it famous for anything? Cheese center of the world -- what kind of chess do you make - with or without holes there? With holes, eh? Mrs. Fals, have you reached a decision? Okay, thank you very much, Mrs. Fals. You delivered and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening, will you? Good-bye. (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. Edith Colbo, 8241 So. A St., Tacoma, Washington.

DON: Operator, the Tacoma call, please. Hello Mrs. Colbo? I'm fine, how are you today? Well that's good. Are the trees still growing as big up there? They are, huh? Mrs. Colbo, have you reached a decision? And who is it? Okay, thank you very much Mrs. Colbo. One thousand Lucky Strike cigarettes, a month's supply, will be mailed to you, and don't forget ... keep listening, will you? Good-bye. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges, give us the verdict.

DON: Okay, Frank, Mrs. Hunt voted for Marguerite Campbell; Mrs. Fals voted for Jimmy Walford; Mrs. Colbo voted for Marguerite Campbell. That makes our winner Marguerite Campbell. (APPLAUSE)

MUSIC: THE HORNS

BOB: Congratulations Marguerite. If you played that piece just beautifully. As winner on today's "Four Lucky Strikes" you have earned your big break - an engagement at the Hollywood BAR OF MUSIC, springboard to fame and fortune for some of Hollywood's best known personalities. Thank you so very much, Marguerite.

WINNER: Thank you very much.

BOB: And to our six other four entertainers - Philomena Perry, Katherine Dunham, Benny Chambers and Jimmy Holford - who did so well, our hearty thanks for being with us.

MUSIC: THREE IN WITH APPLAUSE AND UNDER

DON: Well, this is Don Ameche saying goodbye.
I'll be back again on tomorrow afternoon with another
group of promising youngsters hoping to make their
Lucky Strike in the world of entertainment. We'll be
looking forward to having you with us. Try and make it...
and the next time you go shopping buy Lucky Strike --
won't you?

MUSIC: THEME UP AND UNDER

YOUR LUCKY STRIKE -23-
12/20/48

MARTIN: This is Frank Martin for Lucky Strike inviting you to be
with us tomorrow afternoon for "Your Lucky Strike"

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: This is CBS...THE COLUMBIA...BROADCASTING SYSTEM.

ATX01 0020906

12X
"YOUR LUCKY STRIKE"

TUESDAY - DECEMBER 31, 1948

STUDIO B

CBS

AS BROADCAST
12:30 - 3:00 PM

OPENING

AMECHE INTRODUCTION

PATRICIA BETH THOMPSON INTERVIEW

"PEOPLE WILL SAY WE'RE IN LOVE!" THOMPSON

FIRST COMMERCIAL

EVELYN TANNER INTERVIEW

~~"SOME DAY"~~ *"Can I Help Laurel & Howard"* TANNER

AMECHE SPOT

ARLENE ROCKWOOD INTERVIEW

"HANG YOUR HEAD IN SHAME" ROCKWOOD

SECOND COMMERCIAL

JEAN FENN INTERVIEW

~~"LOVER COME BACK TO ME"~~ *"Let my love, Tell your heart"* FENN

AMECHE XMAS SPOT

GEORGE ANDOR INTERVIEW

~~"GYPSY MEDLEY"~~ *"Gypsy Medley"* ANDOR

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0020907

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike -- starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "YOUR LUCKY STRIKE"... presented Monday through Friday,
devoted to the discovery of promising new talent...
and starring your Lucky Strike host a favorite of
film and radio fans everywhere...

(MUSIC: OUT) Don Ameche!

MUSIC: OUT

(APPLAUSE)

DON: Good afternoon, ladies and gentlemen. It's good to be with you each day. We like having friends around and it's swell of you to help us give these youngsters their start in the entertainment world. Well, we have five more ambitious performers with us today who hope that this will be their "LUCKY STRIKE" in show business.

Our Studio audience has already given us the telephone numbers of three housewives who will serve as judges. They select the outstanding performer of the day to be rewarded with a professional engagement. I have the phone beside me right now! I'm going to check and make sure our judges are ready.

(PICK UP)

Hello operator...are the judges listening to their radios?

~~.....Good! Mrs. _____ of _____ ? Fine!~~

~~Mrs. _____ of _____ ? Tell her~~

~~to stay by her radio.~~

~~Mrs. _____ of _____ ? All right,~~

~~that's the three of them. *call right here from* Tell them to stand by and~~

listen carefully. I'll call them later and get their verdict. (HANGS UP) Our judges are ready!

Our performers are ready!.....So, let's get on with the show!

PATRICIA BETH THOMPSON SPOT

DON: Our first performer today is ~~Patricia~~ ^{Bette} Beth Thompson, a lovely girl who likes to collect old folk songs, study languages and most of all sing! Well, ~~Pat~~ that's certainly a lot of things for a girl to be interested in. How did you happen to get interested in folk songs?

PAT: When I went to college, I wrote a term paper on folk songs. I specialize in collecting old French and Scotch songs.

DON: They must be wonderful for finding out the little known historical facts of a country.

PAT: Oh yes, Mr. Ameche. Folk-lore is the truest history you can get about a country.

DON: How about these foreign languages you like to study? Tell us about that.

PAT: Well, so much ^{folk} music is in foreign languages, I realized that if I was to ~~make a career of it~~ ^{study them}....I had better learn to speak ~~them~~ ^{the languages}.

DON: What languages do you speak, Pat?

PAT: I majored in French, ~~German~~ and Italian. I ~~can speak them~~ ^{quite fluently}. It comes in very handy.

DON: Especially in the operas. I never know what they're singing about until somebody kills somebody or the hero kisses the heroine.

PAT: They always tell you the story in the programs.

DON: And they always turn the lights down before I finish reading. So, before they turn the lights out here, how about doing what you like best of all, singing. Here's ~~Patricia~~ Beth Thompson reaching for her "Lucky Strike" singing, "PEOPLE WILL SAY WE'RE IN LOVE"

MUSIC: "PEOPLE WILL SAY WE'RE IN LOVE" THOMPSON

(APPLAUSE)

FIRST COMMERCIAL

DON: Thank you, ~~Patricia~~ Beth Thompson.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes - your level best! That's just how you'll feel when you light up a Lucky ... and let me tell you why! Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense - puts you on the right level to feel your level best and do your level best. Now it's important to you as a smoker to know that fine tobacco can do this for you. And I'm sure every smoker knows -

LS - MFT

LS - MFT

Yes - every smoker knows Lucky Strike means fine tobacco ... mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen - smoke Luckies regularly than the next two leading brands combined. So I'd say - it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense...by putting you on the right level to feel and do your level best! Well - that's the Lucky level! So - remember will you -

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

EVELYN TANNER SPOT

DON: Evelyn Tanner is a young lady who has two talents that are very deversified....She has a fine singing voice.... and can also completely overhaul an automobile.

Evelyn, which would you rather do, stand in front of an audience and sing or crawl under a car and repair it?

EVELYN: I'd much rather sing, Mr. Ameche. I only work on my car when I have to.

DON: I know you must have been singing a long time. How long have you been able to fix a reluctant auto?

EVELYN: I used to help my dad when I was pretty young and he taught me everything. He was also a singer ~~with a band~~.

DON: Talent of all kinds seems to run in your family.

EVELYN: Oh yes...All my family ^{are} ~~is~~ musical. My grandfather could play any instrument he could pick up.

DON: Did he play the piano...or didn't he try to pick it up? How about you? Do you play any instruments?

EVELYN: No, but I can dance....I can do tap, soft shoe and acrobatic. I was also a trapeze artist but I gave that up.

DON: You'd rather have your feet planted firmly on the ground.

EVELYN: It's much safer. ^{That's true!} You can't get hurt falling off a concert platform. And that's where my ambition really ^{lies} ~~is~~, Mr. Ameche. I want to sing in the Opera. That's why I'm hoping that this might be "My Lucky Strike."

DON: We hope it will, Evelyn. Evelyn Tanner singing, "~~SOMEDAY~~"

MUSIC: "~~SOMEDAY~~" *"Can't Help Lovin' That Man"* TANNER

(APPLAUSE) (ALTERNATE: "CAN'T HELP LOVIN' THAT MAN")

DON: Thank you, Evelyn Tanner.

It seems that around this time of the year, we all become conscious of the many things we always take for granted... We renew old friendships... See new beauty in nature, and each day awaken to everyday things we are thankful for. That is why I think this humble prayer written by Robert Louis Stevenson is a wonderful thought for us to consider:

MUSIC: LORD'S PRAYER BG

"We thank Thee for this place in which we dwell; for the love that unites us; for the peace accorded us this day; for the hope with which we expect the morrow; for the health, the work, the food, and the bright skies that make our lives delightful; for our friends in all parts of the earth. Give us courage and gaiety and the quiet mind. Spare to us our friends, soften to us our enemies. Bless us if it may be, in all our innocent endeavors. If it may not, give us the strength to encounter that which is to come, that we may be brave in peril, constant in tribulation, temperate in wrath, and in all changes of fortune, loyal and loving one to another."

MUSIC: UP TO CLIMAX

ARLENE ROCKWOOD SPOT

DON: Arlene Rockwood is a lovely young lady, 16 years old, who plays an electric guitar....and she tells me that the reason she plays the electric guitar is because her father was a ventriloquist. Arlene, what did your father's being a ventriloquist have to do with your playing an electric guitar?

ARLENE: Well, Mr. Ameche, he had a dummy that he held on his knee and when I was younger I was jealous of the dummy.

DON: You were jealous of a ventriloquist's dummy?

ARLENE: Yes, he gave it a lot of attention and could make it do everything. So I wanted to learn to do something the dummy couldn't do.

DON: And that was to play the electric guitar.

ARLENE: I heard somebody play one and I knew that was what I wanted to do.

DON: So your father went out and got you one to make you happy.

ARLENE: Yes, that was when I was 11 years old. I've been studying it ever since.

DON: Tell me, has the dummy learned to play the guitar yet?

ARLENE: No..that's one thing he'll never learn. My father promised me that.

DON: So now you're happy and contented, huh?

~~ARLENE: Except for one thing.~~

DON: What's that?

ARLENE: The electric guitar is so big and heavy to carry around,
sometimes I wish I played something like a harmonica.

DON: Well, I'm sure, in spite of all your problems, you still
love to play that guitar, ^{head -} So how about taking a pick at
"Your Lucky Strike." Arlene Rockwood, with her electric
guitar, playing, "HANG YOUR HEAD IN SHAME".

MUSIC: "HANG YOUR HEAD IN SHAME" ROCKWOOD

(APPLAUSE)

SECOND COMMERCIAL

DON: Thank you Arlene Rockwood.

Now here's a fellow with plenty of talent -- tell me, Frank Martin, do you want to sing or would you like to act?

MARTIN: Well, Don, what I have to say is worth singing about -- and it's something for every smoker to act on today. It's --

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes, ladies, Luckies' fine tobacco picks you up when you're low ... and calms you down when you're tense. It's certainly good to know fine tobacco can do this for you. And I'm sure you know ...

LS - MFT

LS - MFT

Lucky Strike means fine tobacco .. ripe, light, mild tobacco that makes a grand smoke. No wonder the experts -- men who really know tobacco -- overwhelmingly prefer Lucky Strike.

RIGGS: More independent experts -- auctioneers, buyers and warehousemen -- smoke Luckies regularly than the next two leading brands combined!

MARTIN: So remember that Luckies' fine tobacco picks you up when you're low ... and calms you down when you're tense! Puts you on the right level where you feel your level best and do your level best. So next time you buy cigarettes, ask for Luckies. Then you can

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: How about picking up a carton of Luckies this very day?

MUSIC: LUCKY DAY PLAYOFF #1

JEAN FENN SPOT

DON: Next we have Jean Fenn, a young lady who once lived in Independence, Missouri. That's the home town of President Truman. Did you ever meet him, Jean?

JEAN: No, I didn't, Mr. Ameche, but I did meet Margaret Truman at a wedding there. I'll never forget it.

DON: Did she sing at the wedding?

JEAN: No, I sang, and she came over to congratulate me after I finished. She was surrounded by secret service men who were all over the place.

DON: ~~They don't take any chances with the President or his family. Did you know they were secret service men?~~

JEAN: ~~No, not at first....I wondered why there were so many single men wandering all around, and then when Margaret came over to me, I knew why.~~

DON: Speaking of weddings, Jean, I understand you're ~~getting~~ *getting* married in June. *Referring to 1948*

JEAN: Yes I am, Mr. Ameche, and after we're married, we're going to Italy.

DON: : For your honeymoon?

JEAN: Yes, and we're going to stay for awhile so I can study opera.

DON: What's your husband going to do in Italy, Jean?

JEAN: Look for a job. If he gets one, we'll be able to stay longer. He's the one who wants me to get there to study. He believes that I'll be a great opera singer, someday.

DON: If you study hard enough, and work hard enough, you will bring the realization of it that much closer.

JEAN: That's why I hope this might be my "Lucky Strike" today. Mr. Ameche.

DON: We hope so too, Jean. Jean Fenn singing, "~~LOVER COME BACK TO ME~~" *"Let My Song Fill Your Heart"*

MUSIC: "~~LOVER COME BACK TO ME~~" FENN

(APPLAUSE)

YOUR LUCKY STRIKE-12
12/21/48

SPECIAL XMAS CARTON ANNCMT.

DON: Thank you Jean Fenn.

MUSIC: JINGLE BELLS & BARS FADE FOR:

DON: If you'd like to give some man you know a book for Christmas, but aren't sure of his reading tastes...if you'd like to give some woman on your list something to wear, but aren't sure of her size ... then why not make sure you're giving them something they want -- by choosing a holiday carton of Lucky Strikes! Yes the gay, holiday-wrapped Lucky Strike Christmas carton is sure to please every smoker. And you have your choice of either the beautiful carton of Luckies, or the handsome gift box of 25 packages of Lucky strike cigarettes. Ask your dealer today for your Christmas gift cartons of Lucky Strike!

MUSIC: UP TO FINISH

ATX01 0020920

GEORGE ANDOR SPOT

DON: George Andor is a robust young man, who has been singing and playing the guitar since he was 14 years old.

Also, for a long time, he was plagued with a series of bad breaks concerning a place called Hollywood. George, what's this jinx that has been following you around?

GEORGE: Well, back in 1941 I had a little musical group and we came here to play an engagement in a small cafe.

DON: Well, so far, it sounds good.

GEORGE: Yeah, but before we could begin the engagement, war broke out and we all enlisted in the air forces.

DON: And that takes care of that one. What else?

GEORGE: Well, after I got out of the service, I was home in San Francisco and got another job in Hollywood, singing in a nite club.

DON: What happened that time?

GEORGE: I got laryngitis a couple of hours before I was supposed to go on.

DON: I begin to see what you mean.

GEORGE: Another time, I got a job here and by the time I got down *here* from ~~San Francisco~~, the club went out of business.

DON: I guess by this time, you don't like getting jobs in Hollywood?

GEORGE: I have done my best NOT to get one here, particularly after the last time. When I got here I had to ^{rush} ~~go~~ right back to San Francisco.

DON: What was it, an earthquake, or a flood?

GEORGE: Bigger than that...my wife gave birth to twins.

DON: Oh! Well you shouldn't have minded that.

GEORGE: I didn't...but now I'm wondering if something won't happen before I get to that mike and try for "My Lucky Strike."

DON: You better hurry and get over there before it can. George Andor, and his guitar...singing "~~A GIPSY MEDLEY~~"

MUSIC: "~~GIPSY MEDLEY~~" "*Golden Breeze*" ANDOR

(APPLAUSE)

(ALTERNATES: "I SHOULD WORRY" "OLD DEVIL MOON")

DON: Thank you, George Andor. Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, who were chosen before our program started, have been listening to their radios. They are our judges, and now it is time for their decision.

MARTIN: Yes, Don, Our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting suppose you say a few words to the ladies.

THIRD COMMERCIAL

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

You see, Luckies' fine tobacco picks you up when you're low
... calms you down when you're tense. It's good to know that
fine tobacco can do this for you. And that's why it's so
important that you select and smoke the cigarette of fine
tobacco ... Lucky strike! For, as every smoker knows --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! No wonder the experts --
the men who really know tobacco -- look to Lucky Strike for
their own personal smoking enjoyment! Yes, more independent
tobacco auctioneers, buyers and warehousemen smoke Luckies
regularly than the next two leading brands combined!

So - smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

That's how to get on the Lucky level ... where it's fun to
be alive! Where you feel your best and do your best. Want
to get on that Lucky level right away? Sure you do, friends.
Well this is Frank Martin ...

AMECHE: ...and Don Ameche --

MARTIN: ...suggesting that you get a carton of Luckies...

AMECHE: ...and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:

~~PATRICIA BETH THOMPSON, the first young lady today,
who sang, "PEOPLE WILL SAY WE'RE IN LOVE"~~

~~...OR ...~~

~~ARLENE ROCKWOOD, the 16 year old girl with the electric
guitar who played, "HANG YOUR HEAD IN SHAME"~~

~~... OR ...~~

~~EVELYN TANNER, the lovely girl who can sing and repair
an auto, who sang "SOMEDAY"~~

~~... OR ...~~

~~JEAN FENN, the soprano who's going to Italy on her
honeymoon, who sang, "LOVER COME BACK TO ME."~~

~~... OR ...~~

~~GEORGE ANDOR, the robust baritone who sang,
"A GYPSY MEDLEY"~~

There is only one way to find out...let's talk to the judges. It's time for their decision. Frank, who is the first housewife ready with her verdict?

MARTIN: It's Mrs. E. Kunreuther of 6836 - 108th St., Forest Hills, New York.

DON: Operator, let me have the Forest Hills call, please. Hello, Mrs. Kunreuther. This is Don Asache on "Your Lucky Strike." Hello - y're bet them not playing any tennis back there now are they --- digging out the snow. Have you reached a decision, --- but who is it --- who, OK thank you very much Mrs. Kunreuther of Forest Hills, New York for your help! Thank you very much and keep listening! won't you? Good-bye.

MARTIN: And our second judge, Don is Mrs. J. M. Johnson, 1529 Albermarle Way, Burlingame, Calif.

DON: (PICK UP) Operator, let me have the Burlingame call, please. Hello, Mrs. Johnson. Say Burlingame is just outside San Francisco, isn't it? The place where they have all those beautiful houses up there -- oh you did at the races, great Citation isn't he -- he didn't. Tell me Mrs. Johnson have you reached a decision. Thank you for your help. You delivered and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening, won't you, good-bye. (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. Clara Flake, 107 Bell Marshall, Missouri.

DON: Operator, the Marshall call, please. Hello Mrs. Flake. This is Don Asache, how are you today -- you know I've been thinking, isn't that where one of your citizens adopted those four youngsters from Ireland? --- it's a wonderful thing isn't it? Have you made up your mind on the winner? You have. Thank you, Mrs. Flake. One thousand Lucky Strike cigarettes, a month's supply, will be mailed to you, and don't forget ... keep listening. Good-bye. (HANGS UP)

MARYIN: All right, Dem. You talked to the three judges. Give us the verdict.

BOB: And here, ladies and gentlemen, is the verdict, Mrs. Kuntzbar
voted for Jean Fenn, Mrs. Johnson voted for Jean Fenn and Mrs. Flake
voted for Jean Fenn. That makes our winner Jean Fenn.

(APPLAUSE)

MUSIC: THE WORKS

BOB: Congratulations Jean Fenn. This was your Lucky Strike.

JEAN FENN: It certainly was, Mr. Aschoe.

BOB: We're awfully happy to have you with us today and you did a terrific
job -- I'm happy to tell you that you have won a professional
engagement at the world famous Earl Carroll's restaurant. How does
that sound? --- Thank you for being with us and to the other four
entertainers - Patricia Beth Thompson, Arlene Rockwood, Evelyn Tenner,
and George Ader - who did so well, our hearty thanks for being with
us.

MUSIC: THERE IN NITE APPLAUSE AND UNDER.

DON: This is Don Ameche saying goodbye.
I'll be back again on tomorrow afternoon with another
group of promising youngsters hoping to make their lucky
strike in the world of entertainment. We'll be looking
forward to having you with us. Try and make it
and the next time you go shopping buy Lucky Strike -- won't
you?

MUSIC: THEME UP AND UNDER:

LUCKY STRIKE -21-
12/21/48

MARTIN: This is Frank Martin for Lucky Strike inviting you to be with us tomorrow afternoon for "Your Lucky Strike"

MUSIC: THEME UP AND APPLAUSE UP TO:

MARTIN: This is CBS...THE COLUMBIA.....BROADCASTING SYSTEM.

ATX01 0020929

"YOUR LUCKY STRIKE"

Wednesday - December 22, 1948

STUDIO B

GBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

PAT CRAIN INTERVIEW

"DON'T BLAME ME" CRAIN

FIRST COMMERCIAL

DANI NELSON

~~MARTHA DOMINQUEZ~~ INTERVIEW

VAGABOND KING WALTERS NELSON

"VAGABOND KING WALTERS" DOMINQUEZ

AMECHE SPOT

JACK SODIKOFF INTERVIEW

"MOONLIGHT SONATA" SODIKOFF

SECOND COMMERCIAL

MARTHA DOMINQUEZ

~~DANI NELSON~~ INTERVIEW

"UMBARDO CANA"

DOMINQUEZ

"ALMOST LIKE BEING IN LOVE" NELSON

JIMMY O'BRIEN INTERVIEW

O'BRIEN

"THE DREAM" NELSON

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

REPRISE, APPLAUSE, AND AMECHE THANK YOU

AMECHE CLOSING AND CHRISTMAS PLUG

ANNOUNCER CLOSING

RIGGS: (CHANT....60 - 62 AMERICAN)
MARTIN: Your Lucky Strike -- starring Don Ameche!
MUSIC: (LUCKY DAY THEME HOLD AND UNDER:)
ANNCR: "YOUR LUCKY STRIKE" -- presented Monday through
Friday, devoted to the discovery of promising new
talent...and starring your Lucky Strike host,
a favorite of film and radio fans everywhere....
(MUSIC: OUT) Don Ameche!
MUSIC: (OUT)
(APPLAUSE)

DON:

Good afternoon, ladies and gentlemen. Here we are again, and I sure hope you are as happy to be with us as we are to be with you! Well, we have five more ambitious performers with us today, who hope that this will be their "LUCKY STRIKE" in show business. Our studio audience has already given us the telephone numbers of three housewives who will serve as judges. They select the outstanding performer of the day to be rewarded with a professional engagement. I have the phone beside me right now! I'm going to check and make sure our judges are ready. (PICK UP)

Hello, operator...are the judges listening to their radios?...Good! Mrs. _____ of _____? That's what we want. Mrs. _____ of _____? Tell her she's going to decide somebody's Lucky Strike. Mrs. _____ of _____? That makes the three of them. Tell them to stand by and listen carefully. I'll call them later and get their verdict. (HANGS UP) ~~Our judges are ready!~~ Our performers are ready!...So, let's get on with the show!

(PAT CRAIN SPOT)

DON: Our first performer today is Pat Crain. She's a girl whose career is singing, yet is in the strange position of being a teacher of singing during the day and the student of it during the evening. What happens, Pat? Do you change places with your students at night?

PAT: I wish I could. They're tucked away in their warm beds and dreaming without a care in the world. You see, they're third grade students and only about eight years old.

N: This double life you're leading is pretty rugged. How do you manage to keep up the pace?

: It really isn't hard, Mr. Ameche. The children are wonderful to teach. They really act as an inspiration to me.

D I suppose that since you are a singer, you're constantly on the lookout for some young Caruso or Lily Pons to pop up in one of your classes?

PAT: That would be the greatest thrill in my life.

~~I will admit that my students get more than their share of music, but they seem to love it.~~

DON: ~~And if they don't appreciate it now, they will in later years. I think teachers like you, who take a personal interest in children, deserve the greatest admiration and gratitude that their parents can give.~~

~~PAT: Thank you, Mr. America.~~

How about giving us a thrill.

DON: ~~And now, let's take care of your future, Pat.~~

You step over there and see if you can make
this "Your Lucky Strike".

Pat Crain singing, "Don't Blame Me".

MUSIC: "DON'T BLAME ME" CRAIN

(APPLAUSE)

FIRST COMMERCIAL

DON: Thank you _____.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes - your level best! That's just how you'll feel when you light up a Lucky ... and let me tell you why! Luckies! fine tobacco picks you up when you're low ... calms you down when you're tense - puts you on the right level to feel your lever best and do your level best. Now it's important to you as a smoker to know that fine tobacco can do this for you. And I'm sure every smoker knows -

LS - MFT

LS - MFT

Yes - every smoker knows Lucky Strike means fine tobacco .. mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen - smoke Luckies regularly than the next two leading brands combined. So I'd say - it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense..by putting you on the right level to feel and do your level best! Well - that's the Lucky level! So remember will you -

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMEGHE: That says it, Frank! Get on the Lucky level, folks, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

(DANI NELSON SPOT)

DON: E.V. Durling, the famous columnist, has a pet peeve that he often writes about -- it concerns women who have men's first names. I wonder what he would think of our next young lady who has a name that sounds like a boy's but spelled like a girl's ...Danny...spelled D-A-N-I. Dani Nelson, it looks like your folks wanted a boy, but got a girl...so they compromised for a girl with a boy's name.

DANI: Mr. Ameche, that is exactly what happened.

DON: Doesn't it cause a little confusion at times?

DANI: Plenty. Not very long ago I had an appointment with a dentist and when I got there I had a hard time convincing him that it was I...he expected a man.

DON: I never have that luck with a dentist. They always know it's me, and I get the works...I never get out of it! Dani, you were telling me, before the show, about all the foreign countries you've lived in. You've certainly done a lot of traveling.

DANI: Yes I have, Mr. Ameche, it's the most wonderful experience you can have. I was born in Shanghai, China and began my theatrical career there at the age of ten, dancing, and acting.

DON: Did you ever learn to eat with chopsticks?

Every time I try I almost poke my eyes out.

DANI: I got so I could use them...but I prefer a knife and fork.

DON: That's for me. It's much safer. Well, where'd you go after you left Shanghai?

DANI: We really did some traveling. We lived in Japan, India, Egypt, Malay, Italy...~~that's where I studied voice.~~

DON: You mean you stopped long enough to take singing lessons?

DANI: We didn't intend to, but my voice teacher wouldn't let me leave. Then we went to France, Hungary, ~~Czecho-Slovakia~~, Germany and England...and of course here to the good old U.S.A.

DON: And that's the best place I know to stop. Well, Dani, you've made quite a career of traveling... now let's see what you can do with your career of singing. Travel up to that mike and make a bid for your "Lucky Strike". Dani Nelson singing, "~~ALMOST LIKE BEING IN LOVE~~". *Tapal... King wally*

MUSIC: "~~ALMOST LIKE BEING IN LOVE~~" NELSON

(APPLAUSE)

DON:

Thank you, ~~Martin Rodriguez~~ *Joni Nelson*
With the holiday season at hand, everyone is
thinking of a visit back home, to spend the year's
end with those dearest. With these warm thoughts
so close at hand, memories of childhood surroundings
come rippling back with mellow tenderness.
Thomas Hood, the English poet, wrote these lines
which could easily fit almost any of our own
memories. It is called, "Past and Present".

"I remember, I remember

The house where I was born,
The little window where the sun
Came peeping in at morn;
He never came a wink too soon
Nor brought too long a day;
But now I often wish the night
Had borne my breath away.

I remember, I remember

The roses, red and white,
The violets, and the lily cups --
Those flowers made of light!
The lilacs where the robin built,
And where my brother set
The laburnum tree on his birth-day --
The tree is living yet!

(CONTINUED)

DON:
(Cont'd)

I remember, I remember

Where I used to swing,
And thought the air must rush as fresh
To swallows on the wing;
My spirits flew in feathers then
That is so heavy now,
The summer pools could hardly cool
The fever on my brow.

I remember, I remember

The fir trees dark and high;
I used to think their slender tops
Were close against the sky:
It was a childish ignorance,
But now 'tis little joy
To know I'm farther off from heaven
Than when I was a boy.

(JACK SODIKOFF SPOT)

DON: Our next performer is nine and a half year old Jack Sodikoff, a boy who shows the promise of a brilliant future at the piano. Jack, how long have you been playing the piano?

JACK: As long as I can remember, Mr. Ameche.

DON: How did you start playing the piano, Jack?

JACK: There just happened to be a piano in our house.

DON:And you just happened to start playing it? Is that it?

JACK: I guess so.

DON: It's a good thing nobody happened to leave a tuba in the house or you really would've gotten in trouble.

JACK: I guess I would have started to play that, too.

DON: Play it? Jack, do you realize that it takes years just to learn how to get inside a tuba! I think you did much better starting on a piano. I'd hate to think of you carrying a great big tuba around to all your concerts.

JACK: I'd much rather be a baseball player.

DON: I don't blame you. So would I. Do you play baseball?

JACK: Yes, that's what I want to grow up to be.

DON: I thought you wanted to be a concert pianist, Jack.

JACK: I want to be both, Mr. Ameche.

DON:

That's not such a bad idea if you can handle it.
When the baseball season is off you can make your
concert tour. It ought to work out all right.

But for now, how about getting up to bat, at that
piano, and taking a swing at what may be "Your

Lucky Strike". Jack Sodikoff playing, "The 3rd movement

of Moonlight Sonata"

MUSIC:

"

"

SODIKOFF

(APPLAUSE)

COMMERCIAL NO. 2

AMECHE: Now here's Frank Martin with some sound advice about getting on the Lucky Level!

MARTIN: Don, I guess most everybody now understands what the Lucky level is ... that it's the level where you feel your best and do your best. So friends, why delay?
Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

Find out for yourself ... how Luckies' fine tobacco picks you up when you're low ... and calms you down when you're tense ... by putting you on the right level to feel and do your level best! That's the Lucky level where it's fun to be alive!

Now, that's something really important for all you smokers to know. And every smoker knows -

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. How true that is! For Luckies' fine tobacco is mild and light and real smooth-smoking. And remember -- more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined. Now when you consider that fine tobacco actually picks you up when you're feeling low ... and calms you down when you're tense .. I'm sure you'll want to smoke a Lucky ... to get on the Lucky level .. where it's fun to be alive. So buy a carton of Luckies today.

AMECHE: Yes, friends -- smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAY OFF #1

(MARTHA DOMINQUEZ SPOT)

DON: Our Latin-American neighbors have contributed much to the influence of our own North American culture. They have given us fresh ideas in art, tasty ideas in food and exciting ideas in music. Here, today, to deliver in person, some of that Latin charm and excitement is lovely Martha Dominquez. Martha, how do you like being here in Hollywood?

MARTHA: (LOTS OF FAST SPANISH...MEANING I LIKE IT HERE VERY MUCH)

DON: (INTERRUPT HER WHEN YOU WANT) Wait a minute! Martha, I know you don't speak much English...but you do speak a little. Don't you?

MARTHA: Si, Mr. Ameche...a little...not much.

DON: What did you say before, when I asked you if you liked Hollywood?

MARTHA: I say...I like it...very much.

DON: You come from Cuba, don't you?

MARTHA: Si...

DON: Cuba must be very wonderful and exciting. I've always wanted to go there. They tell me Havana is a wonderful place to visit.

MARTHA: Si...

DON: Were you ever in any of the other South American countries?

MARTHA: Si....

DON: Which ones, Peru?
MARTHA: Si...
DON: Brazil?
MARTHA: Si...
DON: Argentina?
MARTHA: Si...
DON: Are there any that you haven't been to?
MARTHA: Si...
DON: Well, we won't go into that. There are too many other countries down there! Instead, how would you like to sing?
MARTHA: Oh, si, Mr. Ameche...I like it very much. Can I?
DON: Si -- (TAKE) I mean yes. Here's Martha Dominguez, trying for her "Lucky Strike", singing "Tumbando Caña".
MUSIC: "TUMBANDO CAÑA" DOMINQUEZ
(APPLAUSE)

(JIMMY O'BRIEN SPOT)

DON: Thank you, ~~Don Nelson~~, *Martha Donusigally*
Our next performer, Jimmy O'Brien, is one of those boys who has withstood the test of fire, and in spite of tough breaks continued his fight for a singing career. From what you told me, Jimmy, you come from a long line of fighters. When did this start?

JIMMY: In about 1630, Don, when my ancestors first came over to America.

DON: In those days, fighting the Indians didn't mean playing baseball in the World's Series. Did it.

JIMMY: No sir. Then, after the Indians, came the British. One of my ancestors fought in the Revolution. He was one of the last men left on a bridge the Patriots were defending.

DON: It's a good thing he was left...or you wouldn't be standing here, now.

JIMMY: That's right, Don. They had some pretty rugged times in those days.

DON: From what you told me before the show, you've had some pretty rugged times yourself, trying to get a break in show business.

JIMMY: Oh, you mean the time I was stranded in Hollywood and broke?

DON: Didn't you say you lived on a baked potato for three days?

JIMMY: (LAUGHS) Yeah...and I never knew a cold baked potato could taste so good.

DON: I know what you mean. *But I'm sure success with Taste much better*
~~I lived on beans when I started out in show business. But I was rich. I squandered a dime for a plate of HOT beans, once a day. I think I was always hungry in those days.~~

JIMMY: It's funny how something always manages to come along. I met a friend, who was driving back home to Tacoma. When I got back I met a girl I went to school with and we got married.

DON: And you lived happily ever after.

JIMMY: We certainly have. She brought me good luck... So for her sake, Don...and for my mother who also believes in me, I hope this will be "My Lucky Strike".

DON: *Here is*
~~We hope so too, Jimmy.~~ Jimmy O'Brien singing, "THE DREAM" from Manon (OR) "HOW ARE THINGS IN GLOCCAMORRA?"

MUSIC: " " O'BRIEN

(APPLAUSE)

DON: Thank you, Jimmy O'Brien.

Now we hear from our judges. Their verdict today determines the next step into the future for one of our five contestants. As you know, ^{we have chosen} ~~there are~~ three housewives, ~~chosen, at the beginning of our~~ ^{in various parts of the country} ~~program by the Studio audience,~~ who have been listening to their radios. They are the judges, and we are ready for their decision.

MARTIN: And Don, the decision of our judges will be ready if you will allow our telephone operator one more minute to contact them.

DON: All right, Frank. That minute gives you time to say a few words to the ladies.

18
YOUR LUCKY STRIKE

12-25-48
22

THIRD COMMERCIAL

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

You see, Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you select and smoke the cigarette of fine tobacco ... Lucky Strike! For, as every smoker knows --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! No wonder the experts -- the men who really know tobacco -- look to Lucky Strike for their own personal smoking enjoyment! Yes, more independent tobacco auctioneers, buyers and warehousemen smoke Luckies regularly than the next two leading brands combined!

So - smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

That's how to get on the Lucky level ... where it's fun to be alive! Where you feel your best and do your best. Want to get on that Lucky level right away? Sure you do, friends,

Well this is Frank Martin...

AMECHE: ...and Don Ameche --'

MARTIN: ...suggesting that you get a carton of Luckies..

AMECHE: ...and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

ATK01 0020948

DON:

Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:

PAT CRAIN, the singer who teaches school and sang, "DON'T BLAME ME".

... OR ...

Merita
~~NARPHA~~ DOMINQUEZ, the little girl from Cuba, who sang, "TUMBEANDO CANA".

... OR ...

JACK SODIKOFF, the 9½ year old boy who played, *moonlight serenade* on the piano.

... OR ...

DANI NELSON, the girl with a boy's name, who sang, ~~"ALMOST LIKE BEING IN LOVE"~~. *Topalanch King waltz*

... OR ...

JIMMY O'BRIEN, the Irish Tenor, who sang ~~"Now We Change Our Place"~~. *place work*

There is only one way to find out...let's talk to the judges. It's time for their decision. Frank, who is the first housewife ready with her verdict?

MARTIN:

Mrs. Charles Dorninger, 2038-74th Ave., Chicago, Ill.

DON:

Operator, let me have the Chicago call, please. Hello, Mrs. Dorninger, little bit cold back that way today probably. You wish you were in California now --- well, I don't blame you Mrs. Dorninger and who is it --- yes, I know the one you mean, thank you Mrs. Dorninger of Chicago, Ill. One thousand Lucky Strike Cigarettes are on their way to you for your help! Thanks very much and keep listening!

MARTIN:(

Our second judge, Don, is Mrs. George Heaton of Deadwood, South Dakota.

DON:

(PICK UP) Operator, let me have the Deadwood call, please. Hello, Mrs. Heaton. These people think that Deadwood seems kind of funny, but it actually isn't, is it? --- it's up in that famous Black Hills country isn't it? Ya, that's somewhere near where Custer made his last stand, wasn't it? It's what? Wild Bill Hickok lived. Tell me Mrs. Heaton, have you reached a verdict? OK, thank you very much Mrs. Heaton. You delivered and will deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening. (HANGS UP) And now for the final judge, Frank.

MARTIN:

Mrs. W. S. Waddell, 323 Selman Street, Tyler, Texas.

DON:

Operator, the Tyler call, please. Mrs. Waddell this is Don Archo. Oh, I'm just fine how are you? I've been trying to think isn't Tyler famous for something --- the rose center of the world, that's it. You know we got a Rose Festival starting out here New Year's Day, don't you? We're kind of proud of our roses too. Tell me Mrs. Waddell, have you reached a decision? Whos is it --- oh, thank you very much Mrs. Waddell. One thousand Lucky Strike cigarettes, a month's supply will be mailed to you, and don't forget ... keep listening. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges and give us the verdict.
DON: And here, ladies and gentlemen, is the verdict Mrs. Borwinger voted for
Jack O'Brien and Mrs. Heston voted for Jack O'Brien ^{Mrs. Weddell} / voted for Jack
O'Brien, that makes our winner Jack O'Brien.

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Jack O'Brien. You know Jack your lucky strike has
good news for you, and engagement at the world famous Zephyr Room of
the Town House in Los Angeles, isn't that kind of nice Jack?

JACK: Sure.

DON: Thank you Jack very much and I'd like to say to our four other
entertainers -- Pat Crain, Marta Dominguez, Dani Nelson, and Jimmy
O'Brien -- who did so well, our hearty thanks for being with us.

MUSIC: THEME IN WITH APPLAUSE AND UNDER

SPECIAL CHRISTMAS CARTON ANNOUNCEMENTS

MUSIC: JINGLE BELLS - 4 BARS FADE FOR:

AMECHE: Chances are, a great many people on your Christmas list enjoy smoking a fine cigarette ... and that means they'll really appreciate receiving a gay, holiday-wrapped carton of Lucky Strike cigarettes. These handsome cartons have been made up especially for Christmas gifts. There's the attractive carton of Luckies, and the deluxe gift box that contains 25 packages of Lucky Strike cigarettes. So give the smokers you know a gift they'll really like - a holiday carton or gift box of Lucky Strike cigarettes.

MUSIC: JINGLE BELLS UP TO END

(SPECIAL CHRISTMAS CARTON ANNOUNCEMENT)

MUSIC: ("JINGLE BELLS" ... FOUR BARS ... FADE FOR:)

~~MUSIC: ("JINGLE BELLS" ... AND OUT)~~

DON: Well, this is Don Ameche saying goodbye. I'll be back again on tomorrow afternoon with another group of promising youngsters hoping to make their Lucky Strike in the world of entertainment. We'll be looking forward to having you with us. Try and make it...and the next time you go shopping buy Lucky Strike -- won't you?

MUSIC: (THEME UP AND UNDER:)

MARTIN: This is Frank Martin for Lucky Strike inviting
you to be with us tomorrow afternoon for
"Your Lucky Strike".

MUSIC: (THEME UP AND APPLAUSE UP TO:)

MARTIN: This is CBS....the COLUMBIA....BROADCASTING SYSTEM.

"YOUR LUCKY STRIKE"

Thursday - December 23, 1948

STUDIO B

CBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

PAT SHARTRAND INTERVIEW

"SUNNY SIDE OF THE STREET" SHARTRAND

FIRST COMMERCIAL

JON PAUL JONES INTERVIEW

VOCAL IMPRESSIONS JONES

ROSEMARY KNIGHTON INTERVIEW

DRAMATIC SPOT KNIGHTON

SECOND COMMERCIAL

TERREA LEA INTERVIEW

"On Top of Old Smoky"
"I KNOW THE LOVE" LEA

AMECHE CHRISTMAS SPOT

LILLIAS GILBERT INTERVIEW

"Indiana Love Call"
. GILBERT

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

REPRISE, APPLAUSE AND AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0020955

RIGGS: (CHANT - 60 - 62 AMERICAN)
MARTIN: Your Lucky Strike -- starring Don Ameche.
MUSIC: (LUCKY DAY THEME HOLD AND UNDER:)
ANNCR: "YOUR LUCKY STRIKE"...presented Monday through
Friday, devoted to the discovery of promising
new talent...and starring your Lucky Strike host,
a favorite of film and radio fans everywhere...
(MUSIC: OUT) Don Ameche!
MUSIC: (OUT)
(APPLAUSE)

DON:

Good afternoon, ladies and gentlemen. Every day is a wonderful, new experience! Every day, we hear of new friends we're making in every part of the country. And believe me...we want every single one of you to be our friends. As usual, we have five more ambitious performers with us today, who hope that this will be their "LUCKY STRIKE" in show business.

Each day three housewives in different parts of the country are called by telephone and act as judges. These women select the outstanding performer of the day to be rewarded with a professional engagement. Later on in the program, I will talk with our three judges wherever they may be. And perhaps some day soon I may be calling you so keep listening! Our performers are ready!....So, let's get on with the show.

^c
(PAT SHARTRAND SPOT)

DON: Our first performer, today, is fourteen year old Pat ^cShartrand. Pat plays a saxophone and he tells me that the only reason for that is because of a strange accident. What was the accident, Pat?

PAT: Well, Mr. Ameche, I caught my finger in an escalator.

DON: That's taking the hard way upstairs. Isn't it?

PAT: I guess it is.

DON: How in the world did you do that?

PAT: I just fell down and my finger got caught.

DON: I see...you fell down...while going up.

PAT: Yes, I was about four years old then and my father managed to pull my finger out before we got to the top.

DON: You were lucky your dad was there. Tell me, Pat. What does this have to do with your playing the saxophone?

PAT: The accident left my finger stiff, so the doctor told me to keep my finger moving.

DON: I get it...~~pushing the keys of a saxophone was~~ the right exercise! You know, Pat, the other day, I had an accordion player up here and I kidded him about enjoying his music and exercising at the same time...now you come along and prove that I was ~~right...~~I only had the wrong instrument.
~~One you pull apart, the other you blow apart.~~

PAT: I guess our neighbors at home think I'm blowing my saxophone apart, when I'm practicing.

DON: Well, ~~before that happens~~, Pat, how about stepping up and ~~just playing~~ ^{apreciating} your saxophone? Pat Shartrand making his bid for his "Lucky Strike", playing "The Sunny Side of The Street", on his saxophone.

MUSIC: "SUNNY SIDE OF THE STREET" SHARTRAND

(APPLAUSE)

FIRST COMMERCIAL

DON: Thank you, *Pat Chartrand*

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes - Your level best! That's just how you'll feel when you light up a Lucky ... and let me tell you why! Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense - puts you on the right level to feel your level best and do your level best. Now it's important to you as a smoker to know that fine tobacco can do this for you. And I'm sure every smcker knows -

LS - MFT

LS - MFT

Yes - every smoker knows Lucky Strike means fine tobacco ... mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen - smoke Luckies regularly than the next two leading brands combined. So I'd say - it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense...by putting you on the right level to feel and do your level best! Well - that's the Lucky level! So - remember will you -

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

(JON PAUL JONES SPOT)

DON: Well, next on our list is singer Jon Paul Jones. John, your name sounds more like a sailor's than a singer's. Any relation to the great founder of our Navy?

JON: No, Don, I'm just one of the ordinary Jones boys... and there sure are plenty.

DON: I'll bet if they were put in a straight line, they'd reach from Jones Beach, New York to Jonesville, California. Say, Jon, did anybody ever tell you, you look a lot like Bob Hope?

JON: Yes, Don, as a matter of fact, when I was in the service, I was detailed to guard Bob Hope and Bing Crosby when they came to Chicago to do a USO show. Bing saw me and kidded Bob quite a bit over the resemblance.

DON: Those boys really have a time of it. Don't they?

JON: ~~They sure were going at it when I was around them.~~
Say, Don, I've been listening to this show regularly, and heard one of the fellows mention that he lived on a baked potato for three days, ~~when things were tough.~~

DON: Yes, he was on yesterday.

JON: That's right...well, I think I can top that. When I was in Chicago back in Thirty-Four, I didn't eat for three days. I ate snow just to be chewing on something. That was on Christmas Day, too.

DON: Jon, when I hear stories like that -- it makes me realize how important a good break is. That snow didn't help your hunger, did it?

JON: No, but it helped a little. You see I was stranded with a small band I sang with at the time. And I was pretty proud ~~at the time.~~

DON: What pulled you out of that?

JON: A Christmas present from my Dad. He sent me a twenty dollar money order as a gift.

DON: I'll bet you really ate that day!

JON: Did I! The first thing I did was eat three full orders of ham and eggs! It was my lucky day.

DON: Well, let's see if today is your lucky day, too, Jon. How about reaching for "Your Lucky Strike". Here's Jon Paul Jones, a song stylist with his singing impressions.

MUSIC: ~~("WITHOUT A SONG"...SIXTEEN BARS..."DEEP RIVER"...
FOUR BARS..."MOTHER MACREE"...SIXTEEN BARS) JONES~~
(APPLAUSE)

*If I didn't have
like Sub Gato*

(ROSEMARY KNIGHTON SPOT)

DON: Thank you, Jon Paul Jones.

Our next performer is Rosemary Knighton who is a very attractive and talented actress. Rosemary, I understand you gave up the possibility of a very promising career in law to become an actress because of a very generous reason on your part. You were the sole support for your mother and younger brother. Is that right?

ROSE: Yes, Mr. Ameche, and I felt that I could begin to earn a living faster by acting. I'm afraid I was wrong.

DON: Has it been very slow in coming?

ROSE: So slow, I've had to resort to other means of earning money to keep the wolf from eating the welcome mat at the door.

DON: You're lucky to have other means. What do you do?

ROSE: I paint portraits, Mr. Ameche...and there again, the cash is slow in arriving.

DON: Are you sorry you gave up a future as a lawyer?

ROSE: Only because I might have been a better provider for my mother and brother. Truthfully, I prefer to act. It's a wonderful outlet for one's emotions.

DON: There's no better way to release your emotions than to get a real good break. So, Rosemary, here's hoping this will be "Your Lucky Strike" and lead the way to success.

ROSE: I hope so, Mr. Ameche, especially for my mother,
who has always had such faith in me.

DON: I'm sure it will be. Rosemary Knighton and I will
enact a scene from the unreleased Columbia motion
picture ^{production} "Slightly French". Rosemary will play
the part of Mary, and I shall be John, *which incidentally*

MUSIC: (SNEAK IN FOR SLOW CURTAIN) *is the same part I played in*

DON: Mary is a girl who has been ^{the picture} striving for an acting
career in pictures. She was discovered by John
who is a director and has set her forth on a very
deliberate plan of mercenary strategy. What both
people do not know is that each is in love with
the other and we have the inevitable "showdown".

(INTO SCENE)

MARY: Well! What do you want me to do?

JOHN: What do you mean "do"? -- and stop looking at me as if I'd set fire to my grandmother! I just want to talk to you.

MARY: Who're you kidding? Since the day you started work on the picture you haven't had time for a word to me that wasn't directions!

JOHN: Maybe that's because out of the studio you haven't time to listen to anyone except Doug!

MARY: I was supposed to make him think I liked him, wasn't I? It's unimportant whether you do or not, just so he thinks so. Isn't that what you said?

JOHN: That I did -- but you're running it into the ground like a subway! You've got your contract! We're doing the picture! There's no reason to go on stringing him!

MARY: Oh just like that, huh? You've got what you want so now I can tell Doug to step in front of a steamroller! Well, I've got news for you, brother -- I'm not stringing him! I like his liking me and now that I've made him think I like him, I do!

JOHN: You're making Hollywood think you're in love with him!

MARY: Maybe I am.

JOHN: Are you silly? You're just giving yourself romantic notions that you haven't time for. What do you know about love?

MARY: Well, get him! I'll tell you what I know about love! I was in love -- head over heels -- for the first time in my life! And guess who with? You! Yeah, you! -- that's a laugh, isn't it. The most selfish, cold-blooded egotistical stuffed shirt that ever set himself six feet above contradiction!

JOHN: Mary! I had no idea --

MARY: You never had one in your life that concerned anybody but the great John Kilgallen! And they're a few things more that ought to be brought to your attention! You may have picked me in a carnival, chum, but for my dough you couldn't get a job there if the fix was in! You're lower than the midgets and colder than the snake pit, and that head of yours is so big you couldn't get it in a lion's mouth! All the pitchmen and grafters I've ever known weren't the phony finks that you are! -- you couldn't be a real guy if you did imitations! And I'd be back there doing exactly what I was doing if I thought there was a chump's chance of ever getting to be like you!

JOHN: Mary! Listen to me ---

MARY:

But I'm going to stay me, see. And if I've got to be Rochelle Olivia for the rest of my life, just don't forget that Mary O'Leary is underneath! Mary O'Leary, from the black-top show of a rag-trick, remember. That's who I am and that's who I will be! And if I live to be as old as an elephant, I'll never be anyone else!

Mary O'Leary

SECOND COMMERCIAL

Thank you Clarence Knight

AMECHE: You know, friends, every one on this new program of ours is out to do his -- or her LEVEL BEST ... which brings me to Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
Because Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense.

AMECHE: In other words, ladies, the cigarette of fine tobacco -- Lucky Strike -- puts you on the Lucky level -- where it's fun to be alive ... where you FEEL your level best and DO your level best!

MARTIN: And that's why it's so important for you to remember... LS - MFT ... LS - MFT!. Lucky Strike means fine tobacco. Tobacco that gives you a smooth, mild smoke every time you light up. You'll be in good company when you do, because millions of smokers ... including tobacco experts -- choose Lucky Strike. As you know, more of these experts -- the independent auctioneers, buyers and warehousemen - smoke Luckies regularly than the next two leading brands combined!

AMECHE: So the very next time you buy cigarettes, get a carton of Luckies and get started! Get on the Lucky level where it's fun to be alive!

MARTIN: Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAYOFF #1

(TERREA LEA SPOT)

DON: Every once in a while we find someone who seeks a career in a field that strikes us as being pretty unusual. This was my reaction when Terrea Lea told me she was a folk singer. How did you happen on a career like that, Terrea?

TERREA: I guess I can blame it on the fact that I had a camera I didn't have any film for.

DON: Which means you couldn't take any pictures.

TERREA: I had the camera for three years and never took any pictures. ~~Could never get any film for it in the town we lived in.~~

DON: Where was that?

TERREA: Liberty, Missouri. Somebody gave me the camera for a birthday present when I was six years old. It was some out-dated thing that they stopped ~~making film for.~~

DON: So what did you do with it?

TERREA: I traded with the first person who looked twice at it.

DON: What'd you get? A bicycle without any wheels?

TERREA: Almost as bad...a guitar without any strings. But my father fixed it up and I learned how to play it.

DON: And then came the folk songs.

TERREA: Yes, Mr. Ameche.

DON: A girl singing a folk song is pretty unusual for a career.

TERREA: That's why I hope this will be my "Lucky Strike".
It may help me get started toward success.

DON: I hope so too, Terrea. Here's Terrea Lea, with
her guitar, playing and singing, "~~I KNOW MY LOVE~~".

MUSIC: "~~I KNOW MY LOVE~~" *On The* LEA

(APPLAUSE)

Top of Old Smoking

YOUR LUCKY STRIKE
12/23/48

-14A-

SPECIAL CHRISTMAS CARTON ANNOUNCEMENT

Don: Thanks you Santa Claus

MUSIC: JINGLE BELLS FOUR BARS AND FADE FOR:

DON: From what I've heard a lot of people are going to be pretty happy over the presents they get this Christmas. But I think the folks who'll be really pleased will be the ones who get a holiday carton of Lucky Strike cigarettes! These handsome, Christmas-wrapped Lucky Strike cartons are sure to please every smoker. In fact, if you know a person smokes, you know he'll enjoy a carton of Luckies! You can give your friends either the attractive holiday carton of Luckies, or the special gift box of 25 packages of Lucky Strike cigarettes. And get your gift cartons today -- 'cause Christmas will be here before you know it!

MUSIC: JINGLE BELLS UP TO FINISH

ATX01 0020971

(LILLIAS GILBERT SPOT)

DON: Next, we have another of those performers who began their professional careers at an early age in the theatre. Lillias Gilbert played her first part in a professional theatrical production at the age of two. Well, Lillias, I think you now hold the record for the youngest debut in the theatre of anyone who's been on the show to date.

LILLIAS: I wish I could remember my debut, Mr. Ameche... but I really don't...my parents tell me, I was a real Bernhart.

DON: Did this early career last very long?

LILLIAS: By the time I was four, I was an old-timer. I was playing parts at the Pasadena Playhouse. I finally outgrew my parts and had to give up acting.

DON: A has-been at the age of four! What did you do then? Retire?

LILLIAS: Not me...the theatre was in my blood then, but good. I studied singing and have been following it ever since, except for about four years.

DON: What happened then?

LILLIAS: I lost my voice. It took four years of long practice to get it back to where it was before.

DON: No one would have gone through that, unless they really had show business blood. You've got it, Lillias.

LILLIAS: I've got it, Mr. Ameche...and I'm glad....I'm especially glad because I have a wonderful husband who understands me and wonderful parents who believed in me.

DON: What else could it take for success, except a "Lucky Strike".

LILLIAS: And I hope this will be mine *especially since Today is my birthday.*

DON: *Many happy returns* We hope so, Lillias. Lillias Gilbert singing " _____ "

MUSIC: "*Judice Love Call*" GILBERT

(APPLAUSE)

DON: Thank you, Lillias Gilbert.
Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, are ^{now} being called by telephone. They will act as our judges and will select today's winner. Now it is time for their decision.

MARTIN: Yes, Don, our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting suppose you say a few words to the ladies.

THIRD COMMERCIAL

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

You see, Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you select and smoke the cigarette of fine tobacco ... Lucky Strike! For, as every smoker knows -
LS - MFT

LS -- MFT

Lucky Strike means fine tobacco! No wonder the experts -- the men who really know tobacco -- look to Lucky Strike for their own personal smoking enjoyment! Yes, more independent tobacco auctioneers, buyers and warehousemen smoke Luckies regularly than the next two leading brands combined!

So - smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

That's how to get on the Lucky level ...where it's fun to be alive! Where you feel your best and do your best. Want to get on that Lucky level right away? Sure you do, friends. Well this is Frank Martin ...

AMECHE: ...and Don Ameche --

MARTIN: ...suggesting that you get a carton of Luckies...

AMECHE: ...and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

DON:

Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:

PAT SHARTRAND, the boy with the saxophone, who played, "SUNNY SIDE OF THE STREET"?

... OR ...

JON PAUL JONES, the young man who sang his vocal impressions?

... OR ...

ROSEMARY KNIGHTON, the lovely actress who portrayed Mary in the dramatic scene with me?

... OR ...

TERREA LEA, the young lady who played the guitar and sang "I KNOW MY LOVE"?

... OR ...

LILLIAS GILBERT, the girl who sang "Swanee Song"?

There is only one way to find out...let's talk to the judges. It's time for their decision. Frank, who is the first housewife ready with her verdict?

MARTIN: Mrs. E. Shank of Shiprock - New Mexico.

DOE: Operator, may I have the Shiprock New Mexico call, please. Hello, Mrs. Shank how are you today? Say where is Shiprock now, Navaho reservation, you mean you have a lot of Navaho Indians there? Sixteen Navaho Indians want to say Merry Christmas to me. Well, tell them to say Merry Christmas. Well, tell them Merry Christmas from me. Have you reached a decision, Mrs. Shank, it's hard to decide. Well, have you reached a decision? Thank you Mrs. Shank. One thousand Lucky Strike cigarettes are on their way to you for your help! Thanks very much and keep listening! (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Wm. Nelson, 120 Lunado Way, San Francisco, California.

DOE: (PICK UP) Operator, let me have the San Francisco call, please. Hello Mrs. Nelson. How's the day up there, kinda nice? See the Golden Gate Bridge today, isn't that a beautiful sight? Tell me Mrs. Nelson have you reached a decision and who is it? OK, thank you very much Mrs. Nelson. You delivered and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening. (HANGS UP)

MARTIN: Mrs. John Amon, New York City.

DOE: Operator, the New York call, please. Mrs. Amon. How are you today. Oh, I'm in grand shape thank you. You know we never ask you people if you smoke? Are you a cigarette smoker? 20 — of what, of Lucky Strikes, you smoke nothing but Lucky Strike for 23 yrs. Well, isn't that wonderful. Boy, the client will be glad to hear that --- tell me Mrs. Amon have you reached a decision yet? Thank you Mrs. Amon. One thousand Lucky Strike cigarettes, a month's supply will be mailed to you, and don't forget ... keep listening. (HANGS UP)

MARTIN: All right Don. You talked to the three judges, give us the verdict.

DON: All right, ladies and gentlemen, here is the verdict. Mrs. Shank voted for Terren Lee, Mrs. Nelson voted for Jon Paul Jones, and Mrs. Anon voted for Jon Paul Jones. That makes our winner Jon Paul Jones.

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations Jon Paul Jones. My, I've always been particularly fond of impressions and I think you did them beautifully, just wonderfully well.

JFK: Thank you Don.

DON: May I say Jon Paul Jones that on account of your fine performance as the winner of our contest in the opinion of our judges, you get an engagement at the Macambo, anyone who has ever picked up a movie magazine knows that is one of the entertainment spots frequented by producers and movie stars and they'll be there to hear you. What do you think of that?

JPJ: Oh, that's wonderful.

DON: Do you think that as your way of saying thanks to us we could enjoy hearing a little of what you did again?

JPJ: Sure.

DON: Go to it will you?

MARTIN: Yes, here is _____ at the
microphone again, the boy/girl who sang/played

_____.
And here's Don Ameche with the award for our winner.

DON: (PRIZE DESIGNED ON CARD)

And Now _____ as your way of saying
thanks to us, I'm sure we'd all enjoy hearing you
again. Would you mind?

WINNER: I'd be glad to, Don.

DON: Alright, here is our winner of today's Lucky Strike,

MUSIC: REPRISE.....WINNER)

(APPLAUSE)

DON: Thank you, *Jon Paul Jones*. Ah, that was swell.

And to you other four entertainers -- Pat
Shartrand, ~~Jon Paul Jones~~, Rosemary Knighton, Terrea
Lea and Lillias Gilbert -- who did so well,
our hearty thanks for being with us.

MUSIC: (THEME IN BGM APPLAUSE AND UNDER:)

DON: Well, this is Don Ameche saying goodbye.
I'll be back again on tomorrow afternoon with
another group of promising youngsters hoping to
make their Lucky Strike in the world of
entertainment. We'll be looking forward to having
you with us. Try and make it...and the next time
you go shopping buy Lucky Strike -- won't you?

MUSIC: (THEME UP AND UNDER:)

C
MARTIN; This is Frank Martin for Lucky Strike inviting
you to be with us tomorrow afternoon for
"Your Lucky Strike".

MUSIC; (THEME UP AND APPLAUSE UP TO 1)

MARTIN; This is CBS...the COLUMBIA....BROADCASTING SYSTEM.

"YOUR LUCKY STRIKE"

FRIDAY - DECEMBER 24, 1948

STUDIO 1

CBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

MAE WILLIAMS INTERVIEW

Santa Claus Is
" *Coming To Town* " WILLIAMS

FIRST COMMERCIAL

SUSAN TERRI INTERVIEW

" *Scotch Poem* " TERRI

AMECHE XMAS SPOT

DIANA DIXON INTERVIEW

" *Medley* " DIXON

SECOND COMMERCIAL

STUART WADE INTERVIEW

The Xmas Song
" ~~WHITE CHRISTMAS~~ " WADE

AMECHE SPOT

BETTY JAYNES INTERVIEW

" AVE MARIA " JAYNES

AMECHE CLOSE

SIGN OFF

LUCKY STRIKE -1-
12-24-48

RIGGS: (CHANT - 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike - starring Don Ameche!

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "YOUR LUCKY STRIKE" - presented Monday through Friday
devoted to the discovery of promising new talent...and
starring your Lucky Strike host, a favorite of film and
radio fans everywhere...

(MUSIC: OUT) Don Ameche!

MUSIC: OUT

(APPLAUSE)

ATX01 0020983

DON: Good afternoon, ladies and gentlemen. Today is, as we all know, December the twenty-fourth...Christmas Eve!...The magical, wonderful night-of-nights, before the Day of Days, Christmas! which represents to all, the warmth, the joys, and all the love of man. This is our Christmas Day. As you know, each day we telephone three housewives around the country, who act as judges and select the outstanding performer of the day for "Your Lucky Strike." Today, we are going to forego this procedure, in order to leave the telephone lines across the country clear so that the many people who are anxiously trying to call the folks at home can do so, without hardship. So instead, we have prepared for you, our listeners, what we call....."Our Christmas Card To You."

MUSIC: SNEAK IN ON CUE...LIFT AND FADE WITH..."DECK THE HALLS"
THEN SEGUE INTO FAINT CHIMES AND CELESTE EFFECT IN B.G.

"Our card to you is bright and gay
To celebrate this joyous day.
In colors bright, and spirits light
We offer for your pleasures,
The winners of our previous shows;
To you they give their treasures.

MUSIC: UP TO END

MAE WILLIAMS SPOT

DON: The first page of our Christmas Card shows the warm picture of the Yule Log burning bright in the fireplace. Our first performer, has that same welcome warmth in her personality. The winner of "Her Lucky Strike" for December the 14th, Mae Williams, is back with us today to give to you, her Christmas gift. Mae has winning "Your Lucky Strike" affected your life

very much?

MAE: *It certainly has. I've been calling me that*
~~Has it?~~ People ~~call me when~~ I hadn't heard from for years!

DON: Makes you feel kind of good, doesn't it?

MAE: It makes me feel wonderful, Mr. Ameche. That's why I would like to offer my little Christmas gift to all the listeners, the judges, and to you, in sincere appreciation.

DON: Mae, it was our pleasure. What is your gift to us?

MAE: *will so lead off*
I'd like to sing "Santa Claus is Coming to Town", and I'd like to dedicate it to my little girl and all the other little girls listening in.

DON: Good!

MAE: ~~I'd like to sing, " _____ ", and Mr. Ameche,~~
~~I'd also like to thank you, and the Lucky Strike people~~
~~for giving me my break.~~

DON: ~~Mae, it was our pleasure. Here is our winner of December~~
~~14th, Mae Williams, to give her Christmas present to you.~~
~~Mae Williams singing, " Santa Claus Is "~~

MUSIC: Swing To Town WILLIAMS
(APPLAUSE)

FIRST COMMERCIAL

DON: Thank you, Mae Williams. That was a lovely gift.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes--your level best! That's just how you'll feel when you light up a Lucky....and let me tell you why! Luckies' fine tobacco picks you up when you're low.....calms you down when you're tense--puts you on the right level to feel your level best and do your level best. Now it's important to you as a smoker to know that fine tobacco can do this for you. And I'm sure every smoker knows--

LS - MFT

LS - MFT

Yes--every smoker knows Lucky Strike means fine tobacco... mild, ripe, light tobacco! No wonder more independent tobacco experts--auctioneers, buyers and warehousemen--smoke Luckies regularly than the next two leading brands combined. So I'd say--it's really good to know that fine tobacco picks you up when you're low...calms you down when you're tense...by putting you on the right level to feel and do your level best! Well--that's the Lucky level!

So--remember will you--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: That says it, Frank! Get on the Lucky level, folks, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1--SEGUE TO "DECK THE HALLS"

SUSAN TERRI SPOT

DON: The second page of our Christmas Card shows the picture of a piano, whose music sends forth raptures of joy for the holiday gaiety. Our second performer, Susan Terri, is a girl who is well capable of making that music which she proved by winning "Her Lucky Strike" on our show of December 7th.

Susan, how did winning "Your Lucky Strike" affect your life?

SUSAN: I got married, Mr. Amoshe. Did you know that the American Tobacco Company sent photographers to the wedding and made a beautiful album of the ceremony for us? We just love it!

DON: ~~Wonderful, Susan!~~

SUSAN: ~~I hope so, Mr. Ameche., but now,~~ I'd like to show my appreciation to all the wonderful listeners and judges of "Your Lucky Strike" by offering my little Christmas gift.

DON: That's very nice, Susan. What will it be?

SUSAN: I'd like to play, "Scotch Polka by Mr. Howells"

all right Susan, you go over to the piano & let us hear
MUSIC: "Scotch Polka" TERRI Scotch Polka
by Mr. Howells

(APPLAUSE)

SPECIAL CHRISTMAS CARTON ANNOUNCEMENT

DON: Thank you Susan Terrie. That too was a lovely gift.

MUSIC: JINGLE BELLES FOUR BARS AND FADE FOR:

DON: Say ladies, I wonder if you have your Christmas shopping list handy? Take a look and see if there're still a few people on this list you haven't yet bought presents for. If so, here's a swell idea. Everyone of them who's a smoker will really appreciate a gay, holiday-wrapped gift carton of Lucky Strikes. Today, stop by at your dealer's, and get a few of these attractive cartons containing 200 Lucky Strike cigarettes, or the special deluxe gift boxes of 25 packages of Luckies. They're sure to be appreciated, so why not get some today?

MUSIC: JINGLE BELLS UP TO FINISH

DON: ~~Thank you Susan Terri, that was a lovely gift.~~

MUSIC: DECK THE HALLS UP AND OUT.

DON: The third page of our Christmas card shows the frosted panes of a large window. And looking outside we see the snow covered trees sparkling in the sun. A Robin Red Breast sings a carol to add to the spirit of the holiday. Our third performer today is Dianna Dixon, who can equal the song of any Robin with her exciting whistling. She proved this by winning "Her Lucky Strike" on our show of December 17th. Dianna, how do you feel? Still excited?

DIANNA: Mr. Ameche, I've been floating on a cloud ever since it happened.

DON: Well, unless you've learned to fly since I saw you last, you better get down on good ole terra firma.

DIANNA: Mr. Ameche, I'm so grateful to the listeners and the judges of "Your Lucky Strike." I'd like to offer my Christmas Gift to them, also.

DON: Very well, Dianna... what is it?

DIANNA: "The Swells of Xmas Songs"

DON: Good! Here is Dianna Dixon, our winner of December 17th

offering you her Christmas gift by whistling "Tejano"

What will "

MUSIC: "Rolls of the Snows"

DIXON

(APPLAUSE)

SECOND COMMERCIAL

Ameche - Thanks you Maria Jones, Frank Jones
~~MARTIN:~~ ~~Don,~~ how about reading for the folks your little Christmas story -

AMECHE: Sure ^{Don} ~~Frank,~~ - here goes. (CLEARS THROAT)

"Twas the night before Christmas, and all through the house

Not a creature was stirring, not even my spouse.

We were already late for the country club ball,

But her start to get dressed hadn't started at all.

So I who'd looked forward to this gala date,

Was tensed up and angry, and cursing my fate.

Then I heard her calling, "Oh, ^{Frank} ~~Don,~~ my dear

I'm sorry to bother you, please, but come here.

In her bedroom I found her, her eyes red with tears

And the thing that upset her was worse than my fears.

I ordered a red dress - they sent me a blue,

And I can't wear that color! Dear, what will I do?

For blue makes me gloomy and sad and depressed

And tha's why, my darling, I haven't got dressed.

It seemed like an argument was sure to begin

Over a red or blue dress -- and I never would win.

YOUR LUCKY STRIKE
12/24/48

311A

AMECHE:
(CONT'D)

When what to my wondering eyes did appear
But Jolly St. Nick and his dozen reindeer.

"What! Man and wife fighting?" He said with a grin,
"When the wonder of Christmas is about to begin?
An evening like this one's for laughter and revel,
So come on, get on the great Lucky level.

"When you smoke a Lucky, you'll feel your level best
And you won't mind a bit that in blue you are dressed.

While you, sir, will smoke just one Lucky to see
Fine tobacco is soothing... for LS - MFT

Let's all light a Lucky together right now
And you'll soon reach that Lucky level, I vow!"

Well, that's just what we did, and I'm now here to say
That Saint Nick and Luckies -- they sure saved the day!

My wife started smiling, I wiped off my frown,
And a half-hour later we were out on the town!

And we heard Santa yell as he flew to the west,
"Remember, smoke Luckies to feel your level best!

ATX01 0020994

YOUR LUCKY STRIKE
12/24/48

5110

AMSCHE;
(CONT'D)

And tomorrow, if you want to do Christmas right,
Give all your friends Luckies! Merry Christmas!
Good night!"

(APPLAUSE)

MUSIC:

LUCKY DAY PLAYOFF #1 SEQUE TO "DECK THE HALLS"

ATX01 0020995

MUSIC: DECK THE HALLS UP AND OUT

DON: The fourth page of our Christmas card shows the picture of a young man bearing gifts to his lady fair. Our fourth performer today is Stuart Wade whose singing is sure to win the heart of any maid. Stuart proved this fact by winning the hearts of our listeners and getting his "Lucky Strike" on our show of December 8th. Stuart, did getting "Your Lucky Strike" upset your life very much?

STUART: Don, now I know how Frank Sinatra felt when he got his first big break.

DON: Are you a Sinatra fan, Stuart?

STUART: I listen to Frankie on the Hit Parade every week without fail, Don.

DON: You're headed in the same direction, Stuart, and I'm very happy for you.

STUART: I'm happy, too, Don. And just to prove it... I'd like to give my Christmas gift to the listeners of "Your Lucky Strike." I want them to know how grateful I am. I'd like to sing "~~White Christmas~~." *The Green Song*

LUCKY STRIKE -13-
12/24/48

DON: That is a gift well worth receiving. Here is Stuart Wade,
with his Christmas gift for you, singing "~~White Christmas~~."

MUSIC: "~~WHITE CHRISTMAS~~" *The Xmas Song* WADE

(APPLAUSE)

ATK01 0020997

DON: Thank you Stuart Wade. A lovely gift that was, indeed.

MUSIC: DECK THE HALLS UP AND OUT

DON: The fifth page of our Christmas card, is from your host.
May I offer you these thoughts for your indulgence...

Did you often wonder if perhaps we put too much material value into our spirit of Christmas? The real, the true spirit of Christmas is one of giving; and if we stop to think of this "giving"... we can't help but realize that the smallest token exchanged between one another is actually the intense expression of the love of fellow men through generations of time...

I would like to read the following lines for my Christmas offering to you on Christmas Eve. These lines are titled "My Christmas Gifts to All I Hold Dear." They were written by Nat Linden, the writer of our show...

MUSIC: SILENT NIGHT UP AND FADE FOR

DON: These are my Christmas gifts to all I hold dear: To my friends; you of the joyful nature, I give the lilting sound of laughter and the warm indulgence of a loyal hand. And you, my friends, in time of need, I give to you the trust and confidence that you so generously loaned to me. To my mother; I give to you, my mother, possessor of a soul so great that there is no gift, at any time, to equal that which you gave to me. Compassion, love, devotion of a patriot's heart...magnanimous to a sainted degree, you give far more, beyond the scope of all, but that which only a mother can know. Gifts to you can never hope to achieve that rarest of values to equal the faith you hold in the children you bear. So I give to you, the souls of man for you to nourish into fruitful love and passionate faith. To my father; I give to you, my father, bulwark, steadfast defender, destroyer of all that threatens the hearth...I give to you the strength of gravity, the patience of the flowing tide, the intensity of the roaring flame, and the indulgence of the skies that surround and cover every living thing. These you once gave to me, generously and unstintingly, I return for you to guard and protect, to pass on and be as useful as they were to me. These gifts I give, to you my dearest ones, are gifts beyond the purchase price of man, I could not buy them for myself, nor could you; for they are gifts that you receive and give again. These are the gifts that never tarnish in the wear of years but increase in luster and give forth a blinding sheen, to last for generations of devotion.

DON: To my children; I give to you, the destiny of the future. The presents that I lay at your impatient feet are those that will for the time to come continuously open wide your eyes and awaken the urge to learn what wonders can unfold. I give you the unscented bud that soon will be the fragrant flower; the ambitious sapling that soon will be the sturdy tree and withstand the storms of time; The tiny streams that grow to rivers, to lakes, to mighty oceans that cover a multitude of miles; I give to you, the world, for in your tiny hands its future lies. Treat it kindly. Nurse its woes, for it will grow within your hands into the universe of man. This is Christmas Eve, the nights of promise and wonderous hope. It belongs to you. Its gifts are yours. Take them, children, take them, and wear them well.

To my wife; darling, dearest possession of all the earth, the skies, the universe. There is no gift for you beyond myself. I cannot give; but must take, from you; the warmth of the sun, the constancy of the stars, the devotion of the skies. I would give you the world, but you have it already within your soul. I would give you the universe, but you have it already in your understanding. So, humbly, I offer to you my devotion, on this, our Christmas Eve. Together, we share completely the gifts of Him, and between us, we share the gifts of each other.

MUSIC: 4 FOLD AMEN

(APPLAUSE)

MUSIC: DECK THE HALLS

BETTY JAYNES SPOT

DON: The last page of our Christmas card shows the picture of the fair lady of our dreams. Her face reflects the joys and hopes and destiny of the future. And in our observance of this holiday season, those are our sincerest thoughts. The last performer today, but the first, in days to come, is lovely Betty Jaynes, the winner of her "Lucky Strike" on December 15th. Betty, what happened to you as a result of winning your "Lucky Strike?"

BETTY: The most wonderful thing in the world. I was called to the Metro-Goldwyn-Mayer Studios and Mr. Louis B. Mayer personally told me that I would have a very important part in a very important musical, right after the first of the year.

DON: Betty, that is wonderful news! It's thrilling to know that good things are still happening to deserving people.

BETTY: Mr. Ameche, I am so grateful, to you and "Your Lucky Strike",
I want to add my Christmas gift along with the others to
show your listeners that I am grateful.

DON: And what is your gift, Betty?

BETTY: I'd like to sing, "Ave Maria"

DON: Wonderful! Here is Betty Jaynes, the winner of December 15th,
with her Christmas gift to you. She sings, "Ave Maria"

MUSIC: "AVE MARIA" JAYNES

(APPLAUSE)

DON: Thank you Betty Jaynes. Your Christmas gift completes the list.

MUSIC: LITTLE TOWN OF BETHLEHEM UP AND FADE

DON: "And thus we end our card to you,
Of Christmas wishes, sincere and true.
The gifts our winners brought along
To give to you in grateful song,
Comes from their hearts, in deep regard,
As their part in our Christmas Card.
From all the members of our staff,
"Your Lucky Strike" says, in their behalf:
God bless and keep you, every one;

MUSIC: OUT

And thus, our Christmas Card is done.
Before I go, one thought must reach thee,
God bless you all, signed, Don Ameche.

MUSIC: JOY TO THE WORLD

HARK THE HERALD ANGELS SING

COME ALL YE FAITHFUL

12/24/48

MARTIN: And remember to listen to Jack Benny and all the gang on Sunday.

This is Frank Martin for Lucky Strike inviting you to be with us next Monday afternoon for "Your Lucky Strike."

MUSIC: THEME UP AND APPLAUSE UP TO

MARTIN: THIS IS CBS..THE COLUMBIA BROADCASTING SYSTEM

RTK01 0021005

"YOUR LUCKY STRIKE"

MONDAY - DECEMBER 27, 1948

2:30 - 3:00 PM PDST

CBS

STUDIO B

OPENING

AMECHE INTRODUCTION

ROTH GARRETT INTERVIEW

"I'm in a jam with my"

GARRETT

FIRST COMMERCIAL

VINCENT PERONE INTERVIEW

"When a copy makes his class cry"

PERONE

NANCY HAYNES INTERVIEW

"Hunting for"

HAYNES

SECOND COMMERCIAL

FRAN GREGORY INTERVIEW

"What is there to say"

GREGORY

AMECHE SPOT

GLENN HARVEY INTERVIEW

"SORRENTO"

HARVEY

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

REPRISE, APPLAUSE & AMECHAN THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

AS BROADCAST

LUCKY STRIKE -1-
12/17/48

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike -- starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike" .. presented Monday through Friday
devoted to the discovery of promising new talent...and
starring your Lucky Strike host, a favorite of film and
radio fans everywhere..

(MUSIC: OUT) ...Don Ameche!

MUSIC: OUT

(APPLAUSE)

ATX01 0021006

DON: Good afternoon ladies and gentlemen. Did you ever notice how time flies by when you're doing something you enjoy? Well here it is the beginning of our FOURTH week on the air with "Your Lucky Strike"... and believe me, every minute of it has been wonderful! Well, as always, we have five more ambitious performers with us today who hope that this will be their "LUCKY STRIKE" in show business.

Each day three housewives in different parts of the country are called by telephone and act as judges. These women select the outstanding performer of the day to be rewarded with a professional engagement. Later on in the program, I will talk with our three judges wherever they may be. And perhaps some day soon I may be calling you so keep listening! Our performers are ready!....So, let's get on with the show.

RUTH CARRELL SPOT

DON: One of the many important qualifications a performer must have, to help "make the grade" in show business, is the determination to do what he or she wants to do, in spite of all the influence to the contrary. Ruth Carrell, is a young lady who has displayed that quality from the very beginning. How did it all start, Ruth?

RUTH: I discovered I liked to sing, when I was about 5 years old, and nobody has been able to stop me since.

DON: Did anyone try to stop you?

RUTH: My mother.. she had her heart set on having a concert pianist in the family.

DON: So, instead of singing lessons, you got piano leasons.

RUTH: Yes.. but for revenge, all I did was dance.

~~DON: Wait a minute! You're getting me all mixed up. You wanted to sing...Your mother didn't want you to sing and made you play the piano.. aso you compromised and danced.~~

~~RUTH: That's right, Mr. Amosha.~~

~~RUTH: DON', But when did you dance?~~

RUTH: At all my piano recitals.

DON: When did you play the piano? At your singing recitals? You know, I'm really getting confused.

RUTH: It's all very simple. Mother made me study the piano, so whenever we had a piano recital, instead of playing the piano.. I'd get up and dance a ballet number. I don't think my mother has ever quite been able to figure this out.

DON: I'll tell you a little secret, Ruth.. I haven't either. So before even you get confused, how about reaching for "Your Lucky Strike"?

(CONT'D)

LUCKY STRIKE -4-
12/27/48

DON: (CONT'D) Oh, by the way.. which is it you're going to do...
dance? Play the piano? Or sing?

RUTH: I think I'll sing...

DON: Good... Here's Ruth Carrell singing. "

MUSIC: *"I'm In a Jam with Baby"* CARRELL
(APPLAUSE)

ATX01 0021009

DON: Thank you Ruth Carrell. And now here's Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes -- your level best! That's just how you'll feel when you light up a Lucky ... smokers all over are discovering this. You see - Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. Now it's important to you to know that fine tobacco can do this for you. And I'm sure every smoker knows -

LS - MFT

LS - MFT!

Yes -- every smoker knows Lucky Strike means fine tobacco . mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Luckies regularly than the next two leading brands combined. So I'd say -- it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense ... by putting you on the right ... level to feel and do your level best! Well -- that's the Lucky level! So -- join the Lucky smokers everywhere and - Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: Get on the Lucky level, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

NANCY HAYNES SPOT

LUCKY STRIKE
12/27/48

~~8~~ 6

DON: ~~Thank you, Vincent Ferrone.~~ Our next performer is lovely Nancy Haynes. Nancy says she's been singing for a long time and claims to have made her debut into professional singing under very strange conditions. What conditions, Nancy...and how old were you at the time?

NANCY: I was three years old, Mr. Ameche...and I made my debut as a sort of street-singer-troubador.

DON: You were pretty young for that sort of thing. Who went along to look after you?

NANCY: "Sandy," my Collie, and he wasn't happy about it at all. I dressed him up with rubbons and myself in my mother's clothes and we went wandering around the neighborhood collecting pennies and nickles.

DON: Did Sandy do any singing with you?

NANCY: He was very reluctant to do anything. I practically dragged him around at the end of a long rope.

DON: (LAUGHS) I hope you found better accompaniment for your singing in later years.

NANCY: It was better, Mr. Ameche, but not very reliable.

DON: How do you mean?

NANCY: I got a job singing for a small church once and they had an organ that must've been at least a hundred years old.

DON: The older a violin gets, the finer the tone it gives.

NANCE: The older an organ gets, the more often it breaks down. And that's what happened to me everytime. I'd get halfway through a song... and no accompaniment.

DON: What happened, then?

LUCKY STRIKE
12/27/48

-9/7

NANCY: ~~Should fix the engine and I'd get up again and finish the~~

~~song~~

DON: Well, Nancy/ ~~It's sure you'll find some willing help here. So you~~
~~won't have to worry about it breaking down. So how about~~
"Reaching for your lucky strike" with a song. Here's
Nancy Haynes singing ~~"Lover Come Back"~~ ^{"Wanting You."}

MUSIC: ~~"LOVER COME BACK"~~ ^{"Wanting You."} HAYNES
(APPLAUSE)

YOUR LUCKY STRIKE
12-27-48

VINCENT PERRONE SPOT

DON: ~~Thank you name of that piece~~
A Vincent Perrone is a young man who has been playing the violin since he was 10 years old. When he was 16, he played a concert at Town Hall in New York City. Well, Vincent, with a start like that, things should have run pretty smoothly for you.

VINCENT: I wish I could say that, Don, but I've hit plenty of rough spots on the road.

DON: Well, you know what the bus driver said.. "I love those rough stretches on the highway... because it makes the smooth ones feel so good!

VINCENT: That's right, but sometimes those rough stretches on the road turn out to be detours.

DON: ~~What~~ Did ~~that~~ happen ~~it~~ to you? Were you detoured?

VINCENT: I wasn't only detoured, Don. I was put off the bus!

DON: No room?

VINCENT: No money.. Our band went broke, so I walked to Chicago to see if I could get a job.

DON: Did you get one?

VINCENT: Yes I did.. the first day... playing in a third rate nite club for room and board and five dollars a week spending money. You should have seen the type of audience I played to.

DON: They were pretty rough, I guess.

VINCENT: And how... they were all gangsters.. and I was scared stiff all the time.

DON: I get what you mean... If those boys don't like your music ...: they don't just throw a tomato. Well, Vincent, you've got nothing like that to worry about on this show. All they throw at you here, is opportunity.

ATX01 0021013

MY LUCKY STRIKE
12-27-48

39

VINCENT: That's the kind of an audience I like, Don.

DON: Good...then there's Vincent Perrone, and his violin, hoping that this will be "His Lucky Strike." Vincent will play, "~~Gypsy Medley~~" or "When a Gypsy Makes His Violin Cry."

MUSIC: "~~GYPSY MEDLEY~~" OR "WHEN A GYPSY MAKES HIS VIOLIN CRY" PERRONE

(APPLAUSE)

ATX01 0021014

SECOND COMMERCIAL

YOUR LUCKY STRIKE
12/27/48 -10-

AMECHE: Thank you, ~~Nancy Haynes~~ *Vincent Pivone*. Ever heard the expression - where there's smoke, there's -- Frank Martin?

MARTIN: Thanks, Don. And where there's Frank Martin, ladies, there's this sound advice --
Smoke a Lucky to feel your level best!
Yes, when you smoke, friends, smoke that smoke of fine tobacco -- Lucky Strike. You see, Luckies' fine tobacco picks you up when you're feeling low ... and calms you down when you're tense. Fine tobacco puts you on the level where you feel your best and do your best. That's the Lucky level! So remember --

IS- MFT

IS- MFT

AMECHE: Lucky Strike means fine tobacco!

MARTIN: It certainly does! Fine, light, naturally mild tobacco that makes a grand smoke. No wonder Luckies are the overwhelming choice of the men who spend their lives buying, selling and handling tobacco. Yes, more independent tobacco auctioneers, buyers and warehousemen smoke Luckies regularly than the next two leading brands combined!

AMECHE: So friends, light up a Lucky..and discover the complete smoking enjoyment of ripe, mellow, really fine tobacco. And as you smoke -- remember --

MARTIN: Luckies' fine tobacco picks you up when you're low... calms you down when you're tense...by putting you on the right level to feel your level best and do your level best
Yes, get on the Lucky level where it's fun to be alive.

ATX01 0021015

YOUR LUCKY STRIKE
12/27/48 -10A-

AMECHE: Why put it off? Today's the day to get that carton of
Luckies and get started.

MARTIN: Yes, smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAYOFF #1

ATX01 0021016

12-27-48

FRAN GREGORY SPOT

- DON: Our next performer, Fran Gregory, is a girl who claims to have done none of the things traditional to show business.....except sing and love it. What do you mean by that, Fran?
- FRAN: Just that I've never gone through all those things everybody else has for their career. I've just led a dull life.
- DON: Just being in show business is exciting, isn't it?
- FRAN: Oh yes...and I love it. But what I mean is that I've never gone hungry, been stranded in a small town broke or any of those other things.
- DON: Well good for you, Fran. You should be quite happy about it.
- FRAN: But I'm not...I feel I've been cheated. I couldn't even get my family to disinherit me for going into show business.
-
- DON: The least they could've done was that. What'd they do?
Help you?
- FRAN: Help. They went overboard. Why once they went so far as to turn our whole house into a Little Theatre, just so I could put on a play.
- DON: Are you sure they didn't do that so they could get a free pass? How was your play? A success?
- FRAN: Yes...and that's another thing...it should have flopped, otherwise, where am I going to get my experience from?
-
- DON: Your experience in show business doesn't have to be unhappy, and full of struggle. There are lots of people who didn't struggle in show business.

FRAN: Who? Mr. Ameche.

DON: Well....let's see...there was --no, he struggled...how about?
....no-o-o....goah I can't think of any right now.

FRAN: See what I mean, Mr. Ameche?

DON: Well, Fran, I've an idea...You're going to be different.
You're going to be the girl who became famous, without going
through hardship. So, you get up to that mike, and reach
for "your Lucky Strike" and see if your luck is still
holding out. Here is Fran Gregory singing, "^{what is there}~~Happiness is a~~
^{to say}~~thing called Joe.~~"

MUSIC: ~~(HAPPINESS IS A THING CALLED JOE, ".....GREGORY~~

(APPLAUSE)

DON: Thank you, Fran Gregory. Do you ever get out in the evening and take a long walk; just about this time of the year? If you don't, you should because this is the best walking season of all. The air is crisp and everywhere you look, nature has a new wardrobe. But best of all, if the sky is clear, you can see the brilliant heavenly display of stars...the most exquisite display of priceless diamonds set against soft, deep blue velvet. Byron wrote these lines about the stars;

MUSIC: "HEAVENLY MUSIC"...(VIBRATO...STRINGS..VERY FAINT)

NO PIANO..

"Ye stars! which are the poetry of
heaven,
If in your bright leaves we
would read the fate
Of men and empires--'tis to be
forgiven
That in our aspirations to be
great
Our destinies o'erleap their
mortal state,
And claim a kindred with you;
for ye are
A beauty and a mystery, and
create
In us such love and reverence
from afar,
That fortune, fame, power, life,
have named themselves a star."

MUSIC: UP TO END.

GLEN HARVEY SPOT

DON: You know, we've had all sorts of reasons from performers for getting into show business. With some, it was traditional in their families...others it was accidental. Glenn Harvey wanted to get into show business,...but he had the strangest reason of all....He wanted to sleep late. Glenn, what kind of a reason is that?

GLENN: It's a good reason, Don. Show business is the only business I know of that a guy can work at night and sleep ~~all day~~ *in the morning*

DON: Not if you're making motion pictures! You're up at 5 a.m. and in the studio by 7, or earlier! Say, Glenn, were you in the army?

GLENN: I sure was, and it was murder making reveille.

DON: For a guy who likes to sleep late in the morning, I can imagine what you went through.

GLENN: ~~Yeah~~, K.P. every time I was late ^{to} formation.

DON: You know Glenn? I'll bet your're the best potato peeler and dish washer this side of the Alleghenies. What'd you do when you got out of the army? Go into the restaurant business?

GLENN: I went into business all right...but not a restaurant.

DON: Had enough of kitchens, huh? Well, how'd you like being in business?

GLENN: I hated it...Had to get up too early in the morning. I'm back trying to get into show business, where I can sleep late.

YOUR LUCKY STRIKE
12/27/48

-15-

DON: Well, in that case, here's hoping this will be your
"Lucky Strike." There's nothing I hate worse than to
see somebody in a business they don't like. Here is
Glenn Harvey singing "Sorrento".

MUSIC: "SORRENTO" HARVEY

(APPLAUSE)

ATX01 0021021

- DON: Thank you Glenn Harvey.
Now we hear from our judges. Their verdict today determines the next step into the future for one of our five contestants. As you know, there are three housewives, chosen, at the beginning of our program by the studio audience, who have been listening to their radios. They are the judges, and we are ready for their decision.
- MARTIN: And Don the decision of our judges will be ready if you will allow our telephone operator one more minute to contact them.
- DON: Allright Frank. That minute gives you time to say a few words to the ladies.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!

Yes -- smoke a Lucky to feel your level best!

Luckies' fine tobacco picks you up when you're tow ... calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you do what millions of smokers have learned to do ... and that is select and smoke the cigarette of fine tobacco ... Lucky Strike! For, as every one of you knows -
IS - MFT.

IS - MFT.

Lucky Strike means fine tobacco! -- No wonder the experts -- the men who really know tobacco -- look to Lucky Strike for their own personal smoking enjoyment!

Yes, more independent tobacco experts - auctioneers, buyers and warehousemen - smoke Luckies regularly then the next two leading brands combined.

So, next time you buy cigarettes join the Lucky smokers and get on the Lucky level ... where it's fun to be alive! Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away?

Sure you do, friends. Well this is Frank Martin....

AMECHE: ...and Don Ameche --

MARTIN: ...suggesting that you get a carton of Lucky Strikes today!

MUSIC: LUCKY DAY PLAYOFF #1

DON:

Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:
RUTH CARRELL, the girl who sang, " _____ "

...OR....

VINCENT PERRONE, the young man who played " _____ "
on his violin.

....OR.....

NANCY HAYNES, the girl who sang, "~~Love Come Back.~~"

....OR.....

FRAN GREGORY, the young lady who sang, "~~Happiness is a
Thing Called Joe.~~"

....OR....

GLENN HARVEY, the young baritone who sang "Sorrento"
There is only one way to find out..let's talk to the judges. It's time for their decision, Frank. Who is the first housewife ready with her verdict?

MARTIN: Mrs. Ruth Hoffman, 149-42 17th Ave., Whitestone, Long Island.

DON: Operator, let me have the Whitestone call please. How are you. Whitestone, is that anywhere near that Whitestone bridge? It is, that's the bridge that connects Long Island with Manhattan. Well that's wonderful. Mrs. Hoffman have you reached a decision yet? Thank you very much Mrs. Hoffman of Whitestone Long Island. One thousand Lucky Strike Cigarettes are on their way to you for your help. Thanks very much and keep listening, won't you. Good-bye.
(HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Irma Spier, 4901 Drexel Blvd. Chicago, Ill.

DON: (PICK UP) Operator, let me have the Chicago call, please, Mrs. Spier this is Don Anesche. Lake Michigan frozen over yet? You think so, just ha. ha. You live way away from it. You ~~NEAR~~ can't see it. Well it's probably frozen over by now. Mrs. Spier have you reached a decision yet? The which one, OK. that's all right. I've got it -- Thank you very much, Mrs. Spier. One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening. (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. T. W. Gline, 1708 N.W. 4th Street, Oklahoma City, Okla.

DON: Operator the Oklahoma City call please. Hello Mrs. Klein how are you? Oklahoma kinda proud of that football club back there aren't you? Goin' to play North Carolina in the Sugar Bowl. Who do you think's goin to win? Oklahoma, (laugh) Mrs. Klein have you reached a decision, and who is it. Thank you Mrs. Klein. One thousand Lucky Strike cigarettes, a month's supply, will be mailed to you, and don't forget keep listening. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DON: And here, ladies and gentlemen, is the verdict. Mrs. Hoffman voted for Vincent Ferrone, Mrs. Spier voted for Glenn Harvey and Mrs. Gline voted for Fran Gregory. That makes it a tie ladies and gentlemen so we'll have to leave it up to the audience to decide who is our winner. We'll bring these three people up and line them up, get up here, Frank Martin stand behind them and as he holds ~~it~~ his hand over each one of the performers I want all of you to applaud. That will be recorded on the applause meter in the control room. First of all who is the hand going up over. Vincent Ferrone, all right ladies and gentlemen. Next hand is over Frank Gregory. OK and the next hand is over Glenn Harvey. I'm looking ⁱⁿ the control room. It's number one, Vincent Ferrone is the winner.

DON: My I just love to hear Gypsy music played on the violin, I really do. I enjoyed it, I really did.

V.P. I'm glad you did.

DON: Are you happy about it, are you happy about it, oh, that's wonderful and Vincent I'm happy to say that as winner on today's Lucky Strike you win an engagement at the famous Larry Potter's Supper Club rendezvous of film folk in San XXN Fernando Valley.

V.P. T Thank you very much.

YOUR LUCKY STRIKE -22-
12-27-48

MARTIN: This is Frank Martin for Lucky Strike inviting you to be
with us tomorrow afternoon for "Your Lucky Strike".

MUSIC: THEME UP AND APPLAUSE UP TO:

MARTIN: THIS IS CBS...THE COLUMBIA.....BROADCASTING SYSTEM.

ATX01 0021028

"YOUR LUCKY STRIKE"

Tuesday - December 28, 1948

STUDIO B

CBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

EMMALINE HENRY INTERVIEW

4 *"It's A Most Humorous Day"*
~~"CALL UP THE AZE"~~.....HENRY

FIRST COMMERCIAL

Patricia Beemer
~~KATHRYNE STEELE INTERVIEW~~

2 *"Mr. Boss"*
"ZIGUENER".....*Beemer* STEELE

THAD ALLAN INTERVIEW

3 "FIRE DANCE".....ALLAN

SECOND COMMERCIAL

MILTON PAZ INTERVIEW

1 "TICO TICO".....PAZ

AMECHE ~~CHRISTMAS~~ SPOT

GOERGE NIESE INTERVIEW

5 *"The Sept. Song"*.....NIESE

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOUT

~~REPRISAL, APPLAUSE AND~~ AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

RIGGS: (CHANT - 60 - 62 AMERICAN)
MARTIN: Your Lucky Strike -- starring Don Ameche.
MUSIC: (LUCKY DAY THEME HOLD AND UNDER)
ANNCR: "YOUR LUCKY STRIKE"...presented Monday through Friday
devoted to the discovery of promising new talent...
and starring your Lucky Strike host, a favorite of film
and radio fans everywhere...
(MUSIC: OUT) Don Ameche!
MUSIC: (OUT)
(APPLAUSE)

DON:

Good afternoon ladies and gentlemen. Believe me when I say it is really exciting, getting together with you these mid-afternoons and listening to this great talent that's just looking for the right break. Well, we have five more ambitious performers with us today, who hope that this will be their "Lucky Strike" in show business.

Each day three housewives in different parts of the country are called by telephone and act as judges. These women select the outstanding performer of the day to be rewarded with a professional engagement. Later on in the program, I will talk with our three judges wherever they may be. And perhaps some day soon I may be calling you so keep listening! Our performers are ready.... So, let's get on with the show.

NILTON PAZ SPOT

DON: You know, it looks like "Your Lucky Strike" is fast becoming a very "international" radio program. We're only in our fourth week on the air and we've had 2 English performers, a French performer, a Cuban performer and now we have Nilton Paz who just arrived from Brazil. Nilton, you come from a place I've dreamed of visiting for years! Rio must be a wonderful city!

NILTON: Rio de Janeiro is a very beautiful city, ~~and everybody there likes you very much too.~~ ^{Don.} ~~everybody there likes you very much too.~~

DON: That's why I don't go....I'm afraid I won't come back. Nilton, didn't you tell me that you were once a concert violinist?

NILTON: Yes I was. But I gave it up to be a singer. I like it much better.

DON: And didn't you also say you studied medicine to be a doctor?

NILTON: Yes, I did. But I gave it up also to be a singer. At first my family did not like it.

DON: They wanted you to be a doctor.

NILTON: Yes, all my family are doctors. My father, my brother, my sister, my brother-in-law and my cousin.

DON: What happens when somebody at home gets sick? Is it a free-for-all to see who gets the case? Or do they toss a coin?

NILTON: They stay sick. Everybody is too busy to be bothered.

DON: Now I can see why you decided to be a singer.

NILTON: Mr. Ameche, the main reason I want to be a successful singer is because I want to help a lot of people.

DON: You mean with the money you will earn?

NILTON: Yes...You see, in Brazil there are many poor people who have no money to pay for medical care.

DON: And you want to provide these poor people with the proper care?

NILTON: Yes...that is why I hope this will be my "Lucky Strike."

DON: It's a worthy cause, Milton....so we hope it is "Your Lucky Strike" too. Here is Milton Paz ~~singing and playing the guitar to,~~ "Tico-Tico."

MUSIC: "TICO-TICO".....PAZ

(APPLAUSE)

FIRST COMMERCIAL"

DON: Thank you, Wilton Ray. And now here's Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes--your level best! That's just how you'll feel when you light up a Lucky.....smokers all over are discovering this.

You see--Luckies' fine tobacco picks you up when you're low... calms you down when you're tense. Now it's important to you to know that fine tobacco can do this for you. And I'm sure every smoker knows--

IS - ME

IS - ME

Yes--every smoker knows Lucky Strike means fine tobacco. mild, ripe, light tobacco! No wonder more independent tobacco experts--auctioneers, buyers and warehousemen--smoke Luckies regularly than the next two leading brands combined. So I'd say--it's really good to know that fine tobacco picks you up when you're low...calms you down when you're tense...by putting you on the right level to feel and do your level best! Well--that's the Lucky level! So--join the Lucky smokers everywhere and--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: Get on the Lucky level, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

(INSERT FOR TUESDAY 12/28)
(B)

DON: You didn't fall?

PAT: I couldn't find the center of the rink...it was so big I kept skating around looking for it. I finally gave up and started singing.

DON: Well, you won't have any trouble finding our mike. So go over there and see if you can make this "Your Lucky Strike." Here is Patricia Beems singing, "One Kiss."

MUSIC: "ONE KISS"

(APPLAUSE)

~~DON: Thank you, Patricia Beems.~~

ATX01 0021035

THAD ALLAN SPOT

Thank you Patricia Beems.

DON: Our next performer backs up the contention that there are no limitations to an artists capabilities, if he has talent. Thad Allan, is 13 years old, started playing the piano 2 years ago, and already is preparing himself for concert appearances. Thad, music must run in your family.

THAD: It does, Mr. Ameche. I've got aunts and uncles all over show business. My grandmother was a concert pianist.

DON: She was? Who else was in show business?

THAD: My mother played the violin and was a concert mistress.

DON: Anybody else?

THAD: I got a couple of uncles who play in dance bands.

DON: Uh uh....

THAD: And an aunt who danced on Broadway....

DON: Yeah....

THAD: And another aunt who could play eight different instruments

DON: Well! Now we're getting someplace!

THAD: And I can play the accordish, dance, sing and act.

DON: You know what, Thad? I'm glad we got back to you. I was a little worried. I thought you'd never run out of relatives!

THAD: I've sure got a lot of them.

DON: You sure have. And they're all talented, too....which means that you should do all right yourself...it runs in the family.

THAD: I hope so, Mr. Ameche. That's why I want this to be my
"Lucky Strike".

DON: You want to show those relatives that you've got it too.
Well, Thad, we hope it is "Your Lucky Strike." Here is
Thad Allan, at the piano, playing, De Falla's "Ritual Fire
Dance."

MUSIC: "RITUAL FIRE DANCE"ALLAN

(APPLAUSE)

SECOND COMMERCIAL

Don: Thank you I had a letter.
MARTIN: Now, Don? Now?

AMECHE: (VAGUE) Now what?

MARTIN: You know....

AMECHE: (GETTING IT) Oh! Oh, sure! Frank Martin wants to remind you ladies to...

Smoke a Lucky to feel your level best!

MARTIN: That's right, friends. Smoke a Lucky to feel your level best! And let me tell you why. Luckies' fine tobacco picks you up when you're low....calms you down when you're tense. Yessiree, Luckies' fine tobacco puts you on the right level--the Lucky level...where you feel and do your level best!

Now it's important for you to know that fine tobacco can do this for you. And it's also very important for you to remember that--

LS - MFT

LS - MFT

Lucky Strike means fine tobacco,

And the tobacco experts themselves recognize Lucky Strike as the cigarette that means real smoking enjoyment! Yes--more independent tobacco experts--auctioneers, buyers, and warehousemen--smoke Luckies regularly ^{ly} than the next two leading brands combined!

Fine tobacco ^{is} ~~is~~ the answer to smoking enjoyment! Not only that--but Luckies' fine tobacco picks you up when you're feeling low...calms you down when you're tense....puts you on the right level to feel and do your level best. And that, friends, is the Lucky level--where it's really fun to be alive!

LUCKY STRIKE
12/28/48

91A

SECOND COMMERCIAL (CONTD)

MARTIN; So why wait? Start now--by getting a carton of Lucky Strike
(CONTD) cigarettes. Then...

Smoke a Lucky to feel your level best!

AMECHE: That's right--Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAYOFF #1

ATX01 0021039

EMMALINE HENRY SPOT

DON: I don't know if you're like me, but names have always intrigued me. Whenever I come across one that is especially unusual I try to find out more about it. Emmaline Henry a girl who wants to be a comedienne and a singer, has just that sort of name. How did you ever get a name like Emmaline....I don't think I've ever heard it before.

EMMA: My folks named me after my grandmother....but her name was Emily. I guess it sort of got changed around along the line.

EMMA: I have a few other names too.....Emmaline, Frances, Veronica Henry is really my full name.

DON: Your parents certainly weren't stingy with names, were they?

EMMA: No, but the name I like best is Laurie...

DON: That's one you left out.

EMMA: I never had it....I just picked it up because I liked it. I used it when I had my own radio show in Philadelphia.

DON: When was that?

EMMA: I was only 12 years old then. The sponsor didn't pay me any money for doing the show. I got paid off in ice cream.

DON: Ice cream? You can't put that in the bank.

EMMA: No, and I couldn't eat it all either. I had to get all my friends to help me.

DON: How long did the show last?

LUCKY STRIKE
12/28/48

JK

EMMA: Until I gained about 30 pounds. Then I had to quit and go on a diet.

DON: Well, Emmaline, all you have to do is make this "Your Lucky Strike" and I guarantee that you'll get paid in real money on your professional engagement. So how about singing your song. Here is Emmaline-Frances-Veronica-Laurie-Henry singing, *"it's a most unusual day"* "~~California~~ eye-eye"

MUSIC: "CALIFORN-EYE-EYE"HENRY

(APPLAUSE)

DON!

Thank you Commodore Henry
I should like to read you a poem by Robert Burns, called,
"To Jeannie". I have always liked this poem because of
its utter simplicity and sincere expression of love.

"Come let me take thee to my breast
And pledge we ne'er shall sunder;
And I shall spurn, as vilest dust,
The world's wealth and grandeur.

And do I hear my Jeannie own
That equal transports move her?
I ask for dearest life, alone,
That I may live to love her.

Thus in my arms, with all thy charms,
I clasp my countless treasure;
I'll seek no more of heaven to share
Than seek a moment's pleasure.

And by thy own, such bonnie blue,
I swear I'm thine forever;
And on thy lips I seal my vow,
And break it shall I never

DON: There are two ways a person can be influenced into the career he chooses. He either is looking for more money or some sort of satisfaction within himself, in knowing he is doing what he likes to do. George Niese is one of those very rare individuals who gave up a life of considerable wealth, to be able to do what he liked...and that is sing.

GEORGE: Don, having a career in the theatre meant *an awful* ~~more to me than~~ *let to me.* ~~all the money in the world.~~

DON: It must have... Didn't you tell me that your father was president of a bank in Chicago?

GEORGE: That's right, Don. I went to the University of Wisconsin and got my degree in finance.

DON: The University of Wisconsin is my old Alma Mater! Did you go to work in your father's bank?

GEORGE: I worked a year in the bank and couldn't take any more. I had to make a decision.

DON: You mean between bank notes .. or musical notes?

GEORGE: That's right, Don... and the musical notes won. I quit my job at the bank and concentrated on my theatrical career

DON: What did your father think of it?

GEORGE: He didn't like it at all... as a matter of fact, I was disinherited.

DON: How do you feel now? Was it worth it?

GEORGE: I'm not sorry, Don. I think the happiness a person gets from doing the thing he likes, is worth more than all the money in the world.

DON: George, it's that spirit that makes great performers.

GEORGE: I hope someday, I'll be a great performer. That's why I hope this will be "My Lucky Strike."

DON: We hope so too, George. You've earned your right to a break, by the sacrifice you made. Here is George Niese singing, "The D. Tomlin Song"

MUSIC: " " NIESE

(APPLAUSE)

DON: Thank you George Niese.
Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, are now being called by telephone. They will act as our judges and will select today's winner. Now it is time for their decision.

MARTIN: Yes, Don, our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting suppose you say a few words to the ladies.

THIRD COMMERCIAL

MARTIN: Smoke a Lucky to feel your level best!

Yes--smoke a Lucky to feel your level best!

Luckies' fine tobacco picks you up when you're low...calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you do what millions of smokers have learned to do...and that is select and smoke the cigarette of fine tobacco....Lucky Strike! For, as every one of you knows--

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! -- No wonder the experts--the men who really know tobacco--look to Lucky Strike for their own personal smoking enjoyment!

Yes, more independent tobacco experts--auctioneers, buyers and warehousemen--smoke Luckies regularly than the next two leading brands combined.

So, next time you buy cigarettes join the Lucky smokers and get on the Lucky level...where it's fun to be alive! Where you feel your best--and do your best!

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away?

Sure you do, friends, Well, this is Frank Martin...

MECHE:and Don Ameche--

MARTIN: ...suggesting that you get a carton of Lucky Strikes today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: Well, our minute is up; Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today

will be selected as the winner. Will it be;

EMMALINE HENRI, the girl who sang, "^{It's a mean beautiful} ~~California-eye-eye~~ ^{song}"

^{Patricia Bennett} ...OR...

~~KATHERINE STEELE~~, the young lady who sang "^{And Kiss} ~~Zigzag~~"

...OR...

THEAD ALLAN, the 13 year old boy who played "Ritual Fire Dance" on the piano...

...OR...

NILTON PAZ, the young man from Brazil who sang "Tico, Tico"

...OR...

GEORGE NIESE, the young man who sang "^{The September Song}"

There is only one way to find out...let's talk to the judges. It's time for their decision. Frank, who is the first housewife ready with her verdict?

MARTIN: Mrs. Anna London, Atlantic City, New Jersey.

DON: Operator, let me have the Atlantic City call, please. Hello, Mrs. London how are you, oh I'm in grand shape, wonderful shape. Tell me I'll bet your not walkin' on that board walk today --- these days - are you? Kinda' sold back there. Oh it's beautiful out here too. Tell me Mrs. London have you reached a decision and who is it --- oh wait till I get that down. OK, thank you very much Mrs. London of Atlantic City. One thousand Lucky Strike cigarettes are on their way to you for your help. Thanks very much and keep listening, won't you. Good-bye. (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Catherine Sloan, 655 E. Chicago St., Los Angeles, California.

DON: That's an easy one, operator can I have the Los Angeles call please. Hello Mrs. Sloan how are you --- don't have to ask you how the weather is out your way, I know how it is there, beautiful do: isn't it? Tell me Mrs. Sloan have you reached a verdict and who is it? OK thank you very much Mrs. Sloan, you delivered and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening won't you? Good-bye. (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. Mary Bloom, 96 Church Street, Charleston, S.C.

DON: Operator, the Charleston call please. Hello Mrs. Bloom --- how's everything in that wonderful city of yours down there? Everything wonderful, I was down there about 4 or 5 years ago and boy they certainly are hospitable people down there in Charleston, they treated me wonderfully, tell me Mrs. Bloom have you made up your mind on the winner? OK thank you Mrs. Bloom. One thousand Lucky Strike cigarettes, a month's supply will be called to you. And don't forget ... keep listening. Good-bye. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges now give us the verdict.

BOB: And here, ladies and gentlemen, is the verdict. Mrs. London voted for Patricia Beane, Mrs. Bloom voted for Thad Allan and Mrs. Sloan voted for Patricia Beane.

(APPLAUSE)

MUSIC: THE WINKS

BOB: Congratulations Patricia. The way you sang "One Kiss" was just wonderful and your deserving of this engagement. I have good news for you. Your Lucky Strike has a lucky break for you, an engagement in the very popular Lebra Room of the very famous Town House on Wilshire Blvd. in Los Angeles.

F.B.: Thank you Bob, this is a very thrilling moment for me.

BOB: Thank you Patricia for being with us and to the other four entertainers -- Emeline Henry, Thad Allan, Milton Fox and George Hesse -- who did so very well, our hearty thanks for being with us.

MUSIC: THERE IS SILE APPLAUSE AND ORDER.

DON: Well, this is Don Ameche saying goodbye. I'll be back again on tomorrow afternoon with another group of promising youngsters hoping to make their Lucky Strike in the world of entertainment. We'll be looking forward to having you with us. Try and make it... and the next time you go shopping buy Lucky Strike -- won't you?

MUSIC: (THEME UP AND UNDER)

MARTIN: This is Frank Martin for Lucky Strike inviting you to be
with us tomorrow afternoon for "Your Lucky Strike".

MUSIC: (THEME UP AND APPLAUSE UP TO:)

MARTIN: THIS IS CBS...THE COLUMBIA...BROADCASTING SYSTEM

"YOUR LUCKY STRIKE"

WEDNESDAY - DECEMBER 29, 1948

STUDIO B

CBS

2:30 - 3:00 PM PDST

AS BROADCAST

OPENING

AMECHE INTRODUCTION

JONI DRAKE INTERVIEW

"LOVE THAT BOY"

DRAKE

FIRST COMMERCIAL

JAMES WHITE INTERVIEW

"ONE FLOWER *Alone In the Garden*"
WHITE

MARY CRAWFORD INTERVIEW

"JEALOUSY"

CRAWFORD

SECOND COMMERCIAL

DORR STUART INTERVIEW

"HALLELUJAH"

STUART

AMECHE SPOT

BARBARA NUNN INTERVIEW

"*What Is This Thing Called Love*"
NUNN

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0021052

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike -- Starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike"...presented Monday through Friday
and devoted to the discovery of promising new talent...
and starring your Lucky Strike host a favorite of film
and radio fans everywhere...

(MUSIC: OUT) Don Ameche!

MUSIC: OUT

(APPLAUSE)

DON: Good afternoon ladies and gentlemen. I'm always glad when this part of the day rolls around. I like getting together with all of you and listening to this great talent that's trying to get a break. Well, we have five more ambitious performers with us today, who hope that this will be their "Lucky Strike" in show business. Each day three housewives in different parts of the country are called by telephone and act as judges. These women select the outstanding performer of our program to be rewarded with a professional engagement. Later on after we have heard all the performers, I will talk with our three judges, wherever they may be, and find out from them the winner of today's "Lucky Strike". Very soon I may be calling you, so keep listening! Our performers are ready.....So, let's get on with the show.

JONI DRAKE SPOT

DON: Our first performer today is very beautiful Joni Drake. Joni was an Earl Carroll girl, which proved that Mr. Carroll really knew how to pick the girls for his show. You were very lucky to be able to work for Earl Carroll.

JONI: I am, very lucky, Mr. Ameche. When I was in high school, in Milwaukee, I got a job singing with a band. The first job I ever tried to get.

DON: I'd say you were lucky twice there. For the job and for being born in the state of Wisconsin. That's my home state, Joni. Although I've adopted California, and I love it...there is always Wisconsin. Now, did your luck continue?

JONI: Yes, it did. I got a chance to come out here. I was lucky to get to do that. And I got a job right away to pay for my singing lessons.

DON: What kind of a job did you get?

JONI: I was a part-time waitress in a restaurant at night and took voice lessons during the day.

DON: Oh, you made the "DO-RE-MI" at night working so you could "FA-SO-LA-TI-DO" during the day! And then you got your job at Earl Carroll's.

JONI: Yes, but I haven't been there for awhile, so now I hope I can make "My Lucky Strike" and continue in show business.

DON: We hope so too, Joni. Here's Joni Drake, singing,
"Love That Boy"

MUSIC: "LOVE THAT BOY"

DRAKE

(APPLAUSE)

DON: Thank you Joni Drake, And now here's Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes -- your level best! That's just how you'll feel when you light up a Lucky ... smokers all over are discovering this. You see - Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. Now it's important to you to know that fine tobacco can do this for you. And I'm sure every smoker knows -

LS - MFT

LS - MFT

Yes -- every smoker knows Lucky Strike means fine tobacco, mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Luckies regularly than the next two leading brands combined. So I'd say -- it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense ... by putting you on the right level to feel and do your level best! Well -- that's the Lucky level! So -- join the Lucky smokers everywhere and -
Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best!

AMECHE: Get on the Lucky level, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

JAMES WHITE SPOT

DON: When a young man has parents who have established themselves in show business but he prefers to make the grade on his own...well, I think he gets a lot of credit. James White is determined not to rely on his parents for any help at all. Were your parents much of a problem, Jimmy?

JIMMY: They tried to help me every inch of the way; but I was pretty stubborn. I wanted to do it on my own.

DON: And how'd you do?

JIMMY: I got lots of work. I was an usher in a movie theatre, made venetian blinds. Worked in a service station. Chopped down trees in a lumber camp and worked as an oiler on a tanker that sailed up and down the coast.

DON: Yes, but where did the singing come in....

JIMMY: Well, I couldn't sing when I was an usher.

DON: Hardly...you'd drown out the noise of the rattling popcorn bags!

JIMMY: When I made venetian blinds I was spraying paint.

DON: A paint-sprayed throat is very bad for singing.

JIMMY: You know what would happen if I sang in a service station while lubricating a car!

DON: A big glob of grease right in your mouth! How about the lumber camp/ ^{for singing} Open air...healthy atmosphere....?

JIMMY: No wind left in your lungs to sing when you swing one of those axes. And the oil tanker was impossible.

DON: Yeah,...all you need is a big wave to break over you while you're singing. Drowned inside and out!
Well, Jimmy, you're going to have your chance to sing today and nothing bad will happen...as a matter of fact...

it might be "Your Lucky Strike!" Here's James White singing, "One Flower, *Alone in my Garden,*" from the *Desert Song.*

MUSIC: "ONE FLOWER."

(APPLAUSE)

MARY CRAWFORD SPOT

DON: Thank you, James White....

Usually the story of a performer concerns the fact that parents discovered their talent and gave them the start. In the case of Mary Crawford, who plays the violin, she discovered her talent herself. Don't tell me you heard Jack Benny play the violin, Mary!

MARY: No...somebody left a violin lying around the house when I was six years old, and I just picked it up.

DON: If you ask me, the only reason Jack Benny plays the violin is because somebody gave it to him, free.

MARY: He really can play very well, if he wants to, Don.

DON: Say, is your name Mary CRAWFORD or Mary LIVINGSTON?

Well, I guess Jack can play pretty good. How about you? How have you been doing?

MARY: Fairly well...I've played with a few orchestras here and there. Actually, I practically went into retirement to raise my two children.

DON: Are they musical, like you?

MARY: My daughter has a perfect pitch. She is going to be a very fine pianist someday.

DON: Good for her...how about the other one?

MARY: The boy? Oh he'll most likely grow up to be a cowboy or fireman...if he has his way.

DON: If he can make as much money as some of our movie cowboys he'll do all right. Now that your children are old enough I guess you'll go on with your career where you left it.

MARY: I hope so, Don...that's why I hope this might be "My Lucky Strike."

DON: I hope so too, Mary. So how about going to that mike and making your bid for "Your Lucky Strike." Mary Crawford playing, "Jealousy" on her violin.

MUSIC: "JEALOUSY"

CRAWFORD

(APPLAUSE)

AMECHE: Thank you, Mary Crawford. Now let's take a break, ladies.

Just Sit back, relax ... and heed Frank Martin's friendly advice to ...

Smoke a Lucky to feel your level best!

MARTIN: That's exactly what I hope you'll do, Ladies. Today ...

Smoke a Lucky to feel your level best!

Do you know why? Because Luckies' fine tobacco picks you up when you're low ... and calms you down when you're tense. Now that's a wonderful thing, don't you think? And important too! -- Yes, it's important for you to know ... and remember that fine tobacco can do this for you!

AMECHE: Well, Frank, when you mention fine tobacco, you've just naturally got to add ... IS - MFT ... IS - MFT ... because Lucky Strike means fine tobacco!

MARTIN: You bet it does, Don! Mild, light, ripe, tobacco that means real smoking enjoyment - puff after puff! And remember -- the experts themselves prefer Luckies for their own personal smoking enjoyment. Yessir...more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined!

So, keep that in mind, friends, and -- light up a Lucky! Get on the Lucky level! Remember that Luckies' fine tobacco picks you up when you're feeling low ... calms you down when you're tense ... by putting you on the right level to feel your level best and do your level best. Yes -- that's the Lucky level where it's fun to be alive!

SECOND COMMERCIAL (CONT'D)

AMECHE: Got a carton of Luckies in the house? Better get one -
today! And -

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAYOFF #1

BARBARA NUNN SPOT

LUCKY STRIKE
12/29/48

~~14~~
- 11 -

DON: Perhaps the most difficult thing to find in show business, is what might be called "a definite indication of success." By this, I mean, to have something in the palm of your hand and know that success is guaranteed. Barbara Nunn went to New York, under contract, as the lead in a musical that was opening...That's a pretty good indication of success. Isn't it? Well, Barbara, what happened?

BARB: Well, Mr. Ameche, the first thing that happened, was that I got to New York and no one bothered to make hotel reservations for me.

DON: What'd you do? Curl up on a bench in Central Park?

BARB: I was almost ready to, after walking from one hotel to another trying to get a room.

DON: So you finally got a room. What was the first thing you did? Soak your feet in hot water?

BARB: No, Mr. Ameche, I rushed right out again and walked up and down Times Square, just to take in the lights. It was grand!

DON: Got you in the right mood, for the Broadway hit, you were going into rehearsal with, didn't it.

BARB: Yes, except for one thing. The show flopped in a very short time, and before I knew it, I was on my way back home.. thankful that I had, at least, a roundtrip ticket.

DON: Which proves the adage, "don't count your Broadway hits, until they're successes." Would you go through it again, Barbara?

BARB: Oh yes, a thousand times! Because one of those times, I'm going to be in one that will be a tremendous success!

DON: Well, we hope so, Barbara...in the meanwhile, if you make this "Your Lucky Strike" today...it will bring that moment much closer.

BARB: I hope so, Mr. Ameche.

DON: We hope so too..Here's Barbara Nunn singing "What Is This

MUSIC: Thing Called Love NUNN

(APPLAUSE)

DON:

*Thank you
Barbara
Nunn*
Rudyard Kipling wrote what is perhaps one of the most stirring pieces of classic poetry when he composed, "L'Envoi." He paints a vivid picture of what he considered his future.

"When Earth's last picture is painted,
and the tubes are twisted and dried,
When the oldest colors have faded, and
the youngest critic has died,
We shall rest, and, faith, we shall need
it--lie down for an eon or two,
Till the Master of All Good Workmen
shall set us to work anew!

And those that were good shall be happy;
they shall sit in a golden chair;
They shall splash at a ten-league canvas
with brushes of comet's hair;
They shall find real saints to draw from--
Magdalene, Peter, and Paul;
They shall work for an age at a sitting
and never be tired at all!

And only the Master shall praise us, and
only the Master shall blame;
And no one shall work for money, and
no one shall work for fame;
But each for the joy of the working, and
each in his separate star
Shall draw the Thing as he sees It for
the God of Things as They Are!"

DORR STUART SPOT

DON: Dorr Stuart is another of the multitude of performers who has made the pilgrimage to Broadway seeking success. And from what Dorr has told me...it was a little on the rough side.

DORR: Don, rough is hardly the word for it. If it weren't for the fact that my wife went along and the trip was also our honeymoon...well, it couldn't have been worse.

DON: Making the grade on Broadway isn't exactly a picnic. What happened to you?

DORR: Well, I just couldn't make any headway and the first thing that happened was that somebody broke into our car and stole everything we had.

DON: That sort of made you feel welcome...didn't it.

DORR: I guess we were expected. Then our money ran out and I lost our car because I couldn't make the payments.

DON: That sort of put the finishing touches. Didn't it?

DORR: I tried to make a few "touches" but couldn't borrow a cent, so my wife and I headed for home. We hitch-hiked back to L. A. It took us 9 days to make the trip.

DON: Nine days is pretty good time.

DORR: It seems like 9 years while we were doing it, Don. But outside of a few experiences, it wasn't too bad.

DON: Your wife must be a wonderful sport to go through that.

DORR: She certainly is. They don't come any better, Don. She proved it when we had to walk 18 miles in Utah, in the blistering sun.

DON: No ride?

DORR: No cars...We got off on the wrong road and didn't find out until later that it wasn't used anymore.

DON: A deserted road, huh? Well, Dorr, here's your chance to get on a road that is never deserted. The road to success in show business. Make this "Your Lucky Strike" and you'll never hit a detour again. Dorr Stuart singing "HALLELUJAH."

MUSIC: "HALLELUJAH" STUART

(APPLAUSE)

Don Stewart

DON:

Thank you ~~Barbara Nunn~~.

Now we hear from our judges. Their verdict today determines the next step into the future for one of our five contestants. There are three housewives, in different parts of the country who are now being called by telephone. They will be the judges. We are ready for their decision. Are they ready to give them Frank?

MARTIN:

Don, the decision of our judges will be ready if you will allow our telephone operator one more minute to contact them.

DON:

Allright Frank. That minute gives you time to say a few words to the ladies.

MARTIN: Smoke a Lucky to feel your level best!

Yes -- smoke a Lucky to feel your level best!

Luckies' fine tobacco picks you up when you're low ... calm you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you do what millions of smokers have learned to do ... and that is select and smoke the cigarette of fine tobacco ... Lucky Strike! For, as every one of you knows -
LS - MFT.

LS - MFT.

Lucky Strike means fine tobacco! -- No wonder the experts -- the men who really know tobacco -- look to Lucky Strike for their own personal smoking enjoyment!

Yes, more independent tobacco experts - auctioneers, buyers and warehousemen - smoke Luckies regularly than the next two leading brands combined.

So, next time you buy cigarettes join the Lucky smokers and get on the Lucky level ... where it's fun to be alive!

Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away?

Sure you do, friends. Well this is Frank Martin....

AMECHE: ...and Don Ameche --

MARTIN: ...suggesting that you get a carton of Lucky Strikes today!

MUSIC: LUCKY DAY PLAYOFF # 1

DON: Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected as the winner. Will it be:

JONI DRAKE, the former Earl Carroll girl who sang,
"Love That Boy"or....

JAMES WHITE, the young tenor who sang,
"One Flower *Alone in my Garden*"
or....

MARY CRAWFORD, the girl who played, "Jealousy"
on her violin.or....

DORR STUART, the young man who sang, "Hallelujah"

....or....

BARBARA NUNN, the lovely girl who sang "What's This
Thing Called Love"

There is only one way to find out..let's talk to the judges. It's time for their decision, Frank. Who is the first housewife ready with her verdict?

MARTIN: Mrs. Nabel Sinclair, 8020 Fairway Dr, Seattle, Washington. Operator, let me have the Seattle call please.

DON: How are you today Mrs. Sinclair? Well that's wonderful. Well I understand you - they tell me that you have a daughter here in Hollywood and she attended this show of ours December 18. Did she enjoy it? Well, that's wonderful, you couldn't hardly say anything but that she did enjoy it under these circumstances could you? Mrs. Sinclair, have you come to a decision yet? And who is it. OK, thank you very much Mrs. Sinclair. One thousand Lucky Strike Cigarettes are on their way to you for your help. Thank you very much and keep listening won't you? Thank you very much and good-by. (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. R. B. Strayhorn, 5510 Draxel Dr., Dallas, Texas.

DON: (PICK UP) Operator let me the Dallas call please. Hello, Mrs. Strayhorn how are things in Dallas? Got a lot of awful good friends down there in your country. Oh, I should say so, you are, thank you very much. Tell me, Mrs. Strayhorn have you reached a verdict and who is it? OK, and thank you very much, Mrs. Strayhorn. You deliver and we'll deliver! One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening, won't you. Good-by. (HANGS UP)
And now for the final judge, Frank.

MARTIN: Mrs. Carol Miller, 225 No. Beachwood, Burbank, California.

DON: Operator, the Burbank call please. Hello, Mrs. Miller this is not a very long distance call is it? Burbank just a short poke from here. How's everything out in that pretty San Fernando Valley? Typically beautiful California day, we should notify the Chamber of Commerce about this, shouldn't we. Mrs. Miller, have you come to a decision yet, and who is it? Thank you very much, Mrs. Miller. One thousand Lucky Strike Cigarettes, a month's supply, will be mailed to you, and don't forget . . . keep listening, won't you. Thank you and good-by. (HANGS UP)

MARTIN: All right, Don, you talked to the three judges. Give us the verdict.

DON: And here, ladies and gentlemen, is the verdict: Mrs. Sinclair voted for Barbara Munn; Mrs. Streyhorn voted for Mary Crawford and Mrs. Miller voted for Mary Crawford. That makes our winner Mary Crawford.

(APPLAUSE)

MUSIC: THE WOMEN

DON: Congratulations, Mary. This was your Lucky Strike.

M. C. I'll say it was.

DON: The way you played-what was it - Jealousy, Jealousy on that violin - it was wonderful, just wonderful. Mary, I'm very happy to tell you that as winner of today's contest in the opinion of our three judges, you get an engagement at the Macombo. I'm sure that anyone who's ever glanced at a movie magazine knows it's the favorite entertainment spot of many Hollywood stars and producers and they will be there to hear you. What do you think of that?

M. C. That's wonderful.

DON: Thank you very much for being with us, and to our other four entertainers, Joni Dranke, James White, Dorr Stuart and Barbara Munn, who did so well, our hearty thanks for being with us.

MUSIC: THEME IN WITH APPLAUSE AND UNDER.

DON: This is Don Ameche saying goodbye. I'll be back again on tomorrow afternoon with another group of promising youngsters hoping to make their Lucky Strike in the world of entertainment. We'll be looking forward to having you with us. And remember, beginning next Monday you'll be hearing us at an earlier hour. Be sure to be with us -- and next time you go shopping buy Lucky Strike - won't you?

MUSIC: THEME UP AND UNDER

MARTIN: This is Frank Martin for Lucky Strike. Remember - starting Monday, Jan. 5, "Your Lucky Strike" will be heard at a different time. Be sure to consult your local newspaper for the correct time.

MUSIC: Form No. Gen. 1142

THEME UP AND APPLAUSE UP TO: MARTIN: THIS IS CBS, where Jack Benny starts next Sunday - the COLUMBIA BROADCASTING SYSTEM.

"YOUR LUCKY STRIKE"

THURSDAY - DECEMBER 30, 1948

STUDIO B

CBS

2:30-3:00 PM PDST

AS BROADCAST

OPENING

AMECHE INTRODUCTION

BETTY LOU GREEN

INTERVIEW

"TREE IN THE MEADOW"

GREEN

FIRST COMMERCIAL

ELAINE TAVANO

INTERVIEW

"*Souring Malt*"

TAVANO

AMECHE SPOT

JERRY HILLIARD INTERVIEW

"BEGIN THE BEGUINE"

HILLIARD

SECOND COMMERCIAL

HARVEY WAGONNER

INTERVIEW

"RIEF SONG" *Steel Hearted Men* WAGONNER

PHYLLISS JEAN LENTZ

INTERVIEW

Waltz, Ragette
"I'LL FOLLOW MY SECRET HEART"

LENTZ

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0021073

RIGGS: (CHANT 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike--starring Don Ameche.

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike"....presented Monday through Friday
devoted to the discovery of promising new talent...and
starring your Lucky Strike host, a favorite of film and
radio fans everywhere....

(MUSIC: OUT)Don Ameche!

MUSIC: OUT

(APPLAUSE)

DON: Good afternoon ladies and gentlemen. Every day that I am here, is a new and more exciting one. We're making friends all over the country and it is a very thrilling experience. We want you as our friends and we want to keep you as our very good friends. Well, we have five more ambitious performers with us today, who hope that this will be their "LUCKY STRIKE" in show business.

Each day three housewives in different parts of the country are called by telephone and act as ^{our} judges. These women select the outstanding performer of the day to be rewarded with a professional engagement. Later on in the program, I will talk with our three judges wherever they may be. And perhaps some day soon I may be calling you so keep listening! Our performers are ready!.....So, let's get on with the show.

BETTY LOU GREEN: SPOT

DON: Our first performer today is beautiful, red-haired Betty Lou Green, who came to Hollywood for her career and the beautiful climate. Betty, those are two very good reasons for coming to Hollywood. When did you start singing?

BETTY: When I was about 3 years old, Mr. Ameche. *Then after I graduated I also studied piano high school*
~~I also studied dancing and drama at the same time.~~

DON: With an early start, you must have gotten into show business pretty young.

BETTY: I did, Mr. Ameche. ~~I was a finalist in the Harvest Moon Festival in Chicago while I was still in High School.~~

DON: That's a good beginning. Then what happened?

BETTY: I sang with an orchestra that did one-night-stands all through the middle west, in the dead of winter.

DON: I know those one night stands. You stand all night in front of a stove trying to de-freeze.

BETTY: We travelled in a broken-down station wagon, through the worst weather imaginable.

DON: In that case, you staid in front of a stove for two nights to de-freeze.

BETTY: I don't think I ever de-freezed until I came out here to Hollywood and all the wonderful sun.

DON: You know, Betty, I think you like our weather out here.

BETTY: I do, Mr. Ameche. That's why I hope this will be "My Lucky Strike," so I can stay out here and continue my career.

LUCKY STRIKE -4-
12/30/48

DON: Well, we hope so too, Betty. Here is Betty Lou Green singing, *a*
"Tree In The Meadow"

MUSIC: "TREE IN THE MEADOW" GREEN

(APPLAUSE)

ATX01 0021077

FIRST COMMERCIAL

DON: Thank you, Betty Lou Green. And now here's Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes---your level best! That's just how you'll feel when you light up a Lucky...smokers all over are discovering this. You see---Luckies! fine tobacco picks you up when you're low... calms you down when you're tense. Now it's important to you to know that fine tobacco can do this for you. And I'm sure every smoker knows---

IS - MFT

IS - MFT

Yes--every smoker knows Lucky Strike means fine tobacco, mild, ripe, light tobacco! No wonder more independent tobacco experts--auctioneers, buyers and warehousemen--smoke Luckies regularly than the next two leading brands combined. So I'd say--it's really good to know that fine tobacco picks you up when you're low...calms you down when you're tense...by putting you on the right level to feel and do your level best! Well--that's the Lucky level! So--join the Lucky smokers everywhere and--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: Get on the Lucky level, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

ELAINE TAVANO SPOT

DON: Our next performer is a beautiful young lady who I predict will be breaking a lot of men's hearts, in about ten years. How old are you, Elaine?

ELAINE: Eleven years old, Mr. Ameche. And I have already broken a lot of boys' hearts.

DON: You have? How?

ELAINE: By knocking home runs when I play baseball with them. I'm a left handed batter.

DON: You are? That's the way all the great home run hitters would bat. What position do you play?

ELAINE: Pitcher.

DON: Do you fan them out, too?

ELAINE: I sure do...and it makes them awful mad.

DON: I'll bet it does. Do you like baseball better than singing?

ELAINE: I like them both, Mr. Ameche. I'm also a ballerina. I like that, too.

DON: It looks like you like everything, Elaine.

ELAINE: Yes, I do.....I also like to ride horses and a bicycle.

DON: How long have you been singing...and dancing?

ELAINE: I started both when I was a little girl.

DON: How little?

ELAINE: Nine years old....

DON: Nine? That was only two years ago! Well, since you're getting old so fast...we had better hurry up and let you try for "Your Lucky Strike." Here is, Elaine Tavano singing

MUSIC:

"Swinging Solo"
(APPLAUSE)

TAVANO

DON: Thank you, Elaine Tavano. Percy ~~Beyssie~~ Shelley, was a brilliant poet of a very romantic era, a time when poets either wrote about love or death. When they were in love, they suffered so much they wrote poems wishing to die. When they were about to die, they wrote poems of their great loves. In any case, a poet's love was always very intense. As the following lines will show. They are called "Love's Philosophy"

"The fountains mingle with the river,

And the rivers with the ocean,

The winds of heaven mix forever

With a sweet emotion;

Nothing in the world is single;

All things by law divine

In one another's being mingle;

Why not I with thine?

See the mountains kiss high heaven,

And the waves clasp one another;

No sister flower would be forgiven

If it disdained its brother;

And the sunlight clasps the earth,

And the moonbeams kiss the sea;

What are all these kissings worth,

If thou kiss not me?

JERRY HILLIARD SPOT

- DON: Do you remember the old saying, "lightning never strikes twice in the same place?" Well, we have a young fellow here who can prove the saying is a fallacy. Jerry Hilliard is a harmonica player...and so is his older brother. But that's not all...is it, Jerry?
- JERRY: No, it isn't, Don. My brother started his harmonica career by winning a statewide contest in Baltimore.
- DON: How did you start your career with the harmonica, Jerry?
- JERRY: Five years later, I won the same contest. Played the same number my brother played 5 years before...and I was the same age that he was when he won it.
- DON: And they say lightning doesn't strike twice in the same place! After that, I suppose you moved along with your harmonica career?
- JERRY: Yes, Don, it seems that all of my breaks came when I was pretty young. I had a chance to go to England so I leaped at it. I'm glad I did. I got to play a command performance for King George and Queen Elizabeth.
- DON: That must have been a high spot. What was it like?
- JERRY: Quiet exciting, Don, but I almost got myself in bad.
- DON: Don't tell me you brought up the Revolutionary War?
- JERRY: Almost as bad...We were instructed to bow when presented to the king and queen.
- DON: Did you?

JERRY: No, I guess I was still a rebel at heart. I stuck out my hand and said, "Glad to meet you." He was a good sport about it and said, "How do you do."

DON: Well, Jerry, that was really an experience, then, But for now... let's see how you do reaching for "your" Lucky Strike."

JERRY: I hope I do all right, Don, because then I can give up my part time job in a gift shop and concentrate on my career again.

DON: ~~We hope you do, Jerry.~~ *with Jerry - let's see how you do reaching for*
Here's Jerry Hilliard and his *applied tactics*
harmonica, playing, "Begin the Beguine." *actual*

MUSIC: "BEGIN THE BEGUINE" HILLIARD

(APPLAUSE)

SECOND COMMERCIAL

DON: Thank you Jerry Hilliard.

MARTIN: Recess, Don. Recess!

DON: Already, Frank?

MARTIN: Yep. Time out to ...

Smoke a Lucky to feel your level best!

DON: Come on, Ladies -- wherever you are, whatever you're doing ... stop a minute -- and light up a Lucky! Yes - smoke a Lucky to feel your level best!

MARTIN: A swell idea, Don! Ladies - light up a mild and mellow Lucky. You see, luckies' fine tobacco picks you up when you're ^{feeling} low ... and calms you down when you're tense. Now, it's certainly good to know that fine tobacco puts you on the right level to feel your level best and do your level best. That's the Lucky level. And I'm sure everyone knows -

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! Mild, mellow, ripe tobacco that always means real smoking enjoyment for you! Remember the independent tobacco experts -- auctioneers, buyers and warehousemen choose Lucky Strike for their own personal smoking enjoyment!

Now how about you? Do you know what real enjoyment Luckies can mean to you? Do you know that Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense? (CONTINUED)

SECOND COMMERCIAL CONTINUED

MARTIN:
(CONT'D) Well - better get yourself some Luckies today! A carton of 'em! And get on the right level -- where you feel your best and do your best. Yes - that's the Lucky level where it's fun to be alive -- where there's real joy in living.

DON: So ladies, smoke a Lucky to feel your level best!

MARTIN: That's the ticket -- smoke a Lucky to feel your level best! Get a carton of those fine Lucky Strike cigarettes - and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

HARVEY WAGONNER SPOT

DON: Well, it looks like Chicago is well represented today. Our first performer was from Chicago and now we have Harvey Wagonner who also hails from the Windy City. Harvey, did you come to Hollywood for the climate and your career, too?

HARVEY: Not exactly, Don. My family is out here...and things were getting tough in Chicago.

DON: When did you come out?

HARVEY: Just a short time ago. I had enough of those extreme winters.

DON: I hope the Chamber of Commerce is listening in....we're sure boosting the stock of California today.

~~HARVEY: I hope the Chicago Chamber of Commerce is not listening. I'll never be able to go back again.~~

DON: ~~You can't go back for awhile anyway. From what I read in the papers, everything must be covered with snow.~~ What are you doing, now that you're here, Harvey?

HARVEY: Mostly studying voice, Don. I also sing for a church. I did a lot of that back in Chicago.

DON: Did you go to school in Chicago?

HARVEY: Yes, I did. I graduated from the Chicago Musical College with with a Master's degree in music. I also was a soloist in ~~Orchestra Hall there.~~

DON: Well, you've had a pretty good start.

HARVEY: Not enough to get me where I want to go, Don.

DON: Where is that?

HARVEY: Oh, musical comedy, light opera....even grand opera if I'm capable. That's why I hope this might be my "Lucky Strike." It will help me on my way.

DON: It looks like you have a hard road ahead, with the goal you've set, Harvey, so I hope this is "Your Lucky Strike." Here is Harvey Wagonner singing, "~~Riff Song~~" or "Stout-Hearted Men".

MUSIC: ~~"RIFF SONG"~~ or "STOUT-HEARTED MEN" WAGONNER

(APPLAUSE)

PHYLISS JEAN LENTZ SPOT

DON: Thank you, Harvey Wagonner. Next we have Phylliss Jean Lentz, a very lovely 18 year old girl who has also set Grand Opera as her ultimate goal in life. Phylliss, you certainly have set your sights on a worthwhile objective...and a tough one, too.

PHYLISS: I'm still very young, Mr. Ameche, and I have plenty of time to prepare myself.

DON: What are you doing now for the groundwork?

PHYLISS: I'm studying voice, ballet, dramatics, French and Italian... also poise, costuming, opera history and make-up...and whatever else I can squeeze in.

DON: Makes it sort of a full day. Doesn't it?

PHYLISS: It certainly does. I hardly have time for my knitting.

DON: What are you knitting? Argyle sox for the boy friends? Isn't that the rage among girls your age?

PHYLISS: I can't keep a boy friend around long enough to find out what size box he wears.

DON: What? A pretty girl like you! You should have them waiting in line taking turns at dates.

PHYLISS: They wait all right...because I never have time for dates. Then they get tired of waiting and all of a sudden...no boy friend.

DON: That's not good.

PHYLISS: Oh, I don't mind. I'd much rather do my studying and practicing now. I'll have time for boy friends later...after I reach my goal. That's why I hope this will be my "Lucky Strike" and bring my goal nearer to me.

DON: I hope so, too, Phyliss, for your sake and for the sake of those poor boy friends who are tired of waiting. Phyliss Jean Lentz singing "~~I'll Follow My Secret Heart~~"

MUSIC: ~~I'LL FOLLOW MY SECRET HEART~~ *Waltz by Hezette* LENTZ

(APPLAUSE)

from the Happiness King

DON: Thank you, Phylliss Joan Lentz.

Well, ladies and gentlemen, our five contestants are now ready for your verdict. Their next professional step is in your hands. Three housewives in different parts of the country, are being called by telephone. They will act as our judges and will select today's winner. Now it is time for their decision.

MARTIN: Yes, Don, our operator will be ready in just a minute.

DON: Fine, Frank. While we're waiting, suppose you say a few words to the ladies.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!

Yes--smoke a Lucky to feel your level best!

Luckies's fine tobacco picks you up when you're low....calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you do what millions of smokers have learned to do... and that is select and smoke the cigarette of fine tobacco.

Lucky Strike! For, as every one of you knows--

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! -- No wonder the experts-- the men who really know tobacco--look to Lucky Strike for their own personal smoking enjoyment!

Yes, more independent tobacco experts--auctioneers, buyers and warehousemen--smoke Luckies regularly than the the next two leading brands combined.

So, next time you buy cigarettes join the Lucky smokers and get on the Lucky level...where it's fun to be alive! Where you feel your best--and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away?

Sure you do, friends. Well, this is Frank Martin....

AMECHE:and Don Ameche--

MARTIN:suggesting that you get a carton of Lucky Strikes today!

MUSIC: LUCKY DAY PLAYOFF #1

DON: Well, our minute is up. Now for the verdict of our three judges who have been sitting at home listening to the program on their radios. Who of our five contestants today will be selected the winner. Will it be:

BETTY LOU GREEN, the beautiful red-haired girl who sang
^a
"The Tree In The Meadow"

OR

ELAINE SAVANO, the little eleven-year old girl who sang,

OR

JERRY HILLIARD, The young man with the harmonica who played,
"Begin the Beguine."

OR

HARVEY WAGONER, the lad from Chicago who sang, "~~Riff Song~~"
-on

"Stout Hearted Men"

OR

PHYLISS JEAN LENTZ, the lovely young girl who sang,
^{Went to the night}
~~"I'll Follow My Secret Heart"~~

There is only one way to find out...let's talk to the judges. It's time for their decision, Frank. Who is the first housewife ready with her verdict?

MARTIN: Pearl Helfman, Middletown, Ohio.

DON: Operator, let me have the Middletown call, please. Hello Mrs. Helfman how are you today? You sound grand. What is this Middletown in the middle of? Between Cincinnati and what -- Station, that's that, that's in no t -- oh Ohio -- what's the difference? Mrs. Helfman have you come to a decision yet? OK thank you very much Mrs. Helfman of Middletown, Ohio. One thousand Lucky Strike cigarettes are on their way to you for your help. Thanks very much and keep listening won't you? (HANGS UP)

MARTIN: Our second judge, Don, is Mrs. Alice Hines, 12 Cottage Ave., Somerville, Mass.

DON: Hello Mrs. Hines how's everything back there? Somerville that's near Boston isn't it? Oh, I see, a suburb of Boston. It must be a little chilly back there today I suppose. Has been cold but today is lovely. I'm glad its lovely back there it certainly is lovely out here today too. Tell me Mrs. Hines have you reached a decision and who is it --- ~~it~~ they're all wonderful -- yes we thought so too but have you come to a decision. OK thank you very much Mrs. Hines. You delivered and we'll deliver. One thousand Lucky Strike cigarettes to you ... a month's supply ... and keep listening won't you? Thank you and good-bye. (HANGS UP) And now for the final judge, Frank.

MARTIN: Mrs. R. L. Bruner, Box 204 Ryegate, Montana.

DON: Operator, the Ryegate call, please. Hello Mrs. Bruner, Rygate, Rygate Montana where is that near? 65 miles from Billings, what is that farming country or cattle country -- cattle and farming both huh -- it's wonderful country up there -- Mrs. Bruner have you reached a decision yet? And who is it? OK thank you very much Mrs. Bruner. One thousand Lucky Strike cigarettes, a month's supply will be mailed to you, and don't forget,

DON: keep listening, won't you. (HANGS UP)

MARTIN: All right, Don. You talked to the three judges. Give us the verdict.

DON: And here, ladies and gentlemen, is the verdict. Mrs. Helfman voted for Jerry Hilliard, Mrs. Hiss voted for Elaine Tavano and Mrs. Bruner voted for Phylliss Jean Lents --- that ladies and gentlemen makes it a tie so we're going to have to throw it back to you people here in the audience. We'll line the people up here, we'll get them all up here, you've got them all set Frank? There's an applause meter in the control room ~~XXXXXXXX~~ so the winner is going to depend on you people here in front of me, so as Frank Martin holds his hand over the performer you out here applaud. First hand on little Elaine Tavano, OK the next time he's holding his hand over Jerry Hilliard, and the last time he's holding his hand over Phylliss Jean Lents, ladies and gentlemen that makes our winn Elaine Tavano. (APPLAUSE)

Congratulations Elaine as wimer on today's Lucky Strike you've earned your big break, an engagement at the Hollywood Bar of Music springboard to fame and fortune for some of Hollywood's most famous personalities, such people as stars like Mary McCarty newest star on Broadway. And to you other four entertainers --- Betty Lou Green, Jerry Hilliard, Harvey Waggoner, and Phylliss Jean Lents our hearty thanks for being with us.

MUSIC: THEME IN WITH APPLAUSE AND UNDER:

DON: This is Don Ameche saying goodbye.

I'll be back again on tomorrow afternoon with another group of promising youngsters hoping to make their Lucky Strike in the world of entertainment. We'll be looking forward to having you with us. And remember, beginning next Monday you'll be hearing us at an earlier hour. Be sure to be with us--and next time you go shopping buy Lucky Strike.

MUSIC: THEME UP AND UNDER:

LUCKY STRIKE -21-
12/30/48

MARTIN: This is Frank Martin for Lucky Strike. Remember--starting Monday, January 3 "Your Lucky Strike" will be heard at a different time. Be sure to consult your local newspaper for the correct time.

MUSIC: THEME UP AND APPLAUSE UP TO:

MARTIN: This is CBS, where Jack Benny starts next Sunday--
the COLUMBIA BROADCASTING SYSTEM.

ATX01 0021095

"YOUR LUCKY STRIKE"

FRIDAY - DECEMBER 31, 1948

STUDIO 1

CBS

2:30 - 3:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

RUTH MARTIN INTERVIEW

"TOO MARVELOUS FOR WORDS" MARTIN

FIRST COMMERCIAL

CLIFTON KEMPER INTERVIEW

"JEANNIE WITH THE LIGHT BROWN HAIR" KEMPER

~~AMECHE SPEECH~~

DON MESSICK INTERVIEW

"I DON'T KNOW WHY" MESSICK

SECOND COMMERCIAL

ANNA MAE FITZSIMMONS INTERVIEW

"BY THE WAY" FITZSIMMONS

SPIKE JONES INTERVIEW

"LIEBESTROM" JONES

ATX01 0021096

RIGGS: (CHANT - 60 - 62 AMERICAN)

MARTIN: Your Lucky Strike - starring Don Ameche!

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "YOUR LUCKY STRIKE" - presented Monday through Friday
devoted to the discovery of promising new talent...and
starring your Lucky Strike host, a favorite of film and
radio fans everywhere...

(MUSIC: OUT) Don Ameche!

MUSIC: OUT

(APPLAUSE)

DON:

Good afternoon ladies and gentlemen. Well here we are at the end of our fourth week on the air...and also the last program of the year. As we always look to the New Year with Hope and Promise....so do our ambitious performers look to you and "Your Lucky Strike" for the Hope and Promise of the future. Today, as always we have some more ambitious performers with us, who hope that this will be their "LUCKY STRIKE" in show business.

As you know, each day we telephone three housewives around the country, who act as judges ^{and} ~~select the outstanding performer of the day for "Your Lucky Strike."~~ Today, we are going to forego this procedure, in order to leave the telephone lines across the country clear so that the many people who are anxiously trying to call the folks at home can do so, without hardship.

So instead, today we are asking our audience to select the winner of today's "Lucky Strike" by means of their applause. ...well our contestants are ready, so let's get on with our show.

RUTH MARTIN SPOT

DON: Our first performer today is Ruth Martin. Ruth claims the distinction of singing on a radio program that never allowed her to finish singing a song. Ruth, before our listeners get the wrong idea about that statement, would you like to explain what happened?

RUTH: Well, Mr. Ameche, I was the vocalist on a radio quiz show.

DON: ~~You mean, one of those programs where you walk in to get out of the rain...and you walk out snowed under with prizes?~~

RUTH: ~~That's the kind, Mr. Ameche.~~

DON: ~~Well, Ruth, what happened on your radio show that prevented you from finishing your songs?~~ *How did*

RUTH: The contestants had to guess the names of the songs that I sang.

DON: Oh, and as soon as they guessed the name, you were stopped.

RUTH: That's right....I guess our contestants were pretty smart.

DON: Either that, or you sang so good, they couldn't help but recognize the song.

RUTH: At any rate, they knew the answers before I ever got to finish the song. I hope that someday I can get on a radio show that lets me do a song all the way through to the end.

DON: That's just what we are going to let you do today, Ruth. ~~Se-~~
~~get over to that mike, and sing your song...all the way~~
~~through because this might be "Your Lucky Strike."~~ Here is Ruth Martin reaching for "Her Lucky Strike" singing,
"Too Marvelous for Words."

MUSIC: "TO MARVELOUS FOR WORDS"

MARTIN

(APPLAUSE)

FIRST COMMERCIAL

DON: Thank you Ruth Martin. And now here's Frank Martin.

MARTIN: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Yes -- your level best! That's just how you'll feel when you light up a Lucky .. smokers all over are discovering this. You see - Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense. Now it's important to you to know that fine tobacco can do this for you. And I'm sure every smoker knows -

LS - MFT

LS - MFT!

Yes -- every smoker knows Lucky Strike means fine tobacco... mild, ripe, light tobacco! No wonder more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Luckies regularly than the next two leading brands combined. So I'd say -- it's really good to know that fine tobacco picks you up when you're low ... calms you down when you're tense ... by putting you on the right level to feel and do your level best! Well -- that's the Lucky level! So -- join the Lucky smokers everywhere and -
Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best!

AMECHE: Get on the Lucky level, where it's fun to be alive! Get a carton of Luckies and get started today!

MUSIC: LUCKY DAY PLAYOFF #1

CLIFTON KEMPER SPOT

DON: Our next performer, Clifton Kemper, *has been keeping track of how our performers do their vocalizing.* tells me that he made his debut into singing when his mother took him to school *How do you do yours, Cliff?* and made him sing for the teacher while standing on top of a desk, to prove that he was ready to start school. Did you convince the teacher, Cliff?

CLIFF: Not quite, Don...she liked my singing...but I was too young. I was only 2-1/2 years old.

DON: I guess you got better results with your singing later on.

CLIFF: Not quite. I became a building contractor and journey man carpenter...but I finally gave it up for a singing career.

DON: So now, instead of hitting nails, you're hitting high notes.

CLIFF: That's right,say Don, you know how so many people like to do their vocalizing in the shower?

DON: That's my favorite place.

CLIFF: I do my vocalizing up in a plane about five thousand feet in the air.

DON: That ought to keep the neighbors from complaining. Don't you find the roaring motor a little competition?

CLIFF: That's what I like. I have to really stretch my lungs to hear myself.

DON: If you could teach that motor to carry a tune, you could sing a duet with it.

CLIFF: I'm afraid the airplane motor is too much competition. I'd rather sing a duet in an opera. That's why I hope this might be "My Lucky Strike."

DON: We hope so too, Cliff. Here is Clifton Kemper singing, "~~Le Reve~~" from the opera ~~Manon~~, or "Jeannie With the Light Brown Hair."

MUSIC: "~~LE REVE~~" (OR) JEANNIE KEMPER

(APPLAUSE)

DON MESSICK SPOT

WOODY: Hello, Don ...

DON: Hello, Woody ...

WOODY: Oh, Don ... I feel dreadful: let's not go through with it, huh?

DON: Come now, Woody, you're looking ⁱⁿ the pink of condition.

WOODY: Yeah, stop looking in my eyes when you say that!

DON: What's the matter with you?

WOODY: I started celebrating New Year's Eve three days ago!

MEY DON: You mean you were imbibing in strong drink?

WOODY: Yeah. Three cases of Root Beer.

DON: Well, Woody, you're not looking so bad.

WOODY: No, but my roots are sagging a little. I think for a chaser I'll try a little wood alcohol! Oh, I feel awful.

DON: Now Woody, there's nothing wrong with you.

WOODY: No?

DON: No. The only thing wrong with you is hypochondriosis.

WOODY: Yes, I ----- WHAT?

DON: I said the only thing wrong with you is hypochondriosis.

WOODY: Kinkix That's what I thought you said! Is there a doctor in the house?

DON: You don't need a doctor.

WOODY: I don't?

DON: No.

WOODY: Then, is there a Dictionary in the house? --- Don, what is this Hippo-lalitosis or whatever you said?

DON: Hypochondriosis.

WOODY: Yeah, what is that?

DON: Well, Woody, it means that you're ailments are all in your head.

WOODY: It does?

DON: That's right.

WOODY: Is there a TREE-SURGEON in the house? Don, you look more like a CUSPADOR to me! -- But Don, I have to run along now ... gotta meet my girl.

DON: You're meeting your girl?
WOODY: Yeah. Cecelia Sizzlesteski! She's hot stuff!
DON: Where are you going?
WOODY: I'm taking her to a masquerade party tonight.
DON: A masquerade. What sort of costume is she wearing?
WOODY: She'll be disguised as a grape-fruit.
DON: A grape-fruit?
WOODY: Yeah. This is one time I'll get an eye-full!
DON: Well, Woody -- you seem to be quite a ladies' man.
WOODY: Yes, I guess I am.
DON: How do you account for it?
WOODY: I don't account for it I just dunno Don.

MUSIC: Arpeggio into "I DON'T KNOW WHY"

PARODY TO "I DON'T KNOW WHY" (THEY LOVE ME LIKE THEY DO)

WOODY: (SINGING) I don't know why they love me like they do
I don't know why, they just do ...
I don't know why I thrill them like I do,
I don't know why, I just do.
They always seem to want my romancin!
They tell me confidentially I'm entrancin ...
I guess I know why they love me like they do.
It's cause I know oooooooooo (HOLDS BREATH TILL EXHAUSTED)
(REPEAT) It's cause I kno --- kno --- no --- nose --- nose, Don -
(STARTS TO SNEEZE: DON CATCHES IT)
Gee, thanks, Don ...
DON: You're welcome.
WOODY: AH-shooooooooo!!! (MUSIC PICKS UP. RETARD WOODY: IT'S CAUSE K KNOW HOW TO
WOOG-ooooooooooooo!

DON MESSICK SPOT

AMECHE: *Thank you Clifton Kempner.*
When a performer gets into show business at an early age, he has one inevitable hazard that he must eventually face. That is the time when his voice changes. A tenor suddenly ~~finds himself a baritone and a boy soprano may find himself a basso profundo!~~ This hazard can either finish his career or further it. What did it do to yours, Don Messick?

~~MESSICK: It furthered it, Don. I found myself with about 12 different voices.~~

~~AMECHE: What'd you do? Start a glee club?~~

MESSICK: ~~Just about....~~I taught myself ventriloquism.

AMECHE: ~~Don't you ever get mized up and wonder which one of the voices is really your own true self?~~

MESSICK: ~~I usually pick one out that fits the mood I'm in.~~

AMECHE: ~~Say, can you throw your voice?~~ There's something I've always wanted to be able to do. I'll bet you can have a lot of fun pulling practical jokes on people.

MESSICK: Oh yes....I make them think somebody is outside the door calling them, and things like that. Keeps my friends confused most of the time.

AMECHE: You weren't by any chance the echo that Jack Benny brought back from Switzerland were you?

MESSICK: No, Don, I wasn't, although I would have had fun doing it.

AMECHE: Well, if you stick around in this same studio until next Sunday, you might try some of your tricks on him. Jack Benny's starting on CBS then you know.

MESSICK: Yes, I know and it would be worth the wait too.

DON: Well, you won't have to wait today. Suppose you start reaching for your "Lucky Strike". Here's Don Messick to entertain you with his ventriloquism.

BIZ: "I DON'T KNOW WHY"

MESSICK

&
MUSIC:

(APPLAUSE)

SECOND COMMERCIAL

AMECHE: Thank you Don Messick.

All right, Frank Martin, now it's up to you.

MARTIN: Thanks, Don -- and I'm ready with a tip for every one of our listeners who smokes. And that is -

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Discover for yourself how fine tobacco picks you up when you're feeling low ... and calms you down when you're tense...by putting you on the right level -- where you feel your best and do your best. Yes -- you owe it to yourself to let fine tobacco do this for you!

AMECHE: You said "fine tobacco", Frank. I wonder if there's a smoker in the country who doesn't know... IS - MFT ... IS - MFT ... Lucky Strike means fine tobacco!

MARTIN: I guess everybody knows that, Don. Yes -- Lucky Strike does mean fine tobacco. For the makers of Luckies buy fine, smooth smoking, mild tobacco that gives you real enjoyment. And remember ... the independent tobacco experts -- auctioneers buyers and warehousemen choose Lucky Strike for their own personal smoking enjoyment! So what about you? Are you one of those Lucky smokers who are taking advantage of what fine tobacco can do for you?

(CONTINUED)

27
SECOND COMMERCIAL (CONT'D)

YOUR LUCKY STRIKE -10A-
12/31/48

MARTIN:
(CONT'D) Remember, Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense ... puts you on the right level to feel and do your level best. So get on the Lucky level -- where it's fun to be alive! Get yourself a carton of Luckies today - and ...
Smoke a Lucky to feel your level best!

AMECHE: That's right, friends, Smoke a Lucky to feel your level best!

MUSIC: LUCKY DAY PLAYOFF #1

ATX01 0021108

ANNA MAE FITZSIMMONS SPOT

DON: Pretty, red-haired Anna Mae Fitzsimmons is a girl who has had a rather unusual honor bestowed upon her. There is a lot of noise named after her. Anna, what is this "lot of noise" that is your namesake?

ANNA: A big gun on the destroyer "U.S.S. Ring-gold"....The crew wrote me a letter and told me they christened it "Gentle Annie"....In honor of me. I hope they don't mean that I sound like a cannon.

DON: I'm sure they mean you're as effective as a cannon, Anna. Did you meet the crew while doing USO shows during the war?

ANNA: Yes, Mr. Ameche. I played over 1500 camp shows during the war. It was a wonderful experience for me.

~~DON: Had you always sung, Anna?~~

ANNA: I started dancing and singing when I was about 6 years old. My first training came by listening to the radio.

DON: I guess you were pretty determined to learn, no matter how you went about it.

ANNA: Yes I was. And now I'm determined to be a success. That's why I hope this will be "My Lucky Strike", Mr. Ameche.

~~DON: We hope so too, Anna. We don't want you to go back to a secretarial job and be unhappy. Here is Anna Mae Fitzsimmons singing, "By The Way."~~
To make Miss Fitzsimmons

MUSIC: "BY THE WAY"

FITZSIMMONS

(APPLAUSE)

SPIKE JONES SPOT

DON: Thank you, Anna Mae Fitzsimmons.

Our next performer is Lindsley Armstrong Jones, a young man who claims to have led a pretty confused life in show business and hopes that maybe when he makes his "Lucky Strike", he'll get a few things straightened out. Lindsley, what seems to be causing all the confusion?

SPIKE: Well, Don, I guess it all started when I was just a baby crawling around the kitchen floor at home. My mother dropped a frying pan on my head. It started me to thinking.

DON: Wasn't that a pretty drastic way to get you to start thinking, Lindsley?

SPIKE: It was just an accident, Don...but it started me thinking about what wonderful sounds can be made from almost anything, even pots and pans. That frying pan falling on my head sort of raised a love for music in me.

DON: I'll bet it raised a lump on your head too! What'd you do then? Start collecting pots and pans to make the great kitchen symphony?

SPIKE: I made music out of anything I got my hands on. It got so that people who came over to visit us thought we were in the junk business. I could even make music come out of a worn-out rug.

DON: Did you ever try your hand at singing?

SPIKE: I did that too, but my friends quickly convinced me that I was no Frank Sinatra.

DON: That's why he's on the Hit Parade each week and you're...
....what do you do with all that noise?

SPIKE: I sort of put it all together and made a sort of orchestra
out of it. I finally eliminated all the junk and use a
better class of instrumentation. I use horns and whistles
and old inner tubes, beaten up wash boards, cow bells,
spray guns ...you know...just high class stuff.

DON: Yes, I see...tell me, are you able to get jobs, playing
that, sm???

SPIKE: Oh yes...that's my main reason for coming here today...to
tell your listeners to be sure and listen to ~~me~~^{us}, every
Sunday on CBS. After January 2nd, I'll be on just before
Jack Benny, at ~~3:30~~^{6:30 EST} Pacific Standard Time.

DON: You'll be on CBS? I'm sorry, I don't recall a Lindsley
Armstrong Jones coming on the air just before Jack Benny?

SPIKE: I forgot to tell you...I'll be using my other name on that
program....Some people know me by the name of Spike Jones.
(APPLAUSE)

DON: Well, Spike, you finally had to let them know who you were.

SPIKE: I didn't want to carry it too far, Don. My sponsors, the
Coca Cola people might start making my checks out to
my real name. Lindsley Armstrong Jones, and nobody would
cash them for me.

DON: There's no danger of anybody not knowing Spike Jones, By
the way, Spike, did you ever get your two front teeth for
Christmas?

SPIKE: Don, you're talking about the record I love. I not only got my two front teeth...^{me} I got the largest record sales in my whole life! That was "My Lucky Strike."

DON: It certainly was. And it is also "Our Lucky Strike" to have you come over and pay us a visit. I notice you brought some of that "noise" along with you, Spike,

SPIKE: Yeah, Don...I thought you'd like the boys and me to play a little classical music for you...you know...that "high brow" stuff.

DON: We'd love it, Spike. What will it be?

SPIKE: "Leibestrom"...see how you like it. Maybe if I don't do so good in front of Benny, you'll let me come back and try for "My Lucky Strike."

DON: Anytime, Spike...anytime...Here is Spike Jones and his Musical Depreciation boys, playing, "Leibestrom"

MUSIC: "LEIBESTROM" JONES & ORCH
(APPLAUSE)

DON: Thank you Spike Jones, and good luck on your new time on CBS, every Sunday starting January second. Well, ladies and gentlemen, our contestants are now ready for your verdict. Their next professional step is in your hands. As we told you earlier our studio audience will be judges today, in order to leave the telephone lines clear across the country for personal calls. Our audience will act as our judges and will select today's winner by their applause. Now it is time for their decision.

MARTIN: Don... I have a few very important words I'd like to say to the ladies first.

DON: Well, by all means, Frank, by all means.

COMMERCIAL #3

MARTIN: Smoke a Lucky to feel your level best!

Yes -- smoke a Lucky to feel your level best!

Luckies' fine tobacco picks you up when you're low... calms you down when you're tense. It's good to know that fine tobacco can do this for you. And that's why it's so important that you do what millions of smokers have learned to do ... and that is select and smoke the cigarette of fine tobacco... Lucky Strike! For, as every one of you knows--

LS - MFT

LS - MFT

Lucky Strike means fine tobacco! -- No wonder the experts-- the men who really know tobacco -- look to Lucky Strike for their own personal smoking enjoyment!

Yes, more independent tobacco experts - auctioneers, buyers and warehousemen - smoke Luckies regularly than the next two leading brands combined.

So, next time you buy cigarettes join the Lucky smokers and get on the Lucky Level ... where it's fun to be alive! Where you feel your best -- and do your best.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

Want to get on that Lucky level right away?

Sure you do, friends. Well, this is Frank Martin...

AMECHE: ...and Don Ameche --

MARTIN: ...suggesting that you get a carton of Lucky Strikes today!

MUSIC: LUCKY DAY PLAYOFF # 1

DON: Now for the verdict of our audience who will act as judges today. Who of our contestants today will be selected as the winner: ... And audience just one word of caution. Please do not consider Spike Jones, as he already has had his Lucky Strike in show business and was only our guest for today!

But now, let's hear from our audience, whose applause will select today's winner of his "Lucky Strike". Frank, Will you line the contestants up on the stage so we may see them better?

(IN CHOICE OF WINNER BY AUDIENCE)

DON: As you audience out here may or may not know and for the benefit of our listening audience there's an applause meter there in the control booth that is a very accurate little mechanism that will accurately determine who is our winner today. According to the applause that you give these people. Now Frank, he's got his hand over Miss Ruth Martin, the lovely young lady who sang "Too Marvelous For Words." OK. (APPLAUSE) And now our second performer, Clifton Kemper. (APPLAUSE) And our ventriloquist Don Messick. (APPLAUSE)

DON: The lovely young lady who sang "By the Way" Anne May Fitzsimmons. (APPLAUSE)

DON: Ladies and gentlemen I'm very happy to say that our winner today is Don Messick, the ventriloquist.

DON: Congratulations Don, I'm very, very happy for you and as winner of today's show you receive an engagement at the very famous Larry Potter's Supper Club, rendezvous of film sex in the San Fernando Valley.

D.W. Thank you very much.

DON: Your more than welcome Don, that was wonderful, well and thank you too sir. And to our other four entertainers, Ruth Martin, Clifton Kasper, Anna Mae Fitzsimmons and Spike Jones ... Who did so very well, our hearty thanks for being with us.

MUSIC: BOLD LONG EYES

MARTIN: And remember to listen to Jack Benny and the Gang on Sunday. This is Frank Martin for Lucky Strike. *Don't forget* Remember starting Monday, January 3 "Your Lucky Strike" will be heard at a different time. ~~Be sure to consult your local newspaper for the correct time.~~

MUSIC: THEME UP AND APPLAUSE UP TO:

MARTIN: This is CBS, where Jack Benny starts next Sunday --
THE COLUMBIA BROADCASTING SYSTEM.