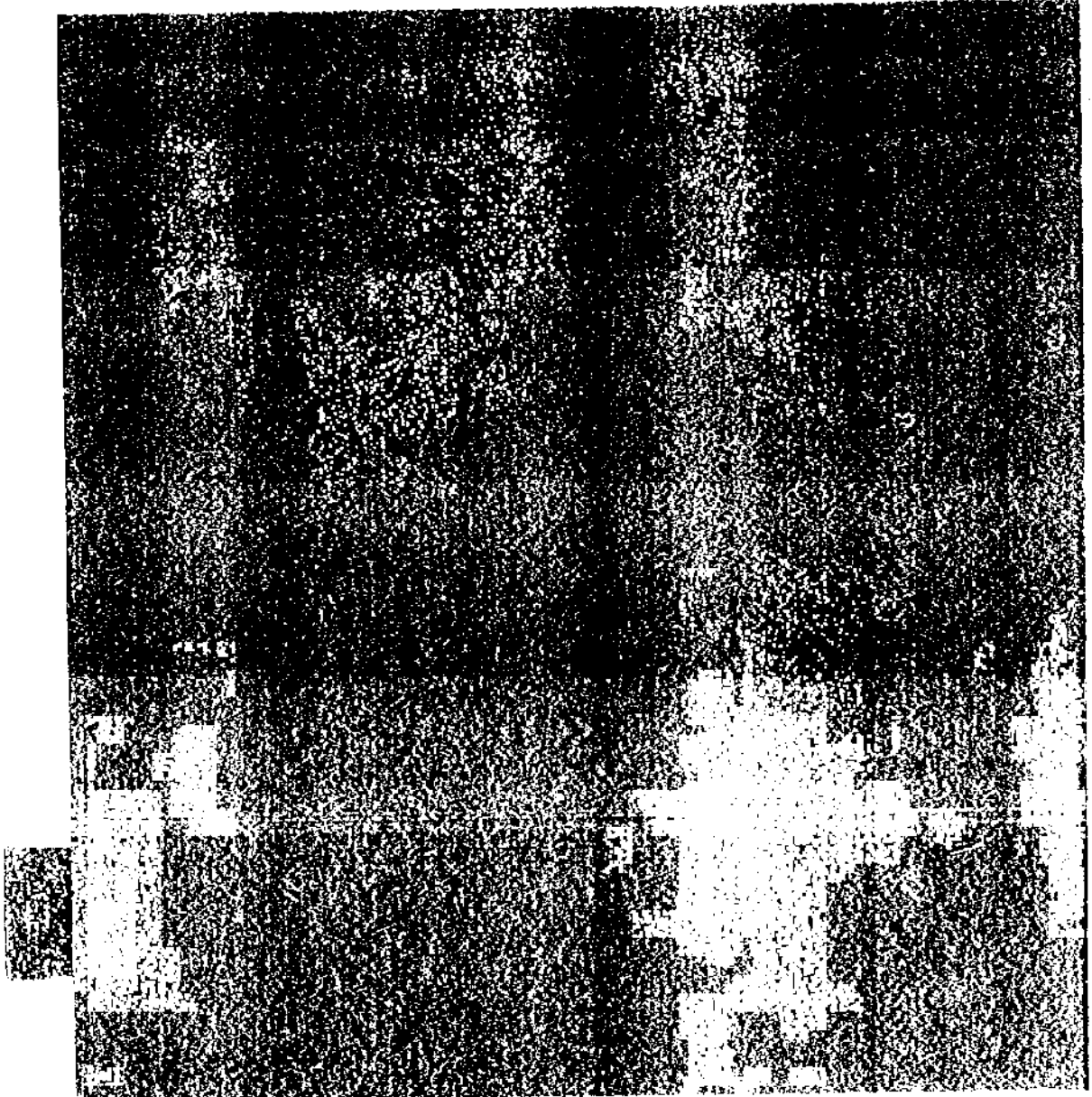


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ATX01 0019105

ATK01 0019106



"YOUR LUCKY STRIKE"

TUESDAY, FEBRUARY 1, 1949

STUDIO C

CBS

12:30 - 1:00 PM PST

OPENING

AMECHE INTRODUCTION

2 LILY CONNORS INTERVIEW

"MEDLEY"

CONNORS

AS BROADCAST

FIRST COMMERCIAL

4 MARNI NIXON INTERVIEW

"BLUE DANUBE"

NIXON

5 THE TRI TONES INTERVIEW

"12TH ST. RAG"

TRI TONES

SECOND COMMERCIAL

3 JOY LYLE INTERVIEW

"BANJO & FIDDLE"

LYLE

AMECHE SPOT

1 ERICK HOEG INTERVIEW

"OKLAHOMA"

HOEG

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNCR CLOSING

ATX01 0019107

LUCKY STRIKE -1-  
2/1/49

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 0019108



DON:

Good afternoon ladies and gentlemen. You know, according to the dictionary, the word, "Opportunity" means "favorable occasion." Well, that fits "Your Lucky Strike" perfectly. We consider every day of the show an occasion and the reaction of our listeners has not only been favorable, it's been great. I want you to know we appreciate it and so do all the ambitious performers that appear on "Your Lucky Strike" hoping to get their big break in show business.

As usual, we're asking our studio audience to decide who will make his Lucky Strike this afternoon. "It's the people who make the stars"-- so you, here in the audience, as representatives of the radio audience throughout the entire nation, will determine our performers success. Well, our talent is ready, so let's get on with the show.

ERIC HOEG SPOT

DON: Our next performer, Eric Hoeg, is a chap who doesn't believe in doing things half way...he's got to go to the full extreme or not at all...and from what he's told me.. he is always at the <sup>it</sup> extreme. What extreme are you <sup>extremes</sup> at now Eric?

ERIC: Well, Don, I live in Monrovia and work in Hollywood, and got to school in Westwood.

DON: Do you commute every day?

ERIC: Yes, I do, Don...and the toughest part is that my part-time job is over at mid-night and it's 3 in the morning when I get home...then I have to get up at 6 to get to school in Westwood.

DON: How long do you think you can keep this up?

ERIC: I don't know, Don, until I get my break, I guess.

DON: You'll get a break all right...a breakdown. You better ease up. You're putting in a lot of hours.

ERIC: About 115 a week....that's what my parents are screaming over too. But they don't understand. I've got a lot of things to do before I get too old.

DON: How old are you?

ERIC: Twenty-two, Don...before I know it, I'll be twenty-five!

DON: Then you will be old! Especially if you keep up the pace you're setting now.

ERIC: Gosh, you should have seen me before. I had another job too....I worked with an interior decorator.

DON: It's a good thing you gave it up. You'd have been old already! Before you get too old, Eric, maybe you better try for "Your Lucky Strikes." Here is Eric Hoeg singing,  
"Oklahoma."

MUSIC: "OKLAHOMA" HOEG  
(APPLAUSE)

-5-

COMMERCIAL # 1

DON: Thank you Eric Holz

MUSIC: CHORD

SONG: Feeling low?  
Feeling tense?

These eight words are common sense--  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies, when you feel low...Luckies' Fine  
Tobacco picks you up...and when you feel tense...  
Luckies' Fine Tobacco calms you down.  
It's important for you to know that fine tobacco can  
do this for you. And,

LS - MFT  
LS - MFT

Lucky Strike means fine tobacco -- mild, ripe,  
thoroughly enjoyable tobacco. No wonder more  
independent tobacco experts--auctioneers, buyers  
and warehousemen--smoke Lucky Strike regularly than  
the next two leading brands combined. So next time  
you buy cigarettes...ask for a carton of Lucky Strike  
and get on the Lucky level--where you feel your  
best and do your best.

MUSIC: INTRO

SONG: FEELING LOW?  
Feeling tense?

These eight words are common sense  
Smoke a Lucky to feel your level best.  
Smoke a Lucky to feel your level best.

MUSIC: BUTTON

LILY CONNORS SPOT

DON: Perhaps one of the fastest growing departments of "Your Lucky Strike," is the "International" department. Hardly a week goes by but one or more performers are on the show who come from some foreign country. Our first performer today, Lily Connors, is a girl who comes from Australia. You're a long way from home Lily.. have you gotten homesick yet?

LILY: A little, Mr. Ameche... but I have to get over it, because I hope to make the United States my home. It's such a wonderful place.

DON: We're glad you like our country, Lily. I understand a lot of American's have been going to Australia to make their homes there.

LILY: Most of them are former American GI's who are taking advantage of Australia's colonization drive.

DON: Isn't it strange, but no matter where you go...there is always someone coming in the opposite direction. I guess everybody is looking for something. What are you looking for Lily?

LILY: A career in the movies or television, Mr. Ameche.

DON: You're certainly pretty enough. How have you done, so far?

LILY: I've only been here three months, so I guess I shouldn't expect too much. I haven't done anything yet, except get a job making ladies slacks in a factory.

LUCKY STRIKE ~~#~~ 7  
2/1/49

DON: Well, it takes time to get a start, Lily, so now how about starting by making this "Your Lucky Strike." Here is Lily Connors, singing and yodeling, with her own guitar accompaniment, a medly of songs.

MUSIC: "LOVE KNOT IN MY LARIAT" - "MY GUITAR AND ME" - "CHIME  
BELLS  
(APPLAUSE)

ATX01 0019113

JOY LYLE SPOT

*Thank you Lily Connors.*

DON: Youth, when it has the requisite talent, can bring priceless attributes to music. Joy Lyle, blue-eyed, blonde, and just as pretty as her name would indicate, possesses much more than an ordinary measure of the ability that makes for success. She's a graduate of the Julliard School of Music, and has played with the Peter Merenblum Orchestra, the Los Angeles Philharmonic, and with Leopold Stokowski in the Hollywood Bowl. That was for "Symphonies under the Stars", wasn't it, Joy?

JOY: That's right.

DON: No truth to the rumor they're going to call them "Symphonies under the Smog" next season?

JOY: (LAUGHS) No, I don't think so.

DON: Well, Joy, those are quite a list of credits for a young violinist only nineteen years old. I understand you've even played with the recording orchestra at Universal Studios. Would you care to tell our listeners just how that's done?

JOY: Well, we sit in the sound studio with our instruments while they show the picture on the screen so we can follow it...and we play the music you later hear on the sound track.

DON: Well, that's one way to see a lot of movies, free.

LUCKY STRIKE  
2-1-49

~~1949~~

JOY: Yes, there's only one trouble.

DON: What's that?

JOY: No popcorn.

DON: No popcorn. Well, Joy, with your ability and attractiveness it may not be long before you're up there on that screen yourself. Here is Joy Lyle hoping this will be her lucky strike as she plays "Bango and Fiddle"

MUSIC: "BANJO AND FIDDLE".

LYLE

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(APPLAUSE)

ATX01 0019115

COMMERCIAL #2

DON:

*Joe Lyle*  
Thank you ~~Tri-Tones~~. You know -- one of the things I look forward to after each show is lighting up a Lucky. It gives me a chance to relax and enjoy that fine mellow tobacco. You know -- you can share that enjoyment too. All you gotta do is pick up a pack of Luckies -- and light up. Yep, that's the way to get on the right level -- where you feel and do your best. It's as easy as that. You see, Luckies' fine tobacco picks you up when you're low...calms you down when you're tense.

MARTIN:

Yes, Don, more smokers every day are discovering that Luckies' fine tobacco picks you up when you're low.... calms you down when you're tense.....puts you on the Lucky level where you feel your best and do your best. So get a carton of Luckies today. Remember when you are --

SONG:

Feeling low?

Feeling tense?

These eight words are common sense-

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC:

BUTTON



MARNI NIXON SPOT

DON: Our next performer, Marni Nixon, is a girl who was well on her way toward a career as a concert violinist when she discovered she could sing. She gave up the violin and has spent all of her time working for a singing career. Marni, I understand that besides being a fine violinist and singer, you also have done pretty well as an actress.

MARNI: I was in several productions at the Pasadena Playhouse, Mr. Ameche. And before that I acted and played the violin for television.

DON: How long ago was that?

MARNI: About 10 years ago....that was when television was in its experimental stages, and they couldn't get it out of the building.

DON: And now they can't get it out of the bars. Marni, being talented the way you are, you must come from a family of talent.

MARNI: I do, Mr. Ameche. Everybody in my family is musical. We used to have our own orchestra.

DON: How many were there?

MARNI: Six....My mother played the piano, father the trumpet, one sister the cello, another the bells and drums, my oldest sister played the clarinet and I played the violin.

DON: If your father put on a wig and a dress you might have made a deal with Phil Spitalny and his all-girl Orchestra.

MARNI: The only deal we made was with our neighbors. We promised not to practice after nine o'clock at night.

LUCKY STRIKE  
2-1-49

~~7~~ 12

DON: I'd hate to have been one of the neighbors when all of you decided to practice at the same time. Did that happen very often?

MARNI: Always.....of course there were so many of us, we were bound to be fighting over who got the piano accompaniment when we practiced.

DON: Who settled that?

MARNI: Mother....she always locked up the piano.

DON: Well, Marni our piano isn't locked up, so you get over to that microphone and see if you can make this "Your Lucky Strike." Here is Marni Nixon singing, "Blue Danube."

MUSIC: "BLUE DANUBE" .....

NIXON

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(APPLAUSE)

ATK01 0019118

AMECHE SPOT

DON:

*Mamma's uniform*  
Thank you ~~Joy Hyle~~. You've all heard of those intrepid fliers of the Air Forces, called, "Hurricane Hunters", who fly into the teeth of raging gales to chart their violence and predict their direction of travel.... But, how many of you have heard of this? All over our nation, in a million subteranean outposts, one of the greatest weather prediction services in the world is stirring with preparations for tomorrows dawn! Snow equipment is being readied....Heavy coats are being brushed and cleaned. Zero hour is dawn tomorrow! "Operation Ground Hog", is ready to begin! As each member of this gigantic team claws his way up through the snow and ice, the nation can only wait and pray for a favorable report. For upon the observations made by members of this organization depends the course of our actions for the next six-weeks. If even one of these highly trained observers should see his shadow, our fate is sealed! The die will be cast, for never has a Ground Hog known himself to be wrong. So, keep your heavy coat handy, and leave the snow shovel out.

TRI-TONES SPOT

DON: ~~Thank you, Marni Nixon.~~

Next we have three young and very talented musicians who have joined together to make what they call "The Tri-Tones." They are Edris Olander, Ronnie Webb and Ronnie Muller.... two boys and a girl. Who does the talking for the group, Tri-Tones?

EDRIS: I usually do, Mr. Ameche.

DON: Leave it to the women....they always manage to do the talking for the men.

EDRIS: Somebody has to do it, Mr. Ameche...and I was the one elected.

DON: Well, you certainly do them justice, Edris. You're a very pretty girl.

EDRIS: Thank you, Mr. Ameche.

DON: Do Ronnie Webb and Ronnie Miller realize how lucky they are to have in you in the group.

EDRIS: I don't know how lucky they think they are....but they are always debating about who is going to be my escort.

DON: Who wins?

EDRIS: Both of them....It always ends up where both of them take me out.

DON: How did the three of you happen to get together and form this group?

EDRIS: We were playing in a larger marimba group which was sent to New York by Look Magazine for their swing band contest in Carnegie Hall.

LUCKY STRIKE  
2-1-49

14A

DON: How did your group do?

EDRIS: We won...and also, Ronnie Muller won first prize for individual honors.

DON: That is just fine, Edris. And now the three of you would like to make your mark by winning "Your Lucky Strike". Here are the Tri-Tones, Edris Olander on the piano, Ronnie Webb on drums and Ronnie Muller on the marimba playing, "Twelfth Street Rag".

MUSIC: "TWELFTH STREET RAG".....

TRI-TONES

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(APPLAUSE)

ATX01 0019121

DON:

*Eric Hoeg*  
Thank you ~~Eric Hoeg~~.

Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future <sup>for</sup> of one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready to review our performers, so the audience can pick a winner?

MARTIN:

We certainly are Don. But first I'd like to review a subject that's already been picked a winner.

DON:

Well, Frank, let's hear it then.

MUSIC: CHORD

COMMERCIAL #3

SONG:           Feeling low?  
                  Feeling tense?

These eight words are common sense.....

Smoke a Lucky to feel your level best!

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

MARTIN:        Yes, Smoke a Lucky to feel your level best! For  
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 best and do your best. It's  
certainly 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 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 everywhere. Get  
on the Lucky level.....Where it's fun to be alive!  
Where you feel and do your level best.

MUSIC:        INTRO

SONG:           Feeling low?  
                  Feeling tense?  
                  These eight words are common sense--  
                  Smoke a Lucky to feel your level best!  
                  Smoke a Lucky to feel your level best!

MUSIC:        BUTTON

DON: Well, our contestants are ready..our audience is ready! So...  
let's pick a winner! Each contestant will return to the  
microphone and do a bit of his number for you. If he is  
your choice we want you to express it by your applause, and  
then we will determine by means of the applause-meter who is  
the winner of today's Lucky Strike. Remember, this is your  
only chance to vote..so make it count!

Our first contestant is:

1. Lily Connors, the girl from Australia who sang, with her  
own guitar accompaniment, a medley of songs.

MUSIC: MEDLEY CONNORS

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(APPLAUSE)

2. Marni Nixon, the young lady who not only plays the violin,  
but also acts and sang for us, "Blue Danube".

MUSIC: "BLUE DANUBE" NIXON

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(APPLAUSE)

3. The Tri Tones, the 15 year old boys and a girl who played  
12 the Street Rag.

MUSIC: "TWELFTH STREET RAG" TRI TONES

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(APPLAUSE)

4. Joy Lyle, the young violinist who played "Banjo & Fiddle".

MUSIC: "BANJO AND FIDDLE" LYLE

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(APPLAUSE)

5. Eric Hoeg, the chap who can't find enough hours in a day,  
who sang "Oklahoma".

MUSIC: "OKLAHOMA" HOEG

---

(APPLAUSE)

And according to our applause meter the highest score was  
received by Tri Tones ..

(APPLAUSE)

MUSIC: THE WORKS

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DON: Congratulations Edris and you two boys. You did a wonderful job.

EDRIS: Thank you very much.

DON: We're very, very happy for you. The way you all three played I thought was just wonderful and as winner on today's Lucky Strike you've won your big break an engagement at the Hollywood Bar of Music, springboard to fame and fortune for some of Hollywood's top personalities.

(APPLAUSE)

And to you other entertainers - Lily Connors, Marni Nixon, The Tri Tones, Joy Lyle and Eric Hoeg -- 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, pick up some Luckies ---- 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, FEBRUARY 2, 1949

STUDIO C

CBS

12:30 1:00 PST

AS BROADCAST

OPENING

AMECHE INTRODUCTION

ROZELLE GAYLE INTERVIEW

"HONEYSUCKLE ROSE"

GAYLE

FIRST COMMERCIAL

BILL WARFIELD INTERVIEW

"BODY AND SOUL"

WARFIELD

SHARON DOUGLAS INTERVIEW

DRAMA - "TWO ON A PARK BENCH"

DOUGLAS

SECOND COMMERCIAL

GALE ADAIR INTERVIEW

"CIRIBIRIBIN"

ADAIR

ROSE MARIE FOX INTERVIEW

"ONE NIGHT OF LOVE"

FOX

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019126

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, another day and another show. We never seem to run out of these wonderful days, they always manage to keep coming up..and we'll never run out of shows because there is always talent that's waiting ready for the big break. Today we have five more performers from this never-ending line, who hope that this will be their "LUCKY STRIKE" in show business. As usual, we're asking our studio audience to decide who will make his Lucky Strike this afternoon. "It's the people who make the stars"--so you, here in the audience, as representatives of the radio audience throughout the entire nation, will determine our performers success. Well, our talent is ready, so let's get on with the show.

ROZELLE GAYLE SPOT

DON: Our first performer today, is Rozelle Gale, a young man who studied to be a "Zoology" professor but instead wound up an entertainer in show business. Rozelle, that's a pretty far cry from Zoology to Entertainment.. that is unless you want to be a lion trainer in a circus.

ROZELLE: Mr. Ameche, being a lion trainer was the very farthest from my mind. I just wanted to study little animals.. the harmless kind.

DON: You and me, both...Rozelle. How did you manage to switch from becoming a college professor?

ROZELLE: It was kind of gradual...I entertained around at parties a little and finally got in with small bands..and then I got my big break with Roy Eldrige. I went to New York with his band. Now that was something!

DON: Were you a sensation?

ROZELLE: Was I? You should've seen me. I wanted to make sure everybody thought I was real hep ...so I went out and bought me a brand new wardrobe of clothes. When I got on that train I was the epitomy of sartorical elegance.

DON: In other words, you knocked 'em dead?

ROZELLE: I laid them in the aisles. I had the "zoot suit to end all zoot suits." I had peg-top britches that came up to my arm-pits and the cuffs were so small I had to take my shoes off to get them on. I had one of those key chains that were about 2 feet long and a hat with the widest brim you ever saw.

DON: How'd the other fellows like the outfit?

ROZELLE: They laughed all the way to New York..and I had to buy another wardrobe..much more conservative.

DON: I guess there is something to the say, "clothes makes the man."

ROZELLE: They made me, all right..the laughing stock of the band.

DON: Well, Rozelle, whether clothes make the man or not..If you make this "Your Lucky Strike", your future might be made. So how about getting over to that piano and doing your stuff. Here is Rozelle Gayle, singing and playing, "Honeysuckle Rose."

MUSIC: "HONEYSUCKLE ROSE" GAYLE  
(APPLAUSE)

COMMERCIAL #1

DON: Thank you Rozelle Gayle.

MUSIC: CHORD

SONG: Feeling low?  
Feeling tense?

These eight words are common sense --  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies, when you feel low..Luckies' Fine  
Tobacco picks you up..and when you feel tense..  
Luckies' Fine Tobacco calms you down.  
It's important for you to know that fine tobacco can  
do this for you. And,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco -- mild, ripe,  
thoroughly enjoyable tobacco. No wonder more  
independent tobacco experts--auctioneers, buyers  
and warehousemen--smoke Lucky Strike regularly than  
the next two leading brands combined. So next time  
you buy cigarettes..ask for a carton of Lucky Strike  
and get on the Lucky level--where you feel your  
best and do your best.

MUSIC: INTRO

SONG: FEELING LOW?  
Feeling tense?

These eight words are common sense  
Smoke a Lucky to feel your level best.  
Smoke a Lucky to feel your level best.

MUSIC: BUTTON

BILL WARFIELD SPOT

DON: Bill Warfield is a tall, good looking young fellow of 21 who doesn't believe in putting all his eggs in one basket. Although his ambition is to be a professional singer, he goes to the University of Southern California and studies business. How does it happen you're studying business, Bill?

BILL: Well, Don, I wanna make sure I'll know what to do with all that money I hope to make singing.

DON: Well if it's good enough for your fraternity brothers down there at Delta Tau Delta, it ought to be good enough for everybody. I understand they even have a special nickname for you.

BILL: (SMILING) That's right.

DON: Care to tell us what it is?

BILL: Oh...I'd rather not say, Don.

DON: Oh, come on.

BILL: No, no.

DON: What can you lose. Come on, what is it?

BILL: (PAUSE) Sugar throat.

DON: Sugar throat! Well, that's very sweet.

BILL: I knew I shouldn't have let you talk me into it.

DON: Ah, don't mind me, Bill. I'm sure that throat of yours is going to make plenty of sugar. ~~Are you the~~ only singer in your family, Bill?

BILL: Well, my folks can't even carry a tune but my brother does pretty well.



DON: I suppose he goes to USC, too.  
BILL: No, UCLA.  
DON: UCLA...your big rival? Well, if he goes to UCLA how does it happen you go to USC.  
BILL: Oh....just lucky, I guess.  
DON: Well, Bill, I hope you'll be equally lucky today.  
BILL: I hope so, Don. I appreciate this chance to sing with you again.  
DON: Again? You mean you've been here before?  
BILL: Oh, not here, but when I was in the Bob Mitchell boy choir I sang with you on the Charlie McCarthy program one Christmas. It was in 1939. Don't you remember?  
DON: Remember? Bill, I remember it as if it were ten years ago. In any case, I'm sure you're going to do even better today now that you're on your own. Here is Bill Warfield singing "Body and Soul".

---

MUSIC: "BODY AND SOUL" WARFIELD  
(APPLAUSE)

SHARON DOUGLAS SPOT

DON: Thank you Bill Warfield. There's a saying everyone in the entertainment world agrees is true and that is.. "If you ever get show business in your blood... you'll never get it out." Therefore, an actress like Sharon Douglas, has to have a pretty good reason for not acting about two years. What was it Sharon?

SHARON: I had a baby, Don. But now I feel he is old enough for me to be able to go out and continue my career.

DON: Well, by making this "Your Lucky Strike", Sharon, you will be paving the way for your return to acting. Sharon will join me in a scene, called, "Two On A Park Bench." Sharon will play, Janet and I will be Bill..

MUSIC: TO ESTABLISH..FADE TO B.G.

~~DON: The problems of love are certainly too numerous to mention for they would make a list that would never end. But they always manage to get solved..and sometimes though they seem terribly serious, are actually quite humorous...As in the following scene, of a young man and a young lady seated on a park bench.~~

MUSIC: OUT INTO:

SOUND: ATMOSPHERE STREET NOISES..TRAFFIC, ETC. FAINT IN B.G.  
HOLD THROUGHOUT SCENE..BUT NEVER ABOVE FAINT B.G.

BILL: Hello. You--you waiting for someone?  
JANET: (COLDLY) Yes, I am.  
BILL: Me too.  
JANET: Well, if you're going to wait here, I'll go to another park bench.  
BILL: No, no. That isn't necessary. I'll go. -- You -- uh - you waiting for a---guy?  
JANET: (ALOOFLY) Naturally.  
BILL: (UNCOMFORTABLY) Yeah. Well. Naturally. I'm--I'm waiting for a girl.  
JANET: I don't recall asking you if you were waiting for a girl.  
BILL: I should think you'd have enough feeling not to make a date with some other fellow at this place.  
JANET: A bench is a bench.  
BILL: How's your mother?  
JANET: Fine.  
BILL: How are her nerves?  
JANET: Why?  
BILL: Well, I--I just got so used to hearing about them, that the question came naturally.  
JANET: Bill Clinton! Did you come out here to start picking on my mother again!  
BILL: I never picked on her. She picked on me!  
JANET: Shame on you, picking on a woman old enough to be your mother!  
BILL: How's the apartment?

JANET: Oh, the apartment's fine.

BILL: How's the stove?

JANET: The stove's fine.

BILL: How's the dining room table?

JANET: The dining room table is fine.

BILL: How's the couch?

JANET: The couch is--Bill, you're talking about the furniture as though it was--children--or something.

BILL: Well, it was the furniture our children were going to kick around when we had some..remember that guy in the furniture store? He said the legs to those tables would stand a lot of kicking.

JANET: Who's your date?

BILL: Oh--a girl.

JANET: Betty Lou Garrity?

BILL: Janet, for pete's sake, I've told you two hundred times there was nothing between Betty Lou Garrity and myself.

JANET: You told me too many times! (ALOOFLY) Anyway - you've got a right to do anything you want. Oh. I left your sock's at your mother's. I mended them.

BILL: You did! Gosh, thanks, honey!

JANET: They may not feel very good. I sewed them up the best I could.

BILL: You didn't sew the toe to the heel again!

JANET: No. They looked pretty good. Did your--did your mother fix your eggs the right way for breakfast?

BILL: Oh, I--uh--I didn't have any eggs. I wasn't very hungry.

JANET: Bill, you know you're supposed to have eggs every day!

BILL: Well, I'll eat them tomorrow.

JANET: It's--it's a pretty night, isn't it?

BILL: It sure is. Remember how we used to come here and look at the stars and talk about getting married?

JANET: Yeh, you were sitting in just about the same spot when you asked me.

BILL: Yes. Well, I--well, I--I guess I'd better be pushing along.

JANET: (SOFTLY) It kind of makes you wonder, doesn't it.

BILL: Wonder what?

JANET: About--life--and things. You start going with someone in school--you start collecting memories together. You go to football games and class picnics and dances--and after a while, everybody says--Janet and Bill are going steady.

BILL: Yeah. You do silly things like putting your initials all over everything--and you say--that's my girl, and you want everybody to know it.

JANET: You talk on the phone for hours about nothing. And you go to movies--and you walk home together--and then--one night--he kisses you--

BILL: And you think--now I know what the whole world's about. And you can't eat and you can't sleep and you can't study --

JANET: It makes you sort of wonder, doesn't it!

BILL: Yeah. Where you scared the day we got married?  
JANET: Was I! I suddenly realized that for the rest of my life  
all I was going to see was your face across the  
breakfast table! But I was wrong. I never saw it  
across the breakfast table.  
BILL: What do you mean?  
JANET: It was always behind a newspaper!  
BILL: Well, men have to read the news at breakfast.  
JANET: Why?  
BILL: I don't know. It's traditional. My father did it and  
his father before him.  
JANET: Well, you can do all those things now. There's no one to  
stop you. Unless Betty Lou Garrity hauls you in.  
BILL: I haven't seen Betty Lou in years!  
JANET: Well, you probably will.  
BILL: It started out awful nice, anyhow. You sure looked  
cute behind the percolater.  
JANET: It was nice. I didn't even mind turning the bed over  
to get you up in the morning.  
BILL: You were the most beautiful girl in the world until  
your mother came to live with us.  
JANET: Anything my mother ever said to you was for your own good.  
BILL: Well, she sure said plenty.  
JANET: She went East today.  
BILL: The near east or the far east?  
JANET: She went to stay with my sister in Connecticut.

BILL: I feel sorry for your sister in Connecticut. Janet--  
Janet, if I didn't read the newspaper in the morning,  
and--no, it's too late for that, isn't it! I--I'd better  
be going. Your date will be arriving, and I don't want  
to crab things up for you--

JANET: What about your date?

MUSIC: SNEAK LOVE THEME., SLOW

BILL: Oh I--I haven't got a date. I just said that because I--  
well, I had to say something. I came down here just to--  
sort of--think--I was lonesome--and--

JANET: (CLOSE TO TEARS) Oh, Bill--(CRYING) Bill.

BILL: Hey, stop that, you don't want that guy to find you with  
your nose all red, do you?

JANET: (SNIFFING) I'll have plenty of time to fix my nose by  
the time my date arrives.

BILL: What do you mean!

JANET: Well--I--(SHE BREAKS OFF..UNABLE TO GO ON)

BILL: Who's your date with?

JANET: You remember that--guy--that was going to kick the heck  
out of those table legs?

BILL: Janet!

JANET: I--I was waiting for his father. I--I wanted to talk to  
his father about--the three of us.

BILL: (SHAKILY) Come on, Honey. Let's go home.  
JANET: It's a beautiful night, isn't it, Darling?  
BILL: Beautiful! I'll say it's beautiful! It's a beautiful  
night and a beautiful park bench and you're the  
most beautiful girl in the whole doggoned world!  
JANET: (SHAKILY) It's funny isn't it -- how one minute you  
have nothing--and the next, you have everything in  
the world!  
MUSIC: UP FOR CURTAIN



COMMERCIAL #2

DON: Thank you Sharon Douglas.

MARTIN: You know Don, as I listen to all our fine performers trying to do their level best, I can't help remembering the time worn saying, "it ain't what you do it's the way that you do it."

DON: You've got something there Frank, And that goes for our listeners too. For instance, ladies, did you have to vacuum the living room and go over the woodwork today? There's always something to be done, isn't there? And to keep up with your housework, you've got to be feeling your best. Not low and depressed one day ... and another day so tense and irritable you want to jump down everybody's throat. It happens to all of us I know. But, believe me, when I get to feeling that way, I light up a Lucky and relax a bit. That fine Lucky Strike tobacco really does the trick for me!

MARTIN: Yes, friends, the fine tobacco in each and every Lucky Strike picks you up when you're feeling low -- calms you down when you're tense -- puts you on the Lucky level -- where you feel your best and do your best. So remember ...

SONG: Feeling Low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUFTON

GAIL ADAIR SPOT

DON: Every once in awhile, someone comes along who backs up the contention that talent has no limits and usually runs in multiples. Gale Adair, a lovely young entertainer is a good example of that. Gale now plays the accordion .. what else can you do, Gale?

GALE: Well, Mr. Amesche, I'm a dancer, a singer, and I play the piano. My family calls me a "triple threat entertainer."

DON: They left out the accordian... that makes you a "quadruple" threat"!

GALE: The accordian didn't come into my life until they gave me that name....They were just too lazy to change it.

DON: How did you happen to start the accordion? Weren't you satisfied being able to do all the other things?

GALE: It was mostly inspirational, Don. I went to an accordian concert....There were 210 accordions playing at once.

DON: ~~That's enough to inspire anyone. I wonder what 210 accordions sound like, it must be tremendous.~~  
*That's what Mr. Amesche*

GALE: ~~That's pretty hard to explain.. I guess it's easier to just say it sounds 210 times louder than one accordian.~~

DON: Now THAT is a very elucidating explanation. All I have to do is brush up on my mathematics and I'll know exactly how it sounds. Well, anyway, it inspired you to become an accordion player.

GALE: Yes, Don.. and nothing would satisfy me until I learned to play one.

DON: Did you give up singing, dancing and playing the piano?  
GALE: Well, I've combined my singing with playing the accordion  
but I found it impossible to dance and play the accordion  
and sing at the same time.  
DON: I guess those piano keys on the side of your accordion  
takes care of the piano part. Well, Gale, I'm ~~still~~  
anxious to find out what 210 accordions sound like..  
so suppose you go ahead and play and I will multiply it  
by 210. Here is Gale Adair, reaching for her Lucky  
Strike, ~~singing~~ and playing, "Ciribiribin."

MUSIC: "CIRIBIRIBIN" ADAIR

(APPLAUSE)

ROSE MARIE FOX SPOT

DON: Thank you Gale Adair. Have you ever wondered which of a child's parents is the greatest influence? According to the story of our next performer, Rose Marie Fox, each parent's influence, although they were in direct opposite of each other, helped her career. How do you account for that, Rose Marie?

ROSE: Well, Don, my mother wanted me to have a theatrical career and encouraged me every step of the way.

DON: And your father?

ROSE: He was against it and always disapproved.

DON: But you said they both helped. How did your father help?

ROSE: His attitude made me more determined than ever to make good. I wanted to prove to him that there was another career for a woman besides marriage.

DON: Is that what he wanted you to do, get married?

ROSE: Yes, but what husband would put up with a wife who wants to sing.

DON: That depends on how the wife sings, or if he is a music lover.

ROSE: Even so, I can't see marriage until I've given my career a fair chance.

DON: How have you done so far?

ROSE: Last year I sang Musetta in La Boheme for the Los Angeles Grand Opera. I almost missed the role and it would have been the greatest disappointment in my life.

DON: What happened?

ROSE: I was sick in bed for ten days before the engagement and I did everything I could to get well in time. My prayers were answered. I made the show.

DON: Has your father changed his mind?

ROSE: A little.. now if I can make this "My Lucky Strike," I'm sure he will.

DON: In that case, I hope this is "Your Lucky Strike." Here is Rose Marie Fox singing, "~~You Are Free~~" or "One Night Of Love."

MUSIC: "~~YOU ARE FREE~~" or "ONE NIGHT OF LOVE" FOX

(APPLAUSE)

DON: Thank you Rose Marie Fox.  
Now we hear from our judges, the studio audience.  
The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready to encore our performers and find out who wins his Lucky Strike?

MARTIN: We certainly are, Don. But first I'd like to encore a song that's already a winner.

DON: Well, Frank, let's hear the encore.

MUSIC: CHORD

COMMERCIAL #3

SONG:           Feeling low?  
                  Feeling tense ?  
                  These eight words are common sense..  
                  Smoke a Lucky to feel your level best!  
                  Smoke a Lucky to feel your level best!

MARTIN:        Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on  
the Lucky level.... Where it's fun to be alive!  
Where you feel and do your level best.

MUSIC:        INTRO

SONG:        Feeling low?  
                  Feeling tense?  
                  These eight words are common sense --  
                  Smoke a Lucky to feel your level best!  
                  Smoke a Lucky to feel your level best!

MUSIC:        BUTTON

DON: Well, our contestants are ready.. our audience is ready!  
So... let's pick a winner! Each contestant will return  
to the microphone and do a bit of his number for you. If  
he is your choice we want you to express it by your  
applause, and then we will determine by means of the  
applause-meter who is the winner of today's Lucky Strike.  
Remember, this is your only chance to vote.. so make it  
count! Our first contestant is:

1. Rozelle Gayle, the former Zoology professor who sang  
and played "Honeysuckle Rose."

MUSIC: "HONEYSUCKLE ROSE" GAYLE

(APPLAUSE)

2. Bill Warfield, the young college man from USC who sang  
"Body and Soul

MUSIC: "BODY AND SOUL" WARFIELD

(APPLAUSE)

3. Sharon Douglas, the talented actress who played the  
part of Janet with me in our drama.

DRAMA: "TWO ON A PARK BENCH" DOUGLAS

(APPLAUSE)

4. Gale Adair, the quadruple threat girl with the  
accordion who played "Ciribiribin."

MUSIC: "CIRIBIRIBIN" ADAIR

(APPLAUSE)

5. Rose Marie Fox, the girl who wants to convince her  
father she can sing and sang "One Night of Love."

MUSIC: "ONE NIGHT OF LOVE" FOX

(APPLAUSE)

And according to our applause meter the highest score was  
received by Bill Warfield.

(APPLAUSE)



DON: Congratulations Bill this was <sup>really</sup> your  
Lucky Strike.

WINNER: Thank you, ~~Don~~ *Oh yes, I can't talk any more.*  
DON: The way you sang (played) Beauty and the Beast was certainly <sup>wonderful</sup>

*deserving. We are very happy for you. As winner of today's  
Lucky Strike we have an agreement for you at Laurel  
for some future in the San Fernando Valley.*  
(PRIZE DESIGNATED ON CARD) (MIKE)  
(APPLAUSE)

And to our other entertainers -- Rozelle Gayle, Bill  
~~Warfield~~, Sharon Douglas, Gale Adair and Rose Marie Fox--  
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, pick up some Luckies -- 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, FEBRUARY 3, 1949

STUDIO C

CBS

12:30 - 1:00 PST

OPENING

AMECHE INTRODUCTION

JACQUELINE LEE INTERVIEW

"JUST ONE OF THOSE THINGS"

LEE

AS BROADCAST

FIRST COMMERCIAL

BASIL ROLLIS INTERVIEW

"MISERLOO" (or) "RINA KATARINA"

ROLLIS

AMECHE SPOT

FRITZ BECKER TRIO INTERVIEW

"DIG-A-DIG-A-DOO"

TRIO

SECOND COMMERCIAL

RICHARD PICKAR INTERVIEW

"FLIGHT OF THE BUMBLEBEE" (or) "HORA STACCATO" PICKAR

MERRILL MAHRR INTERVIEW

"WHEN I WRITE MY LOVE SONG"

MAHRR

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019150

LUCKY STRIKE-1-  
2/3/49

RIGGS: (CHANT) 60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNOR: "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 0019151

DON: Good afternoon, ladies and gentlemen. I wish I could find a hundred adjectives that could describe the word "wonderful"; because that's what it would take to describe the way I feel about the way you people have received our show and everything we are trying to do for all this ambitious, worthwhile talent that is with us each day hoping that we can give them the big break they are looking for, so earnestly.

As you know, we ask you here in our studio audience to decide who will make his Lucky Strike this afternoon. "It's the people who make the stars" -- so you, the audience, as representatives of the radio audience throughout the entire nation, will determine our performers success. Well, our talent is ready, so let's get on with the show.

JACQUELINE LEE SPOT

DON: Our first performer today is lovely brunette, Jacqueline Lee. Jackie tells me she had the distinction of being the first American girl to sing over Radio Tokyo in 1945. Isn't that the network "Tokyo Rose" made famous, Jackie?

JACKIE: Yes it was, Don. ..and Tokyo Rose was one act I didn't mind following...Especially since it meant the Americans had taken over.

DON: Well, that shows you what can happen when a radio show loses its sponsor.

JACKIE: She sure lost hers.

DON: Didn't you have any other interesting experiences while you were in Japan, Jackie?

JACKIE: I had a very harrowing experience, Don, when I was on a train crossing the Honshu-Hokaido Straits in the Japan Sea when we hit an iceberg and the train sank.

DON: You were on a train that hit an iceberg and sank! You mean a train? One of those things that travels on rails?

JACKIE: That's right, Don.

DON: And it travelled on the water?

JACKIE: Uh-huh...Oh, I forgot to mention that the train was on a large ferry boat.

DON: Oh! You just left out a slight minor detail...a boat! Then the ferry boat sank... with the train on it.

JACKIE: That's right.. It was late at night and we were in open life rafts for about 5 hours. I was so scared I didn't know if I was shivering from cold or fright.

DON: I guess you were pretty glad to be rescued.

JACKIE: When the rescue ship's searchlights found us we all started singing, we were so happy. I'll never forget that experience as long as I live.

DON: I know you won't. And another experience you'll never forget, Jackie, is making this "Your Lucky Strike." Here is Jacqueline Lee singing "Just One Of Those Things."

MUSIC: "JUST ONE OF THOSE THINGS" LEE

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(APPLAUSE)

COMMERCIAL #1

DON: Thank you Jacqueline Lee.

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies, when you feel low.. Luckies' Fine Tobacco  
picks you up...and when you feel tense.. Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do this  
for you. And,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco -- mild, ripe, thoroughly  
enjoyable tobacco. No wonder more independent tobacco  
experts -- auctioneers, buyers and warehousemen -- smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes.. ask for a carton  
of Lucky Strike and get on the Lucky level --where you feel  
your best and do your best.

MUSIC: INTRO

SONG: FEELING LOW ?

Feeling tense?

These eight words are common sense -

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

BASIL ROLLIS SPOT

DON: Well, today we add another nation to our fast growing "international" department of "Your Lucky Strike." Basil Rollis, our next performer comes from the wonderfully historic country of Greece. Basil, did you start your singing career in the United States or in Greece?

BASIL: I started singing in Greece, Don, when I was 7 years old. My grandfather was a priest and I sang in the choir.

DON: Of all possible incentives, it seems that choir singing is the one that accounts for a majority of singers getting started.

BASIL: That is true Don, especially in my case. But I didn't continue singing right away. A great deal of time passed and then I came to the United States.

DON: To continue your singing at last?

BASIL: Yes, to go to college and study accounting in New York.

DON: There's a big difference between adding up a column of figures and running up a musical scale.

BASIL: It's about the same. When you add up a column of figures you have to get the correct total and when you run up a musical scale you have to hit the right notes.

DON: You win...but since you're singing now, you must have changed your mind about accounting. How did it happen?

BASIL: While I was going to college in New York, I saw some stage shows on Broadway. That inspired me to become an actor. Instead of going to accounting school, I went to dramatic school. I've been in show business ever since.



DON: Well, show business and accounting have something in common. They both deal in figures...(especially those big Broadway musicals....)

BASIL: I hope some day to be in a big musical.

DON: Well, Basil, if you make this your "Lucky Strike", I'm sure it will bring your hopes that much nearer. Here is Basil Rollis, with his guitar, singing and playing, "Miserloo" or "Rina-Katarina"

MUSIC: "MISERLOO" OR "RINA-KATARINA" ROLLIS

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(APPLAUSE)

DON: Thank you, Joy Lyle. Seneca, the ancient Roman philosopher, once said with great wisdom, "There is no satisfaction in any good without a companion."

Since "Your Lucky Strike" has been on the air, I have learned many things about the struggling performers today who are trying so hard to make their mark in the world of entertainmen I have learned, most of all, that they have a great.....a tremendous feeling of gratitude for the smallest boost or the mildest word of encouragement. These are the things that make me grateful for the chance I now have to help them in some way, toward their ultimate goal. The immense measure of satisfaction that I get from all of this must be shared with you people, the audience...the ones who determine who our winners are. I could not, selfishly, keep this satisfaction to myself. So therefore, at various times, I will try to keep you informed of some of the backstage happenings of "Your Lucky Strike" so that you, too might have that wonderful feeling of satisfaction, that you have helped someone. Take for example, a very lovely girl who sang on our show a couple of weeks ago and won "Her Lucky Strike". She sang a beautiful song and did a wonderful job. After the show I went backstage to congratulate her. She was crying. She was so happy, she was sobbing for joy. This was the break she had hoped for...not only for herself, but for her husband also, who heard her sing from a hospital bed. Is there any wonder she was crying for joy? Is there any wonder I am so grateful for this opportunity to help youngsters like this girl? Now you know why, I want you, the audience to also know of these things. I want you to feel the warmth I feel.

FRITZ BECKER TRIO SPOT

DON: In show business, especially the music end of it, there are two directions a performer can go toward success...and it's just like the saying...."the grass always looks greener on the other side." If a performer is in a group, he always wants to break away and become a soloist...If he is a soloist he wants to join a group. In either instance his chances for success are equal. Fritz Becker decided to give up solo piano work to form a trio...he has his trio here today, in the hope this will be "their Lucky Strike," Fritz, why did you leave solo work to form this trio?

FRITZ: I figured three heads were better than one, Don, and besides, the two other boys in the trio are really great musicians.

DON: Who are they?

FRITZ: The boy with the flaming red hair, is the guitar man, "Red" Varner.

DON: Now I wonder how he got the name, "Red?" And the boy on bass?

FRITZ: He's Morty Corb....Morty's one of the best bass men in the country, as far as I'm concerned. He was with Dick Stabile's band and Red was with Ted Fio Rito.

DON: You did all right with Bobby Sherwood, if I remember correctly, Fritz.

FRITZ: Yeah...I guess I did...but I got the bug to get a trio together and I wasn't satisfied until Red and Morty came in with me.

DON: Guitar, Bass and Piano is the same combination that the "King Cole Trio" uses, isn't it?

FRITZ: We should only be half as successful, I'll be satisfied.

DON: I'm sure King Cole had to start someplace, just like every everybody else.

FRITZ: I'm willing to start right here. That's why Red and Morty and I hope that this will be our "Lucky Strike."

DON: Fritz, that's just why we like having ambitious performers like you and the boys on our show...your ambition and sincerity....and the ambitions and sincerity of all the performers that come here looking for their Lucky Strike inspires all of us to want to help further your careers in every possible way. So here's hoping your career gets a big boost forward today. Here is the Fritz Becker Trio playing, "Dig-A-Dig-A-Doo."

MUSIC: "DIG-A -DIG-A-DOO" TRIO

(APPLAUSE)

COMMERCIAL #2

DON: Thank you Fritz Becker Trio.  
You know, today's the anniversary of Horace Greeley's birth. Remember what he said? "Go West, young man". (LAUGHS) A lot of people took his advice and they did all right -- I know! Now here's a bit of modern day advice that'll help you do all right: Smoke a Lucky to feel your level best! Think of how sensible that is. First off, Luckies are really smooth smoking -- ummmm -- really enjoyable. And then -- now get this -- Luckies' fine tobacco picks you up when you you're low ... and calms you down when you're tense. Yep, Luckies' fine tobacco puts you on the Lucky level -- where it's fun to be alive -- where you feel and do your level best. So how about getting a carton of Lucky Strike today.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense:  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MUSIC: BUTTON

RICHARD PICKAR SPOT

DON: Our next performer is 17 year old, Richard Pickar, who says he plays the clarinet now because he got to it by a process of elimination...What did you have to eliminate, Richard? The music teacher?

RICHARD: No, Mr. Ameche...the piano. My mother wanted me to play the piano but I just couldn't get interested in it.

DON: How did you get out of playing it?

RICHARD: I just stopped practicing. I did the same thing on the violin.

DON: Then what happened with the clarinet? Looks like that one hung on and refused to be eliminated.

RICHARD: I liked the clarinet right from the beginning. ~~It gave me a sort of singing feeling. I felt I could express myself better with it.~~

DON: And you don't mind practising ~~the clarinet?~~

RICHARD: Not at all...the only ones who complain about practicing are the neighbors...so then I have to stop for awhile and play chess.

DON: Chess? Now there IS a nice quiet game..as a matter of fact, it's so quiet sometimes you can't tell if the players are even alive!

RICHARD: It takes a lot of concentration to make each move effective.

DON: Yes, but how long does it take to make a move? I've heard of some chess games lasting days! What's the longest game you've ever played?

RICHARD: I don't remember, Mr. Ameche...but I have played as many as ten different games at once. I've also played by telephone and even blindfolded.

DON: Well, Richard, you sound like an expert chess player to me. Let's show the folks how expert you are on the Clarinet. Here is Richard Pickar and his clarinet playing, "~~Flight of the Bumble Bee.~~"

MUSIC: ~~"FLIGHT OF THE BUMBLE BEE"~~ PICKAR

(APPLAUSE) *"Hana Hlocata"*

MERRILL MAHRR SPOT

DON: Thank you Richard Pickar. Our next performer, lovely red-haired Merrill Mahrr, is a girl who claims the distinction of having a super soprano voice, which a lot of people call a "Theramin" voice. Merrill, what is a Theramin voice?

MERRILL: Well, Don, the Theramin is an electrical musical instrument which creates a high, very strange sound by magnetic vibration, in relation to the frequency of the human body.

DON: Uh-huh; Now tell me in English.

MERRILL: In the picture Spellbound, it was a Theramin which made those weird wailing notes in the background.

DON: Oh! I remember. It made a wonderful effect. And you have that kind of a voice?

MERRILL: Yes, Don...I can sing 4 octaves higher than the normal voice.

DON: That is a super-soprano voice. Did you have to work very hard to train your voice to do that?

MERRILL: I did a lot of suffering to get the voice, Don. It was through a very unfortunate accident a dentist made. I got lockjaw and almost didn't pull through.

DON: That was serious! And when you recovered, you discovered a new voice. You were lucky to have any bvoice at all.

MERRILL: I certainly was. I was also lucky to have a very wonderful doctor who cured me.



DON: It seems we just don't appreciate those things until we go through the sort of experience you had to go through.

MERRILL: If I didn't before, I do now..and I am so grateful I just want to keep on singing and never stop. That's why I hope this will be my big break.

DON: Merrill, I've had a lot of ambitious people on "Your Lucky Strike," since we first went on the air. I'd like to help everyone get their break in show business, because every single one has that wonderful sincerity and flaming ambition to become a success. If I can be a part of that, I will feel that we are achieving our purpose with "Your Lucky Strike."

MERRILL: I think you are doing a wonderful job, Don. It gives performers like me something to believe in for the future.

DON: That's just what I want to hear, Merrill. So, now, how about taking your turn at making this "Your Lucky Strike." Here is Merrill Mahrr singing, "When I Write My Song."

MUSIC: "WHEN I WRITE MY SONG." MAHRR

---

(APPLAUSE)

DON: Thank you Merrill Mahrr.  
Now we hear from our judges, the studio audience.  
The results of your verdict today means the next  
important step into the future for one of our five  
contestants. You will determine the winner by the  
amount of applause you give each performer. We have  
an applause-meter in the control room, and it will  
indicate which contestant receives the most applause,  
to be winner of today's Lucky Strike. Frank, is the  
engineer ready with the applause-meter, to determine  
our winner?

MARTIN: Yes Don, and while we are preparing to judge our  
contestants, let's listen to something that has  
already been judged a winner. Something worth singing  
about.

DON: Well, let's sing about it.

MUSIC: CHORD

COMMERCIAL #3

SONG:           Feeling low?  
                  Feeling tense?  
                  These eight words are common sense....  
                  Smoke a Lukcy to feel your level best!  
                  Smoke a Lucky to feel your level best! ....

MARTIN:        Yes, Smoke a Lucky to feel your level best! For  
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 best and do your best.  
                  It's certainly 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 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 everywhere.  
                  Get on the Lucky level .... Where it's fun to be alive!  
                  Where you feel and do your level best.

MUSIC:        INTRO

SONG:           Feeling low?  
                  Feeling tense?  
                  These eight words are common sense --  
                  Smoke a lucky to feel your level best!  
                  Smoke a Lucky to feel your level best!

MUSIC:        BUTTON

DON: Well, our contestants are ready..our audience is ready!  
So..let's pick a winner! Each contestant will return to  
the microphone and do a bit of his number for you,  
If he is your choice we want you to express it by  
your applause, and then we will determine by means of  
the applause-meter who is the winner of today's Lucky  
Strike. Remember, this is your only chance to vote...  
so make it count! Our first contestant is:

1. Jacqueline Lee, the lovely brunette girl who sang  
"Just One Of Those Things"

MUSIC: "JUST ONE OF THOSE THINGS" LEE

---

(APPLAUSE)

2. Basil Rollis, the gentleman from Greece who played the  
guitar and sang "Miserloo" or "~~Rina Katarina~~."

MUSIC: "MISERLOO" OR "RINA KATARINA" ROLLIS

---

(APPLAUSE)

3. The Fritz Becker Trio, the three boys who played  
"Dig-A-Dig-A-Do"

MUSIC: "DIG A DIG A DOO" BECKER TRIO

---

(APPLAUSE)

4. Richard Pickar, the 17 year old chess player and  
clarinetist who played "The Flight of the Bumblebee"  
or "Hora Staccato"

MUSIC: "FLIGHT OF THE BUMBLEBEE" or "HORA STACCATO" PICKAR

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(APPLAUSE)

5. Merrill Mahrr, the lovely young girl with the  
"Theramin Voice" who sang "When I Write My Song"

MUSIC: "WHEN I WRITE MY SONG" MAHRR

---

(APPLAUSE)

LUCKY STRIKE  
2/3/49 -19

DON: And according to our applause meter the highest  
score was received by Bessie Mae Lee

(APPLAUSE)

MUSIC: THE WORKS

ATX01 0019169

DON: Congratulations, Merrill, I think that's just wonderful.  
M.M. Thank you very much.  
DON: I think you sang the song just beautifully and I certainly love that  
theramin voice.  
M.M. You did.  
DON: I have good news for you, your Lucky Strike has a big break for you. An  
engagement at the popular Zebra Room of the Town House on Wilshire Blvd.  
M.M. Thank you very much.

And to you other entertainers - Jacqueline Lee,  
Basil Rollins, The Fritz Becker Trio, Richard Pickar,  
and Merrill Mahrr -- 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, pick up some  
Luckies -- 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, FEBRUARY 4, 1949

STUDIO C

CBS

12:30 - 1:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

BILL JUDD INTERVIEW

~~"TWO OF THREE FREE"~~ AND "JOSEPHINE, DON'T LEAN ON THE BELL" JUDD

FIRST COMMERCIAL

MEI LEE FOO INTERVIEW

"CHINESE LULLABY"

MEI LEE FOO

JEAN BURKHART INTERVIEW

DRAMA - "HENRY VIII"

BURKHART

SECOND COMMERCIAL

BOB HULL INTERVIEW

"HAWAIIAN WAR CHANT"

HULL

EDWIN LEAR INTERVIEW

"SORRENTO"

LEAR

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019171

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. Ah, it's a grand day today, just the kind of a day to get us ready for a glorious week-end...it's a day that's inspiring to me, but then every day on "Your Lucky Strike" is inspiring because they are filled to the brim with exciting talent that's just bursting with ambition and yearning for a break. We hope we can give it to them.

As you know, we ask you here in our studio audience to decide who will make his Lucky Strike this afternoon. "It's the people who make the stars" -- so you, the audience, as representatives of the radio audience throughout the entire nation, will determine our performers success. Well, our talent is ready, so let's get on with the show.

BILL JUDD SPOT

DON: Bill Judd is a clever young fellow of 24 who's been working in East coast musicals and night clubs waiting for that lucky strike. He tells me he got his first job as a result of appearing on an amateur program at the age of 12. Isn't that right, Bill?

BILL: Yes, I was one of those little "proteges" that you turn the radio off on.

DON: Were your folks in show business?

BILL: No, I was the first black sheep in the family.

DON: Well, they certainly must have been proud of you after you played 62 weeks at the Radio City Music Hall. That's quite a run. How did that happen?

BILL: They got me cheap.

DON: (LAUGHS) What sort of an act did you do?

BILL: Oh, I was in the production numbers. When they needed someone to run around with a hatful of fruit and make like Carmen Miranda, I was it.

DON: You sound as if even after 62 weeks you weren't happy about it.

BILL: Well, it really wasn't the right spot for me, Don. I'd tell booking agents and people who were interested in me to come and see the act and they'd come and sit there watching the hundreds of people on the stage. Afterwards I'd say, "how did you like my act?" And they'd say, "Which one were you"? And I'd say, "You mean you didn't see me?" And they'd say, "You should work in an intimate spot. Work small. Work small." So I quit and went into intimate spots. Now they say, "It's too small. Work big! Work big!"

DON: Well, you're killing two birds with one stone today, Bill. It's a small studio but a big audience ... millions of people listening in all over the United States to see if you'll be the one to make his lucky strike here today.

BILL: I'll do my best, Don.

DON: I'm sure you will, Bill. And maybe someday you'll be singing on the Hit Parade like Frank Sinatra every week. Here is Bill Judd singing a medley... "~~Fun and Fanny Free~~" ~~and~~ "Josephine, Don't Lean on the Bell".

MUSIC:

~~MEDLEY~~

JUDD

---

APPLAUSE

COMMERCIAL #1

DON: Thank you Bill Judd.

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies, when you feel low.. Luckies' Fine Tobacco  
picks you up...and when you feel tense.. Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do this  
for you. And,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco -- mild, ripe, thoroughly  
enjoyable tobacco. No wonder more independent tobacco  
experts -- auctioneers, buyers and warehousemen -- smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes..ask for a carton  
of Lucky Strike and get on the Lucky level -- where you feel  
your best and do your best.

MUSIC: INTRO

SONG: Feeling Low?

Feeling tense?

These eight words are common sense -

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

MEI LEE FOO SPOT

DON: Our next performer is lovely and petite, Mei Lee Foo, who is, as her name implies, Chinese. Mei Lee, were you born in China?

MEI LEE: No, Mr. Ameche, I was born in San Francisco, which is about the closest thing to China in the United States.

DON: Yes, San Francisco's Chinatown is an exciting place. I never miss it when I'm up there. Mei Lee, that is a very beautiful Chinese gown you're wearing. Was it sent to you from China?

MEI LEE: I made it myself. I make all my own clothes.

DON: It is certainly very attractive. Is it difficult to make a Chinese gown like that?

MEI LEE: I don't find it so...but I have an advantage. I'm so small, it's like making children's clothes.

DON: How tall are you?...About five feet?

MEI LEE: Not quite....I am four feet, nine and a half inches tall.

DON: You know what they say...good things come in small packages.

MEI LEE: Sometimes I think this package is too small. I get lost too easily.

DON: Lost? How?

MEI LEE: Oh, sometimes I'm supposed to meet someone in a store or on a corner and they can never find me in a crowd... Everybody towers over me and I'm hidden.

DON: Yes, I see what you mean...but think of the advantage you have in getting in and out of tight places.

MEI LEE: But when I want to get something off a shelf, I have to get a ladder.

LUCKY STRIKE -6A-  
2/4/49

DON: Well, Mei Lee, no matter how tiny you are, you don't need  
a ladder to reach for "Your Lucky Strike." It's within  
reach of everyone. So, here is Mei Lee Foo, singing,  
"~~Chinese~~ Lullaby."

MUSIC: "~~CHINESE LULLABY~~" *Mei Lee Foo* MEI LEE FOO  
(APPLAUSE)

ATX01 0019178

JEAN BURKHART SPOT

DON: Thank you Mei Lee Foo. Our next performer is talented Jean Burkhardt, whose ambition is to be a great actress. And from her training and experience it would be safe for me to say that she is well prepared for it. Jean danced professionally for 6 years, then she sang with bands and worked alone in USO shows all during the war years. Jean, when did the acting bug hit you?

JEAN: I've been infected by its bite from the beginning, Don. I just found it more profitable to work at dancing and singing, but now I want a career as an actress...that's why I hope my performance today might mean my "Lucky Strike."

DON: I hope it does, Jean. Jean Burkhardt will join me in enacting a scene from The Life of Henry The Eight and Katherine Howard. Jean will portray Katherine, and I, Henry The Eighth, King of England.

MUSIC: ESTABLISH

---

Queen Katherine has been accused of unfaithfulness by Henry and both she and her lady-in-waiting are condemned to death. She stands now, looking out at the English sky... waiting for the last dawn of her life. Suddenly, the tower door swings open....

SOUND: RELEASE OF DOOR BOLT. DOOR SWINGS OPEN

---

KATH: Your Majesty!

HENRY: (STERNLY) Good morning Katherine...

KATH: Good morning, Sire. You are up and about early.  
(WITH AN ALMOST MOCKING DIGNITY) Won't you sit down, Sire? You'll find that corner chair the most comfortable. Of course, a cell is hardly the place to welcome a king, much less a husband.

HENRY: (COLDLY) I will stand, thank you. - Katherine, I've been awake all night..hating myself because I knew - at dawn I would come to you.

KATH: (CALMLY) I was expecting you.

HENRY: You seem very cool for someone about to lose her head.

KATH: Did you think to find me in tears? I can walk to the block as proudly as my predecessors.

HENRY: (GRAVELY) Katherine, Katherine...the moments are priceless now. Let's not be reckless with them. I came this morning because I had to come, I came because I knew if I let you die there would never be eyes or lips - or arms for me again.

KATH: (LIGHTLY) You do me honor, Sire.



HENRY: (WEARILY) Katherine - I don't know how to talk to you,  
I can't understand you any more.

KATH: Are you under any illusion that you ever did understand me,  
Henry?

HENRY: I thought I did. I loved you... I love you still.

KATH: Henry, I don't think you even know the meaning of love. I  
wanted to be a good wife to you - I wanted to share whatever  
the years brought to you of joy and sorrow...but there was  
always a wall around you that I couldn't see over...and,  
after a while. I didn't want to any more.

HENRY: (BROKENLY) Katherine, forgive me. I didn't know -- I  
didn't understand. (HARDLY ABOVE A WHISPER) It  
didn't occur to me to try to understand. I've made  
mistakes...but I'll try to amend them.

KATH: The headsman is counting the moments, Henry, and waiting for  
the sun to rise. It is late for amends.

HENRY: It is not too late, as long as you still live. Kings are  
lonely people at best, Katherine... I need you. You must  
come back to me.

KATH: (HARDLY REALIZING) You will set me free?

HENRY: Yes. You shall take your place beside me, and there will  
be no further misunderstandings...all will be as it should  
have been long ago.

KATH: (LEVELLY) And you will set Lady Margaret free, too?

HENRY: Katherine, you must not ask that.

KATH: (STUNNED) Not ask that! Henry, you cannot mean that you  
would execute her and pardon me!

HENRY: (HARSHLY) She knew of your meetings with Thomas, and did not tell me! This woman openly flouted and disdained my authority. It was her risk, now she must pay for it. Perhaps in time you will understand these things.

KATH: No, Sire! I will never understand. So I am afraid I must refuse your so - generous offer.

HENRY: You will sacrifice your own life because your Lady-in-Waiting cannot be set free?

SOUND: SNEAK HAMMERING, FAR OFF MIKE

---

KATH: We must live by our own standards, Henry. I think I would be a great deal less than Queen if I turned back now. It is better to die - than to live without honor.

HENRY: (PAUSES) (THEN NARRLOWLY) Do you hear, Katherine? They are erecting the scaffold. Are you not afraid? You grow pale, Katherine...why don't you speak? What are you thinking?

KATH: I was thinking of Margaret - all this horror to happen to her...because of her loyalty to me.  
What explanation will you make, Henry? What will you say? That I was unfaithful and she was partner to it?

HENRY: That truth is explanantion enough, Katherine.

KATH: Oh, Henry, I pity you - I pity you. When this day is over, I will be free...but you will never be free - (SCORNFULLY) you slave to power and to vanity!

HENRY: I was a fool to come here today. I see how that what I had is already dead - and what is left holds neither life nor love for me.

KATH: (CHOKED SOB) Please go -- go -

HENRY: Why couldn't you take what I could give, instead of demanding more than I could give. Live, Katherine! Live for me - live with me.

KATH: (LASHING TEARFUL ANGRY SCORN) Live with you! Live with you! You, whom I loathe and hate and despise! I would rather die than lower myself by accepting life from your hands. I want to die! Do you hear me, I want to die!

HENRY: (SHOUTING) Then go to your scaffold! Go to your martyrdom! I'm through arguing - through pleading! I'm done with you!

KATH: (SCREAMING HYSTERICALLY) Then leave me! Leave me!

SOUND: FOOTSTEPS, DOOR OPENS, CLOSES

---

KATH: (COLLAPSES, SOBBING) Oh, Henry - my true love - my only love - believe in your justice...let history believe in it. You are king, and must wear dignity through the centuries. I make you that gift!

MUSIC: IN HEAVY FULL OF IRON...UP TO FINISH

---

(APPLAUSE)

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COMMERCIAL #2

DON: Thank you, Jean Burkhart.

MARTIN: Say Don, we have another week-end ahead of us again. What's the good word?

DON: Well, Frank, my special Ameche radar reports that today -- Friday's a mighty busy day in most homes. There's week-end shopping to do, and all kinds of chores to make Saturday and Sunday fun for the family. Now look, don't let it get you down...or tensed up, either. Just take a tip from me... take time out and light up a smooth, mild Lucky Strike cigarette. You'll find they're really enjoyable...and you'll appreciate the way Luckies' fine tobacco picks you up when you're low...and calms you down when you're tense... Yep, Luckies' fine tobacco puts you on the Lucky level where you feel and do your level best. So get a carton of Luckies, then you're all set to have a swell week-end.

Remember when you are ---

SONG: Feeling low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

BOB HULL SPOT

DON: It's amazing how music can creep into someone's life and gradually engulf it so completely, nothing else exists. Bob Hull spent a good many years going to University to prepare himself for the world of business..then what happened, Bob?

BOB: ~~I couldn't wait to get into the world of entertainment~~

DON: You received your Bachelor of Science degree, didn't you?

BOB: Yes, and worked a couple of years after I graduated. But the urge for show business was always there. I played the piano a lot and worked casuals with dance bands whenever I could.

DON: When did the breaking point come that made you take the ~~jump from business to music?~~

BOB: <sup>from the</sup> The army...I was a personnel officer and for four years, I did nothing but bury my nose in ledgers and pay vouchers. I swore that if I ever got out of the army, I was through with such things.

DON: And that's when you started playing the Hammond organ..

BOB: Yes, the possibilities of what could be done with the modern approach to music on a Hammond intrigued me. I found I could make almost anything come out of it.

DON: A ham sandwich?

BOB: Room and Board. It's been my means of livelihood ever since

DON: And it should be for a long time, Bob, because you can sure play a "Hot" Hammond..and that doesn't mean stolen or steam-heated, does it, Bob?

BOB: No, Don, I believe it means putting a lot of rhythm in it.

DON: You put so much rhythm in it, it's a wonder it doesn't  
explode. So clear the decks, boys, and give him lots of room,  
Bob's going to start that Hammond boiling! Here's Bob Hull  
reaching for his "Lucky Strike" playing "Hawaiian War Chant"  
on the Hammond Organ.

MUSIC: "HAWAIIAN WAR CHANT" HULL

---

(APPLAUSE)

EDWIN LEAR SPOT

LUCKY STRIKE -15-  
2/4/49

DON: Our next performer, Edwin Lear, is a fellow who didn't know he could sing until he was in a spot and had to do it or else. What kind of a spot were you in, Ed?

ED: I was in a high school glee club. I was forced into the class because there wasn't room in any other but I got along all right. I faked my way.

DON: Faked your way? How'd you do that?

ED: I just moved my lips like I was singing and I didn't make a sound. But the teacher finally caught up with me. I moved my lips when nobody else was singing and she saw me.

DON: That's one time silence wasn't golden. Was it?

ED: No Sir! She made me get up in front of the class and sing "America" at the top of my voice. Don, that was the first time I ever sang in my life...and I liked it. I've been singing ever since.

DON: What'd your family think of you as a singer?

ED: They were surprised at first, they didn't know I could do anything but talk. But the surprise wore off when all I did was sing. I guess they wished I was back talking again.

DON: Either that or playing something soothing like a violin.

ED: A violin wouldn't be soothing if I played it. I'd starve to death trying to earn a living playing one of those things.

DON: Well, I don't know about that. There's a certain comedian who does all right with one.

ED: If you're talking about Jack Benny, he's funny without a violin.

DON: You're right, Ed. You know this Sunday his show's going to be funnier than ever, <sup>it's going to have</sup> with Claudette Colbert and Vincent Price <sup>with her</sup>

ATX01 00191B7

*Edwin Lear*  
ED: I think I'd be smarter to stick to singing and studying for  
an operatic career.

DON: Good for you, Ed...maybe making this "Your Lucky Strike" will  
bring it closer to you. Here is Edwin Lear singing, *Anna Bach To*  
"Sorrento".

MUSIC: "SORRENTO" LEAR

---

(APPLAUSE)

---



DON: Thank you, Ed Lear.

Now we hear from our judges, the studio audience.

The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready to review our performers, so the audience can pick a winner?

MARTIN: We certainly are Don. But first I'd like to review a subject that's already been picked a winner.

DON: Well, Frank, let's hear it then.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense.....

Smoke a Lucky to feel your level best!

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

MARTIN: Yes, Smoke a Lucky to feel your level best! For 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

best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level...Where it's fun

to be alive! Where you feel and do your level best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

DON: Well, our contestants are ready...our audience is ready! So, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote... so make it count! Our first contestant is:

1. Bill Judd, the young man who killed two birds with one stone and sang ~~his medley~~. *Josephine Don't Lean On The Bell*

MUSIC: MEDLEY JUDD

---

(APPLAUSE)

2. Mei Lee Foo, the charming Chinese girl who sang "~~Chinese Lullaby~~". *One Fine Day*

MUSIC: "CHINESE LULLABY" MEI LEE FOO

---

(APPLAUSE)

3. Jean Burkhart, the talented young actress who portrayed Katherine in a dramatic reading of Henry the Eighth.

DRAMA: "HENRY THE EIGHTH" BURKHART

---

(APPLAUSE)

4. Bob Hull, the young man who played "Hawaiian War Chant" on the Hammond organ.

MUSIC: "HAWAIIAN WAR CHANT" HULL

---

(APPLAUSE)

5. Edwin Lear, the young man who sang "Sorrento".

MUSIC: "SORRENTO" LEAR

---

(APPLAUSE)

And according to our applause meter the highest score was received by *Edwin Lear*.

(APPLAUSE)

MUSIC: THE WORKS

---

DON: Congratulations Ed this was your Lucky Strike.

WINNER: Thank you, Don.

DON: The way you sang (played) I certainly was wonderful.

We are very happy for you.

(PRIZE DESIGNATED ON CARD) (MIKE) Gaylord Hotel  
(APPLAUSE)

And to you other entertainers Bill Judd, Mei Lee Foo, Jean Burkhardt, Bob Hull ~~and Edwin Lear~~... who did so well, our hearty thanks for being with us.

MUSIC: THEME IN WITH 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 level. Pick up a carton of Luckies for the weekend -- won't you?

MUSIC: THEME AND OUT

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...WHERE YOU WILL HEAR JACK BENNY THIS SUNDAY...  
THE COLUMBIA...BROADCASTING SYSTEM

"YOUR LUCKY STRIKE"

MONDAY, FEBRUARY 7, 1949

STUDIO C

CBS

12:30:00 PST

**AS BROADCAST**

OPENING

AMECHE INTRODUCTION

NINO TEMPO INTERVIEW

"AFTER YOU'VE GONE"

TEMPO

FIRST COMMERCIAL

OLIVIA PAGE INTERVIEW

"SUMMERTIME"

PAGE

*Veronica Allen*  
~~JANE MARTEL~~ INTERVIEW

DRAMA (EDGAR ALLAN POE)

MARTEL

SECOND COMMERCIAL

JACK BROCK INTERVIEW

"SECOND HUNGARIAN RHAPSODY"

BROCK

*Robert Derrick*  
~~GEORGE DERRICK~~ INTERVIEW

"NOCHE DE RONDA" *Director*

DERRICK

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019193

LUCKY STRIKE-1-  
2/7/49

RIGGS: (CHANT 60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

MARTIN: "Your Lucky Strike"... Presented every day 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 0019194

LUCKY STRIKE -2-  
2/7/49

DON: Good afternoon, ladies and gentlemen ... and welcome back to another week of "Your Lucky Strike," the program that every afternoon Monday through Friday gives deserving young professional entertainers the chance to make their lucky strike in show business. As usual, we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, as representatives of our listeners throughout the nation, will determine our winner ... the performer who, in addition to his artist check from Lucky Strike, wins a professional engagement at a Hollywood show place. Well, our talent is ready, so here we go, on with the show.

MUSIC: (FANFARE)

ATX01 0019195

NINO TEMPO SPOT

DON: Our first entertainer, Nino Tempo, is a good looking youngster, fourteen years of age and bouncing with enthusiasm, who sings and plays the clarinet. You seem to be a pretty happy young fellow, Nino.

NINO: Well, you look pretty happy yourself, Mr. Ameche.

DON: That's the only way to be, Nino. Tell me, do you have the class jumping to your singing at school?

NINO: No ... all they sing in school is that choir stuff. That's not my type.

DON: What type are you?

NINO: I'm a hepcat.

DON: Well, you must be ... I know your ambition is to have your own band. When did you first get the idea you wanted to be a bandleader?

NINO: When I was 7. Benny Goodman and his band were in town back in Buffalo and my grandfather bet me \$5 I wouldn't go up on the stage and sing with Benny. So I ran down the aisle, up on the stage, pulled at Benny's coat and asked him to let me sing "Rosetta". And he did.

DON: And ever since then Benny Goodman's been your idol.

NINO: He's gotta be .. he helped me win five bucks. In fact, he liked me so much, I went back and did the same thing the next night.

DON: Well, with Benny Goodman your idol, Nino, practising the clarinet must be a pleasure.

NINO: It is for me but not for the neighbors. Between my clarinet and saxophone and singing, they say I drive them crazy. And when I play my beebop records it's even worse.



DON: Beebop?

NINO: Yes ... it's a type of swing. Dizzy Gillespie plays it. When Dizzy comes to town all the cats dress up in glasses, a goatee, and a beret just like he does.

DON: And I bet you dress up right along with them.

NINO: Oh, I've got the glasses and the beret, but I had trouble raising a goatee.

DON: Uh huh. You have the same trouble as my oldest boy... you're still shaving with a washcloth. Well, now that we've heard your background, Nino, go to it and see if you can't make this "Your Lucky Strike." This is Nino Tempo <sup>on his clarinet +</sup> ~~singing, and playing on his clarinet...~~ "After You've Gone."

MUSIC: "AFTER YOU'VE GONE" TEMPO

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APPLAUSE

DON: Nino, that was really gone for a fourteen year old. Thank you, Nino Tempo.

COMMERCIAL #1

DON: ~~Thank you Nino Tempo.~~

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense---

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies, when you feel low...Luckies' Fine Tobacco  
picks you up... and when you feel tense...Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco--mild, ripe, thoroughly  
enjoyable tobacco. No wonder more independent tobacco  
experts--auctioneers , buyers and warehousemen--smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes...ask for a  
carton of Lucky Strike and get on the Lucky level--where  
you feel your best and do your best.

MUSIC: INPRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

OLIVIA PAGE SPOT

DON: Olivia Page is a young lady of 22 who's been preparing for a theatrical career studying and singing at parties and conventions. What sort of conventions, Olivia.

OL: Well, I've got a "system", Mr. Ameche...I like to sing at places where I not only get paid but can take home a few "samples" of what the conventions are showing.

DON: That's your "system", eh? Well, where's it taken you, Olivia

OL: Well, I sang at the Newspaper Convention in New York and I took home a lot of free subscriptions.

DON: I bet you did.

OL: And I sang at the Shoe Manufacturers Convention and I took home a lot of free shoes.

DON: Uh huh.

OL: And I sang at the Jewelers Convention.

DON: And you took home a lot of free jewelry.

OL: No, that's where something went wrong with my system.

DON: Well, you can't always bat a thousand in <sup>everything</sup> anything, Olivia. Tell me, what do you do when you're not singing?

OL: I collect dogs.

DON: Something you picked up at the Dog Catchers convention?

OL: (LAUGHS) No, but I've got over 200 of them.

DON: Over 200 dogs. Where do you live....in a kennel?

OL: I should have told you...these are toy dogs. They're a lot easier to take care of.

DON: I should hope to tell you. Well, Olivia, I know how much this chance to make your lucky strike out here on the West Coast today means to you, so you just see if you can't collect that professional engagement that goes with winning.

OL: I'm sure going to try, Mr. Ameche.

DON: I'm sure you will, Here is Olivia Page singing,  
"Summertime".

MUSIC: "SUMMERTIME" PAGE

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(APPLAUSE)

DON: You've made a winter's day very warm. Thank you Olivia Pag

VIRGINIA EILER SPOT

"YOUR LUCKY STRIKE" -8-  
2/7/49

DON: Our next performer is Virginia Eiler, a girl who had no intention whatsoever of becoming an actress until she substituted for her sister and wound up with a steady acting job. And now, Virginia, I suppose being an actress is your whole career.

VIRG: Yes it is, Don, and someday I hope I'll act my way right into a Broadway success.

DON: Well, maybe if you make this "Your Lucky Strike", it will bring that hope much closer. Virginia Eiler will reach for her "Lucky Strike" today by playing a very sympathetic heroine in a dramatic scene based on the life of Edgar Allan Poe. So do your best. This may be that Lucky Strike you've been waiting for, Miss Virginia Eiler.

MUSIC: UNDER:

MARTIN: Edgar Allan Poe was a writer whose tortured genius flowered in the darkness of despair. Many of his greatest works were written in a twilight world where nightmares became reality. It is following such an attack that he sits terrified and shaken in the parlor of friends with whom he is living...

MUSIC: OUT

ATX01 0019201

LUCKY STRIKE -9-  
2-7-49

VIRG: Is something wrong, Edgar? Why are you sitting down here so late? It's almost morning.

EDGAR: I couldn't sleep. Every time I closed my eyes I kept having nightmares. Horrible nightmares. I'd rather go forever without sleeping than dream like that.

VIRG: (SYMP) I know...I heard you cry out several times.

EDGAR: It all seems so foolish now...sitting before the fire, talking to you about it...But up there, alone in my room, I kept feeling I was surrounded by strange horrible beings staring at me and slowly inching closer and closer..

VIRG: You mustn't get upset about a dream. We all have had dreams. You probably ate too many sweets last night.

EDGAR: It's nothing that simple. There's a devil in my mind, Virginia...when I can conquer him, he writes my stories.... and when he conquers me, he makes a whining coward out of me. Virginia, sometimes I'm afraid of what I write... sometimes I'm afraid of what I've put on paper....I am a dreamer....but my dreams are not pretty.

VIRG: You look so tired...Stretch out there on the couch. Let me sing you to sleep. No devils will haunt you, I promise. I'll be right here.

EDGAR: (PROTESTING) You should be in bed yourself.

VIRG: No, I've had plenty of sleep, and it pleases me that you need me. Here, let me fix the cushions for you. There. How's that?

EDGAR: Very nice. Put your hand on my head a moment. My head's so hot.

ATK01 0019202

VIRG: Close your eyes now. Go to sleep. (~~PAUSE-SOFTLY~~) ~~Would you like me to play for you?~~

EDGAR: (~~RELAXED~~) ~~I'd like that very much.~~

MUSIC: (GRIEG'S "I LOVE YOU" SOFTLY ON PIANO...CONTINUE UNDER)

VIRG: (SINGING SOFTLY)

EDGAR: That's always been a favorite of mine. When did you learn it?

VIRG: I wanted to surprise you.

EDGAR: You should have been out in the sunlight getting some roses in those pretty cheeks.

VIRG: I thought if I learned the song, it would tell you how I felt much better than I could with my own words. (MUSIC OUT)  
But you.....treat me as if I were a child.

EDGAR: (GENTLY) But you are a child.

VIRG: Not any more. I don't think you're ever a child again, no matter how young you are...once you've fallen in love.

EDGAR: Virginia....I want so much to marry you, and yet...I'm afraid to marry you. My life is such a confused, unhappy thing. There are times when I'm alone that I think.... there is no hope in the world and no point in living. Have I any right to marry someone so sweet and untouched-- and holy. I think I haven't. If I'm honest, I must say-- all I can ever offer you is a nightmare..

VIRG: No, Edgar, No. You must say--I'm offering you heaven-- and I will say---thank you very much,-----I've been praying for heaven for such a long time. I love you so much.

EDGAR: Virginia, listen to me. The best I can offer you isn't big enough -- or good enough or pure enough. The best I can offer you is my love and devotion.

VIRG: That's the whole world, Edgar.

EDGAR: And if you accept my love and devotion, you accept, too, hours darker than any you've ever experienced --the hours of my despair and torment--the hours when demons descend on me and take hold of me --and I want to die-- or get drunk. (DESPERATELY) Doesn't that frighten you? Doesn't that make you pause, Virginia?

VIRG: (GENTLY WITH UNDERSTANDING) Do you love, me, Edgar?

EDGAR: I love you and I need you--if I'm ever going to know peace---but when I want to reach out for you, something inside me says no--something inside me says --don't touch her--there's evil in your touch--what's clean and holy will shrivel and die if you attempt to possess it. Virginia, do you understand at all what I'm saying? Do you?

VIRG: Yes-----you're saying-----you love me--and I'm glad. I'm so very glad.

EDGAR: (DESPERATELY) Run away, Virginia---I'm not strong enough to send you---run fast until you're out in the sunlight and free of me---run, Virginia! If I marry you, I'll destroy you.



VIRG: Edgar---if you refuse to marry me, you will destroy me--if there's to be happiness for me---if there's to be light in the sunshine and happiness in the stars, I must be with you. And if I'm not to have those things, I might as well be dead----Edgar, I'd rather have one glorious hour than a thousand empty ones----

EDGAR: There's danger in such a marriage---I feel it--I know it.

VIRG: If that's true, then let there be danger because it will be a beautiful danger. Edgar, we must go on--we must take what comes--if we turn back--we return to nothing.

EDGAR: There will be times, when I will be standing next to you--talking to you--and it will be as if I were standing in the room trying to talk to you across a chasm but you will not hear me.

VIRG: Edgar, put your arms around me--hold me close. There--you see there is no chasm between us. You and I are one person now, we will always be--and I will always be within hearing as long as you need me.

EDGAR: (ALMOST A SOB) Virginia, oh my Virginia. I love you--  
I love you.

VIRG: And I love you, and will----forever.

MUSIC: TAG

(APPLAUSE)

DON: that was a very moving performance and thank you, June Martel.

COMMERCIAL #2

*Martin's will love, hear it in February 7. That lucky number*  
DEN: Thank you *over a rainy --- and a lucky day for one of*

MARTIN: ~~(INTRO LINE - CHANGE MOOD)~~

*over fine performance for some.*  
AMSCHE: ~~Well -- here it is February seventh. Is seven your Lucky~~  
~~number? Well anyway you can make this your lucky day --~~  
the day you start on the Lucky level. All you have to  
do is to open a pack of those mild, mellow Luckies. Then  
light up and take a puff. Ummmm....there's really  
enjoyable smoking for you! And that's the way to get on  
the Lucky level -- where you feel and do your level best.  
So, if you're going shopping after the show, how about  
picking up a carton of Lucky Strike cigarettes? You'll  
like 'em!

MARTIN: Yes, ladies, Luckies' fine tobacco picks you up when you're  
low ... and calms you down when you're tense. That's  
right -- it puts you on the Lucky level where you feel  
your best and do your best -- remember"

MUSIC: INTRO TO:

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense:  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MUSIC: BUTTON

JACK BROCK SPOT

DON: If patience is a virtue, Jack Brock is certainly a very virtuous young man ... for in addition to attending USC and working at his father's marimba factory, he gives lessons on the marimba to a group of children ranging from 4 to 7 years of age. I can't think of anything that would require more patience than that. How many are in your class, Jack?

JACK: Fifteen, Don.

DON: Fifteen! You really believe in giving lessons wholesale. Is it difficult teaching them?

JACK: No .. at first learning to play a marimba is pretty simple. It's when you get into advanced work that it becomes difficult. You have to be able to think with your muscles.

DON: I think if I had to listen to 15 kids learning the marimba, I'd be tempted to think with the wrong muscles. The marimba's rather an unusual instrument to make a career out of, isn't it, Jack?

JACK: Yes, but it's certainly not a "new" instrument. It's a development of the drum...and you know that drumming goes all the way back to the Neolithic period.

DON: Nope ... I know nothing about the Neolithic, Period!

JACK: Well, some of the earliest drums were almost like big marimbas. They were made from hollowed-out trees and they used them for sending messages.

DON: That was before I invented the telephone, of course.

JACK: (LAUGHS) Yes. Don I guess it was.

DON: Well Jack, I have to say you certainly know the history of the marimba. Now go ahead and see if you can't make history on "Your Lucky Strike." Here is Jack Brock playing Liszt's "Second Hungarian Rhapsody".

MUSIC: "SECOND HUNGARIAN RHAPSODY"

BROCK

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(APPLAUSE)

DON: That was marvelous Marimbaing Jack.  
Thank you Jack Brock.

2/7/49

16

FLETCHER TWEED SPOT

DON: They say there is no such thing as chance, and what seems to us the merest accident springs from the deepest source of destiny. Fletcher Tweed, a young fellow whom I consider a very promising singer, probably wouldn't be with us today if it hadn't been for chance. Fletcher, I think our listeners would be interested in hearing just how you acquired that bass baritone voice of yours.

FLET: Well, Don, as you know, when I was a kid I was a boy soprano...

DON: Yes...

FLET: I was in the eighth grade and every weekend the gang and I would go looking for golf balls on a course near the Washington Canal up in Seattle. We'd wind up the day swimming and diving off a bridge into the canal. Well, it was about a 42 foot dive from the bridge and one day it caught up with me. As a result of the concussions from diving, I lost all my head senses, my sight and my hearing.

DON: All your head senses!

FLET: Yes. I had to have an immediate operation. And when I came out of it -- I was a basso profundo.

DON: I'd like to add, for the benefit of any little boy sopranos who might be listening, that this is not the usual method for lowering your voice ... so don't get any ideas.

FLET: Yes, I wouldn't recommend it, Don. When people up in Seattle saw me ... a little boy in the eighth grade with white hair bleached by the sun and a bass voice, it scared the heck out of them.

16A

FLETCHER TWEED SPOT (Cont'd)

DON: But that was the beginning of your singing career?

FLET: Yes, I went into radio and concert work eventually in Seattle, and not long afterward won a regional "Gateway to Hollywood" contest.

DON: What did you get after you won "The Gateway to Hollywood" contest.

FLET: Well to tell the truth, Don...they gave me the gate.

DON: Well, Fletcher, if this turns out to be your lucky strike this afternoon, we'll see if we can't make up for it.

FLET: You've already made up for it just having me on the program.

DON: Well, you do your best, Fletcher .. that may be just the beginning. Here is Fletcher Tweed Singing "Invictus".

MUSIC: "INVICTUS" TWEED

APPLAUSE

DON: Thank you, Fletcher Tweed,

LUCKY STRIKE -17-  
2-7-49

DON: Now we hear from our judges, the studio audience.  
The results of your verdict today means the next important step into the future of one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate exactly which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready to determine our winner by means of the applause meter?

MARTIN: We certainly are Don. But first I have a subject on my mind that needs no applause-meter to judge it a winner.

DON: Well, sing out, Frank, sing out.

MUSIC: CHORD

ATX01 0019211

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense.....

Smoke a Lucky to feel your level best!

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

MARTIN: Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky  
level...Where it's fun to be alive! Where you feel and do  
your level best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

✓ MUSIC: BUTTON



DON: Well, our contestants are ready...is our audience ready?

AUDIENCE: YES!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. Nino Tempo, the fourteen year old youngster who sang and played on his clarinet.

MUSIC: "AFTER YOU'VE GONE" TEMPO

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(APPLAUSE)

2. Olivia Page, who got started singing at conventions, and offered "Summertime".

MUSIC: "SUMMER TIME" PAGE

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(APPLAUSE)

*3. June Martel, who's ambition has been to be an actress ever since she was 10, and was heard as Mrs. Edgar Allen Poe*

MARTEL

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(APPLAUSE)

4. Jack Brock who played, "The Second Hungarian Rhapsody."

MUSIC: "SECOND HUNGARIAN RHAPSODY" BROCK

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(APPLAUSE)

5. George Derrick, the young fellow from Mexico, who sang "Noche de Ronda".

MUSIC: "NOCHE DE RONDA" DERRICK

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(APPLAUSE)

LUCKY STRIKE -20-  
2-7-49

DON: And according to our applause meter the highest score  
was received by Quis Tempo. Who sang (PLAYED) \_\_\_\_\_

(APPLAUSE)

MUSIC: THE WORKS

ATX01 0019214

DON: Congratulations, Nino this was your Lucky Strike

WINNER: Gosh Mr. Ameche, I don't know what to say.

DON: Don't say anything, just be happy about it -- I thought you played the <sup>clarinet</sup> ~~clarinet~~ just beautifully. We are very happy for you.

WINNER: Thank You ~~DESIGNATED ON CARD~~ (MKS)

DON: And to you Nino, here is some good news, as winner of today's Lucky Strike you've won your big break, an engagement at the Hollywood Bar of Music, ~~and to you Nino, here is some good news, as winner of today's Lucky Strike you've won your big break, an engagement at the Hollywood Bar of Music, and to you Nino, here is some good news, as winner of today's Lucky Strike you've won your big break, an engagement at the Hollywood Bar of Music,~~ springboard to fame and fortune for some of Hollywood's best known personalities. ~~and to you Nino, here is some good news, as winner of today's Lucky Strike you've won your big break, an engagement at the Hollywood Bar of Music, and to you Nino, here is some good news, as winner of today's Lucky Strike you've won your big break, an engagement at the Hollywood Bar of Music,~~ 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, so let's make a date...and the next time you go shopping, pick up some Luckies -- 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"

TUESDAY / FEBRUARY 8, 1948

STUDIO C

CBS

12:30-1:00 PST

*Handwritten:* 45 BROWNEST

OPENING

AMECHE INTRODUCTION

*Harold Brown*  
~~BOBBIE JEAN MICHEL'S~~ INTERVIEW

*Country Gardens*  
~~"SUNNY SIDE OF STREET" (OR) "BIG-NOISE FROM WINEGMA"~~ -MICHEL

FIRST COMMERCIAL

DUDLEY WARREN INTERVIEW

*All the Things You Love*  
~~"A PRETTY GIRL ETC." (OR) "AND MAYBE YOU'LL BE THERE"~~ -WARREN

AMECHE SPOT

BACHELOR'S TRIO INTERVIEW

~~"RUSAMBA"~~ *Cinema* BACHELOR'S TRIO

SECOND COMMERCIAL

TED TAYLOR INTERVIEW

TAYLOR & ELMER -VENTRILOQUIST SPOT TAYLOR

LINDA NISSEN INTERVIEW

*L'aucc de*  
~~"LAST TIME I SAW PARIS" & "APRIL IN PARIS"~~ NISSEN

COMMERCIAL LEAD-IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

LUCKY STRIKE -1-  
2-8-49

RIGGS: (CHANT 60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

MARTIN: "Your Lucky Strike".....Presented every day 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 0019217

jr  
DON: Good afternoon, ladies and gentlemen....and before  
we get rolling around here this afternoon, *I want to say to you*  
*that today is a very important day* ~~may I wish a~~  
~~very happy birthday~~ to the Boy Scouts of America. Today's  
their anniversary, and you couldn't find a grander group  
of young men, with their wonderful philosophy of doing a  
good turn every day. That's something all of us might  
try, so whadya say, friends. Let's all wish them Happy  
Birthday.

(APPLAUSE) (SWITCH)

Well, the Boy Scouts are doing their good turns and here  
on "Your Lucky Strike" our five young entertainers  
are ready to do their turns ... and believe me, they're  
plenty good. As usual, we're asking our studio audience  
to decide who will make that Lucky Strike this afternoon. "  
"It's the people who make the stars" so those of you in  
our studio audience, as representatives of our listeners  
throughout the nation, will determine our winner ...  
the performer who, wins a professional engagement at a  
Hollywood showplace. Well, our talent is ready, so here  
we go, on with the show.

HAROLD BROWN SPOT

DON: Our first entertainer, Harold Brown, is an accomplished pianist and organist, and ... although his father's in the ministry, music seems to run in the family for his brother is a saxophone player with Duke Ellington. Was playing piano your own idea, Harold, or were you "high pressured" into it?

HAROLD: No, it was my own idea, Don. When I was about seven I asked my father for lessons, But after four months I quit.

DON: How did that happen?

HAROLD: I wanted to play tunes, not exercises. I had enough exercises,

DON: (KIDDING) I don't know, Harold ... seems to me a boy as big as you, could use a few exercises.

HAROLD: I'm not so big, Don. I just sit at that piano a little too much.

DON: What would you say was the longest stretch you've ever sweated out at the piano?

HAROLD: Steady playing? Well, at a jam session one night I played for five hours without ever getting up.

DON: That's a lot of piano.

HAROLD: Well, there was a little kitty sitting up there on top of that piano, and people got the idea they ought to put money in it. So I sat there and played until that kitty stopped meowing.

DON: Well from the way you play, Harold, I'd say you didn't miss a thing giving up those piano exercises.

HAROLD BROWN SPOT (CONT'D)

YOUR LUCKY STRIKE  
2/8/49

4

HAROLD: Yes, but I did go back to studying and the second time I  
stuck with my lessons for eight years.

DON: Well, let's hope they pay off today as well as that kitty  
did, Harold.

HAROLD: I hope so, Don. I'm going to do my best to make this my  
lucky strike.

DON: I know you will. Here is Harold Brown at the piano playing  
a slightly aggravated version of Percy Grainger's  
"Country Garden" ~~or "Lover"~~.

MUSIC: "COUNTRY GARDEN" BROWN

APPLAUSE

DON: Oh, very exciting, Harold. Thank you, Harold Brown.



COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?  
Feeling tense?

These eight words are common sense----

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies, when you feel low...Luckies' Fine Tobacco  
picks you up .. and when you feel tense...Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco --mild, ripe, thoroughly  
enjoyable tobacco. No wonder more independent tobacco  
experts--auctioneers, buyers and warehousemen--smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes...ask for a  
carton of Lucky Strike and get on the Lucky Level--  
where you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

TED TAYLOR SPOT

DON: Ted Taylor is a young fellow of 23 who found out he could make a living putting words into other people's mouths. That is, as long as the other people were dummies. For Ted, as you've no doubt suspected, is a ventriloquist.

TED: That's right, Don. I'm the poor man's Edgar Bergen.

DON: How poor.

TED: You name it.

DON: Well, we'll have to see if we can't do something about that situation, Ted. Tell me -- how did you get interested in throwing your voice?

TED: Oh, when I was a kid I used to fall for all those sucker ads you read in fine print in the newspapers and the magazines. You know ... "How to Be a Detective" ... "How to Be a Juggler" ... "How to Hypnotize Your Grandmother in Six Easy Lessons" ...

DON: Yes....

TED: Well, none of them worked until I got around to "How to Become a Ventriloquist". And much to my surprise, I found out I could throw my voice.

DON: And you've been throwing it ever since.

ELMER: And how that man can throw it.

TED: Elmer, please. Behave yourself. I'm talking to Mr. Ameche.

ELMER: Well, aren't you going to introduce me. This might be a good time to pay my telephone bill.

TED: Allright. Don, I'd like you to meet Elmer. Elmer's a dummy.

LUCKY STRIKE  
2/8/49

~~12~~ 7 x 8

ELMER: I sure am. If I had any brains I'd be working for Bergen.

DON: Well, how are you, Elmer. You look like a pretty smart boy to me. What grade are you in.

ELMER: Well, last year I was in the fifth grade.

TED: Tell him what grade you're in now.

ELMER: Don't act so cute. You know darn well I'm doing an encore.

DON: Well, I can sympathize with you, Elmer. I know school can be a terrible ordeal.

ELMER: You had trouble, too?

DON: Terrible trouble. Why, would you believe it, Elmer, between the ages of 5 and 15 I aged 10 years.

ELMER: (TO TED) Are you going to stand here and let this sort of thing go on. Besides, the glare from his teeth is blinding me.

TED: Now, Elmer, you've got to be polite or I'll have to speak you later.

DON: Well, Ted, this is your chance to make your lucky strike in show business as a ventriloquist, so I suggest you take take over and speak to him right now.

INSERT TED TAYLOR AND ELMER ROUTINE

*He ...*

ATX01 0019223

TED: All right Elmer, I want you to settle down and be a good boy and I want you to be on your good behavior. You see we're on the radio, seriously Elmer I was rather embarrassed this morning in front of all those people on the bus. You embarrassed me.

ELMER: I did?

TED: Yes, I didn't like that, in fact I demand a little respect from you.

ELMER: Well, you aren't going to get it.

TED: I demand a little respect, in fact Elmer you might be interested in knowing that I can get along without you, but you can't get along without me.

ELMER: I'd sure like to try it.

TED: You would -- you might be interested in knowing that before you came along I did impersonations of famous stars. Would you like to hear an impersonation?

ELMER: Not especially, no.

TED: Ladies and gentlemen, I'd like to give you an impersonation of a few stars -- what's the matter? Mr. Peter Lorrie who sounds something like this.

ROUTINE

TED: Look I'm trying to entertain the people -- shut up.

ELMER: If I do you'll starve to death.

TED: If you're so smart, you do an impersonation.

EDWARD G. ROBINSON ROUTINE

TED: How about singing a nice song.

ELMER: I ain't gonna.

TED: Look don't turn away, look me straight in the face! Elmer look me straight in the face.

ELMER: No, I ain't.

TED: I'm not that bad looking, look if I had a face like yours I wouldn't show it --

ELMER: If I had a show like yours I wouldn't face it.

LINDA NISSEN SPOT

DON: Thank you Ted Taylor and Elmer. Linda Nissen is an attractive young blonde mezzo-soprano who went to school out here in California and graduated into night club work billed as "The Swedish Nightingale". Do you find being of Swedish descent is a help in your career, Linda?

LINDA: Well, it helped me get my first job, Don. I knew Nils Graalund - "REX" - the night club showman - was Swedish, so I asked him for work in Swedish. And I guess I must have been the first singer who ever spoke to him in Swedish 'cause I got the job.

DON: Lucky thing it wasn't a job in Sweden. But, Linda, as long as you speak Swedish, perhaps you could tell me something.

LINDA: Well, I'll be glad to teach you anything in Swedish you'd like to know.

DON: You would?

LINDA: (SMILING) Yes.

DON: Well, how would they say ... (SMILING) ... oh this is silly.

LINDA: Not at all. What would you like to know, - how they say "I love you" in Swedish? It's "Jag alskar du".

DON: No. How would they say .. oh, I shouldn't even ask you...

LINDA: (LAUGHING) It's all right. Go ahead.

DON: Well how would they say "Smoke a Lucky to feel your level best"?

LUCKY STRIKE ~~9A~~ 9A  
2/8/49

LINDA: That's something I wasn't expecting. Well, let's see.  
(PAUSE) They'd say "<sup>PaKa</sup>~~Sjoka~~ in Lucky cigaretta til at mor dit besta".

DON: Well, now next time we have a Swedish girl on the program I'll be able to greet her with (SINGS) "<sup>PaKa</sup>~~Sjoka~~ in Lucky cigaretta til at mor dit besta". Will she be surprised.

LINDA: She'd be even more surprised if you said "Jag alskar du".

DON: Well, in any case, Linda, it will certainly be no surprise to me if this should prove to be your lucky strike today. You have a lovely voice.

LINDA: Thank you, Don. I hope I'll be able to live up to the faith you have in me.

DON: I'm sure you will, Linda. Here is Linda Nissen singing, suprisingly enough, a South American song ... "Ecuador".

MUSIC: "EQUADOR" OR "~~LAST TIME I SAW PARIS~~" NILSON

APPLAUSE

ATX01 0019226

COMMERCIAL #2

DON: Thank you ~~Butterfly's Trio~~. *Linda Mason.*  
Say, Ma'am -- how's about trying something -- something really fine -- a Lucky Strike cigarette? Just light up and see if you don't agree -- that Luckies mild, ripe tobacco makes smoking really enjoyable. And you know, if you're like most of us you've got your ups and downs, -- you feel low -- you feel tense. Now just think of this. Luckies' fine tobacco picks you up when you're low .. and calms you down when you're tense. Yes'm. That's what Luckies' fine tobacco can do for you. So try a Lucky Strike today.

MARTIN: That says it friends -- Luckies' fine tobacco puts you on the Lucky level -- where you feel and do your level best -- where it's fun to be alive! So get a carton today! Then when you are --

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense:  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MUSIC: BUTTON

BACHELOR'S TRIO INTERVIEW

DON: The Bachelor's Trio, as its name would indicate, is a group made up of three young ~~ex-servicemen~~ and graduates of the Chicago Conservatory ... George Russell, Jimmy Campbell, and Ralph Wolf, bachelors who still consider music their first love.

*Jim*  
~~FIRST:~~ You know, boys, married life can be full of music, too.  
~~FIRST:~~ Yeah, but that's not the kind of music we want to play *for outside*  
Don. We'd rather do our own housekeeping and eat out of cans ~~for a while~~.

DON: Yes, but if you were married, you wouldn't have to open all those cans.

*Ralph*  
~~SEC:~~ You mean our wives would open them for us? No, thanks.

DON: But think of the money you'd save. Two can live as cheap as one, you know.

*Geo*  
~~THIRD:~~ Well, so can three.

DON: Three of you can live as cheap as one?

*Jim*  
~~THIRD:~~ Sure.

*Jim*  
~~FIRST:~~ As long as two of us don't eat.

DON: I gather you three fellows don't *like* those love songs you play very seriously.

*Jim*  
~~FIRST:~~ We take the music seriously but not the words.

DON: Well, then I guess that explains why you're going to see if you can't make your lucky strike today, doing "Rusamba" an instrumental novelty with plenty of music but no words. Here is The Bachelors' Trio and "RUSAMBA".

MUSIC: "RUSAMBA" *Rusamba* BACHELOR'S TRIO

(APPLAUSE)



## DUDLEY WARREN SPOT

*Thank you Bachelor's Trio!*  
DON: A Dudley Warren, like so many other young fellows who've appeared here with me on "Your Lucky Strike", really got his career as a singer rolling in the Army. He was stationed at the Sana Ana Airbase when the Air Force was putting on several coast-to-coast shows from there for the benefit of the folks back home. You couldn't have asked the Army for a better break than that, Dudley ... singing on shows of that calibre.

DUD: I was pretty lucky, Don. I worked with some of Hollywood's top stars .. Marlene Dietrich, Dorothy Lamour, Betty Grable, Rita Hayworth .....

DON: They'd come down to the Base to be on the radio show and build up the morale of the civilians who were listening.

DUD: I don't know if they built up the morale of anybody listening, but it sure built up the morale of the guys that were looking.

DON: Dudley, I understand since you've been out of the service, you've been coaching and studying at the American Operatic Labratory.

DUD: Yes, and on the side I paint.

DON: Ever have anything exhibited?

DUD: I've never painted anything that wasn't on exhibition.

DON: Well, wonderful! What do you paint - still lifes, landscapes...

DUD: No, I paint houses.

DON: You do that as a hobby?

LUCKY STRIKE #13014  
2-8-49

DUDLEY WARREN SPOT (CONTINUED)

DUD: No, I do that to eat. That's why I'm hoping, Don,  
That this will be my lucky strike -- the chance to make  
a full-time career out of singing again, and make it  
profitable.

DON: Well, Dudley, this is your chance to do that very thing,  
so make the most of it. Here is Dudley Warren singing

"Oh To See You Again"

MUSIC:

WARREN

(APPLAUSE)

ATX01 0019230

2/8/49

*Thanks you Dudley*

DON:

Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate exactly which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready to determine our winner by means of the applause meter?

MARTIN:

We certainly are Don. But first I have a subject on my mind that needs no applause-meter to judge it a winner.

DON:

Well, sing out, Frank, sing out.

MUSIC:CHORD

COMMERCIAL #3

SONG:           Feeling low?  
                  Feeling tense?  
                  These eight words are common sense....  
                  Smoke a Lucky to feel your level best!  
                  Smoke a Lucky to feel your level best!....

MARTIN:        Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 more than  
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 everywhere. Get on the Lucky level  
....Where it's fun to be alive! Where you feel and do  
your level best.

MUSIC:        INTRO.

SONG:           Feeling low?  
                  Feeling tense?  
                  These eight words are common sense --  
                  Smoke a Lucky to feel your level best!  
                  Smoke a Lucky to feel your level best!

MUSIC:        BUTTON

DON: Well, our contestants are ready...is our audience ready?

AUDIENCE: YES!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you.. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. <sup>Bobbie Brown, the most capable pianist who submitted</sup> ~~Bobbie Jean Michels, who played the drums and sang~~  
<sup>in song through "Country Garden"</sup> ~~"Sunny Side of the Street" and "Big Noise from Winnetka"~~

MUSIC: MEDLEY MICHELS *Brown*

(APPLAUSE)

- 5 2. Dudley Warren, the tenor who sang ~~"A Pretty Girl is Like a Melody"~~

MUSIC: <sup>"All the Things You Are"</sup> ~~"A PRETTY GIRL IS LIKE A MELODY"~~ WARREN

(APPLAUSE)

- 4 3. The Bachelors Trio, the three confirmed bachelors who played "Rusamba"

MUSIC: "RUSAMBA" BACHELORS TRIO

(APPLAUSE)

- 2 4. Ted Taylor, the ventriloquist, and his dummy, Elmer.

TAYLOR AND ELMER TAYLOR

(APPLAUSE)

- 3 5. Linda Nissen, "The Swedish Nightengale" who sang ~~"The Last Time I Saw Paris"~~

MUSIC: <sup>Question Nissen</sup> ~~"LAST TIME I SAW PARIS"~~ NISSEN

2/8/49

DON: And according to our applause meter the highest score was received by Juanen. Who sang (PLAYED) \_\_\_\_\_

(APPLAUSE)

MUSIC: THE WORKS

WINNER: Thank you, I'm completely overwhelmed. *this was your lucky strike*

DON: Well, I'm real happy for you. I thought you sang the song just beautifully

DON: and as today's winner of our Lucky Strike you receive an engagement at Larry Potter's Supper Club, rendezvous of film folk in San Fernando Valley.

(MUSIC ENDED ON CARD) (MUSIC)

(APPLAUSE)

And to you other entertainers - ~~Bobbie Jean Nichols,~~ <sup>still</sup>  
~~Duke Warren,~~ The Bachelors Trio, Ted Taylor and Linda Nissen - who did so well, 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, so let's make a date..and the next time you go shopping, pick up some Luckies -- 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, FEBRUARY 9, 1949

STUDIO C

CBS

12:30 - 1:00 PST

OPENING

AMECHE INTRODUCTION

HARRY "THE CHAMP" WICKER INTERVIEW

"SHINE"

WICKER

FIRST COMMERCIAL

CECE JULIAN INTERVIEW

"CAN'T HELP LOVIN' THAT MAN

JULIAN

YVONNE PEATTY INTERVIEW

DRAMA (PARTY SCENE)

PEATTY

SECOND COMMERCIAL

MARCUS & DELANO INTERVIEW

MEDLEY (BLOOMER GIRL)

MARCUS & DELANO

ROBERT ENGEL INTERVIEW

"THREE LOVES HAVE I"

ENGEL

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

AS BROADCAST

*Bar of Music*

*Bar of Music*

*Gay Room*

*Okla. Home*

LUCKY STRIKE -1-  
2/9/49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike"... Presented every day 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 0019236



DON: Good afternoon, ladies and gentlemen. Welllllll, after getting together with you almost every day these last ten weeks or so, I guess you know who I am -- but did you ever hear of Harry Wicker, Cece Julian, Yvonne Peatty, Marcus & Delano, or Robert Engel? Well, you're going to for they're the six outstanding young entertainers I've invited to be here with me today to make their lucky strike in show business. As usual, we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, as representatives of our listeners throughout the nation, will determine our winner.... the performer who, in addition to his regular check from Lucky Strike, wins a professional engagement! Well, our talent is ready, so here we go, on with the show.

MUSIC: FANFARE

HARRY WICKER SPOT

DON: If Harry "The Champ" Wicker is as successful in his ambition to become as great a singer as he was a boxer, he'll be at the top in no time .. for Harry was Bantamweight champ of Michigan at the age of sixteen and copped three lightweight titles while he was overseas with the Army Engineers before he was wounded. How did you happen to be assigned to the Engineers, Harry?

HARRY: Well, Mr. Ameche, at the induction center they asked me what I did all day. I'm a boxer, so I said "road work." So bang! The next thing I know I'm in the Engineers building roads.

DON: (KIDDING) You had to open your big mouth.

~~HARRY: Yeah, but that's the cost of my road work for a while. My injury took care of that. So now I'm trying to make something of myself as a singer.~~

DON: Well, I hope others will have as much confidence in your singing someday as I do, Harry.

HARRY: ~~Oh, they do.~~ I'm know as the "Frankie Laine of Central Avenue."

DON: Well, congratulations. ~~That's quite a title.~~

~~HARRY: Yeah, and it was a lot easier to get than the ones I got in the ring.~~

DON: How'd you get it?

HARRY: Well, my wife thought I had a good voice and she said, "Get out and let people hear it". So I did. I put on dark glasses and let 'em hear it.

DON: Where did you let 'em hear it?

HARRY: Riding back and forth on the back of the Sunset Bus.

DON: The Sunset Bus?

HARRY: :Yeah, ~~I'd go one way on the bus for a while, and then I'd get off and go the other way. I'd ride back and forth singing all day.~~

DON: You must have had a lot to do around the house.

HARRY: Well, that was the only way I could find out if people liked my voice. That gave me encouragement to go on into amateur shows.

DON: You should have gone into amateur shows first. Think of the carfare you'd have saved.

HARRY: Well, if this turns out to be my Lucky Strike today, Mr. Aneche, I can really start saving.

DON: You certainly can, Harry, so make the most of it. Here is Harry "The Champ" Wicker, the Frankie Laine of Central Avenue Avenue, singing "Shine" and "~~That's My Desire~~."

MUSIC: "SHINE" & "~~THAT'S MY DESIRE~~" WICKER

(APPLAUSE)

DON: Ah, that was swell, Harry 'Wicker... *a swell highly*

*polished shine.*

COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?  
Feeling tense?

These eight words are common sense --  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies...when you feel low....Luckies' Fine Tobacco  
picks you up...and when you feel tense...Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and,

IS - MFT

IS - MFT

Lucky Strike means fine tobacco --mild, ripe, thoroughly  
enjoyable tobacco....No wonder more independent tobacco  
experts - auctioneers, buyers, and warehousemen--smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes,...ask for  
a carton of Lucky Strike and get on the Lucky level --  
where you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?

These eight words are common sense--  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel you level best.

MUSIC: BUTTON

CECE JULIA SPOT

DON: Our next entertainer, Cece Julia .. "Cece", by the way being short for Cecilia .. is a charming young singer of 25 whose ambition is to be a successful radio artist and who's been working toward that goal singing in clubs since she came out West from Birmingham, Alabama. I take it your folks were originally from the South, Cece?

CECE: Yes, Don .. if fact you might say the very deep South.

DON: What part of the "very deep" South?

CECE: Arabia.

DON: Arabia!

CECE: Yes. My mother was from Arabia and my father was from Mesopotamia. They came to this country when they were twelve.

DON: I guess it was pretty quiet over there.

CECE: Well, that depends on what you mean by "quiet." My grandmother had 12 children by the time she was 40.

DON: Twelve children by the time she was 40! I take it all back. Is that par for the course?

CECE: Well, families usually run pretty large over there. I was the first child in our family and I was very lucky to have been born in America.

DON: You mean because of the opportunities and advantages we have over here.

CECE: Well, not only that. You see...I'm a girl.

DON: Yes, I gathered that. What's wrong with being a girl?

CECE: Nothing, except that in Arabia it's considered very unfortunate if the first born child is a girl.

DON: Unfortunate for the parents?

CECE: It's even more unfortunate for the girl... they used to kill them.

DON: Well, Cece, I'm certainly glad your parents were a little more lenient. We might not have had you with us today.

CECE: I appreciate you giving me this chance, Don. I want this to be my lucky strike.

DON: Well, make the most of it, Cece, and it will be. Here is Cece Julian singing *"Can't Help Lovin' That Man"*

MUSIC: "CAN'T HELP LOVIN' THAT MAN" OR ~~"YOU GO TO MY HEAD"~~ JULIAN  
(APPLAUSE)

*Oh fine, Cece -- you sing to your men like that  
I hope the men have a good time.*

DON: ...  
CECE: ...  
DON: ...  
CECE: ...  
DON: ...  
CECE: ...  
DON: ...  
CECE: ...  
DON: ...  
CECE: ...

YVONNE PEATTY SPOT

DON: Thank you, Cece Julian.

Yvonne Peatty is a sultry-voiced dramatic actress who hails from San Francisco and really got her career rolling at the Palo Alto and Pasadena Playhouses. Although she's an experienced radio actress, she hasn't been <sup>limited by</sup> ~~too happy~~ with the nature of her roles to date. Care to tell us <sup>now</sup> ~~why~~, Yvonne?

YVONNE: Well, Don, I'm usually cast as the femme fatale. You know, a low-down gal with swivel hips who keeps busy bumping people off. Either that or I get shot myself in the first act.

DON: Well, that possibly might be accounted for by that steam-heated voice of yours, Yvonne.

YVONNE: Yes ... but just for once I'd like to turn the heat off and play a real human being.

DON: Well, you'll have that chance today, Yvonne, in a dramatic scene that may prove to be your lucky strike.

Yvonne Peatty plays the part of Eileen, and I'll be heard as Roger Hampton.

MUSIC: CURTAIN RAISER. CONTINUE UNDER

ANNCR: All is tranquil this evening as we look in on Mr. and Mrs. Roger Hampton. Roger, a successful young playwright, is quietly chewing his fingernails while waiting for Eileen, his charming and devoted wife, to finish reading his very latest masterpiece....

MUSIC: OUT

SOUND: RUSTLE OF PAPER

EILEEN: (PLEASED) Ah! .....(PERTURBED) Uh oh! .....  
(DISAPPOINTED)..... Oh!

ROGER: You've finished -- you don't like it!

EILEEN: But -- I haven't said a word!

ROGER: You don't have to. I have a sixth sense for that sort of thing.

EILEEN: You have? How perfectly fascinating!

ROGER: Laugh if you like but it's no laughing matter. I'm written out -- I know it. I've lost my touch... I ...

EILEEN: Darling -- Before you go down for the third time, would you like to know what I really think of your play?

ROGER: Go on. You needn't spare me, We Hamptons have always had the courage to meet adversity head-on. At a time when ---

EILEEN: I like it.

ROGER: --- a man of less integrity would --- What!

EILEEN: I think it's wonderful!

ROGER: You -- you do?

EILEEN: It's even better than "The Enchanted Egnog" or "Marriage is for Misfits."



ROGER: Eileen!

EILEEN: Hey ... stop ... I can't breathe!

ROGER: Honey -- I know it's the best thing I've ever done. I felt that right along, but -- well -- I guess I just wanted to hear you say it.

EILEEN: You're sweet -- you really are. I wouldn't trade you for George Bernard Shaw.

ROGER: Oh, you're just saying that because I shave regularly.

EILEEN: Uhmhhh, well, at least you write witty dialogue.

ROGER: Seriously, now, don't you think it needs some polishing?

EILEEN: Well ---

ROGER: For instance, how about the first act? The scene where he carries her across the threshold....

EILEEN: And then drops her when she sees her mother? No, that part's enchanting. I wouldn't change a word of it.

ROGER: Ah!

EILEEN: However ---

ROGER: Yes?

EILEEN: In the second act, I -- uh --

ROGER: Go on, dear. I hope the day never comes when I can't accept constructive criticism from my intelligent and devoted wife!

EILEEN: Thank you Roger.

ROGER: Here -- I'll mix us a couple of drinks.

SOUND: CLINKING OF ICE AND GLASSES.. CONTINUE UNDER

ROGER: You were saying?

EILEEN: Your young couple, Roger, their reason for quarreling is-- well -- it's just plain silly!

ROGER: .....Silly??

EILEEN: Petty -- trivial. They're both intelligent people and very happily married. I just can't believe they'd wind up on the verge of a divorce because of a quarrel over something so inconsequential: *meaningless.*

ROGER: .... Oh?

EILEEN: Yes. And then, in the third act, the reason for their reconciliation --- well, really, Roger!

ROGER: You -- you don't believe in that, either?

EILEEN: She bursts into tears and he melts right down into his size thirteen shoes because he can't stand seeing her cry!

ROGER: .... It won't do, eh?

EILEEN: That sort of thing went out with twenty-three skiddoo!

SOUND: CLINK OF ICE

EILEEN: Roger! You drank both of them! Where's mine?

ROGER: If you want a drink -- get up and mix it yourself!-

EILEEN: Why -- Roger!

ROGER: Living here is enough to drive a man to drink! Do you realize what you've just done?

EILEEN: I was merely doing wh---

ROGER: You've destroyed the very premise upon which my play is based! You've attacked my integrity as an artist and you've undermined the touchstone of my career!

EILEEN: Undermined the touchstone ---

ROGER: Or whatever it is. Swilling cocktails and laughing gaily throughout, I might add!

EILEEN: Swilling cocktails! Of all the unmitigated nonsense -- listen here, Roger Hampton! I may be --

ROGER: The final crushing blow is my intuitive realization of what lies behind your calloused behavior. It's all quite clear, now. You don't love me! Admit it!

EILEEN: Admit it!

ROGER: The acoustics in here are terrible. I keep hearing an echo.

EILEEN: Very funny! Very funny!

ROGER: There it goes again. Eileen, now that it's all out in the open, I want you to know that I've known it for year -- ever ever since that time in Connecticut with Robert Bassing.

EILEEN: Well, of all the ---! How did Bob Bassing get into this?

ROGER: I'm sure you are far better qualified to answer that question than I am, Eileen.

EILEEN: Why, you despicable -- ! How about you and that actress? That Lithuanian -- that Zenia what's-her-name?

ROGER: Miss Persenevska is a gifted and sensitive artist. Her name has no place in this discussion.

EILEEN: Oh, it hasn't?

ROGER: No! It's just a cheap subterfuge on your part. You're pretty tricky, all right, but you won't get away with it!

EILEEN: I'm warning you, Roger! I've had about all I can stand!

ROGER: Now, you're reading my lines!

EILEEN: I'm fed up!

ROGER: And we're washed up!

EILEEN: .... (QUIETLY) Very well, Roger. If you want a divorce, it's ---

ROGER: I do! I'm going to pack my bags and get out of here -- tonight!

SOUND: FOOTSTEPS. DOOR SLAMS

EILEEN: (WEEPS)

SOUND: DOOR OPENS QUIETLY

ROGER: (OFF MIKE) Eileen, I can't find my --

EILEEN: (SOBS LOUDLY)

ROGER: Eileen -- please -- you musn't --

EILEEN: (WAILS BITTERLY)

ROGER: (TEARFULLY) Don't cry, darling, please! I --- I can't stand it! I'll do anything -- I'll rewrite the whole play, only, please stop crying!

EILEEN: (SNIFFING) Oh, Roger! What started it? What were we fighting about?

ROGER: Well -- it was about the quarrel in the second act. You said -- You -- (BEGINS TO LAUGH)

EILEEN: Oh, yes! And in the third act when she starts to cry and he -- he -- (BEGINS TO LAUGH)

ROGER: (LAUGHING) What a dope --

EILEEN: (LAUGHING) What a sap --

ROGER: }  
EILEEN: } (HOWL IN UNISON)

MUSIC: SNEAK IN AND UP TO -- CURTAIN

ROGER: (OFF MIKE) Eileen, I can't find my --

EILEEN: (SOBS LOUDLY)

ROGER: Eileen -- please -- you musn't --

EILEEN: (WAILS BITTERLY)

ROGER: (TEARFULLY) Don't cry, darling, please! I --- I can't stand it! I'll do anything -- I'll rewrite the whole play, only, please stop crying!

EILEEN: (SNIFFING) Oh, Roger! What started it? What were we fighting about?

ROGER: Well -- it was about the quarrel in the second act. You said -- You -- (BEGINS TO LAUGH)

EILEEN: Oh, yes! And in the third act when she starts to cry and he -- he --- (BEGINS TO LAUGH)

ROGER: (LAUGHING) What a dope --

EILEEN: (LAUGHING) What a sap --

ROGER: }  
EILEEN: } (HOWL IN UNISON)

MUSIC: SNEAK IN AND UP TO -- CURTAIN

COMMERCIAL #2

DON: Thank you, Yvonne Peatty.

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best

AMECHE: Honestly, ladies, that makes a lot of common sense all wrapped up in eight simple words -- 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. Yep, that's what fine tobacco can do for you. It can put you on the Lucky level where it's fun to be alive! So buy a carton of Lucky Strike cigarettes today.

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

MARCUS & DELANO SPOT

DON: If it weren't for twin pianos and organs, daytime radio probably would have given up a long time ago. We have our own piano combination here on "Your Lucky Strike", but there's always room for another ... especially when it happens to be Lydia Marcus and Alden Delano. Alden hails from Maine and Lydia comes from California. How'd you happen to merge your talents, Alden?

ALDEN: Shelley Winters, the actress, knew both of us, Don, and suggested we get together. So if this turns out to be our lucky strike today, Shelley gets a pat on the back for it.

DON: Well then you better win, Alden-- I can't think of a nicer back to pat. You two play both classical and jazz piano, don't you?

LYDIA: That's right, Don.

DON: Isn't that rather unusual?

LYDIA: Yes, but when we were getting started we heard a lot about these agents who listen to pianists play the classics and then say "Wonderful! But we need somebody to play jazz"! Or you play jazz and they say "Great! But we need somebody to play classics".

DON: Yes.....

LYDIA: Well, we figured we'd have them if we learned both. So we did, before we even went to our first audition.

DON: And what did they say?

LYDIA: "We don't need anybody".

MARCUS & DELANO SPOT (CONT)

DON: Well, I know you've made up for it since then. Tell me--  
when you're playing two different pianos at a concert,  
how do you keep track of each other.

ALDEN: Oh, we have signals.

DON: Signals?

ALDEN: Yes --if one of us loses the place, we signal to the other  
to take the lead by shrugging shoulders. Or if we're  
playing too soft, Lydia sticks her neck out. That means  
play louder.

DON: Why Lydia's neck?

LYDIA: I've got a longer neck.

ALDEN: And if everything's going along fine and the beat is good,  
we smile at each other.

DON: What do you do if you hit a clinker.

LYDIA: We go home.

DON: Well, when you "go home" this afternoon, we want it to be  
in a blaze of glory. So here are Marcus and Delano --  
Lydia Marcus and Alden Delano -- playing a medley of songs  
from "BLOOMER GIRL".

MUSIC: "BLOOMER GIRL" MEDLEY MARCUS AND DELANO

(APPLAUSE)



ROBERT ENGEL SPOT

DON: Our next entertainer, Robert Engel, is a young fellow who not only possesses a very promising tenor voice, but who also enjoys the distinction of being a visitor from Fairbanks, Alaska! How are things in Alaska, Bob?

BOB: I really couldn't tell you, Don -- I left when I was sixteen months old.

DON: Well, one more winter like this and you'll be ready to go back again.

BOB: (LAUGHS) No, I don't think so. There aren't any opportunities for singers up there, and I'd have to give up my hobby.

DON: What's that, Bob?

BOB: Diving.

DON: Well! I've taken a few dives myself.

BOB: At Laguna?

DON: No...Santa Anita.

BOB: I go after fish.

DON: I do too-- but apparently you've had better luck, What sort of fish do you go after?

BOB: Oh, abalone - lobster. Whatever I can find down around <sup>12</sup> fifteen feet.

DON: That's not for me. I can't even find the soap in the bathtub.

BOB: Well, you ought to wear what I wear - a face plate. Sort of a modified goldfish bowl you put over your face -- and it's not too difficult. Main thing is to watch out for barnacles on the rocks -- they can cut you wide open -- and eels -- sometimes they smell the abalone and attack you.

DON: Bob, I think I'll stick to Santa Anita, And you better stick to your singing.

BOB: Well, if this turns out to be my Lucky Strike today, Don, I'll be glad to. (CROSS TO MIKE)

DON: Well, this is your chance, Bob -- make the most of it. Here is Robert Engle singing <sup>the little song of the year</sup> (TURNS) ~~what is that, Bob~~ -- ~~"Two Loves Have I" or "Three Loves Have I"?~~

~~BOB: "Three Loves Have I".~~

~~DON: Inflation's affected everything these days. Go ahead, Bob.~~

~~MUSIC: "THREE LOVES HAVE I" <sup>Chalant</sup> ENGLE~~

(APPLAUSE)

DON: Thank you, Robert Taylor.  
Now we hear from our judges, the studio audience.  
The results of your verdict today means the next important  
step into the future for one of our five contestants. You  
will determine the winner by the amount of applause you  
give each performer. We have an applause-meter in the  
control room, and it will indicate which contestant  
receives the most applause, to be winner of today's Lucky  
Strike. Frank, are we ready to review our performers,  
so the audience can pick a winner?

MARTIN: We certainly are Don. But first I'd like to review a  
subject that's already been picked a winner.

DON: Well, Frank, let's hear it then.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense....

Smoke a Lucky to feel your level best!

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

MARTIN: Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level...Where it's  
fun to be alive! Where you feel and do your level best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

DON: Well, our contestants are ready...is our audience ready?

AUDIENCE: YES!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you..If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. Harry "The Champ" Wicker, the Frankie Laine of Central Ave. who sang "Shine."

MUSIC: "SHINE" WICKER

---

(APPLAUSE)

2. Cece Julian, who's family came from Arabia, and sang "Can't Help Lovin' That Man".

MUSIC: "CAN'T HELP LOVIN' THAT MAN" JULIAN

---

(APPLAUSE)

3. Yvonne Peatty, the sultry-voiced actress who appeared in a dramatic scene....

DRAMA: (PARTY SCENE) PEATTY

---

(APPLAUSE)

4. Marcus and Delano, the twin piano team, who played that liltng medley from Bloomer Girl.

MUSIC: MEDLEY MARCUS & DELANO

---

(APPLAUSE)

5. Robert Engel, the young man who sang "Three Loves-Have I"

MUSIC: "THREE LOVES-HAVE I" ENGEL

---

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Pat LaBelle Who sang (PLAYED) \_\_\_\_\_

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Pat this was your Lucky Strike.

WINNER: Thank you, Don.

DON: You're very welcome. I think you did wonderfully, wonderfully with Oklahoma, of course it's one of my favorites. I have some good news for you, as winner of today's Lucky Strike you have been awarded an appearance at the popular rendezvous for screen celebrities. The show case where many film folks get their start Billy Grey's Sandbox on Fairfax, one of the biggest little and big to you other entertainers - Nancy Baker, Cede Julian, Yvonne Featty, Marcus & Delano and Robert Engel - who did so well, 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, so let's make a date..and the next time you go shopping, pick up some Luckies -- 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, FEBRUARY 10, 1949

STUDIO C

CBS

AS BROADCAST

OPENING

AMECHE INTRODUCTION

PAT LEE INTERVIEW

"BLUE SKIES"

LEE

FIRST COMMERCIAL

HARRY FREES INTERVIEW

"AT DAWNING" (MUSICAL SAW)

FREES

AMECHE SPOT

LYLE CLARK INTERVIEW

"WHEN I LOST YOU"

CLARK

SECOND COMMERCIAL

MILA REYMONOVA INTERVIEW

"VOUS QUI PASSEZ SANS ME VOIR" (VOCAL & VIOLIN) REYMONOVA

TELL TONES INTERVIEW

~~"I KNOW THAT YOU KNOW"~~

TELL TONES

*"I Know That You Know"*  
COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019259

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike"....Presented every day 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)



LUCKY STRIKE -2-  
2/10/49

DON: Good afternoon, ladies and gentlemen--in fact I might say a good, good afternoon, because I think I'm fortunate in' having with me today five of the most worthy youngsters I've ever invited to "make their Lucky Strike."  
As usual, we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, as representatives of our listeners throughout the nation, will determine our winner---the performer who, wins a professional engagement! Well, our talent is ready so here we go, on with the show.

MUSIC: FANFARE

ATX01 0019261

PAT LEE SPOT

DON: Our first entertainer, Pat Lee, is a dark, attractive  
brunette who's been singing in clubs and with bands and  
looks forward to the day when she'll be a star in television,  
Don't you want to be a star in radio first, Pat?  
Television's still a little slow getting here.

PAT: Well, Don, I figure by the time I get to be a star, it'll  
have arrived.

DON: Well, if this turns out to be your Lucky Strike today,  
you may be on your way to the top sooner than you think.  
Have you had any experience in television?

PAT: Yes, I did some work in it when it was still in the  
experimental stage. Do you have a set, Don?

DON: Yes, but it hasn't been working since the baseball season.  
One of my boys was watching a game and threw a beer bottle  
at the umpire. But, Pat, I know your mother likes Italian  
songs, Are you singing an Italian song for us this  
afternoon?

PAT: No, Don, I usually do, but this chance to make my lucky  
strike means a lot to both of us, so I'm going to do the  
number we think I do best. "Blue Skies."

DON: Well, they have "Blue Skies" in Italy, too, Pat, so if you  
think that's your best you go ahead and do that. Here is  
Pat Lee singing "Blue Skies."

MUSIC: "BLUE SKIES" LEE

---

(APPLAUSE)

DON: Thank you, Pat Lee.

COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best

MARTIN: Yes, ladies...when you feel low...Luckies' Fine Tobacco  
picks you up...and when you feel tense...Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do this  
for you and,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco--mild, ripe, thoroughly  
enjoyable tobacco....No wonder more independent tobacco  
experts--auctioneers, buyers, and warehousemen--smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes...ask for a  
carton of Lucky Strike and get on the Lucky level--where  
you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUFTON

HARRY FREES SPOT

DON: Harry Frees is a part-time pharmaceutical chemist working at the California Hospital ... and a part-time musical saw player. That's quite a combination, Harry.

HARRY: Yeah, Don, and it doesn't do me much good. My pharmaceutical work doesn't help my music, and you can't get very far in a hospital with a musical saw.

DON: Oh, I don't know ... you never can tell when they might need you up in surgery. How is it you haven't settled down and made one of your jobs a fulltime career.

HARRY: Well, I'd really like to stick with show business, but things are more secure at the hospital.

DON: People always need hospitals but they don't always need a musical saw.

HARRY: Yes ... although things really seem to be looking up for saw players in Los Angeles. Have you been reading the papers?

DON: Yes .....

HARRY: Well, according to a certain lecturer on romance who's been speaking around town, the first step in winning a girl is to serenade her.

DON: Well, that's a method that seems to have been approved all through history.

HARRY: Yes, but he recommends serenading her with a musical saw.

DON: Serenade her with a musical saw?

HARRY: That's right.

DON: This is liable to undermine Dorothy Dix: Can you imagine a boy walking through Griffith Park in the moonlight with a girl in one arm and a musical saw in the other.

HARRY: I'm thinking of going in business giving lessons.

DON: You should. I can see the ad in your window now....  
"He Came ... He Sowed... He Conquered".  
And Harry, I can't think of anything that would give  
more of a lift to your career than making this your  
lucky strike today.

HARRY: Well, seriously, Don, I'm hoping it will be. Thank you  
for the chance.

DON: I'm sure you'll make the most of it, Harry. This is  
Harry Frees playing Charles Wakefield Cadman's "At  
Dawning" on the musical saw.

MUSIC: "AT DAWNING" FREES

---

(APPLAUSE)

DON: Thank you Harry Frees.

LUCKY STRIKE -7-  
2-10-49

DON AMBOHE SPOT

DON: As the days go by here on "Your Lucky Strike", our parade of talent passing through to make the most of their moment, seems to prove the old saying "time will bring to light whatever is hidden" Time, the cradle of hope, the one thing we all possess. And the success of all of us depends upon the use we make of it. Each of us has a regular day's work that he does in a routine, more or less mechanical, way. But what about the by-product, the odd moments? Moments that men who have made great successes in the world have used so wisely. We often hear talk about, "killing time." Isn't it true that the man who is always killing time is really killing his own chances in life; while the man who is destined to success is the man who makes time live by making it useful.

MUSIC: IN

Every minute you save by making it useful and profitable, is so much added to your life and its possibilities. Every minute lost is a neglected by-product--once gone, you will never get it back. Make the most of it. Live for today -- for tomorrow is but a dream and yesterday is but a memory.

MUSIC: TAG

*Appreciate*

ATX01 0019266

LYLE CLARK SPOT

DON: Lyle Clark is a fine looking young fellow who's packed as much show business as he could into his twenty-five years. He's experienced in acting, directing, producing, dancing, ice skating, and singing .. acquiring part of his training at the Drama School of the University of Minnesota. Lyle, how did you happen to go there?

LYLE: Well, it was my mother's idea, Don. She saw me acting at the Dallas Centennial in "The Drunkard", and got the idea I was loaded with talent.

DON: Well, I can't think of a better play to be loaded in than the "Drunkard". So she talked you into to developing your talent at college.

LYLE: Yes...in fact, she went along with me. We took our classes together, and I even directed her in a few plays.

DON: How did that work out?

LYLE: Oh ... you know parents. They're not used to taking orders from their children.

DON: I know what you mean...I've got six of them and sometimes I don't know whether I'm bringing them up or they're bringing me up.

LYLE: (LAUGHS) Well, she's working in pictures now, so I guess I must have done pretty well as a director.

DON: Well, Lyle, I know you're going to do even better today as a singer.

LYLE: I'm going to try, Don. I'm hoping this will be my "lucky strike."

DON: Well, you just do as well as I know you can Lyle, and it will be. Here is Lyle Clark singing "When I lost You".

MUSIC: "WHEN I LOST YOU"

CLARK

(APPLAUSE)

COMMERCIAL #2

AMECHE: Thank you Lyle Clark. You know, I just can't put into words how much enjoyment you get from Luckies fine tobacco. Honestly, you've got to try them yourself. It's the only way you can get to know how really good Luckies are. Even more - you'll find 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 and do your level best.

MARTIN: Yes friends, that's the Lucky Level -- where it's fun to be alive! So get a carton of Luckies today.

Remember when you are ---

SONG: Feeling low?

Feeling tense?

These eight words are common sense!

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON



MILA REYMONOVA SPOT

DON: Our next entertainer, Mila Reymonova, is an attractive violinist and singer, with a charming accent, who came to America from Czechoslovakia to make her lucky strike. And - she comes well prepared, for not only did Mila play her violin professionally in the capitals of Europe, she also acquired considerable experience as an actress at the National Theater in Prague. How long have you been in America, Mila?

MILA: Three weeks, Don. I've always dreamed of coming here, and finally my dream came true.

DON: And now that you're here, how do you like it?

MILA: I'm here to stay, chum.

DON: Chum?

MILA: Yes - it's an old American expression.

DON: I see you learn fast. But Europe must have a few attractions, too, Mila. A lot of Americans seem to be going over there these days.

MILA: Yes, but just to visit.

DON: Are the European people glad to see Americans?

MILA: Of course. The Americans are the only ones with the money.

DON: Well, Mila, if this should turn out to be your lucky strike, you'll be on your way toward making a little money yourself.

MILA: I hope so, Don. You see, I have two problems.

DON: Two problems?

MILA: Yes. I slipped in London and tore a tendon in my finger. My finger was so stiff I thought I could never play again. But I had several operations and now my finger is okay.

DON: Well, I'm glad to hear that. How is your other problem coming along?

MILA: Not so good.

DON: Can we talk about it?

MILA: Sure...You see, in America they expect a singer to shake her shoulders when she sings.

DON: Why is that a problem?

MILA: When I shake my shoulders, I shake all over.

DON: Well, this afternoon, Mila, you can sing whatever way is most comfortable. Here's Mila Reymonova singing, and playing her violin, uh -- Mila, what's the name of that again.

MILA: "Vous Qui Passez Sans Me Voir".

DON: Oh yes, Mila Reymonova and "Vous -- Qui -- Passez -- er -- Etcetera."

MUSIC: "VOUS QUI PASSEZ SANS ME VOIR" REYMONOVA

(APPLAUSE)

TELL TONE TRIO

DON: Thank you, Mila Reymonova. It's customary for trios to be made up of three people and the Tell Tone Trio is no exception. They're all very capable professional musicians who've seen service with some of the nation's top flight bands. Frank Ovanin plays guitar...Connie Melton plays the bass...and William Holton doubles on piano and vibraharp. Who's the boss of the outfit, boys?

ALL 3: I am!

DON: You all are, eh? After being enlisted men in the service you're not taking orders from anybody.

CONNIE: That's right, Don.

DON: Well, that's the way it should be, Connie. Say, you boys represent just about every branch of the service, don't you?

CONNIE: Yes, Bill was <sup>in Force</sup> ~~Army~~, Frank was <sup>Army</sup> ~~Army~~ and I was <sup>Army</sup> ~~Army~~.

BILL: We almost called ourselves the Three Apple Polishers.

DON: Well, I think the Tell Tone Trio's a little more appropriate now. How'd you boys happen to get together...

FRANK: Well to tell the truth, Don...

DON: That's what we want, Frank...nothing but the truth.

FRANK: Well, we met at a left hander party.

DON: A left hander party? What's that?

BILL: A party where you can use only your left hand. If you use your right hand, they fine you fifty cents.

DON: That doesn't sound very profitable to me.

FRANK: I know. The three of us lost so much money, we decided we'd better get together fast and form a trio to recoupe our losses. So we started practising at my house and we're still practising there.

BILL: It's the only place we can get a booking.

DON: Tell me, Frank, how does your wife like the idea of you taking over the house for these practice sessions?

FRANK: She doesn't but we've got her trained.

CONNIE: Now if we only had his little boy trained, we'd be all right. He's 5½ and every time we start playing, he pulls our coat tails and bangs on the floor with his cowboy boots.

BILL: I think he's his mothers' secret weapon to get us out of there.

DON: Well, you'll get used to it. Some day you'll all have kids of your own.

CONNIE: Oh, we do already.

DON: And I bet you want them all to grow up and be musicians just like yourselves.

BILL: Over our dead body.

CONNIE: We all decided if our kids wanted to play instruments, we'd break their fingers.

BILL: With Frank it's a little difficult. His kid wants to be a singer. He can't very well cut his throat.

DON: (LAUGHS) I should say not. Well, what seems to be the major objection to becoming a musician.

FRANK: Lack of security, Don, and trying to get a break. They're few and far between. That's why we're really hoping this chance you're giving us will turn out to be our lucky strike.

DON: Well, that's what I'm here for, Frank. This is that chance you've been waiting for, so make the most of it. Here is the Tell Tone Trio playing "~~Eye, Eye, Blackbird~~".

MUSIC: "~~EYE, EYE, BLACKBIRD~~"

TELL TONES

(APPLAUSE)

*I know that you know*

DON: Thank you, Tell Tones.

Now we hear from our judges, the studio audience.

~~The results of your verdict today means the next~~  
important step into the future for one of our five  
contestants. You will determine the winner by the  
amount of applause you give each performer. We have  
an applause-meter in the control room, and it will  
~~indicate which contestant receives the most applause~~<sup>their</sup>  
~~to be winner of today's Lucky Strike.~~<sup>determine our</sup> Frank, are  
we ready with applause-meter, to determine our winner?

MARTIN: Yes, Don, and while we are preparing to judge our  
contestants, let's listen to something that has already  
been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense.....

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level,  
where it's fun to be alive! Where you feel and do your  
level best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best!

MUSIC: BOTTOM

DON: Well, our contestants are ready...is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you..If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. Pat Lee, whose goal is television, and sang "Blue Skies"

MUSIC: "BLUE SKIES" LEE

(APPLAUSE)

2. Harry Frees, the pharmacist with the musical saw, who played at "Dawning".

MUSIC: "AT DAWNING" FREES

(APPLAUSE)

3. Lyle Clark, the young fellow who started his career at the Dallas Centennial, and sang "When I Lost You."

MUSIC: "WHEN I LOST YOU" CLARK

(APPLAUSE)

4. Mila Reymonova, the violinist from Czechoslovakia who played "Vous Qui Passez - - - Et Cetera"

MUSIC: "VOU QUI PASSEZ ETC" REYMONOVA

(APPLAUSE)

5. The Tell Tones Trio, the three veterans who played "~~Eye-See-Blackbird~~"

MUSIC: "~~EYE-SEE-BLACKBIRD~~" TRIO

(APPLAUSE)

*"I know that you know"*

DON: And according to our applause meter the highest score was received by  
Lyle Clark.

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Lyle, this was your Lucky Strike. I thought you did a  
beautiful job. As winner on today's "Your Lucky Strike" you have earned  
your big break - an engagement at the popular Gay Room at the Gaylord Hotel  
on Wilshire Boulevard in Los Angeles.

And to you other entertainers - Pat Lee, Harry Fress, Mila Reymonova and  
the Tell Tone Trio - who did so well, thanks for being with us.

MUSIC: THEME IN WITH APPLAUSE 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 TO

MARTIN: This is CBS - the Columbia Broadcasting System.



"YOUR LUCKY STRIKE"

FRIDAY, FEBRUARY 11, 1949

STUDIO C

CBS

12:30-1:00 PST

AS BROADCAST

OPENING

AMECHE INTRODUCTION

FRED SKINNER INTERVIEW

"HEY, LORDY MOMMA"

SKINNER

FIRST COMMERCIAL

BOB BELLAMY INTERVIEW

"THE WAY YOU LOOK TONIGHT"

BELLAMY

VIRGINIA GREGG INTERVIEW

DRAMA (LINCOLN'S BIRTH)

GREGG

SECOND COMMERCIAL

HARRY SIMS INTERVIEW

"RUNNIN' WILD"

SIMS

ROSINA ROSELLI INTERVIEW

"UN BELDI"

ROSELLI

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019277

LUCKY STRIKE  
2/11/49 -1-

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike" ... Presented every day 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 0019278

DON: Good afternoon, ladies and gentlemen, It's not often I have the chance to award ~~two~~ winners in one day, but yesterday's round of "Your Lucky Strike" ended in a tie for Lyle Clark and the Tell Tones Trio. Lyle received his prize of a professional engagement, but time was too short to present the Tell Tones with their award. So today I'd like to announce that they won a professional engagement at Paul Caruso. Frank Ovanin's here representing the Tell Tones today, and to the three of you, Frank, may I say congratulations and have lots of success with your engagement.

FRANK: Many thanks, Don. And on behalf of Connie Melton and Bill ~~Horton~~, as well as myself, we sure appreciate it.

APPLAUSE

DON: Now, once again today we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, an representatives of our listeners throughout the nation, will determine our winner...the performer who, ~~in addition to his regular check from Lucky Strike,~~ wins a professional engagement! Well, our talent is ready, so here we go, on with the show.

MUSIC: FANFARE

YOUR LUCKY STRIKE-4-  
2/11/49

FRED SKINNER SPOT

DON: Fred Skinner, who calls himself "The Baron of the Blues," is our first entertainer today -- a triple threat man who sings, plays piano, and writes his own compositions. Three-way talent like that should really pay off, Fred!

FRED: Well, it didn't pay off so good once in San Francisco, Don -- I couldn't pay my hotel bill and I had to lower my suitcase out the window.

DON: How about yourself? I suppose you went out right after it?

FRED: I sure did -- I can't afford to let somebody steal my suitcase.

DON: Well, riding down a rope shouldn't be any new trick for you, Fred. I understand you originally started out as a cowboy.

FRED: Yes, I was raised on a ranch up in Victorville. I was a sunburned Gene Autry.

DON: Stork dropped you right into a saddle.

FRED: (LAUGHS) Almost. That's how, when I got older, I went into raising show horses.

DON: I hope you aren't responsible for those horses I bet on to show at Santa Anita. Some of them still haven't come in.

FRED: No, I raised my horses for riding at rodeos.

DON: Well, that should have been lucrative.

FRED: It was until the war ended. Then feed went up, horseflesh went down, I got cleaned out, and ended up riding a piano bench.

ATX01 0019280

YOUR LUCKY STRIKE-5-  
2/11/49

DON: Well, you ride that piano bench of ours as well as I know  
you can today, Fred, and this may be your lucky strike.  
Here is Fred Skinner singing and playing a song of his  
own devising...."Hey, Lordy, Momma."

MUSIC: "HEY, LORDY, MOMMA" SKINNER

---

(APPLAUSE)

ATX01 0019281

COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies...when you feel low...Luckie's Fine Tobacco  
picks you up...and when you feel tense...Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco--mild, ripe, thoroughly  
enjoyable tobacco...No wonder more independent tobacco  
experts--auctioneers, buyers, and warehousemen--smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes..ask for a  
carton of Lucky Strike and get on the Lucky Level--where  
you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

BOB BELLAMY SPOT

DON: Our next performer is Bob Bellamy. Bob's a fellow who worked his way out of pharmacy school by singing, ~~and~~ *and* now hopes to work his way out of a pharmacy with those pipes of his. Bob, it seems to me I've seen you someplace before -- even before you auditioned for me.

BOB: Well, you have, Don. I used to fill all your prescriptions for you when you lived in Encino.

DON: Of course! You managed the drug store!

BOB: That's right.

DON: How is the drug store business these days?

BOB: Oh, pretty good.

DON: Selling a lot of hardware, furniture, automobile accessories and electrical appliances?

BOB: Well, to tell the truth, Don, right now I'm working in one of those old-fashioned drugstores that just sell drugs.

DON: No! I didn't know there were any left. What do you call it?

BOB: "Bellamy's Drug Store."

DON: And I won't say that's the perfect place to be when you get a Bellamy ache.

BOB: (LAUGHS) You better not.

DON: When do you plan on branching out and selling more than just pharmaceutical supplies, Bob?

BOB: I don't. I like it just the way it is. And it gives me something to fall back on while I'm making a name for myself as a singer.

YOUR LUCKY STRIKE -7A-  
2/11/49

DON: You mean you'd really give up being a pharmacist to be a singer.

BOB: Quick as you can say "merbromin-dibromoxy-mercuriflourescein.

DON: You're going to be a pharmacist a long time. What does that mean?

BOB: Just plain old merchurochrome.

DON: Then you better stick to "mercurochrome", Bob, and you'll be a singer that much faster. Here is Bob Bellamy reaching for his lucky strike as he sings "The Way You Look Tonight."

MUSIC: "THE WAY YOU LOOKED TONIGHT" BELLAMY  
(APPLAUSE)

DON: Ah, keep that up Bob, and you'll be on the Hit Parade like Frank Sinatra, before you know it. Thank you, Bob Bellamy.



VIRGINIA GREGG SPOT (CHANGE NAME)

DON: All of us who were ever "subjected" to Shakespeare in high school or college remember "all the world's a stage, and we are merely players". But, the drama we find in life isn't sufficient for many people and so, like Virginia Gregg, they turn their time and talents to carving a career in the theater. Virginia, I wonder why people always say "carving a career".

VIRG: Well, Don, I guess it's because by the time you get to the top, you're used to knives.

DON: Yes, I guess all of us have our share of scars. I understand you originally started out in show business as a musician, Virginia?

VIRG: Yes, I was playing the bass violin in a radio orchestra on a dramatic show, when the director discovered his leading lady was among the missing. He gave me the chance to fill in, and, as they say in Hollywood, (BRITISH) "that was the beginning of my career."

DON: Well, knowing you work, Virginia, I'd say that that director couldn't have made a better choice. That's why I'm very happy to be lending <sup>her</sup> you a helping hand today in a dramatic scene that should give <sup>her</sup> you ample scope to demonstrate your talents. ~~In today's sketch, Virginia Gregg will be heard as Nancy, and I shall play the part of Tom.~~

MUSIC: IN BIG AND FULL ... THEN DOWN UNDER

NANCY: I remember the first words he ever said to me ... they spelled the beginnings of my dreams ---

TOM: I haven't much to give you, but I'll love you all my life.

MUSIC: UP FOR A MOMENT ... THEN UNDER:

NANCY: ~~These words were the fulfillment of my dreams.~~ We were on a hilltop--his arms were strong about me, and his eyes spoke a promise I had to answer. I wanted to say--the stars are mine now. And the winds, and something of every church and cottage. Instead, I looked at him wordlessly--and he held out his hand--and I put mine into it--and so made my home in his heart.

MUSIC: SWELLS ... BLEND CHURCH BELLS

TOM: I, Tom, take thee, Nancy, for better or worse, for richer, for poorer ....

MUSIC: UP THEN UNDER:

NANCY: I wore my mother's wedding dress, and a veil that had been my grandmother's--and looking up at you, I saw a stranger and wondered how I came here beside you. Yes, a stranger, until you turned to smile an uncertain, questioning smile, and I remembered my mother saying that a wife is a mother from her wedding day. And so the promises were made, the bond sealed, the new life started.

TOM: ~~Goodbye, darling. I'll be home about noon.~~

NANCY: ~~Home at noon--home at six. I set my days by those hours, was jealous of the time between them. I found new tasks--~~  
socks to be darned, kettles to be polished, hearth fires to be kept glowing---

TOM: ~~Nancy, where are my clean shirts!~~

NANCY: ~~Every day the same question and the shirts and the socks~~  
~~always in the same place.~~ Mornings to walk with you and then  
back to the house. Evenings to watch your head in the  
firelight with deep contentment. Now and then you were  
worried--~~exploded about it~~

TOM: If only I could make more money! Look at you, slaving your  
life away here.

NANCY: There were no words to tell you it was not slaving--that  
caring for you was the orbit of my world and the completeness  
of it. But you grew bitter----

TOM: ~~Look at your hands! They're rough and blistered, what have~~  
~~I done to you.~~

~~NANCY: My hands were learning to handle living. They were~~  
~~becoming capable. I was proud of that.~~

TOM: <sup>what have I done to you - -</sup>  
I wanted to give you everything. Instead I'm making a  
drudge of you.

NANCY: A drudge! The kettles were rows of copper soldiers! They  
had to be kept clean and shining! The house was my castle--  
and you were the heart of it. But one night you brought  
it down about my ears ---

TOM: Nancy, go back home. I can't stand seeing you work this way.  
I should never have married you!

NANCY: <sup>I felt</sup>  
~~to feel~~ death in my heart. ~~To see you go out of the house,~~  
banging the door. To pace the hours--wondering how I'd  
failed you. You returned at dawn, spent and unhappy, And I  
saw in your eyes that my fears had been groundless. My  
~~future was still in them--and my heart.~~

MUSIC: IN TO TAG SCENE...THEN UNDER:

*But*  
NANCY: ~~and~~ then one day, the doctor told me I was to have my first baby. I wanted to stop everyone--to tell everyone--my first baby! He would have eyes and hair and a laugh like his father. He would be so beautiful it would be unbelievable. I must learn lullabies and nursery rhymes--We would play games, he and I--~~this little piggy went to market, this little piggy stayed home.~~ Then I saw him leaving for school--books under his arm--swinging his lunch. "Come straight ~~from~~ home, dear". ~~A fringe of freckles across his nose, one errant curl to push back from his forehead.~~ And scoldings--he must have scoldings. "Just look at you! The knees of those trousers again." ~~Practising the words I'd heard from my mother--"there's cookies in the cookie jar. How about some bread and jam?"~~

MUSIC: UP MOMENTARILY... THEN UNDER

NANCY: Then I saw my son -- tall and straight and dark-eyed, the image of his father. (WITH HUMOR BUT PROUDLY) Not too good, but better than most boys. Outrageously handsome. School -- college -- the brightest boy in the class. ~~And one day, of course, there would be a girl.~~

MUSIC: UP MOMENTARILY ... THEN UNDER LIGHTLY

NANCY: ~~So you're the girl my son has chosen. You're very pretty, my dear. I know you'll make him a good wife. He has a great future, you know. He'll be president if he keeps on this way. You mark my words, he'll be president!~~

MUSIC: SWELLS

NANCY: ~~A woman lives by dreams a man can be practical about a~~  
son, a woman never. And ~~this was my first baby--to hold~~  
out his arms to me--to come to me with questions, My  
first baby to insure the immortality of my love for  
~~his father.~~ (UP) Your son, Tom! How proud you would be.

MUSIC: OUT

TOM: A baby! We can't have a baby. We can't afford one!

NANCY: My hands turned to ice. My heart pounded through me. You didn't want a baby. ~~You kicked a chair savagely and slumped across the room.~~

TOM: This is a fine place to bring a child into the world. What do I have to give a child!

NANCY: I wanted to say--your name, your honor--your love, but I could think of none of these.

TOM: Do you think I want my child growing up in a house like this. Having nothing--not even a future.

NANCY: No future. Why, I had planned his future. He might-- be president someday.

TOM: Sure, president. A great chance he has. ~~You've been reading too many books. President! There's a laugh for you.~~

NANCY: I can't remember all the words I said then---

MUSIC: IN

---perhaps it's just as well. I remember they were words about America. ~~America and equality where a fine man became a leader regardless of birth.~~ America where there was no class and where the creed was that one man was equal to the next--where a man was judged by his ideals not his home. Well, my child would have all I could teach him and get others to teach him! My child would have ideals and dreams and the strength to make them come true! My child would be the president!

MUSIC: UP AND DOWN TO B G ...LOVE THEME

NANCY: You sank into a chair and your eyes were despondent and hopeless. ~~You were visualizing another mouth to feed:~~

(CONT'D)

NANCY: ~~Too little divided among three instead of two. And yet,~~  
(cont'd) I was suddenly grateful--we had known beauty together  
and now pain--there was a bond between us stronger than  
words and wedding rings--a bond of anger conquered  
~~and pain conquered--and now we were to have a child. Now~~  
~~we were to be a family.~~ *But* It would be all right I could see  
~~it in your face.~~ You'd be proud of your son. Yes, and  
you'd see. He'd give you cause to be proud!

MUSIC: MOOD CHANGES

Yes--he'd give you--my son--Tom---Tom--where are you! Tom!

MUSIC: UP AND OUT WITH LAST WORD

TOM: (WARMLY) It's all right, darling. He's a fine baby. A  
fine, baby. Look -- the doctor is holding him.

NANCY: He's a -- beautiful baby.

TOM: What do you want to call him, Nancy.

NANCY: Call him? Why -- I thought perhaps we'd call him --  
Abraham. Abraham Lincoln.

MUSIC: UP TO FINISH

(APPLAUSE)

DON: Thank you, Virginia Gregg -- that was a beautiful  
performance in a play particularly appropriate for the  
birthday of a great American -- a birthday all of us will  
be celebrating tomorrow.

COMMERCIAL # 2

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

AMECHE: You know friends, that's a pretty good thought for the weekend. Now out in our house, Honey, that's my wife, and I always look forward to our weekends together. We just have fun with the kids and relax. You can be sure there are plenty of Luckies around to help us ease up. -- You know folks, that fine tobacco in Luckies helps to level off your ups and downs and puts you on the right level where you feel your best and do your best. So take a tip from Mr. and Mrs. Ameche. Get yourself a carton or two of Luckies -- first time you go out. Then:

SONG: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON



HARRY SIMMS SPOT

- DON: Harry Simms is a graduate of the Chicago Musical College who went from playing violin with the Chicago Civic Symphony Orchestra to fiddling with Tex Williams and Spade Cooley. That's quite a change of pace, isn't it, Harry?
- HARRY: Well, I believe in doing what you like to do, Don. Playing western music is just more fun.
- DON: Yes, I imagine it is. Just what do you find is the greatest difference in your audience?
- HARRY: Well, I think most people who go to symphony concerts just go to tell their friends they've been there..... while people who go to western dances, go to enjoy themselves.
- DON: Well, then there are certainly a lot of people out here enjoying themselves. Western music's really become popular.
- HARRY: Yes, it got rolling during the war. They'd hold those swing shift dances down on the pier at Santa Monica for all the airplane and shipyard workers. I made a lot of money down there at the ocean.
- DON: Well, that's a good place to pick up a few finns. And if this should prove to be your lucky strike today, Harry, you'll be well on your way toward making a few more.
- HARRY: I hope so, Don. I appreciate the chance.

LUCKY STRIKE -15 A-  
2/11/49

DON: That's what I'm here for, Harry. ~~And when people like~~  
you and \_\_\_\_\_ who won her lucky strike here  
not long ago and went into the \_\_\_\_\_  
~~do so well, I know my efforts are well rewarded.~~ Here  
is Harry Simms playing "Runnin' Wild".

MUSIC: "RUNNIN' WILD" SIMMS

APPLAUSE

ATX01 0019294

ROSINA ROSELLI SPOT

DON: Nice running, Harry. Very nice, Harry Simms. It's almost a tacit tradition in show business to get as early a start as possible. Opera singers, however, because of the technical nature of their medium, usually have to wait a bit longer. Rosina Roselli is an unusual exception. She tells me she made her first appearance with a professional opera company at the age of 10. How did that happen, Rosina?

ROSE: Well, Don, my mother was the piano accompanist for the company at rehearsals, and I guess she used her influence.

DON: But you must have played children's roles.

ROSE: No.....I was a "short adult."

DON: Another Mickey Rooney. But what did a little girl like you do in those big drinking scenes.

ROSE: Oh, the only thing they ever drink in those "big drinking scenes", Don is fruit juice. Our company used to drink California orange juice. But the director wouldn't even let me drink that.

DON: He probably came from Florida. Didn't you raise a squawk?

ROSE: Yes, but there was so much fighting going on backstage between the principals nobody paid any attention to me.

DON: Fighting, eh? Does that happen often in opera?

ROSE: It always happens.

DON: So that's the reason opera singers always sing so loud....  
to cover up the fighting going on backstage. Well, Rosina,  
I know you've been working hard for an operatic career  
since that early start ----- see if you can't make this  
that "lucky strike" you've been waiting for. Here is  
Rosina Roselli singing "~~Un Bel Di~~" .... "One Fine Day"  
*from Madame Butterfly*

MUSIC: "UN BEL DI" ROSELLI

APPLAUSE

DON: Thank you, Rosina Roselli. Now we hear from our judges,  
the studio audience. ~~The results of your verdict today~~  
~~means the next important step into the future for one of~~  
~~our five contestants. You will determine the winner by~~  
~~the amount of applause you give each performer. We have~~  
~~an applause-meter in the control room, and it will~~  
~~indicate which contestant receives the most applause,~~  
~~to be winner of today's Lucky Strike.~~ Frank, are we  
ready to review our performers, so the audience can pick  
a winner?

MARTIN: We certainly are Don. But first I'd like to review a  
subject that's already been picked a winner.

DON: Well, Frank, let's hear it then.

MUSIC: CHORD

2/11/49

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense....  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MARTIN: Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level,  
where it's fun to be alive! Where you feel and do your  
level best.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense --  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel your level best!

MUSIC: BUFTON

ATX01 0019297

DON: Well, our contestants are ready...is our audience ready.

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you...If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. Fred Skinner, the swing pianist and composer who gave us "Hey, Lordy, Mama".

MUSIC: "HEY, LORDY, MAMA: SKINNER  
(APPLAUSE)

2. Bob Bellamy, the druggist who sang "The Way You Look Tonight"

MUSIC: "THE WAY YOU LOOK TONIGHT" BELLAMY  
(APPLAUSE)

3. Virginia Gregg, the dramatic actress, who played the role of Abraham Lincoln's Mother.

DRAMA: (DRAMATIC) GREGG  
(APPLAUSE)

4. Harry Simms, the Western fiddler who "worked up" from symphony orchestras, and played "Runnin' Wild".

MUSIC: "RUNNIN' WILD" SIMMS  
(APPLAUSE)

5. Rosina Roselli, who started out in opera at the age of 10, and sang "Un-Bel-Di".

MUSIC: "UN-BEL-DI" *The Little Boy* ROSELLI  
(APPLAUSE)

DON: And according to our applause meter the highest score was received by R. Roselli.

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Rosina *I thought you sang just beautifully!* this was your lucky strike.

WINNER: Thank you, Don.

DON: *Let us very happy with you. I have good news for you. an engagement at the Plaza Room of the Town House on Wilshire Blvd.*  
~~The way you sang (played) was certainly deserving. We are very happy for you. in Los Angeles.~~

(PRIZE DESIGNATED ON CARD) (MIKE)

(APPLAUSE)

And to you other entertainers - Fred Skinner, Bob Bellamy, Virginia Gregg, Harry Sims and Rosina Roselli - who did so well, thanks for being with us.

MUSIC: THEME IN WITH 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 level. Pick up a carton of Luckies for the weekend -- won't you?

MUSIC: THEME AND OUT

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.

"YOUR LUCKY STRIKE"

MONDAY, FEBRUARY 14, 1949

STUDIO C

CBS

12:30 - 1:00

AS BROADCAST

OPENING

AMECHE INTRODUCTION

JOSE SILVA INTERVIEW

"

"

SILVA

FIRST COMMERCIAL

EILEEN HARMON INTERVIEW

"JEALOUSY"

*Sometimes I can't help it*

HARMON

SUZANNE DALBERT INTERVIEW

DRAMA "Tale of Two Cities"

DALBERT

SECOND COMMERCIAL

HERMAN SAUNDERS INTERVIEW

"TEA FOR TWO"

*Boogie Woogie*

SAUNDERS

GENE CURTSINGER INTERVIEW

"SOFTLY, AS IN A MORNING SUNRISE"

CURTSINGER

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATK01 0019300



RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike"....Presented every day 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. Not only is today the beginning of another wonderful week...it is also a very famous day in the hearts of everyone...today is Valentine's Day. So in honor of the day, I would like to read a little poem.

"I bought a little Valentine.  
It cost me Just a penny.  
I sent it to a friend of mine.  
His name is Jackson Benny.

You know how thrifty Benny is;  
He never spends, but saves.  
I guess I caught a trick of his.  
This Valentine serves two ways.

Today is also Benny's birthday.  
He says he's thirty-nine.  
So it's a birthday card, one way,  
And the other, it's a Valentine."

(APPLAUSE)

Thank you! Well, that kind of a Valentine might be all right for Jack Benny, but for you folks we've got a really generous Valentine. It's chock full of wonderful entertainment. Our five great performers today are our Valentine to you!

LUCKY STRIKE -3-  
2/14/49

DON: As usual, we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, as representatives of our listeners throughout the nation, will determine our winner --- the performer who, wins a professional engagement! Well, our talent is ready so here we go, on with the show.

MUSIC: FANFARE

ATX01 0019303

JOSE SILVA SPOT

DON: Our first performer is husky banjo player, Jose Silva. Jose is one of those rare individuals who took a bad break and turned it into a good break. And that's just the kind of spirit it takes to make good in show business. Jose, what was the bad break?

JOSE: I tried to enlist in the Marines when I was 20 years old but they rejected me because they discovered I had a bad heart.

DON: That really was a bad break. What'd you do about it?

JOSE: I started chopping my head off.

DON: You started...(TAKE) ....Wait a minute! That's a pretty drastic thing to do!

JOSE: That's what I did. I went up in the mountains and became a lumberjack. I chopped down big trees. I chopped my head off for three years.

DON: For a minute there I thought you lost your head! That's a good way to cure a head ache...chop your head off!

JOSE: It's a good way to cure heart trouble too. I climbed way up on those big trees. It was the beginning of a new life for me.

DON: It would be the end of mine! All I'd have to do is look down and I'd wind up playing a harp.

JOSE: I wound up playing a banjo. I taught myself for my own amusement.

DON: How about the other lumberjacks...were they amused?  
JOSE: They hated it, so I had to go out in the woods and practice.  
DON: Nature Boy with a guitar!  
JOSE: That was me. I never had a lesson in my life and after  
three years I mastered the <sup>banjo</sup> guitar. Now I'm writing a book  
trying to show others what it took me <sup>many</sup> three years to learn.  
DON: I think that's wonderful, Jose. It certainly shows what  
real determination can accomplish. And if this is "Your  
Lucky Strike" you'll be able to accomplish even more.  
Here is Jose Silva and his banjo, playing, "Glow Worm"

MUSIC: " " SILVA

(APPLAUSE)

DON: Thank you, Jose Silva.

COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, ladies -- when you feel low...Luckies' Fine Tobacco  
picks you up..and when you feel tense...Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and ,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco --mild, ripe,  
thoroughly enjoyable tobacco....No wonder more independent  
tobacco experts - auctioneers, buyers, and warehousemen --  
smoke Lucky Strike regularly than the next two leading  
brands combined. So next time you buy cigarettes...ask  
for Lucky Strike and get on the Lucky Level - where you  
feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

EILEEN HARMON SPOT

DON: Our ~~first~~ <sup>next</sup> performer today, is lovely Eileen Harmon, who hopes that someday she will sing a leading role in a musical comedy. Eileen, from what you've told me, you've already played leading roles. Didn't you have your own show?

EILEEN: Yes I did, Don. I was two and a half years old. The show was called, "Baby Eileen." I read poems.

DON: At two and a half. What kind of poems?

EILEEN: Oh, little three line things. Just kid stuff.

DON: Do you remember any of them? How about reading one?

EILEEN: Oh no! I'd sound silly ~~now~~. I'm a big girl ~~now~~.

DON: Just one of them.

EILEEN: Now now...at my age.

DON: You're not so old....

EILEEN: You don't understand....

DON: Please!

EILEEN: I know I'll hate myself. Here goes:

"I have three kisses, sweet to give.

One for my Mommy, who I love true.

One for my Daddy, whom I love too.

And all the rest (SMACK) I give to you."

There, I did it and I'll never live it down.

DON: That's wonderful, Eileen. That (SMACK) part really gets 'em.

EILEEN: That's what I meant. It's all right for a little two and a half year old girl to go around throwing kisses, but a grown girl!

DON: That's all right, Eileen, I'm convinced you were a real trouper. With a start like that you should have gone high in show business.

EILEEN: I did....when I was six years old I was an angel.

DON: An angel? How high did you get?

EILEEN: I was really flying in those days, Don. I was an angel with silver panties and cellophane wings. I was in Midsummer Night's Dream and played the part of an angel suspended by wires.

DON: Well, Eileen, I'm sure that today you can go high without the aid of wires if you make this "Your Lucky Strike". Here is Eileen Harmon singing, "Sometimes I'm Happy" or "~~I May Be Wrong~~".

MUSIC: "SOMETIMES I'M HAPPY" OR "~~I MAY BE WRONG~~".....HARMON

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(APPLAUSE)

DON: Thank you, Eileen Harmon.



SUZANNE DALBERT SPOT

DON: Our next performer, is lovely Suzanne Dalbert, who <sup>came</sup> comes to us all the way from Paris, France. <sup>to appear in "The Curious"</sup> ~~Before Suzanne's~~ family allowed her to step foot on the stage, she had to study short-hand and typing to become a qualified secretary and also had to graduate college in philosophy. Why were your parents so insistent on this, Suzanne?

SUZANNE: They wanted me to prove that I was capable of supporting myself in case my stage career was not too successful. So, now I am here in Hollywood, hoping to further my career.

DON: A very good way to further it would be to make this "Your Lucky Strike", Suzanne.

SUZANNE: I hope it is.

DON: ~~Good.~~ Suzanne Dalbert will join me in enacting a scene from Charles Dickens' immortal story, "A Tale of Two Cities". Suzanne will portray the little seamstress and I, Sidney Carton.

*Frank*

It is the year 1779 when all France was aflame with revolution. The guillotine was being kept busy day and night ridding France of the enemies of the revolution. Sidney Carton and the seamstress are waiting for their turn at the guillotine. Both are to die for crimes they did not commit -- the seamstress because she had no one to defend her - and Sidney Carton because he changed places with Evremond. --The seamstress discovers Sidney Carton and calls to him --

A TALE OF TWO CITIES

Adapted by: Chet Spurgeon

SOUND: THERE SHOULD BE A SUBDUED MURMUR OF VOICE THROUGH FF:

SEAMSTRESS: (CALLING) Citizen! Citizen! Evremondel

CARTON: (SLIGHTLY OFF MIKE: FADING ON) Yes. Who is it?

SEAMS: Do you not remember? I am the little seamstress who was with you at La Force.

CARTON: True, I had forgotten. What have they accused you of? Why are you here in the Conciergerie?

SEAMS: They accused me of Plots. Though the just Heaven knows I am innocent of any....Who would think of plotting with a poor weak creature like me?

CARTON: (SIGHS) All the Tribunal demands now is an excuse.

SEAMS: You must not feel sad, Citizen Evremonde, I am not afraid to die, but I have done nothing....I am not even unwilling to die, if the Republic which is to do so much for the poor, will benefit by my death. But, I do not know how that can be? Such a poor weak little creature as me.

CARTON: There is no reason in times like these, Citizeness ... Nothing rules now, but fear....The fear of those now in power that if they please not the people, they will become one of us.

SEAMS: I had heard that you had been released...I hoped it was true.

CARTON: It was. But I was taken again and condemned.

SEAMS: If we must ...die...together,...will you let me hold your hand? I am not afraid, but I am weak....and it will give me more courage.

CARTON: (SOFTLY) Of course, here child.

SEAMS: (GASPS) Now that I am closer I see...You're not....

CARTON: (QUICKLY) Hush!

SEAMS: (QUIETLY) Are you dying for him?

CARTON: And his wife, and child.

SEAMS: Oh, you give me strength, brave stranger....But who are you to do....this....for another?

CARTON: It matters not who I am...It matters only that the mobs crying for blood be satisfied.

SEAMS: Is it...will it be quick when they...when we go?

CARTON: Yes, it will be quick.

SEAMS: I watched them once....The old ladies who sit and knit... They were so used to the sight, even then, that they hardly looked up...when they held up another head.

CARTON: You must not think about it.

SEAMS: I do not understand you, Citizen. I fear I shall never understand why you are here instead of Evre...instead of another.

CARTON: It was arranged.

SEAMS: Arranged, sir? How could such a thing be?  
He was here before, was he not?

CARTON: Yes.

SEAMS: (WONDEROUSLY) And you changed places with him?

CARTON: Yes, I changed places with him.

SEAMS: It is true you look alike, but you have committed no crime  
....Why you're not even French....are you?

CARTON: No. I'm English.

SEAMS: Dear, Citizen, please then I pray you, tell me what  
this is about, or to save you from this folly you have  
set yourself about, I fear I must summon the guards and  
inform them of your strange deceit.

CARTON: ~~Not (quietly)~~ Listen to me, child, I have done nothing  
but substitute one useless life -- my own --for one  
that is productive and good.

SEAMS: But you could be free. There is no need for you to  
feed "La Guillotine". She is not demanding your blood.  
You have not committed a crime against the Republic.

CARTON: True, and neither had, he...nor have you.

SEAMS: Tell me. Is it that you loved him so much, that you do  
this?

CARTON: It is because I have loved, yes.

SEAMS: Then, brave stranger, if the peace and courage that is  
now yours comes from this, I cannot say what you are  
doing is wrong. I can only say that I am happy to be  
with you...to have your strength to guide me through  
what is ahead....But I fear unless you tell me your name,  
I may never find you again after they...after we are gone.

CARTON: Fear not for that, child....I shall find you, even then.

SEAMS: But, your name sir. Your true name?

CARTON: (LOW) Carton, Sidney Carton.

SEAMS: Who lays down his life for another....Ah, if it were not for you, Sir, I would not be so composed, or be able to raise my thought to Him that was put to death long ago, so that we might have hope and comfort today....I think you were sent to me by Heaven.

CARTON: No, child I am the same as you. I fear I am not made of immortal clay.

SOUND: GRADUALLY BRING IN CROWD NOISES: FAR OFF AS THOUGH  
THROUGH THICK WALLS BUILD THROUGH FF:

SEAMS: If you will let me hold fast to your hand, Citizen, I shall mind nothing...even after I must let it go.

CARTON: The crowds are gathering...The trumbils must be on their way.

SEAMS: Let me ask you one last question...I am very ignorant and it troubles me.

CARTON: What is it?

SEAMS: I have a cousin, an only relative, and an orphan like myself, whom I love very dearly....She is five years younger than I, and, lives in the country....She knows nothing of my fate--for I cannot write...should I have told her, or is it better as it is?

CARTON: It is better as it is.

SOUND: CROWD NOISES MUCH LOUDER NOW

SEAMS: Do you think it will, will seem long to me to wait for her....Where, I trust we will both be shelter'd?

CARTON: ~~No, child, it should not be long, for there is no time  
there.~~

SEAMS: ~~You comfort me so much.~~..The doors are opening...The  
trumbils are outside...Will you kiss me now, sir?

CARTON: Yes, child.

SEAMS: (PAUSE) Now, I am not afraid...Come sir, we must not  
keep them waiting.

SOUND: CROWD UP FULL

MUSIC: PICK UP NOISE AND CARRY UP TO TAG

(APPLAUSE)

DON: Thank you, Suzanne Dalbert.

COMMERCIAL # 2:

MUSIC:          INERO TO

SONG:       Feeling low?

          Feeling tense?

          These eight words are common sense;

          Smoke a Lucky to feel your level best!

          Smoke a Lucky to feel your level best!

AMECHE:    You know, that's a sweetheart of a song -- makes lots  
          of good smoking sense. And say, talking about sweethearts,  
          know what today is? Did you forget? Ummmm... that's  
          bad -- today's Valentine's day. But now look -- don't  
          worry. I'll tell you just what to do. Soon as the show's  
          over, put on your bonnet, go out and pick up a carton of  
          Lucky Strike cigarettes. Ah, those grand, smooth Luckies  
          will make your man mighty happy -- and you, too. You'll  
          enjoy Luckies thoroughly and you'll find -- Luckies' fine  
          tobacco picks you up when you're low... calms you down  
          when you're tense... puts you on the Lucky level where  
          it's fun to be alive. So get that Valentine present now.  
          Yep, make it a carton of Luckies.

SONG:       Smoke a Lucky to feel your level best!

          Smoke a Lucky to feel your level best!

MUSIC:          BUTTON

HERMAN SAUNDERS SPOT

DON: Our next performer, Herman Saunders, started his career by first being a musician, and then studying to be a teacher and finally ending up as a musician again. Looks like you sort of took the long way around, Herman.

HERMAN: I guess, I kind of make a habit of that, Don. I took the long way around to make 3 trips around the world when I was still in high school.

DON: I didn't know there was a long way around the world, Herman

HERMAN: When you work your way as a musician on a boat, every way is the long way.

DON: How'd you happen to get the job?

HERMAN: I went in a music store to buy a record and came out with a trip around the world. The clerk gave me the job he had with a band. I quit high school and was on the boat in 2 weeks.

DON: I'll bet you had the time of your life.

HERMAN: I sure did. First of all they put all five of us musicians into a room that was formerly used for baggage. They just crossed out the word "baggage" and wrote, "musicians."

DON: Five in one room must have been nice and cozy.

HERMAN: If we opened up a bridge table, nobody could get in or out. And besides that, our room was right over the boilers.

DON: That made it nice. You at least had a warm room. You liked that didn't you?



HERMAN: In the tropics, when it was 110 degrees and very humid outside? Our room resembled a steam cabinet in a turkish bath. We tried sleeping outside once in awhile, but that didn't work either.

DON: Did sleeping on the deck have it's disadvantages?

HERMAN: It seemed they always cleaned the boilers out when we slept on deck. And the soot from the smoke stacks would come down all over us. We'd wake up in the morning looking like end-men in a minstrel show.

DON: Well, Herman, you have none of those problems now. You're in a nice air-conditioned studio, so you'll be reaching for "Your Lucky Strike," under ideal conditions. Here is Herman Saunders playing, "~~Tea For Two.~~" ~~at the piano.~~

MUSIC: "TEA FOR TWO" SAUNDERS  
(APPLAUSE)

DON: Thank you, Herman Saunders.

*his own arrangement of  
"American Patrol" which he calls "Boogie  
Patrol!"*

GENE CURTSINGER SPOT

DON: Our next performer, Gene Curtsinger, is a fellow whose name gives him something to live up to. Gene, being a singer, and having the name, "Curtsinger" should either be very confusing or very convenient. Which has it been the most for you?

GENE: Gosh, I don't know, Don. Sometimes they think my name is "Curt" and the singer part is my vocation...so they say, Curt, the singer. Other times they know my name is "Curtsinger" and they say, "Curtsinger, the singer, who sings songs." It gets pretty involved.

DON: Frankly, I'm sorry I brought it up. Let's talk about something else. You went to college. Didn't you?

GENE: Yes, Don...Texas A & M.....

DON: The Texas Aggies! They've sure had some great football teams. That's where Kimbrough came from, isn't it?

GENE: Yes, Don....Jarrin! John Kimbrough.

DON: Did you play football?

GENE: No, I didn't have time for it. I was studying to be an electrical engineer. And working as a singer at night to pay my way through school.

DON: Did you ever work as an electrical engineer? Or did you go right into singing after studying engineering all that time?

GENE CURTSINGER SPOT(CONTINUED)

GENE: I worked as an engineer for awhile....then I worked in my father's garage as an auto mechanic and finally I decided to make singing my career.

DON: Well, if singing ever fails to pay off, you have two good trades to fall back on....

GENE: My auto mechanic training comes in very handy. I'm always working on my car. It saves me lots of garage bills. And the way singing jobs are now, I have plenty of time to work on it.

DON: Well, Gene, maybe if you make this "Your Lucky Strike," you'll be so busy singing you won't have time to work on your car.

GENE: That I would like....then I could afford a car that doesn't need to be worked on.

DON: Fine...then let's hear you sing. Here is Gene Curtsinger, the singer, who'll sing..."Softly As In A Morning Sunrise." Sing, Curtsinger....

MUSIC: "SOFTLY AS IN A MORNING SUNRISE".....CURTSINGER

(APPLAUSE)

DON: Thank you, Gene Curtsinger. Now we hear from our judges, the studio audience. Their applause will determine which contestant is the winner of today's Lucky Strike. Frank, are we ready with the applause-meter, to determine our winner?

MARTIN: Yes, Don, and while we are preparing to judge our contestants, let's listen to something that has already been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

COMMERCIAL # 3

LUCKY STRIKE -22-  
2/14/49

SONG:     Feeling low?  
          Feeling tense?  
          These eight words are common sense.....  
          Smoke a Lucky to feel your level best!  
          Smoke a Lucky to feel your level best!

MARTIN:   Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level,  
where it's fun to be alive! Where you feel and do your  
level best.

MUSIC:    INTRO

SONG:     Feeling low?  
          Feeling tense?  
          These eight words are common sense --  
          Smoke a Lucky to feel your level best!  
          Smoke a Lucky to feel your level best!

MUSIC:    BUTTON

ATX01 0019321

DON: Well, our contestants are ready...is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you.. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. Jose Silva, our banjo player who played *Jose Silva*.

MUSIC:

SILVA

(APPLAUSE)

2. Eileen Harmon, the lovely young girl who sang "Sometimes I'm Happy" or "~~I May Be Wrong~~"

MUSIC:

"SOMETIMES I'M HAPPY" OR "~~I MAY BE WRONG~~" HARMON

(APPLAUSE)

3. Suzanne Dalbert, the talented actress who portrayed the seamstress in our reading of "A Tale of Two Cities".

DRAMA:

"TALE OF TWO CITIES" DALBERT

(APPLAUSE)

4. Herman Saunders, the 'round the world traveler who played "~~Tea for Two~~" on the piano.

MUSIC:

~~"TEA FOR TWO"~~ *Herman Saunders* SAUNDERS

(APPLAUSE)

5. Gene Curtsinger, the electrical engineer who is now a singer and sang "Softly as in a Morning Sunrise."

MUSIC:

"SOFTLY AS IN A MORNING SUNRISE" CURTSINGER

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Suzanne Dalbert.  
(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, ~~Suzanne~~ this was your Lucky Strike.

WINNER: Thank you, ~~Don~~. ~~It was a great pleasure working with you.~~

DON: Thank you very much. I thought the way you performed was just wonderful. 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 "Theatre 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 got that job on "The Theatre of Romance" program! You keep this up, Suzanne and you'll be getting in the habit of setting for millions of people from coast to coast, won't you?

And to you other entertainers - JOSE OLIVE, BRADON HARRISON,

Suzanne Dalbert, Herman Saunders and Gene Curtsinger - who did so well, 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, so let's make a date...and the next time you go shopping, pick up some Luckies -- 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"

TUESDAY, FEBRUARY 15, 1949

STUDIO C

CBS

AS BROADCAST

OPENING

AMECHE INTRODUCTION

CARL COCCOMO INTERVIEW

"~~SWEET LARZINE~~" *Sunny Side of the Street* COCCOMO

FIRST COMMERCIAL

BARBARA SLATE INTERVIEW

"WHY WAS I BORN:" SLATE

AMECHE SPOT

"THE REDHEADS" INTERVIEW *Lover* REDHEADS

SECOND COMMERCIAL

JIMMIE JAMES INTERVIEW *Impersonator* JAMES

RAYE GOODRICH INTERVIEW

"SONG OF THE OPEN ROAD" GOODRICH

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019324



LUCKY STRIKE -1-  
2-15-49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "Your Lucky Strike"....Presented every day 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: (MUSIC: OUT) .....Don Ameche.

MUSIC: OUT

(APPLAUSE)

ATX01 0019325

LUCKY STRIKE -2-  
2-15-49

DON: Good afternoon ladies and gentlemen. Isn't it a grand feeling to know you're doing something worthwhile? Doesn't it make the day brighter and the world warmer? That's why I'm always so enthusiastic about the talent we have with us every day. You and I are doing something for them... we are helping them to make their "Lucky Strike"....and they deserve and are grateful for everything....and that makes it even nicer yet.

As usual, we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, as representatives of our listeners throughout the nation, will determine our winner---the performer who wins a professional engagement! Well, our talent is ready so here we go, on with the show.

MUSIC: FANFARE

ATK01 0019326

CARL COCCOMO SPOT

CARL: Our first performer today is a young man with an accordion, 22 year old Carl Coccoma. With a name like, Coccoma, you ought to come from Kokomo, Indiana, Carl.

CARL: I wish I did...it would be great billing..."Coccoma from Kokomo."

DON: Why don't you do it anyway...then you'd really be using your "cocca"....(ouch!) (I don't know what gets into me on days like this) Carl, I understand that in order to play the accordion, ~~...we compromised,~~

DON: ~~You played the piano.~~

*You first had to learn to play the piano.*

CARL: Right! The deal was that I take piano lessons for a year before I start with the accordion.

DON: Did you fulfill your part of the bargain?

CARL: To the day....I didn't let them forget. I started by saying 365 more days and I get an accordion....and the next day I said 364 more days and I get an accordion. They never had a chance to forget.

DON: It also saved them the trouble of buying a calendar. You're a singer too, aren't you, Carl?

CARL: Yes, Don...I found it very practical to both sing and play the accordion.

DON: You don't by any chance use the accordion to pump air into your lungs while singing?

CARL: I wish I could...it's tough pulling away at an accordion and singing at the same time. It takes a lot of wind.

LUCKY STRIKE  
2-15-49 -4-

DON: Well, take a big breath, Carl, so you can make this "Your  
Lucky Strike." Here is Carl Cocomo singing and playing  
his accordion with, "~~Sweet Lorraine~~" or "~~Slow Boat to China.~~"

MUSIC: "~~SWEET LORRAINE~~" OR "~~SLOW BOAT TO CHINA.~~" COCCOMO

(APPLAUSE)

*Funny Side of the Street*

DON: Thank you, Carl Cocomo.

ATX01 0019328

COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, Ladies -- when you feel low...Luckies' Fine Tobacco  
picks you up..and when you feel tense....Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco -- mild, ripe,  
thoroughly enjoyable tobacco....No wonder more independent  
tobacco experts - auctioneers, buyers, and warehousemen --  
smoke Lucky Strike regularly than the next two leading  
brands combined, So next time you buy cigarettes...ask  
for Lucky Strike and get on the Lucky Level - where you  
feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling Tense?

These eight words are common sense --

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

BARBARA SLATE SPOT

DON: Our next performer, is versatile, brunette, Barbara Slate who, besides being a singer, is also a writer and an actress. If you were also a producer and director, Barbara, you would be a female version of Orson Welles.

BARB: I'd top Orson Welles, Don...he doesn't sing. And besides he couldn't write what I wrote.

DON: I don't know about that, Barbara...Orson Welles is a pretty good writer...what did you write that he couldn't?

BARB: Fashion stories for lingerie styles.

DON: (CHANGE THE SUBJECT, DON!) Uh-h...And what kind of acting did you do, Barbara?

BARB: I was in a little theatre production where all the cast pitched in and helped with the stage work. We moved scenery, handled props, moved chairs...oh we did everything, but we were always in the dark.

DON: In the dark? You mean you didn't understand what you were doing?

BARB: No, we were in the dark...no lights.

DON: What kind of a theater doesn't have lights? How could the audience see the actors?

BARB: Oh the lights were on for the acts...but we didn't use a curtain...instead of a curtain, the lights would go out. That's when we would start moving scenery around in the dark...and in our stocking feet, so we couldn't be heard.

DON: Oh boy, you really must have used up a lot of nylons.

BARB: I didn't mind the wear and tear on the nylons....but my poor shins took an awful beating....I'd always bump into a chair or something. There must be an easier way of making a living.

DON: Barbara, all you have to do, is make this "Your Lucky Strike." All our lights are on...and there aren't any chairs for you to bump into...and we even let you wear your shoes...So, everything's in your favor. Here's Barbara Slate singing, "Why Was I Born."

MUSIC: "WHY WAS I BORN" SLATE

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(APPLAUSE)

DON: Thank you, Barbara Slate.

LUCKY STRIKE -8-  
2-15-49

DON: I'd like to make it a point every once in awhile to let you folks, the audience and judges of "Your Lucky Strike", hear about some of the backstage color of our show. I'm sure you'd like to know the interesting things that happen behind the curtains...the human interest stories, the color and excitement, the thrills and the heart-beats, that combine together to make a show like this...for it is people and the ambitions of people and the hearts and souls of people, that make anything worthwhile.....and we feel, "Your Lucky Strike" is worthwhile...and you have joined us in this feeling by your sincere support.

I wish all of you could attend the auditions where we hear the talent that is so anxious to be heard on this show. I wish you could see them wait patiently for hours, for their turn to show us what they can do with their art. It is really inspirational to me to sit and see this great array of talent...and it is a never-ending line of ambition striving to be heard and seen. But what is so wonderful about it all is that, even though they are impatient for fame....they are patient for their turn to show us what they can do. And when their turn finally comes and they have finished their number, I wish you could see the look of hope on their faces as they wait to hear if they will be on the show. And when they are told they will be on.... you'd think we gave them the whole world!...well, I guess we do, because in reality it is their whole world, this career, this bit of recognition they seek for the life they want. Isn't it wonderful that you and I can be a part of helping them along the rough road they so bravely face.

ATX01 0019332



"THE REDHEADS SPOT"

DON: Next we have an instrumental trio who call themselves "The Redheads." And if you could just see them, you could easily understand how they got the name...they all have red hair... And they look more like the backfield of a football team than a trio of musicians. Saul Stricks, I understand you're the fellow who talks for the three of you and also play the piano. Do you call the signals for this team?

SAUL: I guess I do, Don, but I have to be very careful. They say redheads are very temperamental. The other fellows might not like what I say.

DON: You're a redhead yourself. Are you temperamental?

SAUL: My hair isn't as red as theirs...so I can't be as temperamental.

DON: Well, you're as big as they are, so you have nothing to worry about. Say, how tall are you fellows?

SAUL: We're all over 6 feet, Don...and while we're at it, I might as well introduce my partners. On guitar, is Red Robinson.

DON: Gosh, his hair is really red! Isn't it!

SAUL: Yeah...we suspect he uses tomato ketchup for hair tonic. Our other partner, on bass, is Major Short.

DON: Hey, a ranking army officer!

SAUL: No, Don, Major is his given name. Everybody thinks he's an army officer because of that name. It's sort of spoiled him. He expects everybody to salute him.

DON: Say, Saul....was he in the army?

SAUL: Yeah...

DON: What rank did he have?  
SAUL: What else but, private?  
DON: I'll bet he was the only private in the army who could get away as a major.  
SAUL: He did it, too.  
DON: Saul, I understand that you boys get along fine except on one thing...what is it?  
SAUL: Well, Major and I are UCLA men and Red is a USC man. He resents the fact that it's 2 to 1.  
DON: Well, just so it doesn't break up your teamwork on the trio.  
SAUL: It doesn't...but we know what he's thinking all the time.  
DON: I'll bet right now he's thinking he'd like to make this "Your Lucky Strike," for the trio...so how about it fellows? Here are the Redheads, playing," *Luce* "

MUSIC:

"

REDHEADS

---

(APPLAUSE)

DON: Thank you---Redheads.

COMMERCIAL #2

DON: You know, every day about this time I like to say a few words about lucky Strike cigarettes. I really enjoy doing it, because I've smoked Luckies for years, and I think they're tops...They're mild, mellow--honestly a great smoke. But that's not all. You'll find that Luckies' fine tobacco picks you up when you're low...and calms you down when you're tense. Yep, Luckies' fine tobacco helps you level out those ups and downs you're so apt to have. It puts you on the Lucky level where it's fun to be alive! So try Luckies today. I know you'll enjoy 'em. In fact, when you go shopping, get a carton of Luckies. Remember---

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense:  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MUSIC: BUTTON

JIMMIE JAMES SPOT

DON: Our next performer is a young chap who is one of these rare individuals known as a California Native Son. Jimmie, I thought all the native Californians went East and all the Easterners came to California?

JIMMIE: That's just what I did, Don...As soon as I was old enough, I headed East.

DON: What did you want to do? See what the East had that California didn't have?

JIMMIE: From the weather we've had lately, I'd say California has everything the East has.

DON: Anyway, I'll bet you were glad to get back home.

JIMMIE: Was I....I couldn't wait. That sunshine...those orange groves, even the smog looked good.

DON: Well, we specialize in our own special type of smog...Orange flavored! Say, Jimmie, didn't you tell me you left home to further your career?

JIMMIE: Yes, Don...I travelled all over the country playing small nite clubs but I wasn't gettin anywhere as far as building a name for myself so I decided to come back to Hollywood, which is the best place to build a name in show business.

DON: You had to travel all over the country to discover that Hollywood was right at your doorstep.

JIMMIE: I guess I did. Now that I'm back, I hope to get out of small night clubs and get into television.

DON: If you get on television, you'll be back in the small night clubs. Try and find one without a television set.

JIMMIE: That's just what I mean. Television is taking the place of live entertainment in most small night clubs.

LUCKY STRIKE -13-  
2/15/49

DON: That's a good way of getting into a night club without paying the cover charge. Well, Jimmie, let's un-cover your talents and see if you can't get discovered on "Your Lucky Strike." Here is Jimmie James and his guitar singing his impressions *of their well known ballad singers.*

MUSIC: *Paul Anka - "Blue Tail Fly"* JAMES  
(APPLAUSE) *Colonna - "Carabini"*

DON: Thank You, Jimmie James.

ATX01 0019337

ROYE GOODRICH SPOT

DON: Our next performer, Roye Goodrich, is a young man who has the determination to accomplish his purpose and does it no matter what the cost. How has this determination worked so far, Roye?

ROYE: It got me out of the desert infantry...when we were stationed in the middle of the Mojave and the temperature was 110 in the shade.

DON: I don't blame you for getting out. What did you have to do to get out?

ROYE: Join the paratroopers.

DON: I'll take the desert infantry...and the 110 in the shade! Roy, did you use the same determination to get into show business?

ROYE: I'm afraid so, Don. I gave up a pretty secure future with my Dad in the cutlery manufacturing business.

DON: How did your Dad feel about that?

ROYE: He wasn't very happy about it...but he wanted me to do what I thought I'd be happiest at...that was show business. He sure was swell about it.

DON: No hard feelings?

ROYE: None at all...he'd be tickled pink to see me be a success as a singer....He'd be just as happy as my wife about it.

DON: Is your wife a singer, too?

ROYE: No, Don, she's a writer of poetry. By the way, she's just finished a book of poetry she hopes to get published.

DON: Maybe someday, she'll have music put to one of her poems and you'll be able to sing it on the concert stage.

ROYE: There's nothing I'd like better. She writes great poetry.  
DON: And I'll bet you sing a great song. So how about reaching  
for "Your Lucky Strike." Here is Roye Goodrich singing,  
"The Song Of The Open Road."

MUSIC: "THE SONG OF THE OPEN ROAD" GOODRICH

---

(APPLAUSE)

DON: Thank you, Roye Goodrich.

DON: Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready with the applause-meter, to determine our winner?

MARTIN: Yes, Don, and while we are preparing to judge our contestants, let's listen to something that has already been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

*Frank* *Good*



COMMERCIAL #3

SONG:     Feeling low?  
          Feeling tense?  
          These eight words are common sense...  
          Smoke a Lucky to feel your level best!  
          Smoke a Lucky to feel your level best!

MARTIN:   Yes, smoke a lucky to feel your level best! For 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  
          best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level, where' it's fun  
to be alive! Where you feel and do your level best.

MUSIC:   INTRO

SONG:     Feeling low?  
          Feeling tense?  
          These eight words are common sense--  
          Smoke a Lucky to feel your level best!  
          Smoke a Lucky to feel your level best!

MUSIC:   BUTTON

DON: Well, our contestants are ready...is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you...if he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. Carl Cococomo, the accordion player, who played and sang "~~Sweet Lorraine~~" or "~~Slow Boat To China~~."

MUSIC: "~~SWEET LORRAINE~~" *Sunny Side of the St* COCCOMO

(APPLAUSE)

2. Barbara Slate, the girl who writes, acts and sings, and sang "Why Was I born."

MUSIC: "WHY WAS I BORN" SLATE

(APPLAUSE)

3. The Redheads, that trio of redhaired college men who played

MUSIC: *Love* REDHEADS

(APPLAUSE)

4. Jimmie James, the native son who came home to make good and played and sang with his guitar his impressions.

MUSIC: "IMPRESSIONS" JAMES

(APPLAUSE)

5. Roye Goodrich, the young man who would rather be a paratrooper than a desert soldier and sang "Song Of The Open Road."

MUSIC: "SONG OF THE OPEN ROAD:" GOODRICH

(APPLAUSE)

LUCKY STRIKE #19-  
2/15/49

DON: And according to our applause meter the highest score was received by Ray Goodrich Who sang ~~(PLAYED)~~ Laugh

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Ray this was your Lucky Strike

WINNER: ~~Thank you, Don.~~ I'm very proud and happy.

DON: 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.

(APPLAUSE)

And to you other entertainers--Carl Coccoma, Barbara Slate, "The Redheads," Jimmie James and ~~Ray Goodrich~~...who did so well, 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, so let's make a date...and the next time you go shopping, pick up some Luckies--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

ATX01 0019343

"YOUR LUCKY STRIKE"

WEDNESDAY, FEBRUARY 16, 1949

AS BROADCAST  
12:30-1:00

STUDIO C

CBS

OPENING

AMECHE INTRODUCTION

MILLIE DAVIS INTERVIEW

"ALL OF ME"

DAVIS

FIRST COMMERCIAL

PETER FANCUILLO INTERVIEW

"BLACK MAGIC"

FANCUILLO

JUNE MARTELL INTERVIEW

DRAMA

MARTEL

SECOND COMMERCIAL

JOHNNIE KIADO INTERVIEW

MEDLEY

KIADO

ROSLYN HART INTERVIEW

"LA HABANERA"

HART

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATK01 0019344

LUCKY STRIKE -1-  
2/16/49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER

ANNCR: "You Lucky Strike".....Presented every day 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: (MUSIC: OUT).....Don Ameche.

MUSIC: OUT

(APPLAUSE)

ATX01 0019345

DON: Good afternoon ladies and gentlemen. I never knew I could get so much pleasure and satisfaction out of doing something as I've gotten out of working with the wonderful performers that have been on our shows. I think it's great the way they are always in there punching and never giving up until they make that big break. And just the fact that you and I are able to give them this break, should make us very proud of the chance we have. I consider it a privilege to be a part of it. I am truly grateful for the opportunity. As usual, we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, as representatives of our listeners throughout the nation, will determine our winner---the performer who wins a professional engagement! Well, our talent is ready so here we go, on with the show.

MUSIC: FANFARE

MILLIE DAVIS SPOT

DON: Our first performer today is blonde Millie Davis, a girl whose singing style is like Sophie Tucker's and whose singing quality is like Kate Smith's. Did I leave out anything, Millie?

MILLIE: Yes, Don, you forgot to mention my size...My size is like Kate Smith and Sophie Tucker put together.

DON: Well, Millie...I didn't want to say anything, I thought you might be sensitive about it...you know....

MILLIE: There's nothing to be sensitive about, Don. I can't hide my size, can I?

DON: No....

MILLIE: And besides, it isn't every day that you can get quantity and quality in the same package. I'm 5 ft. 10 and 200 lbs plus. When I sing, I've got a lot to back me up.

DON: Millie, I understand you started singing as a kid with a ukelele. Don't you still play a uke?

MILLIE: No, Don, don't you think a ukelele would be sort of lost next to me?

DON: I guess a guitar would be better.

MILLIE: Don't you mean a bass fiddle?

DON: Millie, I think you have a wonderful sense of humor. You're really swell....you're ..... you're ---

MILLIE: Are you trying to say I'm awfully big about it?

DON: Yes, but I was afraid it wouldn't sound right.

MILLIE: It sounds grand because I know just how you mean it, Don.

DON: Thanks, Millie...by the way, you didn't tell me how you got started in show business.

MILLIE: I auditioned with 200 other girls and won a professional engagement. I guess I just out sang them because I put everything I had in it.

DON: Well, Millie, how about putting everything you've got into making this "Your Lucky Strike."

MILLIE: I intend to, Don, so give me plenty of room.

DON: What's the name of the song you're going to sing, Millie?

MILLIE: Please don't think me facetious, Don, but the name of my song is, "All of Me." ~~And that's the end of the order.~~

DON: Here is Millie Davis, reaching for her "Lucky Strike" singing "All of Me."

MUSIC: "ALL OF ME" DAVIS

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(APPLAUSE)

DON: Thank you, Millie Davis.



COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, Ladies -- when you feel low...Luckies' Fine Tobacco  
picks you up..and when you feel tense...Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and,

LS- MFT

LS- MFT

Lucky Strike means fine tobacco -- mild, ripe, thoroughly  
enjoyable tobacco....No wonder more independent tobacco  
experts - auctioneers, buyers, and warehousemen -- smoke  
Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes...ask for  
Lucky Strike and get on the Lucky Level - where you feel  
your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling Tense?

These eight words are common sense ---

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUFTON

PETER FANCUILLO SPOT

DON: Our next performer is handsome, 23 year old singer, Peter Fancuillo. Peter claims that all the breaks he ever hoped for in show business always built him up to a big let down. How do you mean that, Peter?

PETE: Well, Don, every time it looked like I was getting a break, something always happened to put the jinx on it. Like the time I went up on the stage in an audience participation show.

DON: What'd you do...win a house and lot and ten rooms of furniture?

PETE: I wish I did. Actually I didn't win anything...but the master of ceremonies liked my looks and told me he thought he could get me a part in a picture in Hollywood.

DON: Did you get the part?

PETE: Yeah, I got the part, Don.

DON: Then where's the disappointment?

PETE: I got the part 2 weeks after I enlisted in the Coast Guard and couldn't do a thing about it.

DON: Now I begin to see what you meant by disappointment. When did it happen again?

PETE: After I was in the Coast Guard for about a year. I was supposed to have a big part in the Coast Guard production, "Tars and Spars."

DON: I remember that...it was a wonderful show. Were you in it?

PETE: No, Don...I was given a medical discharge a week before the show opened on Broadway...and since I was then a civilian, I couldn't be in the show.

DON: Looks like that became a habit.

PETE: I hope that habit is broken by now. I've been working awfully hard for months on a deal to play the part of Russ Columbo in a picture about his life.

DON: I've heard a lot about that. How does it look? Will you get it?

PETE: I don't know, Don....It's awfully close to a deal...and the Columbo family gave me their okay. I only hope nothing happens to disappoint me this time.

DON: I hope so too, Peter...so in the meanwhile ...let's see if you can't make this "Your Lucky Strike" and convince them you really are the one for the part. Here is Peter Fancullo singing, "Black Magic."

MUSIC: "BLACK MAGIC." FANCULLO

(APPLAUSE)

DON: Thank you, Peter Fancullo.

JUNE MARTEL SPOT

DON: June Martel, a dramatic actress with considerable experience in summer stock and radio, is a girl I believe will go far if she can just get that lucky break-- make that lucky strike that leads to success in her chosen profession. How did you happen to choose acting as a career, June?

JUNE: Well, Don, at the age of ten I started writing movie scripts.....

DON: Ten years old and writing movie scripts.

JUNE: (LAUGHS) Of course, they never moved off my desk. But I wrote them anyway, and -- in my own imagination -- I played all the heroines.

DON: Well, June, today you'll be playing a very sympathetic heroine in a dramatic scene. *entitled "Special Victory"*  
June Martell will play the part of Lola and I, Dan Morgan, the district attorney.

MORAL VICTORY

By

Milton Geiger

---

MUSIC:      INTRO AND UNDER FOR---

ANNCR:        In the office of District Attorney Dan Morgan, stands a smartly dressed young woman, facing the D.A. with cool, smiling hostility. The District attorney is ill-at-ease not knowing how to say what he must say to this girl -- who is his fiancee. But Dan Morgan is a blunt, honest man. He makes his decision...and speaks up---bluntly--- and honestly, come what may!

MUSIC:        OUT.

DAN:            You're wondering why I asked you to meet me in my office, Lola.....

LOLA:          We don't usually meet in your office before dinner.

DAN:            I'm going to be brutally direct, Lola.

LOLA:          By all means, Dan, be brutally direct.

DAN:            Haskell Beecher was murdered last night.

LOLA:          (BEAT) I'm not surprised.

DAN:            You hated ~~Haskell Beecher~~. *sure.*

LOLA:          I had reason to hate him.

DAN:            Your father committed suicide because of Beecher.

LOLA:          You want to ask me if I killed ~~Haskell Beecher~~. *sure.*

DAN:            Did you?

LOLA:          Certainly not!

DAN:            (RELIEVED) So much for that...

LOLA:          May I go now?

DAN:            Just answer one more question and then we'll both go.

LOLA: What's the question?  
DAN: We think we know who did kill Beecher.  
LOLA: Oh?  
DAN: We've made an arrest.  
LOLA: Bravo.  
DAN: The suspect is in the next room.  
LOLA: You wanted to ask me another question...  
DAN: You didn't kill Haskell Beecher -- but we think you know who did...  
LOLA: How on earth could I know that!?  
DAN: We have positive evidence that you were on the scene of the crime about the time it was committed! You'd have seen the killer leaving the house. Now who was he?  
LOLA: I can't tell you that!  
DAN: You can't or you won't?!  
LOLA: I wonder...I wonder if this is the Contest?  
DAN: Contest?  
LOLA: Remember? We once wondered if a showdown came between us-- whose principles would win out...yours, representing the wrong-side-of-the tracks...or mine..the Uptown Girl's philosophy.  
DAN: I remember. Maybe this is the showdown.  
LOLA: Maybe it is. I say I won't tell you what you want to know. Now what?  
DAN: If you won't tell me I can't make you tell me, Lola.  
LOLA: Does that mean that the Uptown Girl wins the Contest?  
DAN: It means that we fell out of love thirty seconds ago.  
LOLA: Dan!

DAN: I can't respect your attitude in this matter. I can't love anyone who can't hold my respect.

LOLA: You're talking nonsense Dan!

DAN: Gashouse Gang philosophy. It's my way of life, Lola.

LOLA: Dan we can't break off like this!

DAN: And I couldn't go on with you knowing you're shielding a possible murderer from justice. I don't like to send a man to his death, but it's a job someone has to do and I'm trying to do it to the best of my knowledge and conscience.

LOLA: Yes! Honest Dan Morgan, risen from the ranks! He hates to send a man to the chair but he doesn't mind if I do!

DAN: (SIGHS) Very well, Lola. I'll...have to resign my post of course.

LOLA: (AGHAST) That too? Quit?

DAN: Quit.

LOLA: After all your struggle, your work? Why?

DAN: The district attorney's fiancée has intimate knowledge concerning a murder, but the district attorney can't get her to co-operate. That's one of two things in the public mind...collusion...or plain incompetence on my part. I have to quit before I'm asked to quit.

LOLA: Suppose...suppose I tell you why I can't name the killer for you?

DAN: I don't know if that would make any difference.

LOLA: (GRIMLY) All right. I'll tell you anyway. (PAUSE) I can't tell you who the killer was because I was on the way to murder <sup>him</sup> ~~Haskell Decker~~ myself!

DAN: Lola!

LOLA: I was going to murder Beecher! The fact that someone did it before I could, doesn't excuse me. Can you understand that or is it all too subtle for you? I can't condemn a man for a crime I was going to commit myself!

DAN: And that's your curiously warped Uptown morality?

LOLA: Don't ... don't you accept my reason for not telling?

DAN: Of course not. A man has been murdered, Lola and you hold the key to the killer. In my simple mind you're thwarting justice. I'm sorry Lola.

LOLA: We're really through?

DAN: I'm sorry.

LOLA: You'll really resign?

DAN: The Gashouse code of ethics. Yes.

LOLA: I see. (PAUSE: DED) Where is the suspect?

DAN: You'll identify him?

LOLA: Let me look at him.

DAN: He's in this next room. Excuse me a moment....

SOUND: CLICK INTERCOM.

DAN: Bradley, I'm going to open the panel here. Someone to identify the prisoner, yeah. Throw the lights on him. Right.

SOUND: CLICK OF INTERCOM SWITCH

DAN: Now, Lola...I'll open this panel....

SOUND: PANEL SLIDES OPEN.

~~LOLA: Yes.....~~

DAN: Is that man the man you saw leaving the scene of the crime last night? Be awfully sure, Lola. Is he?

LOLA: (PAUSE) No.

DAN: Sure?



LOLA: Positive.

DAN: That'lll be all Bradley, thanks.

SOUND: PANEL SLIDES SHUT.

DAN: Thank you, Lola. Thank you. I'm ... greatly relieved.

LOLA: You're relieved?! What about me!?

DAN: That man in there was one of my kind. He started where I did, with the Gashouse Set. He didn't make the grade. One of the many deadly enemies Haskell Beecher acquired in his brief but busy life.

LOLA: You seem to know all about the prisoner. A friend of yours?

DAN: In a way. (BEAT) He's my only brother.

LOLA: (STUNNED) Your brother!

DAN: You see Lola...I had to know. One way or the other, win or lose...I had to know.

LOLA: I see. Principle. Discipline. It's...been the Contest, hasn't it, Dan?

DAN: *Yes it has, Lola. You did & come out 2.*  
~~And now do I stack up in the clutch? In the nice eye of nature--how'm I doin'?~~

LOLA: Wonderful, Daniel! Wonderful.....!

MUSIC: IN AND FINISH

(APPLAUSE)

DON: Thank you, June Martell.

COMMERCIAL # 2

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

DON: You know, I smoke Luckies. Have for a long time. I think they're a swell smoke --- And you know, Luckies' fine tobacco helps level out those ups and downs that we all have. Yep, Luckies' fine tobacco puts you on the right level where you really feel your best. So the very next time you go shopping, be sure to stock up on Lucky Strike cigarettes -- get a carton.

MARTIN: Right Don, you see friends, Luckies' fine tobacco picks you up when you're low ... and calms you down when you're tense. So join us on the Lucky level -- where you feel and do your level best! Yes --

SONG: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

JOHNNIE KIADO SPOT

DON: Tradition seems to be the greatest driving force of people in shaping their futures....Johnnie Kiado, who plays the accordion, says 3 generations of tradition in his family is his reason for being in show business. Johnnie claims his father and his father's father...and his father's, father's father, all worked in black-face. They must've known Al Jolson when he started in showbusiness, Johnnie. Were they minstrels?

JOHNNIE: No Don...they were all coal miners. ~~And believe me, when you come out of a coal mine, you're really in black face.~~

DON: How did that cause you to get in show business? Did someone hear you sing "Mammy" when you had the coal dust on your face?

JOHNNIE: Well, Don, you see, it's traditional in mining families for the boys to go into the mines, like their father's do. When I was 14 years old I started working in the mines.

DON: How was it down there?

JOHNNIE: I quit after my first day and decided to become a musician and play the accordion.

DON: How did you pick on the accordion?

JOHNNIE: Well, the mining community always had Saturday nite dances, and the music was furnished by musical group known as a "Polka Band."

DON: A Polka Band? What's that?

JOHNNIE: A wild clarinet, a wild accordion and a wild drum.

DON: Sounded like a pretty wild affair.

JOHNNIE KIADO SPOT (CONT'D)

JOHNNIE: There were real <sup>shin dig</sup> ~~wing dogs~~...and I loved to watch the ~~accordian player.~~ So when I went out of the mines I worked as ~~a butcher and~~ <sup>so</sup> studied the accordion at night. Then I got in a small band and travelled all over the country.

DON: Sounds like you really had a time of it.

JOHNNIE: Well, Don, I've ~~been on my own since I was 14 years old.~~ I've had a pretty tough time of it, and ~~almost quit a few times,~~ but I still think I can make the grade.

DON: I think so too, Johnnie....so you see if you can make this "Your Lucky Strike," and you'll make that grade. Here is Johnnie Kiado, and his accordion, playing, a medley.

MUSIC: "WHO" ... "YOU'RE A BUILDER UPPER" KIADO

(APPLAUSE)

DON: Thank you, Johnnie Kiado.

ROSLYN HART SPOT

DON: Our next performer, Roslyn Hart, claims she was a problem child to her mother when she was very young. What kind of a problem were you, Roslyn?

ROSLYN: My mother was always embarrassed over me, Don. I was just a tiny little kid and I had a voice that sounded like a man's.

DON: Of course your mother was embarrassed. She had a little girl and she wanted it to sound like a girl.

ROSLYN: ~~I tried my best to sound like a girl but every time I~~ opened my mouth, out came sounds that belonged to a man. I finally gave up trying and accepted my lot.

DON: ~~How about your mother?~~

ROSLYN: *She* Never got over it until my voice changed.

DON: Then what'd your voice sound like.

ROSLYN: A fog horn with a cold. But my new voice intrigued me. I felt very torchy and went around singing torch songs and acting very sophisticated.

DON: Well, it was natural. You were older. Weren't you?

ROSLYN: Uh-huh...I think I was every bit of 12 years old.

DON: I'd say you were more of a junior-torch singer.

ROSLYN: What ever I was, my torch didn't throw much of a flame. Mother finally put out the torch and got me on the right track.

DON: Did you give up torch singing for good?

ROSLYN HART SPOT (CONT'D)

ROSLYN: Yes, Don, I started studying voice seriously and then I knew I wanted to be a legitimate singer. I've been studying ever since. I want to be ready when the big break comes.

DON: This might be your big break today, if you make this "Your Lucky Strike," Roslyn. Here is Roslyn Hart singing, "La Habanera" ~~or "What do I care."~~

MUSIC: "LA HABANERA" ~~OR "WHAT DO I CARE."~~ HART

(APPLAUSE)

DON: Thank you, Roslyn Hart.

DON: Now we hear from our judges, the studio audience. ~~The~~  
results of your verdict today means the next important  
step into the future for ~~one of our five~~ contestants. You  
will determine the winner by the amount of applause you  
give each performer. We have an applause-meter in the  
control room, ~~and it will indicate which~~ <sup>the</sup> contestant <sup>who</sup> receives  
the most applause, ~~to~~ <sup>will</sup> be winner of today's Lucky Strike.  
Frank, are we ready with the applause-meter, to determine  
our winner?

MARTIN: Yes, Don, and while we are preparing to judge our  
contestants, let's listen to something that has already  
been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense...

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level, where's it's fun to be alive! Where you feel and do your level best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON



DON: Well, our contestants are ready...is our audience ready?  
AUD: YES!!  
DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you...If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is:

1. Millie Davis, the girl who put everything she had into her song, "All of Me"

MUSIC: "ALL OF ME" DAVIS

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(APPLAUSE)

2. Pete Fancullo, the young man who hopes some day to portray Russ Columbo in the movies and sang "Black Magic"

MUSIC: "BLACK MAGIC" FANCUILLO

---

(APPLAUSE)

3. June Martel, the talented actress who played the part of Lola in our dramatic scene.

DRAMA: MARTEL

---

(APPLAUSE)

4. Johnny Kiado, the young man who left the coal mines to become an entertainer and played a medley on his accordion.

MUSIC: "MEDLEY" KIADO

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(APPLAUSE)

5. Roslyn Hart, the girl who gave up torch singing to become a concert singer and sang "La Habanera"

MUSIC: "LA HABANERA" HART

---

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Peter Panquillo. ~~Who sang (PLAYED)~~

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Pete this was your Lucky Strike

WINNER: Thank you, Don.

~~... and Mr. I ...~~ was certainly deserving. I have good news for you - "Your Lucky Strike" has a lucky break for you - an engagement in the popular Zebra Room House on Wilshire Blvd. in Los Angeles.

(APPLAUSE)

And to you other entertainers--Millie Davis, ~~Peter Panquillo~~ June Martell, Johnnie Kiado and Roslyn Hart -- who did so well, 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, so let's make a date...and the next time you go shopping, pick up some Luckies---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, FEBRUARY 17, 1969

STUDIO C

CBS

12:30-1:00 EST

OPENING

AMECHE INTRODUCTION

COLORADO HILLBILLIES INTERVIEW

*"Loves From The Hello"* TRIO

FIRST COMMERCIAL

JEAN CARPENTER INTERVIEW

"I'LL GET BY"..... CARPENTER

DERNA STELLATI INTERVIEW

"ETUDE" ...CHOPIN..... STELLATI

SECOND COMMERCIAL

VON KERRY INTERVIEW

"IMPRESSIONS"..... KERRY

SAM COSENTINO INTERVIEW

"DONKEY SERENADE"..... COSENTINO

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019367

LUCKY STRIKE -1-  
2-17-49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER

---

ANNCR: "Your Lucky Strike"...presented every day 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 0019368

DON:

Good afternoon, ladies and gentlemen....When you look on your calendars you notice that all the holidays are marked as "red letter" days...they are the big days of the year....It's not so on YOUR LUCKY STRIKE....Every day is a red letter day with us....every is a big day, because every day marks the beginning of a big step in the careers of some performer on our show. This is the beginning of life for them, in the world of entertainment.

As usual, we're asking our studio audience to decide who will make his Lucky Strike this afternoon. "It's the people who make the stars"...so you, here in the audience, as representatives of the radio audience throughout the entire nation, will determine our performers success. Well, our talent is ready, so let's get on with the show.

MUSIC: FANFARE

COLORADO HILLBILLIES SPOT

DON: Our first performers today are three very colorfully dressed cowboys who call themselves, "The Colorado Hillbillies". There's Walt Shrum who plays the bass fiddle, Rusty Cline, the guitar and Chuck Peters the accordion. Say, fellows, who's the foreman of this here hard-ridin' outfit?

WALT: I guess I am, Don...but we aren't very hard-ridin' cowboys.

DON: You mean you don't ride the range on your horses all day long?

WALT: The only horses we rode were wooden saw horses, Don. Rusty used to be a house painter. Chuck used to be a finish-carpenter, and I used to be a bricklayer.

DON: Well slap my horse and call me speedy, if I didn't take you fellows for real honest-to-goodness-cowboys. How long have you had your saw-horses in the corral?

WALT: We gave up our trades back in the depression...figured we could make a better living as musicians. We started out by having a radio program at 6 in the morning. After the program we'd come home, change into our overalls and go to work at the construction job.

DON: Didn't miss any bets. Did you?

WALT: Not at first...then we got brave and gave up our construction jobs and concentrated on just music.

DON: How'd you do?

WALT: Fine until the war came along....then our trades were needed for the war effort so we went back to construction work and picked up music jobs in our spare time.

DON: Well, it's a cinch you fellows will never be unemployed as long as you can either make music or make buildings.

WALT: We've done pretty good, Don...we've travelled all over the country and even been in a couple of western pictures.

DON: You mean, horse-operas?

WALT: Yes, Don, our last one is just being released, it's called, "Trouble at Melody Mesa."

DON: I'll be sure and watch for it, Walt. There's nothing I like better than a rip-snortin' western. ...and since you've gotten us in the mood for western music, how about reaching for "Your Lucky Strike".... Here are the "Colorado Hillbillies", singing and playing, "From From Six Hills"

MUSIC: " \_\_\_\_\_ " LPIG

(APPLAUSE)

DON: Thank you, Colorado Hillbillies.

COMMERCIAL #1

MUSIC: CHORD

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense --  
Smoke a Lucky to feel your level best...  
Smoke a Lucky to feel your level best....

MARTIN: Yes, ladies...when you feel low....Luckies' Fine  
Tobacco picks you up...and when you feel tense  
...Luckies' Fine Tobacco calms you down.  
It's important for you to know that fine tobacco can do  
this for you and,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco--mild, ripe,  
thoroughly enjoyable tobacco....No wonder more  
independent tobacco experts -- auctioneers, buyers and  
warehousemen---smoke Lucky Strike regularly than the  
next two leading brands combined...So next time you  
buy cigarettes...ask for Lucky Strike and get on the  
Lucky level...where you feel best and do your best.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense....  
Smoke a Lucky to feel your level best.  
Smoke a Lucky to feel your level best.

MUSIC: BUTTON



JEAN CARPENTER SPOT

DON: The true value of a friend is beyond all computation....  
the ability to make friends is even more difficult to  
place a value upon....therefore, Jean Carpenter, our  
next performer, is not only a very lovely girl, but a  
very lucky one, for she has made some precious  
friendships. Which is the friendship you value most,  
Jean?

JEAN: The friendship I have with Harry Richman. He was the  
one person most responsible for my continuing my  
singing career with real hope for success.

DON: Harry Richman is a very wonderful person, Jean. How did  
you happen to meet him?

JEAN: I was singing in a night club in Cincinnati and he  
heard me. He insisted on talking to my parents about  
making me his protegee. From then on he sponsored  
my career and saw to it that I studied with the proper  
coaches.

DON: I think that's wonderful. Do you have any other friends  
like that?

JEAN: My husband made a wonderful friend when he was in the  
service. We both value his friendship very, very much  
because he is a grand person...he is the actor, Van  
Heflin.

DON: Van Heflin. There is another swell fellow.

JEAN: My husband thinks the sun rises and sets on him. You see he makes my husband come over to his house every Thursday for dramatic lessons.

DON: Your husband's an actor?

JEAN: Yes, Don, he's studying at the Pasadena Playhouse, besides with Van Heflin. We're both very proud and grateful for our friends. They are very good to us.

DON: Well, Jean, you are very sweet, and deserve it...and I'm sure your husband does too.

JEAN: I'd like to prove that, Don, by making this "My Lucky Strike Today."

DON: We hope you do, Jean. Here is Jean Carpenter singing "I'll Get By."

MUSIC: "I'LL GET BY".... CARPENTER

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(APPLAUSE)

DON: Thank you, Jean Carpenter.

DON: You've heard me mention, at different times, some of the color of "Your Lucky Strike" backstage. I'm always impressed with the terrific amount of talent that is available in show business. It's hard to believe that there is really that much great talent around waiting for their break ... but there is! And it comes in a never ending line ... this source is ever continuous ... talent that is trying desperately to make a place for itself in the world of entertainment. "Your Lucky Strike" is proud to be able to help some of them find their place. Since this show has been on the air we have auditioned over 3,000 eager, young performers. Every day, a winner has been placed in a professional engagement ... and we have even placed some of those who didn't win, because they had the chance to be finally heard by the right people. It is thrilling but yet ~~heart~~ heart breaking to find so many ambitious performers with so few opportunities. If we have helped them achieve some of their dreams and hopes -- our efforts have not been in vain.

ATX01 0019375

DERNA STELLATI SPOT

DON: Our next performer is lovely Derna Stellati who comes from Italy. She is a graduate of the Royal Conservatory of Music in Naples, and has the distinction of holding a Master's Degree in Piano, Composition, Organ and Voice. Derna, with a musical foundation like that, you should go very far in the world of music.

DERNA: I hope so, Mr. Ameche, because I want to be an international concert pianist someday.

DON: I'm sure that day will not be too far off. How long have you been in the United States?

DERNA: About 3 years.....My husband was an officer in the American Army in Italy.

DON: How did you happen to meet him?

DERNA: He was studying singing. His teacher was a friend of mine.

DON: Is he a singer?

DERNA: No, he is photographer.

DON: Why was he studying singing, if he wasn't a singer?

DERNA: He felt that since he was in Italy, where the best singing teachers were, it would be nice to study singing. So, he did.

DON: It's a good thing he did or you might not have met each other. Were you married in Italy?

DERNA: Yes, and on our honeymoon we had a personal audience with the Pope. He talked to my husband about America. The Pope speaks very beautiful English. He said he was in Los Angeles once.

LUCKY STRIKE -9-  
2-17-49

DON: Yes, I remember when he was here. Your audience with him must have been very wonderful.

DERNA: I shall not forget it.

DON: I'm sure you won't, Derna. And I'm also certain that if you make this "Your Lucky Strike" today, you won't forget that either. Here is Derna Stellati, at the piano, playing Chopin's Etude.

MUSIC: "ETUDE" CHOPIN

STELLATI

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(APPLAUSE)

ATX01 0019377

COMMERCIAL #2

DON: Thank you Derna Stellati.  
The other day - driving to the studio...I got caught  
in a traffic jam on Sunset Boulevard...Unhun...sure,  
I got irritated...anyone would. But know what I did?  
Lit a Lucky and (DRAW OUT) re--laxed...Try it  
yourself, next time you get tensed up -- or feelin'  
low. See how Luckies' Fine Tobacco picks you up when  
you're low...and calms you down when you're tense....  
Yep, just smoke a Lucky and take it easy. Enjoy that  
mild, smooth, smooth smoke. See how every puff of that  
fine, ripe tobacco gives you real smoking enjoyment....  
In fact, get some Luckies' today...then whenever  
you are --

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense  
Smoke a Lucky to feel your level best.  
Smoke a Lucky to feel your level best.

MUSIC: BUTTON

VON KERRY SPOT

DON: Our next performer, is husky 200 pound, Von Kerry, who wants to make his mark in the world of entertainment as a comedian. Von, the greatest satisfaction an entertainer can get is to be able to make people laugh and forget their worries. Have you been able to do that yet?

VON: Oh I'm able to make them laugh all right, Don...but the trouble is that their laughing, doesn't make me forget my worries.

DON: What worries do you have, Von?

VON: I worry if the people will laugh or not.

DON: But if they laugh, you have nothing to worry about.

VON: That's just it...I have a very suspicious nature....When I have nothing to worry about....it worries me because I know I should have something to worry about...so I worry.

DON: If you will forgive my mentioning it, Von...from the looks of your healthy size....you haven't lost any weight worrying.

VON: Oh that! I never let worrying interfere with pleasure. And eating is a great pleasure for me. I even collect recipes, Don.

DON: That's fine....are you a good cook?

VON: I couldn't boil water...my father's the cook. I get the recipes...he does the cooking.

DON: What's your favorite dish that your father makes?  
VON: Shish Kabob...  
DON: Oh, that's the famous Armenian dish they cook on a long stick.  
VON: Yeah...they take a long stick and alternate sticking on it a tomato, a piece of lamb, an onion, a piece of lamb, a tomato, a piece of lamb, and so forth... plus whatever is left over in the kitchen...Then they cook it over a charcoal fire.  
DON: Sort of an Armenian "Dogwood" sandwich.  
VON: Yeah, except it would be a little tough to digest the stick. They're made out of hardwood. All kidding aside, Don, Shish Kabob is a wonderful dish. ...but then all dishes are wonderful to me because I love to eat...and since I love to eat...I hope this will be "My Lucky Strike," so I can continue to eat.  
DON: Well, we hope it is too, Von, because we want you to continue to eat. Here is Von Kerry, displaying his art of mimicry by his impressions of people.  
MUSIC: " *S. M. T. Chart*  
*"I'm a Little Bit of a Shish Kabob"*  
*"I'm a Little Bit of a Shish Kabob"*  
*"I'm a Little Bit of a Shish Kabob"*  
KERRY

---

(APPLAUSE)

DON: Thank you, Von Kerry.



SAM COSENTINO SPOT

DON: The usual pattern of a career in show business is that of a performer who is forced out of the entertainment world and he keeps fighting his way back into it. The pattern of Sam Cosentino's career is just the opposite. Several times he tried to get out of show business, but something always happened to bring him back. When did all of this start, Sam?

SAM: When I was about 17 I won a scholarship and started singing seriously, Don...but scholarships only pay for lessons and not for meals. I found it awful hard to sing on an empty stomach.

DON: That's as bad as singing to an empty theatre. What'd you do? Give up singing?

SAM: Yes, Don. I got a job selling men's suits in a department store. I did all right until a suit with 2 pair of pants talked me into going back to singing.

DON: A suit with two pair of pants!

SAM: My old singing teacher was inside the suit.

DON: Yes but 2 pair of pants went out with 30 cents a pound butter.

SAM: And I went out with the two pair of pants suit and my old singing teacher to start singing again.

DON: He was the one who should have been the salesman. ~~How long~~ did you stick with it this time?

SAM: Not long. I got a throat infection and had a good reason to give up singing again. I got a job in an automobile factory and worked at it until my friends talked me into auditioning for an opera company.

DON: Did you win the audition?

SAM: No, but it set up a challenge for me, so I came to Hollywood for more training and a career in singing. There's no use fighting it any longer.

DON: ~~You're right~~....when two pants suits start talking you into continuing your career.... you better heed the advice. And besides, I'm sure that if you make this "Your Lucky Strike", you'll find your place in show business is waiting for you. Here is Sam Cosentino singing, "Donkey Serenade,"

MUSIC: "DONKEY SERENADE"

COSENTINO

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(APPLAUSE)

DON: Thank you Sam Cosentino.

~~New~~ We hear from our judges, the studio audience. The  
results of your verdict today means ~~the~~ next important step  
into the future for one of our five contestants. You will  
determine the winner by the amount of applause you give  
each performer. We have an applause-meter in the control  
room, and it will indicate which contestant receives the  
*They will determine who*  
most applause, ~~to be~~ winner of today's Lucky Strike. Frank,  
are we ready to encore our performers and find out who  
wins his Lucky Strike?

MARTIN: We certainly are, Don. But first I'd like to encore a song  
that's already a winner.

DON: Well, Frank, let's hear the encore.

MUSIC: CHORD

COMMERCIAL #3

SONG:       Feeling low?  
              Feeling tense?  
              These eight words are common sense....  
              Smoke a Lucky to feel your level best!  
              Smoke a Lucky to feel your level best!

MARTIN:     Yes, Smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level,  
where it's fun to be alive! Where you feel and do your  
level best.

MUSIC:     INTRO

SONG:       Feeling low?  
              Feeling tense?  
              These eight words are common sense --  
              Smoke a Lucky to feel your level best!  
              Smoke a Lucky to feel your level best!

MUSIC:     BUTTON

DON: Well, our contestants are ready.. our audience is ready!  
So... let's pick a winner! Each contestant will return to  
the microphone and do a bit of his number for you.  
If he is your choice we want you to express it by your  
applause, and then we will determine by means of the  
applause-meter who is the winner of today's Lucky Strike.  
Remember, this is your only chance to vote.. so make it  
count! First --

1. The Colorado Hillbillies, who played and sang

MUSIC: "Lonesome Town The Hills" HILLBILLIES

(APPLAUSE)

2. Jean Carpenter, the young lady who has made such  
wonderful friends and sang "I'll Get By."

MUSIC: "I'll Get By." CARPENTER

(APPLAUSE)

3. Derna Stellati, the girl from Italy who played Chopin's  
"Etude" on the piano.

MUSIC: "ETUDE" STELLATI

(APPLAUSE)

4. Von Kerry, the mimic who wants to be a comedian and  
did his impressions.

IMPRESSIONS KERRY

(APPLAUSE)

5. Sam Cosentino, the young man who couldn't get out of  
show business and sang "Donkey Serenade."

MUSIC: DONKEY SERENADE COSENTINO

(APPLAUSE)

**DON:** And according to our applause meter the highest score was received  
by Ven Kerry.

(APPLAUSE)

**MUSIC:** THE WORKS

**DON:** Congratulations, Ven, this was your Lucky Strike.

**WINNER:** Thank you Don and thank you everyone.

**DON:** I thought the impressions were just wonderful. I have some good  
news for you! As winner on today's "Your Lucky Strike" you have  
been awarded an appearance at that popular rendezvous for screen  
celebrities, the show case where many fine entertainers got their  
starts, the famous Billy Gray's Band Box on Fairfax Avenue, the  
biggest little madhouse in Hollywood.

And to you other entertainers - The Colorado Hillbillies, Jean  
Carpenter, Derna Steliatl and Sam Cosentino -- who did so well,  
thanks for being with us.

**MUSIC:** THEME

**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 TOP

**Martin:** This is CBS ... The Columbia ... Broadcasting System

"YOUR LUCKY STRIKE"

FRIDAY, FEBRUARY 18, 1949

AS BROADCAST  
12:30-1:00

STUDIO C

CBS

OPENING

AMECHE INTRODUCTION

SALLY LEE INTERVIEW

"YOU"

LEE

FIRST COMMERCIAL

JOHNNY MATSON INTERVIEW

MATSON

CAROL BRANDON INTERVIEW

(DRAMA) "JULIE'S WINNING HORSE"

BRANDON

SECOND COMMERCIAL

HONEY HORTON INTERVIEW

"MALAGUENA" OR "RHAPSODY IN BLUE"

HORTON

BOB DARNELL INTERVIEW

"TEMPTATION"

DARNELL

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION AND PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 00193B7

LUCKY STRIKE -1-  
2/18/49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike".....Presented every day 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 0019388



LUCKY STRIKE -2-  
2/18/49

DON: Good afternoon, ladies and gentlemen, Each day that comes and goes, is another friend we've made <sup>and</sup> kept, because these exciting days, full of ambitious talent, are days we will never forget. And they are days, our performers never forget as it is their stepping stone into the world of entertainment. As usual, we're asking our studio audience to decide who will make that Lucky Strike this afternoon. "It's the people who make the stars" so those of you in our studio audience, as representatives of our listeners throughout the nation, will determine our winner ---- the performer who wins a professional engagement! Well, our talent is ready so here we go, on with the show.

MUSIC: FANFARE

ATX01 0019389

JOHNNY MATSON SPOT

DON: Our first performer today, is Johnny Matson, a young fellow who says that playing the accordion has gotten him nothing but trouble. Why do you keep on with it, Johnny?

JOHNNY: I guess I'm just a glutton for punishment. Anyone who's crazy enough to pull on one of these squeeze boxes, deserves all the trouble they can get.

DON: When did all this trouble begin?

JOHNNY: When I was in high school. I broke my arm.

DON: How could you break your arm playing the accordion?

JOHNNY: I didn't....But when I broke my arm I decided to give up playing the accordion.

DON: Well, since you're playing it now, I guess you didn't give it up?

JOHNNY: Nope....I started playing it again...but I was tricked into it. I went to parties and everybody told me I'd be the life of the party if I played my accordion. So I started practicing.

DON: Did you get to be the life of the party?

JOHNNY: Yeah....and I was in trouble again.

DON: Now what?

JOHNNY: The <sup>idea</sup> one thing about being the life of the party, that is strictly no good, is that you never get a chance to dance with the girls....you're always busy being the life of the party.

DON: I see what you mean. Wasn't there any way you could combine the two?

LUCKY STRIKE ~~7~~ Y  
2/18/49

JOHNNY: ~~I tried that too. It didn't work.~~ Don, did you ever try dancing with a girl and playing an accordion at the same time?

DON: No-o-o....can't say I did.

JOHNNY: Well, it's like trying to kiss a girl through a venetian blind.

DON: Johnny, you've convinced me that I should never be the life of the party with an accordion.

JOHNNY: Not unless you can play an accordion in back of you. ~~Then~~ you're not only good but lucky too!

DON: Well, since I can't even play an accordion. I won't try it. But how about you trying for "Your Lucky Strike." Here is Johnny Matson, the ex-life of the party, playing, "a medley" on his accordion.

MUSIC: " " MATSON

(APPLAUSE)

DON: Thank you Johnny Matson.

ATX01 0019391

COMMERICAL #1

MUSIC: CHORD

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MARTIN: Yes, Ladies -- when you feel low...Luckies' Fine Tobacco  
picks you up..and when you feel tense....Luckies' Fine  
Tobacco calms you down.

It's important for you to know that fine tobacco can do  
this for you and,

LS - MFT

LS - MFT

Lucky Strike means fine tobacco -- mild, ripe,  
thoroughly enjoyable tobacco....No wonder more independent  
tobacco experts - auctioneers, buyers, and warehousemen --  
smoke Lucky Strike regularly than the next two leading  
brands combined. So next time you buy cigarettes...ask  
for Lucky Strike and get on the Lucky Level - where you  
feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

SALLY LEE SPOT

DON: Our next performer today is very trim and lovely Sally Lee. Sally held the commission of Captain in the WACS and had the distinct privilege of working with two of perhaps the most important men of our time, General George C. Marshall and General Ike Eisenhower. What were your duties, Sally?

SALLY: When I was stationed in the Pentagon Building in Washington, I was on General Staff headed by General Marshall as assistant officer in charge of the Staff conference room.

DON: That's where all the strategy of the war was figured out. Wasn't it?

SALLY: I guess so, Don ... it was always top secret.

DON: How did you like working for General Marshall?

SALLY: It was a fine experience. He is a very brilliant man and perhaps one of the most intelligent of our day.

DON: How did you happen to go to work for General Eisenhower?

SALLY: When General Eisenhower established Headquarters in Frankfurt I was directed to go there and set up the Overseas Conference Room for Supreme Headquarters. I was thrilled over the appointment. They flew me over to Germany in a converted bomber,

DON: How was the trip?

SALLY: The trip was fine, but I was in bad shape. We sat in bucket seats all the way over. When I got there I felt as if I should come right back as a war casualty.

DON: I guess a bucket seat isn't very comfortable. What is it like?

SALLY: Well, if you ever saw one of those metal seats on an old tractor, that's it .. no back and no cushion. After you sit in one for an hour (let along 30) you think you are flying in a torture chamber.

DON: No wonder you felt like a war casualty when you arrived in Germany.

SALLY: It was worth it, though. General Eisenhower was a wonderful man to work for and I wouldn't have traded my assignment for anything.

DON: That's really great, Sally ... and I'll bet, if you make this "Your Lucky Strike" today, you won't want to trade your career in show business for anything either. Here is Sally Lee singing, "You."

MUSIC: "YOU" LEE

(APPDAUSE)

DON: Thank you, Sally Lee.

CAROL BRANDON SPOT

DON: Our next performer is lovely and talented Carol Brandon who has been acting since she was 14 years old. Carol comes from Baltimore and is here in the hope of making a name for herself as a radio actress. Carol, I understand you intend changing your name...is that true?

CAROL: Yes, Don, I'm getting married a week from today... next Friday.

DON: How does your fiance feel about your career?

CAROL: He is very enthusiastic...he wants me to continue it... so of course I must make good. That's why I hope my performance today might be "My Lucky Strike."

DON: I hope so too, Carol. Carol Brandon will join me in enacting a dramatic sequence called, "Julie's Winning Horse." Carol will be Julie and I, Scott.

*Music:*  
*March:*

Scott, one of the best jockeys riding the thoroughbreds, is at the Blake Horse Farm to look over a horse he is to ride at a big race. He is caught in a cloud burst and runs to the barns for shelter until the rain stops.

SOUND: CRACK OF THUNDER

SCOTT: Hang it! Wouldn't you know it would break lose before I could make the house!

SOUND: RAIN

SCOTT: Wow! Listen to that rain!

SOUND: MOVEMENT IN B.G.

SCOTT: (STARTLED) What's that! Who's in here!

JULIE: (FADING IN) Hello, Scott.

SCOTT: Who is it?

JULIE: Have you forgotten so soon, Scott?

SCOTT: I can't see you.

JULIE: You said once that you'd never forget my voice.

SCOTT: Well, I haven't been around these parts for five or six years now. That's a long time to remember a voice.

JULIE: I haven't forgotten yours. But then --- I've never been away from these parts. That would make a difference.

SCOTT: No kidding. Who are you!

JULIE: A girl -- you used to know. No more than that. No less than that.

SCOTT: Someone I went to school with?

JULIE: Yes. Someone you walked home with. Someone you talked to about the future. Someone you once -- kissed.

SCOTT: Come on, tell me who you are.

JULIE: Someone that once--dreamed about you. How about all the girls you know now in the city? Do any of them dream about you the way I did?

SCOTT: I don't have much time for girls.



JULIE: No, I suppose not. Of course when the racing season is over --

SCOTT: The racing season is never over! There's always a track someplace ---

JULIE: I used to tch you ride in the meadows. It seemed to me that you and your horse were of one piece when you rode. And it seemed to me that you were everything that a boy could be -- and that a girl could admire. You had strength--and you had courage -- and you had honor -- then.

SCOTT: Whaddya mean, then!

JULIE: You don't ride like that anymore!

SCOTT: I've held the track record for the last two seasons.

JULIE: Did you deserve it?

SCOTT: (HOTLY) Of course I deserved it! I won the races!

JULIE: How!

SCOTT: Whaddya mean, how!

JULIE: There are lots of ways of winning races. Even out here at Adams Corners we know that.

~~SCOTT: You've got a heck of a nerve talking to me like that!~~

~~I ought to --~~

JULIE: Punch me in the nose?

SCOTT: Keep it up, and I will.

JULIE: But you're such a great rider. You don't need tricks to win. You can outride anyone that ever sat in a saddle.

SCOTT: (SHORTLY) Look, if you don't mind, this is getting a little dull, I think I'll be pushing off--

SOUND: CRACK OF THUNDER VERY CLOSE.....

JULIE: ~~You can't leave until the storm lets up.~~

SCOTT: What are you doing out here in the barn anyhow?

JULIE: It's my father's barn.

SCOTT: Your father's barn!

JULIE: Yes. You're riding my father's horse tomorrow.

SCOTT: Blake. Julie Balke. (SOFTENING) Well, well, I should have guessed.

JULIE: (SOFTLY) You remember now?

MUSIC: SNEAK LOVE THEME B.G.

---

SCOTT: (HUSKILY) Yes. Yes, I do remember now.

JULIE: I remember so many things. I remember riding way up into the hills beside you, and hearing you say -- someday this is going to be my land. I'm going to settle down here and raise horses like your father.

SCOTT: Mmm-hmmmm, I did used to want to do that.

JULIE: And I remember you saying -- someday when we get married --. You never said if we get married. You said -- when we get married.

SCOTT: I'm sorry, kid.

JULIE: Don't be sorry. They're beautiful memories. (SMILING) And, after all, you can hardly be accountable for what you said when you were seventeen.

SCOTT: I'll bet you're still the prettiest girl in the town.

JULIE: I haven't changed very much, Scott. I look pretty much the way I did last time you saw me.

SCOTT: Do you still go swimming down at the Pond?

JULIE: I haven't for a while. But it's still lovely down there  
no matter what the weather's like.

SCOTT: It's a great little town. I meant to come back a long  
time ago and have a look around, but I never got around  
to it. I only got down tonight, because I wanted to  
have a look at the horse ---

JULIE: It's a great horse.

MUSIC: FADES OUT B.G.

JULIE: Scott, please---please ride him to win.

SCOTT: Well, that's a fine thing to say!

JULIE: My father's put every bit of his heart into training  
this animal. If it doesn't win --

SCOTT: Well, now, wait a minute, kid. No one can guarantee to  
win a race ---

JULIE: You can on this horse!

SCOTT: There may be better mounts in the race!

JULIE: There isn't a better mount in the world!

SCOTT: You sound like you don't think I'm going to ride to win!

JULIE: (QUIETLY) You haven't intended to.

SCOTT: Say, where do you get off, talking to me like this!

JULIE: I'm only saying what I know is true.

SCOTT: Why wouldn't I want to ride to win!

JULIE: Because you've been offered more money to ride to lose.  
That's true, isn't it! --- Isn't it!

SCOTT: (SULLENLY) I don't know where you get your information!

JULIE: Scott, don't do it; Don't do it to my father -- but above all, don't do it to yourself! You've got a long time to live yet in this world. Wouldn't it be nice ~~to be able to look at yourself in the mirror again--~~ to be able to shake hands with people and meet their eyes squarely -- to be able to ride again with that old wild joy of knowing that you're winning because you're the best man in the saddle!

SCOTT: What are you trying to be, my conscience or something!

JULIE: No. Not really. I'm saying these things because -- because I've never stopped loving you. There never was anyone else for me but you, Scott. There never -- will be.

SCOTT: How do you know so much about me?

JULIE: When you love someone, you know much more about them than they ever realize---

SCOTT: But I haven't seen you for years.

JULIE: I've seen you. I've watched you ride. I've been at the track for every race I could. I've passed so close to you I could reach out and touch you. So close I could even hear what you were saying ---

SCOTT: I wish you'd -- said something.

JULIE: I couldn't. I had to wait until you came back here to Adams Corners --- where we could sit down and have a real talk -- like this.

SCOTT: Okay, kid. It's going to cost me a lot of dough -- but I'm going to ride to win tomorrow. Partly because of the things you said-- and partly because of some of the things I've been saying to myself. If I lose ---

JULIE: You won't lose.

SCOTT: But if I lose, I'll have to send the money back anyway,  
because I won't be riding to lose.

JULIE: I'll be there at the rail cheering you in.

SCOTT: Will you be the one to put the wreath on me -- and will  
you kiss me if I win?

JULIE: I'll kiss you if you win.

SOUND: CRACK OF THUNDER...WAY OFF...RAIN OUT

---

JULIE: The storm's over.

SOUND: FOOTSTEPS OFF

---

JULIE: My father's coming.

SCOTT: Well, let's get these doors open.

SOUND: BARN DOORS GRATING OPEN

---

SCOTT: (SHOUTING) Mr. Blake?

BLAKE: (FADING IN) That you, Scott? We were waiting for you  
at the house.

SCOTT: Yes. I got caught in the rain; so I ducked in here to  
wait for the storm to pass. I've been talking to your  
daughter.

BLAKE: You've been talking to - who?

LUCKY STRIKE -14-  
2/18/49

SCOTT: To Julie.

BLAKE: (SHAKILY) Scott- Julie was killed in a fall from a horse  
six years ago.

MUSIC: IN...STINGS LIGHTLY B.G.

---

SCOTT: Julie -- was -- killed?

BLAKE: Yes.

SCOTT (QUIETLY) Oh, I see. Well, let's have a look at the  
horse while we're down here, Mr. Blake.

BLAKE Have we got a chance, Scott?

SCOTT: Mr. Blake, you've got more than a chance -- you've got  
a winner!

MUSIC: UP TO FINISH

---

(APPLAUSE)

ATX01 0019402

COMMERCIAL #2

DON: Thank you, Carol Brandon.

MUSIC: INTRO TO

SONG: Feeling low?  
Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

DON: It certainly is common sense to want to feel your level best -- isn't it? Sure. Me, too. That's why I smoke Luckies! Yep, Luckies' fine tobacco picks you up when you're low.. and calms you down when you're tense.

But that's not all! There's real smoking enjoyment in every Lucky you light. Boy, there's one swell smoke - so mild 'n mellow -- really enjoyable. So how about it. Try a Lucky. See if you don't agree with me. Next time you're out of cigarettes, get a carton of Lucky Strike.

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

MUSIC: BUTTON

HONEY HORTON SPOT

DON: Our next performer is blonde, and very pretty, 18-year old Honey Horton, and she says that Honey is her real given name.. ..by golly, I think she's sweet! Honey, from what you've told me of the things you're doing, you must be the busiest girl in the country. What are some of those things again?

HONEY: Well, first of all I play the marimba, and when I'm not practicing on it, I dance, act, sing, I design and make shell jewelry, and make novelties out of Indian beads. I also collect stamps and recipes of foreign dishes. And I cook them too. And I also keep up a large correspondence ~~in French~~ with friends I've never met in France.

DON: And what do you do in your spare time?

HONEY: Oh, I have a date with a boy friend once in awhile.

DON: Just once in awhile?

HONEY: Uh-huh...I'm too busy doing other things most of the time. I usually have a boy friend come over when I'm trying out a new recipe I've found for a foreign dish.

DON: Have you lost many boy friends that way?

HONEY: None yet, Mr. Ameche.. I guess I've been lucky.

~~DON: I guess the boy friends were lucky. What's this shell jewelry work like?~~

~~HONEY: It's very interesting. I go to the beach and collect all the attractive little shells I can find. Then I color them and make necklaces and broaches or earrings by glueing them together or stringing them. I've sold a lot of jewelry made from shells.~~



DON: ~~It must be very beautiful. You're able to do all of this and still find time to practice your marimba?~~

HONEY: Oh I've got to find time for that. The marimba is the most important thing in my life now. That's why I hope ~~this might be "My Lucky Strike."~~

DON: ~~Well, Honey,~~ if you're sure you have time for it, we hope it is "Your Lucky Strike." Here is Honey Horton and her marimba playing, "Malaguena" ~~or "Rhapsody in Blue"~~

MUSIC: "MALAGUENA" ~~or "RHAPSODY IN BLUE"~~ HORTON

(APPLAUSE)

DON: Thank you Honey Horton.

BOB DARNELL SPOT

DON: Our next performer, Bob Darnell, a fellow who once played a trumpet in a dance band but gave it up to become a singer. Bob, you look very familiar to me.. Ever since I met you at the auditions I've been trying to place you. Where have I seen you before?

BOB: Well, Don, I don't know how many times you've see me, but I see you every day. I haven't missed one of these "Your Lucky Strike" shows since you went on the air, December 6th

DON: Really, Bob! You must really like the show, to see it so often.

BOB: I do like the show, Don, but the main reason I'm here every day is that I'm one of the ushers that work for CBS.

DON: Oh, that's where I've seen you! How is it you haven't gotten on the show sooner?

BOB: I don't know. Every day I see the swell talent get up on the stage and I figure I haven't a chance.

DON: That's the wrong way to look at it.

BOB: I know..the other ushers convinced me of that, so here I am.

DON: Well, how does it feel to be up here looking out there for a change?

BOB: I don't know. I hope CBS doesn't get any ideas that I'm giving up my usher job.

DON: At least not until you've gotten your break.

BOB: I hope it comes soon, Don, because I'm planning on bringing my mother out here as soon as I can afford it.

DON: Then in that case, let's not lose any time, but get you started for "Your Lucky Strike."<sup>you may find yourself on the Net Radio someday</sup> Here is Bob Darnell <sup>like Frank Sinatra</sup> singing, "Temptation."

MUSIC: "TEMPTATION"  
(APPLAUSE)

DARNELL

DON: Thank you, Bob Darnell. Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready to review our performers, so the audience can pick a winner?

MARTIN: We certainly are Don. But first I'd like to review a subject that's already been picked a winner.

DON: Well, Frank, let's hear it then.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense...  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. It's certainly 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 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 everywhere. Get on the Lucky level, where it's fun to be alive! Where you feel and do your level best.

MUSIC: INTR

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense--  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MUSIC: BUFTON



DON: And according to our applause meter the highest score was received by Bob Darnell.

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, Bob this was your Lucky Strike.

WINNER: Thank you, Don.

DON: The way you sang (played) just beautiful was certainly deserving.

DON: Well Bob, I've got some good news for you. As winner on today's YOUR LUCKY STRIKE you are going to appear at the popular Larry Potter Supper Club. rendezvous of famous film folk in the San Fernando Valley.

And to you other entertainers--Sally Lee, Johnny Matson, Carol Brandon, Honey Horton ~~and Bob Darnell~~ -- who did so well, thanks for being with us.

MUSIC: THEME IN WITH 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 Level. Pick up a carton of Luckies for the weekend -- won't you?

MUSIC: THEME AND OUT

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.

"YOUR LUCKY STRIKE"

MONDAY, FEBRUARY 21, 1949

STUDIO C

CBS

12:30-1:00

AS BROADCAST

OPENING

AMECHE INTRODUCTION

DON & LOU IRWIN INTERVIEW

"SWANEE RIVER JAMBOREE"

IRWINS

FIRST COMMERCIAL

DOROTHY BRUCE INTERVIEW

"JEALOUSIE"

BRUCE

DICK ANDERSON INTERVIEW

DRAMA (HOSPITAL SCENE)

ANDERSON

SECOND COMMERCIAL

JOHNNY RICE INTERVIEW

"AND THEY CALL IT DIXIELAND"

RICE

LUCY ANDONIAN INTERVIEW

"GRANADA"

ANDONIAN

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019411

LUCKY STRIKE -1-  
2/21/49

RIGGS: (CHANT)(60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNOR: "Your Lucky Strike".....Presented every day 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 0019412



LUCKY STRIKE -2-  
2/21/49

DON: Good afternoon, ladies and gentlemen....and welcome back to another talent-packed week of "Your Lucky Strike", the program that every afternoon Monday through Friday gives deserving young professional entertainers the chance to make their lucky strike in show business. And because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement.....And each of those performers is ready, so on with the show.

MUSIC: FANFARE

ATX01 0019413

LOU AND DON IRWIN SPOT

LUCKY STRIKE -3-  
2/21/49

DON: Today we raise our curtain on the piano and singing team of Lou and Don Irwin. Now let's see -- which one of you does the talking?

IRWIN: Who usually does the talking, Don -- the woman!

DON: Oh, I don't know about that. That only holds true when the woman happens to be the wife.

LOU: Well, I'm the wife, Don, so I guess I'm guilty.

DON: How do you like that - I kept thinking you were brother and sister!

LOU: No, we're married alright.

IRWIN: Can't you tell by the hen-pecked look I've got?

DON: Well, if you're henpecked, Don, the way you work together I'd say you certainly married the right chicken.

LOU: Well, to tell the truth, Don, the day we auditioned for you was the first time we ever played together. Up until then it seemed Don was always working in one place and I was working in another.

DON: Well, Lou, if this is "Your Lucky Strike", you'll be working a lot together. Here are Lou and Don Irwin singing and playing "Swanee River Jamboree."

MUSIC: "SWANEE RIVER JAMBOREE" THE IRWINS

---

(APPLAUSE)

*Don: I'm the wife, Don, so I guess I'm guilty.*

ATX01 0019414

COMMERCIAL #1

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect -- everything running smoothly, you feel your level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies' 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 -- where you feel and do your level best. Yes, that's what fine tobacco can do for you. Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

SONG: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

DOROTHY BRUCE SPOT

LUCKY STRIKE -5-  
2/21/49

DON: Dorothy Bruce is a young lady who initiated her career in show business at the age of 7 as an entertainer in vaudeville. Her specialty today is the musical saw, but she originally started out as a dancer. How did you happen to start out as a dancer, Dorothy?

DOT: Well, Don, when I was very small I was knock-kneed.

DON: You seem to be doing all right now.

DOT: Thank you. But when I was a kid, every time I went out with a bowlegged boy our legs would spell "Ox". So I took up dancing and that did the trick.

DON: Why did you give it up?

DOT: Dancing? Oh, I guess it's just one of those things every dancer goes through. You start out as a kid until you get big and gawky -- then you quit to go to school. You take it up again -- then you quit to get married. You take it up again -- then you quit to have kids.

DON: How many do you have?

DOT: I didn't get that far. I quit to start a studio over in Morningside Park.

DON: Oh, really? What do you teach?

DOT: Singing, dancing.....

DON: No musical saw?

DOT: No my pupils suffer enough.

DON: Well, tell us something about this saw you play, Dorothy. How do you get the right saw?

ATX01 0019416

DOROTHY BRUCE SPOT (CONT)

LUCKY STRIKE -6-  
2/21/49

DOT: Well all saws have tone, Don, but not much range. You need one that's flexible. So you have to go to a hardware store with a bow and make a fool of yourself trying them all out. I got this one in an army surplus store -- it has an octave and ~~3~~ notes.

DON: Well, what kind would you say was best, in general ... ripcut or crosscut.

DOT: I think a ripsaw, but I always get them mixed up.

DON: Well, a ripsaw has coarse teeth used for cutting wood in the direction of the grain, and a cross-cut has teeth that cut across the grain. (SMILES) Any time you want to know anything about teeth, Dorothy, you just ask me.

DOT: You're not kidding. You've the prettiest pair of choppers I ever saw.

DON: Well, Dorothy, I know you turn out a mighty pretty tune on that musical saw, so suppose you give us a little of "Jealousie".

MUSIC: "JEALOUSIE" BRUCE

---

(APPLAUSE)

DON: Oh, fine, Dorothy Bruce - very nice.

DICK ANDERSON SPOT

LUCKY STRIKE -7-  
2/21/49

DON: Dick Anderson is a tall, goodlooking young fellow of 23 whose ambition is to become a screen actor, with enough time off to do one play a year. Well, the "time off" part shouldn't be too difficult -- most of the screen actors I know right now, have nothing but time off. How'd you get interested in the theater, Dick?

DICK: Oh, it goes back to the time in high school the dramatics teacher needed a young guy to walk across the stage in a play - say "I'm sleepy" - and fall asleep. So she grabbed me. Type-casting, I guess.

DON: Oh, I don't know...maybe she just thought you'd be convincing.

DICK: Well, I certainly convinced myself. I fell asleep right on the stage.

DON: Well, Dick, the dramatic scene you and I are going to share today fortunately doesn't call for your falling asleep, but I'm sure you're going to play it with equal conviction... for this may be "your lucky strike" as a dramatic actor!

MUSIC: IN UNDER

ATX01 0019418

MARTIN: Behind his desk in a great metropolitan hospital sits Dr. George Shackleton, Chief of Surgical Staff. He sits motionless, deep stern lines about his mouth; dark shadows in his eyes. There is a knock at the door.....

SOUND: KNOCK, OFF.

At once Dr. Shackleton straightens, with pride and challenge in his eyes. His voice is firm..

MUSIC: OUT

SHACK: Come in please!

SOUND: DOOR OPENS OFF. CLOSES. QUICK ENTRANCE.

BRUCE: (BRIGHTLY: OFF) Good morning, father! How are you?

SHACK: (AUSTERELY) I believe I have mentioned before, that so long as we are identified with this hospital, we cease to be father and son. Is that clear...Doctor Shackleton?

BRUCE: (ON RESENTFUL) Y..yes, Dr. Shackleton. You sent for me?

SHACK: I've arranged for Dr. McCauley to handle your schedule of operations tomorrow.

BRUCE: I'm not to operate tomorrow?!

SHACK: I didn't say that, Doctor. You will not perform your scheduled operations.

BRUCE: Very well, doctor.

SHACK: Er..on this case history card are the essential facts concerning a certain patient. I have in my desk, a signed statement in which the patient releases you from any blame, whatever may happen. I thought it desirable.

BRUCE: A release! Why should that be necessary!?

SHACK: I said 'Desireable', doctor.

BRUCE: (SHAKEN) I...I'll look at the card please.

SHACK: Please.

(PAUSE) (SHACKLETON CLEARS THROAT UNEASILY DURING WAIT)

BRUCE: (IN INDIGNATION) Doctor Shackleton! This isn't fair!

SHACK: And why not?

BRUCE: It's outrageous to ask any doctor to jeopardize any fraction of his reputation on a case like this!

SHACK: I'm sorry you feel that way bout it; because I'm going to ask you to attempt the operation.

BRUCE: Ask if you like, but I refuse to operate!

SHACK: Then I command it.

BRUCE: And I refuse!

SHACK: I demand that you recognize my authority as Chief of Staff!

BRUCE: .(BITTERLY) Chief of Staff. Authority! I've always been 'Doctor' to you ever since I graduated from medical college! And before that I was 'Mr. Shackleton' and before that 'Master Bruce! Just because you're a machine you expect everyone else to act like one, too!

SHACK: You will moderate your speech, doctor!

BRUCE: I never was a son to you! Oh, nothing that simple or human could ever happen to a Shackleton! I never was 'Bruce' or 'my boy' or 'Son' to you! When I tried to climb onto your knee and call you 'dad' you'd brush me away. 'No weakness, Master Bruce'! That was my reward for being weak enough to want to show you the affection any son feels toward his father. And when I began to make good in medicine--when I began to amount to something in surgery---you began to fear me!



SHACK: (DEEPLY PAINED) Believe me -- whatever you've felt about my passion for discipline.....

BRUCE: Discipline!

SHACK: However it has impressed you...please believe that I have trusted in you; that I trust you now as I trust no other person on this earth.

BRUCE: And yet you ask me to stake my reputation on a case so desperate that it's useless to even try anything! That poor man whoever he is is going to die and you know it; and you want him to die under my knife!

SHACK: (SHAKEN) I'm older. More experienced. I know that he need not die;

BRUCE: Then why don't you operate?

SHACK: It takes a younger hand; stamina. Youth.

BRUCE: What drive!

SHACK: (ANGRY) ~~Very well.~~ I'll tell you why I really want you to operate -- ~~and then you may leave!~~ Deep in my heart I know that only one man can successfully do that operation...and you are that man! And you are afraid!

BRUCE: If you like!

SHACK: I'm very sorry...I...only hoped to affirm my faith in you by this gesture. It's a great pity. (UP: BRISK AGAIN) Good day Doctor Shackleton. And thank you for coming down. (PAUSE) I said. 'Good day, Dr. Shackleton'.

BRUCE: (FUMING) I heard you. You're not going to get the chance to congratulate yourself on having called me a coward. I'm not going to give that opportunity to recover your self-respect, or feel that much better than I am. (PAUSE) I'll be on hand tomorrow, Doctor.

SHACK: (RELIEVED) Surgery Five. Eight A.M.  
BRUCE: Five at eight. Right, Doctor. But I demand that you assist me!  
SHACK: (SLIGHT BEAT) I'll be there.  
BRUCE: Thank you.  
SHACK: Now..er..may I offer some suggestions concerning the case?  
BRUCE: I'd be grateful.  
SHACK: We'll study the X-Rays of course....  
BRUCE: Of course.  
SHACK: The patient is in excellent spirits and in good physical condition. He has the utmost confidence in his surgeons...  
BRUCE: I'm sure that's very flattering. Go on.  
SHACK: Naturally enough, he exhibits certain pronounced nervous symptoms. Er..excuse me? I'll pour myself some water...  
SOUND: WATER PITCHER CLINKS ON GLASS...VIBRATING FROM SHAKEY HAND.  
SHACK: (OFFERING) Doctor?  
BRUCE: No, thanks.  
SOUND: POURS. PAUSE AS HE DRINKS. GLASS ON TABLE. UNEVENLY.  
BRUCE: (IRONIC) You're not any too steady yourself, Doctor.  
SHACK: ~~As I said...it takes a younger hand.~~ (BUSINESS AGAIN)  
I recommend the patient be given one capsule of neubatal at once. Then another shortly before he enters the operating room to allay nervous apprehension and allow easy induction of anesthesia.

BRUCE: Nembutal.

SHACK: I have some here in my drawer I believe....

SOUND: DRAWER OPENS

SHACK: Ah, yes. (CLOSE DRAWER) Save you the trouble of calling the dispensary to send them up.

BRUCE: Anything else doctor?

SHACK: I, uh...I am a bit un-nerved myself. Might be well if I took one of these capsules myself. Excuse me?

BRUCE: Certainly, doctor. (PAUSE; SOME IRONY) It was my impression however that they were for our patient.

SHACK: (WITH SLOW EMPHASIS) Precisely, Doctor. (BEAT)  
Precisely.

BRUCE: (AN ELECTRIC PAUSE) Father! <sup>Father</sup> ~~Doctor Shackleton~~.  
Do..do you mean to tell me that..that....

SHACK: (IMPASSIVELY)--That the patient is to receive another capsule in the morning. That I shall be on hand promptly at the appointed hour; and that needless to say..I shall not be able to offer you the least assistance.

BRUCE: (HEART STRUCK) Why didn't you tell me it was you!?

SHACK: It's enough that you know, now. This...is my faith in you; this is my way of showing a father's love for his son. (BRISK AGAIN) Very well then -- I'll see you tomorrow morning at eight.

BRUCE: Tomorrow morning at eight.

SHACK: Don't fail me. (SOFTENING) ...my son....

LUCKY STRIKE  
2/21/49

-13-

BRUCE: I won't fail you. (ALMOST WHISPERS) And thank you,  
father -- for not failing me.

MUSIC: IN AND FINISH

(APPLAUSE)

DON: Thank you Dick Anderson.

ATX01 0019424

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

DON: Yes, ma'am, there's a musical tip that's hard to beat. You see, whenever you feel out of sorts, kinda low.... or on the other hand, tensed up, light up a Lucky and relax a bit. Yep, Luckies' fine tobacco picks you up when you're low..calms you down when you're tense -- helps you get on the right level to feel your best and do your best...where it's really fun to be alive. So I'd suggest that you try Lucky Strike cigarettes. Sure, pick up a carton -- right after the show.

MARTIN: Yes, Ladies -- get on the Lucky Level where you feel and do your level best. Get a carton of Luckies today!

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUFTON

JOHNNY RICE SPOT

DON: Johnny Rice is ~~an electric~~ guitarist who migrated to California from Missouri by way of the vaudeville and night club circuits, and is now attending the Los Angeles Conservatory of Music. Johnny tells me he was the first man to play an electric guitar on the stage. Which do you prefer, Johnny -- the electric or the regular guitar?

JOHNNY: Well, there's more incentive for playing the electric guitar, Don.

DON: More incentive?

JOHNNY: You've got to keep on playing so you can pay your electric bill so you can keep on playing.

DON: Well, if this turns out to be your lucky strike today, Johnny, you won't have to worry.

JOHNNY: I hope so, Don -- I've got a wife and 25 chickens to support.

DON: A wife and 25 chickens? I can understand the wife but what about those chickens. I thought chickens supported themselves.

JOHNNY: Well, we hope they will eventually. Right now we keep them around mostly for kicks.

DON: I don't suppose there's any truth to the rumor that hens in California are so lazy they just lay shells and send them out to be filled?

JOHNNY: (LAUGHS) Not that I know of, Don.

DON: Just what does it take to start raising chickens?

JOHNNY: Oh, you need a breeder, or heating unit -- that's until they grow feathers -- a chicken house - some feed - and that's about it.

DON: After that, all you have to do is just watch them sitting around. Or is it setting. Which is correct -- a hen is sitting or a hen is setting?

JOHNNY: I don't know, Don ... all I worry about when I hear one cacklin' is "is she layin' or is she lyin'".

DON: Well, Johnny, I know you're not going to have to worry about anything once you get your fingers strumming on that ~~electric~~ guitar of yours. So here to make his lucky strike is Johnny Rice playing <sup>4 strings</sup> "And They Call It <sup>ed</sup> Dixieland".

MUSIC: "AND THEY CALL IT DIXIELAND" RICE

(APPLAUSE)

DON: Oh, wonderful, Johnny Rice. I'd not only call it "Dixieland," I'd call that plenty good.

LUCY ANDONIAN SPOT

DON: Lucy Andonian is a ~~petite~~, 22 year old singer whose ability certainly justifies the faith Alfred Wallenstein had in her when he selected her as soloist with the Los Angeles Philharmonic this past season. She's also understudied for the star in a number of important engagements, most notably Leopold Stokowski's production of "Carmen" in the Hollywood Bowl. That was quite a break, Lucy.

LUCY: Yes, Don, but to an understudy the only kind of a break that really means anything is when the star breaks her leg.

DON: And did that happen?

LUCY: No, the singers I've understudied all seem to be disgustingly healthy. And when I had the chance to get a starring part on my own, I was too short for the role.

DON: Well, chalk it up to experience, Lucy.

LUCY: You should see the chalk I've used up already! I'm not only experienced as a singer, I've been doing everything else that came along to keep going when I wasn't singing.

DON: And just what was it that came along?

LUCY: Oh, I've been a secretary, an auditor, a contometer operator, a telephone operator ---

DON: Aha! A telephone operator!

LUCY: Yes -- you don't know how you made people suffer when you invented that thing.

DON: What do you mean?



LUCY I'd answer 70 calls an hour - I'd say "operator" about a thousand times a day. And in between I'd be calling the agencies to ask for work as a singer.

DON: And what did they say?

LUCY: They kept giving me the busy signal.

DON: They'd give you the busy signal -- that is a switch! Well, Lucy, we're never too busy around here to give a deserving artist an opportunity to prove her talent.

LUCY: I know that, Don -- and I appreciate this chance you're giving me to make my lucky strike.

DON: Do your very best, Lucy. This is Lucy Andonian singing "~~El Amor Brujo~~".

MUSIC: "~~El Amor Brujo~~" *Granada* ANDONIAN

DON: Beautiful, just beautiful, Lucy Andonian. You ought to be kept plenty busy after that.

DON: Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready with the applause meter, to determine our winner?

MARTIN: Yes, Don, and while we are preparing to judge our contestants, let's listen to something that has already been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

YOUR LUCKY STRIKE -20-  
2/21/49

COMMERCIAL #3

SONG:

Feeling low?

Feeling tense?

These eight words are common sense..

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN:

Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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 more independent

tobacco experts--auctioneers, buyers, and warehousemen --

smoke Lucky Strike regularly than the next two leading

brands combined. So next time you buy cigarettes, ask

for a carton of Lucky Strike and get on the Lucky level...

where you feel your best and do your best.

MUSIC:

INTRO

SONG:

Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC:

BUTTON

ATX01 0019431

DON: Well, our contestants are ready..is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you..If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote..so make it count! Our first contestant is:

1. Don and Lou Irwin, the young married couple that played "Swanee River Jamboree."

MUSIC: "SWANEE RIVER JAMBOREE" IRWIN

---

(APPLAUSE)

2. Dorothy Bruce, the girl who played the musical saw and glave us "Jealousie."

MUSIC: "JEALOUSIE" BRUCE

---

(APPLAUSE)

3. Dick Anderson who appeared with me in a dramatic scene..

DRAMA: HOSPITAL SCENE ANDERSON

---

(APPLAUSE)

4. Johnny Rice, the electric guitarist who's raising chickens, and played "And They Call It Dixieland"

MUSIC: "AND THEY CALL IT DIXIELAND" RICE

---

(APPLAUSE)

5. Lucy Andonian, the former telephone operator who sang "Granada"

MUSIC: "GRANADA" ANDONIAN

---

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Luke Anderson who sang (PLAYED)

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations Luke this was your Lucky Strike.

WINNER: Thank you, Don - you weren't so bad yourself.

DON: The way you played the scene was exceptionally well. 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's program "Escape" 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 "Escape" program.

And to you other entertainers--Don & Lou Irwin, Dorothy Bruce, ~~Frank Anderson~~, Johnny Rice and Lucy Ardonian -- who did so well, 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, so let's make a date..and the next time you go shopping, pick up some Luckies--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"

TUESDAY, FEBRUARY 22, 1949

STUDIO C

CBS

12:30-1:00

OPENING

AMECHE INTRODUCTION

EDWIN TANNING INTERVIEW

"HAPPY DAYS ARE HERE AGAIN"

FIRST COMMERCIAL

PEGGY PULLIAM INTERVIEW

<sup>"matta waltz"</sup>  
"CARE NONE" OR "IF I LOVED YOU"

PULLIAM

AMECHE SPOT

"THE CHARMANTS" INTERVIEW

"SAHER DANCE" OR "PIANO PORTRAIT"

CHARMANTS

SECOND COMMERCIAL

JACK JENKS INTERVIEW

IMPERSONATIONS

JENKS

HAROLD ROSS INTERVIEW

"I'M FALLING IN LOVE"

ROSS

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

AS BROADCAST  
TANNING

ATX01 0019434

LUCKY STRIKE -1-  
2/22/49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike"..... Presented every day 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 0019435

DON: Good afternoon, ladies and gentlemen. Well, I don't have to remind any of you that today is George Washington's birthday. And I'm sure if he were here today, the father of our country who began the great work of uniting our states and making this "the land of opportunity," would give his blessing to the opportunities it's been my good fortune to be able to give the young professional talent who have knocked at our door for a hearing. And because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement... And each of those performers is ready, so on with the show.

MUSIC: FANFARE



EDWIN TAANING SPOT

DON: Our first entertainer, Edwin Taaning, not so long ago was the banjo king of Denmark, and during his fifteen years on the stage he played in so many different cities he was known as the "Eddie Peabody of Europe." Exactly where did you play, Edwin?

ED: Oh, Don, I played in Oslo, Hamburg, Copenhagen, Stockholm, Vienna -----

DON: Well! That sounds like you went on a regular Cook's tour.

ED: No, I am a banjo player.

DON: You went on a banjo player's tour - I see. Well, Edwin, you certainly came to America from a wonderful country.

ED: Yes, Denmark is a very nice country, but very small. Even the houses have to be built small.

DON: The houses have to be built small? Why is that?

ED: If they were any bigger they'd be in Sweden.

DON: Well, that makes sense - or does it? You sound like you got started in show business as a surveyor!

ED: No, I started as a street serenader. I sang for people standing in front of the theaters. You know, they would throw tips.

DON: Well if that's all they threw, you must have been pretty good.

ED: When I tried serenading people in houses, it was not so good.

DON: What happened.

ED: They threw me hot money?

DON: Hot money? You mean counterfeit?

ED: No, hot money. Before they threw the coins out the window, they would heat them on the stove.

DON: No wonder you left Denmark. Well, if this is your lucky strike today, Edwin, you won't have to worry about hot money ever again. From here on in you'll be playing for cold cash. You plan on staying here, don't you, Edwin?

ED: Oh, yes. I have been here now a year and a half, and I am very fortunate. There is no country like it.. Already I feel like a real American.

DON: Well, from the songs you're playing today, Edwin, I'd say you certainly were! Here is Edwin Taaning playing a medley of "Tiger Rag" and "Happy Days are Here Again." *"Tiger Rag" -  
wonderful*

MUSIC: BANJO MEDLEY

TAANING

---

APPLAUSE

DON: Ah, with music like that to listen to, happy days really are here again. That was wonderful, Edwin Taaning.

COMMERCIAL #1

MUSIC: INTRO TO:

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect -- everything running smoothly, you feel your level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies' 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 -- where you feel and do your level best. Yes, that's what fine tobacco can do for you.

Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

SONG: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

PEGGY PULLIAM SPOT

DON: Peggy Pulliam is a very pretty, charming young lady of 16, whose ambition is to become an opera singer. And although she's ~~still~~ quite young...still in ~~North Hollywood~~ High School, in fact .. she's been working toward her goal studying, and singing in privately sponsored concerts in Louisville, Dallas, and New York. When did you first become interested in opera, Peggy?

PEG: Oh, I guess it goes all the way back to when I was five years old, Mr. Ameche. I used to like to listen to the opera broadcasts.

DON: You mean you preferred the legitimate operas to the horse operas?

PEG: You don't know some of the operas. They can be just as gruesome. My favorite was "Lucia" and I used to dress up in my mother's clothes and do the mad scene with a butcher knife ~~in my teeth~~.

DON: How was it?

PEG: I'm afraid my mother was a lot madder than I was. She preferred to see me singing quietly to my dolls.

DON: Oh, you sang to your dolls, too?

PEG: Yes, but I don't think that was very indicative that someday I'd want to be an opera star. I suppose every little girl likes dolls.

DON: Yes, and I know of a lot of big boys, too, but that's another story. Tell me, Peg...~~after giving those concerts in~~ Louisville, Dallas, and New York, did you find it difficult ~~getting started out here in Hollywood.~~

PEG: ~~Yes I did. I went to several doctors of music but I had braces on my teeth and couldn't even get an audition.~~

DON: Well, Peggy, I'm not a doctor of music but I know you have ~~unusual ability and it made me~~ <sup>makes</sup> very happy to be able to give you this chance to exhibit your talent here today.

PEG: I'm very grateful, Mr. Ameche. And I hope this may be my "lucky strike".

DON: It's up to you, Peggy. This is Peggy Pulliam singing "~~Cara Nome~~" "~~If I Loved You~~". *"Musetta waltz" from La Boheme.*

MUSIC: "~~CARA NOME~~" OR "~~IF I LOVED YOU~~" PULLIAM

---

APPLAUSE

DON: Thank you, Peggy Pulliam.

DON: You all know the song that goes "there's no business like show business." Well, like anything else, show business has its faults - its lack of security, its ups and downs - but there is at least one thing about it that sets it apart...show business has always been singularly free of prejudices. And I'm very proud that the opportunity I've given so many youngsters to make their lucky strike, is an opportunity open to everyone, regardless of race, religion, ~~or color~~. It's unfortunate that it should be necessary for Americans to have to set any one week aside as "Brotherhood Week", but this is "Brotherhood Week" and I think it does serve as a reminder that in these times when the world is asking America to give not only material leadership but moral and spiritual leadership as well, our first obligation is to keep our own house in order. It's a reminder that the other fellow is a human being, too -- trying to find his job, his home, his security and happiness -- his place in the sun. I think Msgr. Fulton J. Sheen summed it all up pretty well when he told of the desert traveler who came to Abraham asking for a place to sleep. Abraham took him in, but the traveler complained about everything to such an extent that Abraham was ready to put him out again. Then God appeared and said, (SMILING) "Look, Abraham. I've put up with him for forty years. Can't you put up with him for the night"? So this week - Brotherhood Week - let's try to remember that regardless of where we live - in the towns, in the cities, on the farms - all Americans are neighbors. There may be hedges between our houses, but we can always look over the tops and be friends.

MUSIC: TAG  
(APPLAUSE)

"THE CHARMANTS"

DON: The success of the Page-Cavanaugh and King Cole Trios seems to prove that there's always room for a trio in show business if they're good enough. Well, Stan Worth, Larry La Marre, and George Worth got together and decided they'd be good enough. Let's see -- "Stan Worth" and "George Worth" -- you two must be brothers.

STAN: That's right - two brothers and a clink.

DON: And you're the clink, Larry?

LARRY: Yeah, I'm the ringer.

DON: How'd they happen to let you in?

LARRY: They needed a drummer and the stork couldn't come up with another brother.

DON: No co-operation, eh. Well, you three seem to work together mighty well.

~~STAN: (There was originally six of us really.)~~

DON: What happened to the other three.

STAN: Oh, you know musicians. Six are twice as hard to keep track of as three.

DON: You don't have any trouble keeping track of each other.)

STAN: No - we work by mental telepathy.

DON: Mental telepathy?

STAN: Yeah - even when we're not around each other we think the same way.

DON: Isn't that rather involved?

LARRY: Oh, it only works with music.

DON: Say, what is this name you've given yourselves. The "Charments" .. how did you happen to settle for that?

LARRY: Oh, that means "Dandies" ... "Hot licks".

DON: That's you?

STAN: Sure. Sharp stuff!

DON: Well you know I'd say you really were pretty sharp stuff in those white coats and tux pants. They're the sharpest things I've seen around here in a long time. Very sharp.

STAN: Yeah, and practical. If we don't win, we can always work in a restaurant.

LARRY: My mother's going to make new outfits for us after we're established. Real classy Eisenhower jackets.

DON: Does Eisenhower know about this?

LARRY: Oh, he won't mind. We were in the war together.

DON: Well, knowing your combat record in the infantry, Larry, I'm sure he wouldn't mind at that. But now let's see if you can't make this your Lucky Strike. Here is Stan Worth on piano... Larry La Marre on the drums - and George Worth on the bass. Oh, say, George - I'm sorry. Just because you're only fifteen we didn't have to leave you out of the conversation. Don't you have something to say.

GEORGE: Hi.

DON: Thank you, George Worth! Here are the Charmants and "Saber Dance, Boogie".

MUSIC: "SABER DANCE, BOOGIE"

CHARMANTS

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(APPLAUSE)

DON: Oh, swell, fellows. That was "The Charmants" cutting a rug with a saber.



2/22/49

COMMERCIAL #2

DON: Today millions of Americans are enjoying a holiday in celebration of George Washington's birthday. With the whole family together there's a chance to have fun with the youngsters and relax a bit. Now, to add to your holiday enjoyment, pick up a couple of packs of Luckies. You'll find that Luckies' fine tobacco picks you up when you're low and calms you down when you're tense. Yes, that fine Lucky Strike tobacco helps level out those ups and downs -- puts you on the right level to feel and do your best. And that's the Lucky Level where it's fun to be alive. So -- better put Luckies on your shopping list. And just so you won't forget, here's a musical reminder --

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

JACK JENKS SPOT

DON: Jack Jenks is a good-looking, personable young fellow of 21 whose ambition is to become a character actor...and he's with us today in the uniform of the United States Navy!

JACK: Please, Don - the Coast Guard.

DON: Oh, I'm sorry, Jack - of course. You're one of those fellows who patrol the coast. The Navy patrols Hollywood Boulevard.

JACK: (LAUGHS) Well, we don't do so bad at that either.

~~DON: Well you shouldn't if you all wear uniforms tailored as slick as that one. Is that regular issue?~~

JACK: No, sir! I had this made by a tailor. Some of those Navy jobs look like the flaps were put on by a tentmaker.

DON: Well it's certainly got very sharp lines!

JACK: I got a pretty good line to go with it.

~~DON:~~ I bet you have. But I don't imagine you got much chance to use it where you were stationed. I understand you spent the last three years up in Greenland, Iceland, Labrador and Newfoundland.

JACK: That's right, Don. I spent six months in Greenland living with 16 Eskimos.

DON: Male or female?

JACK: I don't know. I never wanted to get close enough to them to find out.

DON: Still I imagine it was a pretty interesting experience.

JACK: Oh, it was. You ought to see the way they toss fish to their kids. Just like you'd toss a bone to a dog. And the way they eat candles!

DON: Eat candles?

JACK: Uh huh. When they burn the candles at both ends up there, it's heartburn.

DON: Not much to do up there, either, is there?

JACK: No we kept pretty busy building the base, but some of the time we'd end up talking to ourselves.

DON: Well, that shouldn't have been too bad for you, Jack. You can imitate 150 voices.

JACK: That's why I'm here today, Don -- to see if I can't make my Lucky Strike as an impersonator.

DON: Well, suppose you do? How about the Coast Guard - won't they miss you?

JACK: No, I'm on my <sup>inactive status</sup> ~~terminal~~ leave right now. I've already started in at UCLA. And on February 26, I'll be an old, retired sailor officially - ready to take on any jobs you've got lying around in show business.

DON: Well, Jack, if this turns out to be your lucky strike, we'll have to see what we can do. Now, Jack, suppose you take it from here. Tell us all about these imitations you're going to do for us.

IMPERSONATIONS

JENKS

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(APPLAUSE)

DON: Thank you Jack Jenks.

DOM AMECHE RADIO SHOW

WE TAKE YOU TO THE LUCKY STRIKE 12 STAR THEATRE, MASTER OF CEREMONIES,  
ORSON WELLES

WELLES: THIS IS ORSON WELLES. INTRODUCING ACT 1 WITH PETER LORRE, SIDNEY  
GREENSTREET, AND VICTOR MOORE.

(GROAK)

MOORE: A-TICKET, A-TACKET, LORRIE'S GOT A CASKET -- I'D BETTER GET HOME TO MY  
WIFE.

LORRIE: SHUT UP TENDERLOIN! I'LL CUT YOU INTO A MEAT-BALL.

GREENSTREET: YES, AND PETER IS A CRAFTY SURGEON. (HA HA HA) MOORE

LORRIE: NOW, I WOULDN'T SAY THAT. I'M SORRY.

WELLES: THANK YOU PETER LORRE. WE NOW PRESENT ACT 11 OF THE PLAYHOUSE,  
STARRING KATHERINE NEPHEW, IN THE STATE OF THE UNION.

NEPHEW: IS THAT YOU, JOHNY REALLY, I HOPE IF YOU'RE ELECTED YOU'LL MAKE A  
GOOD PRESIDENT; I KNOW THAT OUR SON WON'T PUT DOGS OR AIRPLANES ---

WELLES: THANK YOU, KATHERINE.

WE INTERRUPT THIS PROGRAM TO BRING YOU A SPECIAL ANNOUNCEMENT BY  
LIONEL BARRYMORE.

BARRYMORE: GOOD EVENING; THIS IS LIONEL BARRYMORE. I WISH TO URGE YOU, TO  
JOIN, THE MARCH OF DIMES ... MAKE THIS YOUR SLOGAN YOU DIMES TALK,  
TO HELP CHILDREN WALK.

WELLES: THANK YOU, LIONEL. AND NOW FOR OUR THIRD ACT, WE BRING YOU JIMMY STEWART, SIR CEDRIC HARDWICKE AND RICHARD WIDMARK, IN A SCENE FROM "THE ROPE."

HARDWICKE: AS I UNDERSTAND IT, YOU BELIEVE THAT THERE ARE CERTAIN INDIVIDUALS, WHO ARE USELESS AND WHOM YOU POSSESS A SO-CALLED RIGHT TO DESTROY?

STEWART: WALLL - WALLL ... ID DON'T KNOW! NOW - NOW YOU TAKE YOUR SON RICHARD. HE MAY BE STRANGLED TO DEATH IN THAT VERY CHEST - YEAH - WITH A ROPE AROUND HIS NECK.

WIDMARK: HEY YOU! THIS BOY ... COME-HERE (HA MA HA) GOT ANTHING FOR A SORE THROAT? (HEI HEI)

WELLES: THANK YOU GENTLEMEN. AND NOW FOR OUR FIFAL ACT WE PRESENT ETHEL BARRYMORE, DANNY FITZGERALD AND ZAZU PITTS IN A SCENE FROM "THE CORN IS GREEN."

PITTS: OF DEARR ... MISS MOFFETT; IT'S HIM AGAIN!

ETHEL: WHAT'RE YOU STANDING THERE FOR? - - - JOHN.

FITZGERALD: MISS MOFFAT, I'LL HAVE YOU KNOW, 'EE'S AT THE MINE AGIN.

ETHEL: I THOUGHT, I'D TAUGHT HIM THAT -- THERE WAS WINTER -- AND WHEN IT IS SUMMER -- "THE CORN IS GREEN" -- BETTE DAVIS! WHAT'RE YOU DOING HERE ON THE SET?

DAVIS: I'M STILL LOOKING FOR PETER AND DEDRA. PETER! PETER! WHERE ARE YOU, DARLING.

WELLES: BEFORE CLOSING, RONALD COLMAN HAS A WORD ON THIS WASHINGTON'S BIRTHDAY.

COLMAN: ON SEPTEMBER, THE SECOND, 1945, DOUGLAS MAC ARTHUR SAID: COUNTRYMEN! THE GUNS ARE SILENT ... A GREAT TRAGEDY HAS ENDED. MEN EVERYWHERE WALK UPRIGHT IN THE SUNLIGHT.

COLMAN: FORGET OREED, HATE; LOVE THY NEIGHBOR AS THY SELF.  
WELLES: THANK YOU MR. COLMAN. AND UNTIL THEN, THIS IS YOUR OBEDIENT  
SERVANT, ORSON WELLES.

HOWARD ROSS SEOT

*Frank from Jack Jones*  
DON: Howard Ross is a young fellow from Milwaukee who can point with pride to professional experience singing in the Hollywood Bowl and <sup>at</sup> with the San Francisco Opera ~~Company~~ <sup>House</sup> in "Peter Grimes." But, Howard, I understand you had to start your singing career over the objections of your family.

HOWARD: Just my Dad, Don. My mother was all for it. But we had to keep my lessons a secret from my father for years. He never knew after he left for work, I spent the mornings singing in the parlor.

DON: If he did, you'd have spent your evenings singing out in the woodshed. I take it he finally came around to your way of thinking?

HOWARD: Yes, I finally told him about it, and he made a deal with me. If I won a big amateur contest in New York, I could continue singing. So I went to New York won the contest, and my father has been one of my biggest boosters ever since.

DON: And how do you feel about singing now that your career is rolling?

HOWARD: Well, it's no bed of roses. While I've been studying and waiting for a lucky break, I've had to do a lot of odd jobs to keep going. I dug ditches -- I was an interior decorator -- a druggist in a cut rate drug store -- a janitor in a theater --

DON: How did that one pay?

HOWARD: Fifteen dollars a week and all the popcorn I could eat.  
My easiest job was working as a clerk in a millinery  
store. I took care of ladies hats.

DON: My wife has come home with a few I'd like "to take  
care of." But Howard--you've worked mighty hard for that  
break you spoke of, and I'm certainly proud to be able  
to make your lucky strike here today. Make the most  
of it. This is Howard Ross singing "I'm Falling In Love  
With Someone."

MUSIC: "FALLING IN LOVE WITH SOMEONE"

ROSS

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(APPLAUSE)

DON: Wonderful, Howard Ross. I could see a lot of our audience  
falling for that voice of yours.



DON: Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants, You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant <sup>who</sup> receives the most applause, <sup>will</sup> to be winner of today's Lucky Strike. Frank, are we ready to encore our performers and find out who wins his Lucky Strike?

MARTIN: We certainly are, Don. But first I'd like to encore a song that's already a winner.

DON: Well, Frank, let's hear the encore.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense...  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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 - MPT

LS - MPT

Lucky Strike means fine tobacco! No wonder more independent tobacco experts -- auctioneers, buyers, and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined. So next time you buy cigarettes, ask for a carton of Lucky Strike and get on the Lucky level... where you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense--  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MUSIC: BUTTON

2/22/49

DON: Well, our contestants are ready...is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you..If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote..so make it count! Our first contestant is

1. Edwin Taaning, the banjo player from Denmark, who gave us the medley.

MUSIC: "HAPPY DAYS ARE HERE AGAIN" TAANING

(APPLAUSE)

2. Peggy Pulliam, the 16 year old girl who hopes to be an opera star and sang "~~Cara Nome~~" or "~~If I Loved You~~."

MUSIC: "~~CARA NOME~~" OR "~~IF I LOVED YOU~~" *musically correct!* PULLIAM

(APPLAUSE)

3. The "Charments," the two brothers and a "clink", who played "The Saber Dance."

MUSIC: SABER DANCE CHARMANTS

(APPLAUSE)

4. Jack Jenks, the 21 year old Coast Guardsman and impersonator..

(APPLAUSE)

5. Harold Ross, who proved to his Dad he'd make good as a singer, and offered us "I'm Falling In Love with Someone."

MUSIC: "I'M FALLING IN LOVE WITH SOMEONE" ROSS

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Jack Jones  
(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulating, Jack, this was your Lucky Strike.

WINNER: I'm nervous enough.

DON: I thought the impersonations were just wonderful, Jack. 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.

(APPLAUSE)

And to you other entertainers - Edwin Taaning, Peggy Pulliam, the "Charnants," ~~Jack Jones~~ or Harold Ross -- who did so well, 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, so let's make a date.. and the next time you go shopping, pick up some Luckies -- 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, FEBRUARY 23, 1949

STUDIO C

CBS

12:30 - 1:00

OPENING

AMECHE INTRODUCTION

BORDEN TWINS INTERVIEW

"QUANTA LE GUSTA" &  
"~~PLEASE THINK OF ME~~"

BORDENS

FIRST COMMERCIAL

CASS TWID INTERVIEW

*M. Louis Cass*  
"SCHERZO E MINOR" OR "KOMANI"

TWID

DEE CARROLL INTERVIEW

DRAMA (SUBWAY)

CARROLL

SECOND COMMERCIAL

MARGIT FISCHER INTERVIEW

*Margit Fischer*  
"~~NE NEMZEN UGY-RAM~~"

FISHER

LIVINGSTONE SMITH INTERVIEW

*Dea Paris*  
"~~YOLGA BOATMAN~~" OR "~~THE BEEA~~"

SMITH *Dea Paris*

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

AS DIRECT

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RIGGS: (CHANT) (50-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike"....Presented every day 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. Wellllll, after getting together with you almost every day these last twelve weeks or so, I guess you know who I am -- but did you ever hear of the Borden Twins, Cas Twid, Dee Carroll, Margit Fischer or <sup>Bonnie</sup>~~Livingstone-Smith~~ Well, you're going to, for they're the si outstanding young entertainers I've invited to be here with me today to make their lucky strike in show business.

And because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement...And each of those performers is ready, so on with the show.

MUSIC: FANFARE

BORDEN TWINS SPOT

DON: Our first entertainers, the Borden Twins -- Marilyn and Rosalyn - are a bouncy, bubbly pair of sixteen year olds who originated in Hartford, Connecticut, and migrated to Los Angeles. Right, Marilyn?

MAR: Right, Don .. we covered a lot of territory.

DON: You still cover a lot of territory. And you're both identical twins?

MAR: Yes, the stork figured while he was at it he might as well leave twins.

DON: While he was at it, he might as well have left a quartet. But I want to tell you girls, I think you're just as cute and cuddly as can be.

ROS: Thank you. You're pretty cute and cuddly yourself.

DON: Well, thank you! I think one of the nicest things about you, is the way you both wear the same kind of clothes. Do you always dress the same?

ROS: Yes, we do everything alike. We even get the same grades in school. If Marilyn's report cards says "A" my report card says "A".

DON: How about those little cards that come out of the weighing machine. What do they say?

MAR: (LAUGHING) Well, if we get any heavier they'll probably say "Are You Kidding".

DON: What do they say now? Or is that a secret?



ROS: Oh, no -- we don't mind telling you at all. Between the two of us we weigh 300 pounds.

DON: When you "put your all" into a song, you must come on like "Gangbusters".

MAR: Well, you've heard us, Don -- what do you think.

DON: I can't think of two nicer youngsters I'd rather give this chance to make your lucky strike. What's your eventual ambition, girls?

ROS: Well, we'd like to make good in television.

MAR: In a couple of years.

DON: In a couple of years? What are you doing - waiting for the giant screen to come out?

MAR: (LAUGHS) No, we want to finish school first.

DON: Well, you make good here today and perh you'll be able to kill two birds with one stone. Now suppose you go ahead and bounce through a couple of choruses of "Quanto Le Gusta". *The Borden Twins!*

~~ROS: Oh, we only have to bounce through the first chorus.~~

~~DON: What happens on the second chorus?~~

~~MAR: We keep right on going.~~

~~DON: And here they go with "Quanto-Le Gusta" ... the Borden Twins.~~

MUSIC: "QUANTO LE GUSTA" BORDEN TWINS

APPLAUSE

DON: Ah, swell, the Borden Twins ... the way you sing you make any song a "happy time".

COMMERCIAL # 1

MUSIC:        INTRO TO

SONG:            Feeling low?  
                  Feeling tense?

Th e eight words are common sense--  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MARTIN:        You know, when you feel just about perfect -- everything  
                  running smoothly, you feel your level best. Yes, things  
                  seem right and are right because you feel right. And  
                  that's just how you'll feel when you light up a Lucky.  
                  For Luckies' 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 -- where you feel and do your  
                  level best. Yes, that's what fine tobacco can do for  
                  you. Remember -

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky  
Level today. Next time you go shopping, buy a carton  
of Lucky Strike. Yes --

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

MUSIC:        BUTTON

LUCKY STRIKE  
2/23/49

~~15~~ 6

MARGIT FISCHER SPOT

DON: Margit Fischer is a 26 year old dramatic soprano who came from Budapest, Hungary at an early age; went to school in New York where she attended the Chatham Square School of Music; and graduated to professional engagements in summer resorts, clubs, and a Gilbert & Sullivan Company. Have you been back to Hungary since you came over to this country, Margit?

MARG: Yes, Don, I went back to Budapest twice to see my family. I went to school there for part of the time.

DON: Is there much difference in their system of schooling over there?

MARG: Oh, quite a bit. School's much harder in Europe. You have to learn a lot more.

DON: (KIDDING) Well, over here the kids are busy learning to blow bubble gum and roll down their bobby socks. After all, there's not time to do everything.

MARG: Well, I think we're very fortunate to be able to do those things, Don. At least the people over here are happy.

DON: I certainly agree with you, Margit. Tell me - how did you become interested in singing?

MARG: Oh, show business is almost a tradition in my family. One of my aunts was premier ballerina at the Budapest Opera -- another aunt sang at La Scala in Italy ---

DON: How about your father?

MARG: He runs a restaurant.

DON: A restaurant! How did that happen?

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MARG: He said it's the only business he knew of where you can always be sure of eating.

DON: Well, he was right - he was right! Tell me, does he cook that wonderful Hungarian goulash made with beef, paprika, and onions!

MARG: Yes, you ought to have dinner with him some night.

DON: Go all the way to Hungary for some goulash!

MARG: Oh, he lives in Los Angeles now. My whole family lives in Los Angeles now.

DON: Everybody's family lives in Los Angeles now. Well, I'll have to try that some night, Margit. Meanwhile, suppose you go ahead and see if you can't make this your lucky strike, singing "Ne Nezzen Ugy Ram". ~~What's that mean, by the way?~~ *"My Mio" from the Budapest Saloon.*

MARG: ~~"Don't Look at Me Like That."~~

DON: ~~Well! This should be interesting. Margit Fischer!~~

MUSIC: "NE-NEZZEN UGY RAM" FISCHER

APPLAUSE

DON: Oh, swell, Margit. ~~You keep on singing like that and you'll have everybody looking at you.~~

DEE CARROLL SPOT

DON: Dee Carroll is a very pert and pretty young lady who has a home, a husband, a 2½ year old youngster, and unusual ability as an actress. That's quite a parlay, Dee.

DEE: Well, thank you, Don. You always say such nice things to a girl.

DON: I do?

DEE: Yes. I'll never forget when I was on our Junior High paper. They gave the staff an assignment to interview a celebrity. I happened to see you at the Villanova Restaurant eating dinner, so I asked you for an interview -- and you said you never refused anyone as pretty as I was.

DON: Well! I hope my wife isn't listening. How long ago was that? On second thought never mind, I'm just glad I was able to lend you a helping hand, Dee. And today it's my pleasure to be able to lend you a helping hand again in a dramatic scene that may be your lucky strike as an actress -- a scene that could only take place in that famous Bagdad-on-the-subway -- New York City. Dee Carroll!

MUSIC: IN AND UNDER

BLANCHE: I don't know what happened to me that morning --  
but all at once I got tired of working in the office,  
tired of confinement, and orders and the  
crowding and jostling of big city life! I went out for  
lunch...and I didn't go back to the office! Instead  
I took a subway ride! The Bronx Express!

SOUND: SUBWAY, UNDER:

BLANCHE: I was heading for Bronx Park where there was space  
and green things and time for meditation. That was  
what I wanted...growing things and space! A farm!  
That would do it! Suddenly I was jarred out of my  
wishful thinking...(TRAIN STOPPING) (MUSIC SUSPENDS)

EDDIE: Woops, lemme off!

BLANCHE: Ow, my foot!

EDDIE: Sorry, this is my stop!

BLANCHE: (SHOUTING AFTER HIM) You...you wild bull of  
the Pampas!

EDDIE: (OFF) Hold that door, mister,

SOUND: DOORS CLOSE

MUSIC: IN IN TRAIN THEME

BLANCHE: The train roared on through the black tunnel. It was almost empty now. I bent to rub my bruised foot.. and my heart turned over and lay kicking wildly in my chest! (MUSIC: ACCENT) A huge fat wallet was on the seat next to me! Behind my own purse I counted the contents! I couldn't believe it! One thousand dollars! And no identification! Why...with one thousand dollars I could buy a farm with...with horses and churns and silos and Vigaro and, and...oh, boy! (PAUSE) I closed my eyes in bliss. The rhythm of the rails was a lullaby growing fainter...growing fainter...(LESS VOICE FROM HER: DREAMY)...growing fainter....fainter.....

SOUND: OUT. (OF RAILS. MUSIC OUT) KATYDID,

BLANCHE: (STRONGER AGAIN) I heard the sound of a katydid whirring in the lazy afternoon. I imagined I was in a bright large kitchen with a huge black cooking range! A farm kitchen!

SOUND: SCREEN DOOR OPENS OFF. SLAMS SEVERAL TIMES.  
BOOTS TRAMPING IN

EDDIE: (COMING IN) I beg pardon Miss Blanche but the wilbersnatch is obloquating in the winter wheat.

BLANCHE: (ASIDE) That would be my hired hand, of course.  
(UP) Never mind Sam; just sit down and have a cup of coffee fresh from the silo.

EDDIE: No, thank you ma'am I better be movin' along. Got to replevin the mildew and batten down the goat.

BLANCHE: And don't forget to mulch the flub-dub and drinch  
the mundgrass in the cistern.

EDDIE: Yes, ma'am.

BLANCHE: And be sure to take the turkeys out of the hay and  
put them in the straw.

EDDIE: Yes ma'am! And by the way..my name ain't Sam, you  
recolleck. It's Pampas.

BLANCHE: Oh, yes, Pampas. (SIGHS) Ah, this is the life.

EDDIE: It sure-to-Bossy is. Yes ma'am!

MUSIC: IN AND UNDER:

BLANCHE: (NARRATING) All over the State they were saying  
'Miss Blanche is the baist doggone dirt farmer in  
these yar parts'! (PAUSE: MUSIC:) And then...the  
great day of the County Fair..and thrilling,  
stunning news!

MUSIC: FIGURE AND SUSPEND

EDDIE: Miss Blanche, guess what! Guess who's gonna be here  
to tell everybody what a sooper-doooper farmer you  
all are! The President of the United States!

BLANCHE: The President! Why that's unprecedented!

MUSIC: IN 'HALL TO THE CHIEF' FADING INTO:

SOUND: CRICKETS

EDDIE: That was a grand speech the President made about you  
today, Miss Blanche.

BLANCHE: I'm very proud, Pampas.

EDDIE: Yes'm. Uh..and now that you are a famous lady I don't  
reckon you want to hear what I got to say now....



BLANCHE: Pampas! Of course I do!

EDDIE: (SHYLY) Well...I been wantin' to ask you this Big  
Question for some time now, Miss Blanche....

BLANCHE: Just call me Blanche!

EDDIE: Well, Blanche...I been cravin' to ask you...er...that  
is...what I been yearnin' to say is....

BLANCHE: (EAGERLY) Yes, Pampas? Yes?

EDDIE: Did you happen to see a wallet around here?

MUSIC: STINGS IN LIGHTLY BUT SHARPLY AND UNDER...

BLANCHE: (DAZED DISMAY) A what? )

EDDIE: A wallet? )

BLANCHE: A what? )

EDDIE: A wallet. )

BLANCHE: What wallet? )

EDDIE: Hot wallet. )

BLANCHE: (IN RISING HYSTERIA) What wallet? What wallet?  
What wallet? What wallet?

MUSIC: RISES TO COVER AND PEAK: FADES INTO .....

SOUND: SUBWAY TRAIN

BLANCHE: (NARRATING AGAINST SOUND ALONE) I opened my eyes....  
and I was back on the subway train...and there before  
me was the handsome young Wild Bull of the Pampas  
who had kicked me in the instep!

EDDIE: Hey, excuse me lady but I got off the car a while  
back and missed my wallet...

BLANCHE: Wu..wallet?

EDDIE: I had a thousand bucks in it I just took out of the  
bank...all the money I've got in the world.

FAST: STYLIZED  
DREAM LIKE BUT NOT  
'Dreamy'.

BLANCHE: (SADLY) I've got it.

EDDIE: (ELATED) No kidding!?

BLANCHE: Here it is.

EDDIE: Oh, Man! Thanks! Thanks a jillion! Say...next stop is Bronx Park! What do you say to a walk in the park!?

MUSIC: IN AND UNDER:

BLANCHE: (NARRATING) So I didn't buy a farm. Anyhow..what did I know about farming. And besides -- look at what a nice boy I met. Look what a classy husband I picked up on the Bronx Express! And the life we lead, look!

MUSIC: OUT

SOUND: DOOR OPENS OFF, (SCREEN DOOR) SLAMS AS BEFORE. BOOTS ON.

EDDIE: (OFF) Hiyuh, Blanchie!

BLANCHE: Hello, Eddie! Sit down, I was just making some coffee in the silo!

~~EDDIE: (ON) The what, you durn city-slicker?~~

~~BLANCHE: (PANICKY) I mean the pergomaster!~~

~~EDDIE: THE WHAT!?~~

~~BLANCHE: I mean the some bean coffeenaster!~~

~~EDDIE: You mean SUNBEAM!~~

~~BLANCHE: Yeah....~~

~~EDDIE: (A COMMENTARY ON HER MIND!) Some bean!~~

BLANCHE: (SOFT) Yeah. Sit down, pardner. Havva slugga Java, Hummh?

MUSIC: IN AND UNDER....

BLANCHE: So I gave Eddie his coffee and didn't say a word about his dragging mud over my clean kitchen floor. After all...I wanted a farm, didn't I? Oh yes... that's why Eddie had taken his money out of the bank that day on the Bronx Express. He was going to buy a farm.....see????!!!

MUSIC: UP AND FINISH

(APPLAUSE)

DON: Ah, swell, Dee Carroll. That may be money in the bank for you!

MUSIC:        INTRO TO

SONG:            Feeling low?  
                  Feeling tense?  
                  These eight words are common sense ---  
                  Smoke a Lucky to feel your level best!  
                  Smoke a Lucky to feel your level best!

AMECHE:        Yes, it certainly is common sense to smoke a Lucky to  
                  feel your level best. You see, the fine tobacco in  
                  each and every Lucky Strike picks you up when you're  
                  low -- and ~~calms~~<sup>calms</sup> you down when you're tense. Yes,  
                  Luckies' fine tobacco can do that for you. No wonder  
                  it's common sense to smoke a Lucky to feel your level  
                  best. So get on the Lucky Level friends where it's  
                  really fun to be alive!

MARTIN:        Right you are, Don. And ladies, next time you're out  
                  shopping, get a carton of Lucky Strike cigarettes.  
                  Remember -- Luckies' fine tobacco picks you up when  
                  you're low and calms you down when you're tense. So --

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

MUSIC:        BUTTON

CASS TWID SPOT

DON: Cass Twid is a young singer, eccentric dancer, and clarinet player who just couldn't get out of the habit of traveling after he got out of the Army. He's been all the way from New York to California playing theater and club dates. For a family man, it's about time you settled down, isn't it, Cas?

CAS: Oh, I am, Don. I finally got my family a place to live.

DON: Ah, that's swell, Cass. What sort of a place did you get?

CAS: A bus!

DON: A bus?

CAS: Yeah, a 35 passenger. I bought it in Salt Lake City. We figured we couldn't go places if we settled down in an ordinary house, so we bought a bus and now we can take our "house" right along with us.

DON: Well I'll be darned. Isn't that a little cramped -- living in a bus?

~~CAS: Not for me! I'm even comfortable in one of those balcony seats in the movies. See (BENDS)~~

DON: ~~For the benefit of our listeners, if you heard any bones cracking, that was Cas touch elbows!~~

CAS: I can crawl up anyplace. Bob Ripley had me featured in his "Believe It or Not".

CAS: Not for me! I can curl up anyplace.

DON: And now, Cas, how would you like to curl around that microphone of ours with your clarinet.

CAS: That's what I'm here for, Don. To make this my Lucky Strike.

DON: And you're just the kind of a guy who can do it. Here is Cas Twil and his clarinet playing that grand old American classic, "St. Louis Blues."

MUSIC: ST. LOUIS BLUES

TWID

(APPLAUSE)

DON: Oh, very fine, Cas. You handle that bus as well as you handle a clarinet and you'll be doing all right.

18

BERNARD NEWMAN SPOT

DON: Bernard Newman is a stocky young fellow, 25 years of age, who migrated to Los Angeles from Chicago in 1940, and then went on a tour of Europe with the 9th Infantry Division. That's quite a detour for a singer who hopes to end up at the Metropolitan Opera, Bernard.

BERN: Well, it had it's interesting moments, Don. I was the only GI to get pictures of the Ludendorf Bridge when it collapsed - that was the last bridge standing across the Rhine.

DON: Oh, yes, I remember.

BERN: At first they were top secret but then they took off the secret classification and they were shown over here in all the newsreels.

DON: That must have been a thrill. Did you get any money for them?

BERN: No, but I got a week's pass to Paris!

DON: Well! Tell us what you did in Paris!

BERN: (SMILING) Uh uh - that's still secret!

DON: Well, Bernard, I don't suppose you got much chance to sing opera overseas?

BERN: (No, about the only chance I'd get was when I was walking behind a tank. Then nobody could hear me, so I'd sing.

DON: What happened when the tank stopped?

BERN: I stopped -- do you think I wanted to get shot by my own men.)

DON: Well, fortunately, Bernard, there's always a place for a good opera singer around here.

BERN: Well, I appreciate it, Don - it's the only place I've found since I got out where there was a place. I was with the Chicago Civic Opera in Chicago, but things are really tough out here.

DON: Well - just what have you been doing, Bernard?

BERN: Oh, studying - and up until a few days ago I was working in a restaurant as a waiter. But it just closed.

DON: Oh, that's too bad. What closed it?

BERN: I guess word got around how good the food was.

DON: Well, Bernard, I hope it won't be too long before word starts getting around about you. And if this should be your lucky strike today, it won't be long.

BERN: Well, if I don't win Don, maybe I could work for you?

DON: For me? What could you do?

BERN: Well is this any good? (SINGS) "Smoke a Lucky----"

DON: Bernard--(FROM THE EXPRESSION ON OUR QUARTET'S FACES)  
I'm afraid it's a little too good! Unless you want to put four people out of work, you better stick to opera. Here is Bernard Newman singing... *The Blues*

MUSIC:

NEWMAN

(APPLAUSE)

*Thank you Bernard Newman.*



DON: Now we hear from our judges, the studio audience. The ~~results of your verdict today means the next important~~ step into the future for one of our five contestants. You will ~~determine the winner~~ by the amount of applause you give each performer. We have an applause-meter in ~~the control room, and it will indicate which contestant~~ <sup>will</sup> receives the most applause, ~~to~~ be winner of today's Lucky Strike. Frank, are we ready to review our performers, so the audience can pick a winner?

MARTIN: We certainly are Don. But first I'd like to review a subject that's already been picked a winner.

DON: Well, Frank, let's hear it then.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense..

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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 more independent tobacco experts--auctioneers, buyers, and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined. So next time you buy cigarettes, ask for a carton of Lucky Strike and get on the Lucky level... where you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

DON: Well, our contestants are ready ... is our audience ready?

AUDIENCE: YES!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you ... if he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote ... so make it count! Our first contestant is:

1. The Borden Twins, the two chubby 16 year olds who sang "Quanta Le Gusts."

MUSIC: "QUANTA LE GUSTA" TWINS  
(APPLAUSE)

2. Margit Fischer, the young dramatic soprano from Budapest who sang "My Hero."

MUSIC: "MY HERO" FISCHER  
(APPLAUSE)

3. Dee Carroll who appeared with me in the dramatic scene set on the subway.

DRAMA: (SUBWAY) CARROLL  
(APPLAUSE)

4. Cas Twid, the contortionist who bought his family a bus and played "St. Louis Blues" on the clarinet.

MUSIC: TWID  
(APPLAUSE)

5. Bernard Newman, the former G.I. who sang "Ma Paris."

MUSIC: "MA PARIS" NEWMAN  
(APPLAUSE)

DON: And according to our applause meter the highest score was received by Mr. Carroll.

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations See this was your Lucky Strike.

WINNER  
DON:

Thank you, Don.  
Thanks to you and also to Bill Rosso for this wonderful direction.  
Oh your very, very, welcome. I'm real happy for you. I thought you did a splendid job, it was a pleasure to work with you, I'm very happy to tell you that the production people of the Columbia Broadcasting radio show "Escape" wanted you in their show in the event that you won. You did win and you get that job in "Escape."

(APPLAUSE)

And to you other entertainers--the Borden Twins, Cass Twid, ~~Dee Carroll~~, Margit Fischer and <sup>Bernard Yarnson</sup> ~~Livingstone Smith~~ -- who did so well, 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, so let's make a date..and the next time you go shopping, pick up some Luckies--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, FEBRUARY 24, 1949

STUDIO C

CBS

1:00 PM

OPENING

AMECHE INTRODUCTION

RAY JOHNSON INTERVIEW

"DIZZY FINGERS"

JOHNSON

FIRST COMMERCIAL

HAINES TWINS INTERVIEW

"LOVER!" *Vivette*

HAINES

AMECHE SPOT

SYLVIA SIMM INTERVIEW

AUDITION MONOLOGUE

SIMM

SECOND COMMERCIAL

LOIS METZGER INTERVIEW

"MAIDS OF CADIZ" *Love Boat*

METZGER

CANDOLI QUARTET INTERVIEW

"BLUE SKIES"

CANDOLI QT.

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019481

LUCKY STRIKE -1-  
2/24/49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike"...Presented every day 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 00194B2

DON: Good afternoon, ladies and gentlemen. Well, here we are back again today with five up and coming youngsters as my guest stars and the usual smiling faces in the audience. You know, Ameche means "friend" and I like to feel that this program these past twelve weeks has given me the chance to be a friend to all these wonderful youngsters whose professional ability has been given a chance on my show. And our audience plays a mighty important role around here, too. Because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement..And each of those performers is ready, so on with the show.

MUSIC: FANFARE

DON: Our first entertainer is blonde Ray Johnson who plays the accordion. You know, Ray, every time I see an accordion for some crazy reason I think of air conditioning.

RAY: I don't know, Don. I can't imagine how an accordion could be used for air conditioning.

DON: Well, you could punch a few holes in it and every time you push it together..presto! You'd get cool air out of it.

RAY: Yeah, but I wouldn't get much music our of it. I've already lost two accordions.

DON: That's the third one you're on now?

RAY: Yeah, my first was a little thing I bought in the five and ten when I was a kid.

DON: What happened to the second one?

RAY: That's on the bottom of the Pacific Ocean. I had it on board the Oklahoma with me when we were torpedoed. The explosion threw me overboard before I had a chance to save it.

DON: You were lucky to be left alive. Where'd you get the accordion you've got now?

RAY: Charles Magnante, the great accordion player heard about me, and had it made especially. He sent it to the naval hospital where I was.

DON: That was certainly a wonderful gesture on his part.

RAY: I'll always be grateful to him for it. That's why I'd like to make this "My Lucky Strike"..to show him that I am worthy of it.



LUCKY STRIKE -4-  
2/24/49

DON: I'm sure you are, Ray. Here is Ray Johnson and his accordion  
playing, "Dizzy Fingers".

MUSIC: DIZZY FINGERS"

JOHNSON

---

(APPLAUSE)

DON: Thank you, Ray Johnson.

ATX01 0019485

COMMERCIAL #1

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect - everything running smoothly, you feel you level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckie'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 - where you feel and do your level best. Yes, that's what fine tobacco can do for you. Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

SONG: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

THE HAINES TWINS

DON: Our next entertainers, the Haines Twins - Louise and Sylvie - are two attractive young blondes who've been in show business ever since they trod the boards in vaudeville at the tender age of five. Since that time they've been singing all over the United States and, during the war years, in Alaska for the USO. How did you find Alaska, girls -- (SMILES) and don't say you just went past Seattle and there it was.

SYL: Oh, Louise and I went a lot farther than Seattle, Don. We went to places in the Aleutians where the boys hadn't seen a white girl for six months.

DON: What'd they say when they saw you.

ELY: You really want to know?

DON: Sure. What'd they say?

BOTH G: (BARK LIKE DOGS)

DON: Well, that's certainly being brief and to the point. What sort of quarters did you occupy up there?

LOU: Well, they'd usually have to move some men out of their quarters to give us a place to stay. And then to make sure that somebody was keeping an eye on us, they'd put a sentinel at the door..

DON: And then your problem was ---

ALL: Who'd keep an eye on the sentinel!

SYL: (LAUGHS) Fortunately that was one thing we never had to worry about.

DON: Say, speaking of worrying, is it true that when one twin worries, the other one worries, too - even though you might be miles apart?

LOU: Yes, I'd say it was, wouldn't you, Sylvia?

SYL: Yes, it's called thought transference. You hear about it quite often in twins. In school, when I'd get sick ~~Sylvia~~ *Louise* would get sick, too. In fact, when the teacher would give us homework, we'd always have the same answers.

DON: Now there's a funny thing - my brother Jim and I would always have the same answers, too.

SYL: Oh, were you twins, too?

DON: No - we'd let Mom do our homework. But girls, I know you've been doing plenty of homework on <sup>*and little*</sup> "Lover", so make it good - this may be your Lucky Strike. Here are the Haines Twins singing "Lover".

MUSIC: "LOVER" *"Here you are my little"* HAINES TWINS  
(APPLAUSE)

DON: Thank you Louise and Sylvie Haines.

DON: You know, every now and then one of my friends will say "How does it happen you let your audience pick the winners of 'Your Lucky Strike'". Well, my answer to that is an answer the movie producers have known for a long time - simply that it's the public who makes the stars. And I think in the long run the public has proven itself a lot smarter than some of our smartest critics. Abraham Lincoln thought enough of public opinion to write, "You can fool some of the people all of the time, and all of the people some of the time, but you can't fool all the people all the time" ... and the public always seems to know what it likes! So when we come to the end of each daily session of your lucky strike and ask our audience for its decision, that little arrow on our applause meter in the control room behaves just as the <sup>meter</sup> ~~Applause~~ of the audience tells it to. No questions - when the highest score registers on that meter fluctuating to the degree of their applause, there's no turning back - that's it! And I think over the period of weeks that we've been together for "Your Lucky Strike", you friends listening in will agree that the public is very seldom wrong.

MUSIC: TAG

(APPLAUSE)

SYLVIA SIMM SPOT

DON: Sylvia Simm is an attractive actress who acquired most of her theatrical experience in summer stock and in radio work, and, needless to say I'm very happy to be able to give her this chance today to make her lucky strike. You've got quite a sparkle in your eyes today, Sylvia.

SYLVIA: Well -- they've got a right to sparkle, Don.

DON: You mean at the thought of being here on the show today?

SYLVIA: At the thought that tomorrow I'll be married two whole weeks.

DON: Wonderful!

SYLVIA: But don't get me wrong - I'm tickled to death to be here.

DON: Well, I think you're to be congratulated on both counts. Is your husband listening today?

SYLVIA: I'll say he is. He's an architect with Gruen-Krummck and he has everyone in the office listening.

DON: Lucky thing you're not on every day - they wouldn't be getting many houses built. Well, apparently, Sylvia you're further proof that a girl can have a career and be happily married at the same time.

SYLVIA: Yes, Don - I seem to have had most of my problems in show business when I was starting out.

DON: What seemed to be the trouble then?

SYLVIA: Well, I was pretty young and every time I'd try and get a job as an actress they'd tell me I had a "Character" voice but I wasn't old enough to look the character. So I had to wait a few years.

DON: Until you grew up to be a character.

SYLVIA: (LAUGHS) That's about it.

DON: Well, today, Sylvia, I know you're going to do something a little out of the ordinary. Would you explain it to us.  
(INTO HER ROUTINE)

COMMERCIAL #2

AMECHE: Thank you Sylvia Simms. Friends, you often hear that expression, "on the level." Now that has a couple of different meanings. When it comes to smoking, it has a very special meaning for me -- it means the Lucky level. That's where you feel your best and do your best! You see, Luckies' fine tobacco picks you up when you're feeling low! And on the other hand -- suppose you're tense? Well, Luckies' fine tobacco calms you down. Yes, puff by puff, that fine, mild, swell-tastin Lucky Strike tobacco puts you on the right level where it's really fun to be alive. Yes, ma'am ... better put Luckies on your shopping list right away. And just so you won't forget, here's a musical reminder:

MUSIC: (INTRO TO:)

SONG: Feeling low?  
Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON



LOIS METZER SPOT

DON: Lois Metzger, a very pretty seventeen year old who acquired her first experience as a singer while going to high school here in Los Angeles. Her eventual ambition is grand opera and the concert stage. How far back does that go, Lois?

LOIS: Oh, back to Junior High School, I guess, Mr. Amèche. We have a phonograph and I always wanted to play opera records.

DON: Most of the girls I knew in Junior High School wanted to play spin-the-bottle.

LOIS: If you were in the class I don't blame them.

DON: You better be careful, Lois. I'm flattered, of course, but your boy friend might be listening.

LOIS: Oh, he's very understanding. He's a painter.

DON: A painter?

LOIS: Yes, and very talented. <sup>Maybe he would paint</sup> ~~Would you like him to paint~~ something for you? <sup>...something?</sup> (PAUSE) For a small fee, of course.

DON: No, thanks, Lois. All my paintings are already painted. <sup>Suppose you could sing?</sup> ~~But I'd certainly like to hear you sing for me.~~

LOIS: <sup>That's what I want to do in Amèche.</sup> ~~Oh, I'd love to.~~ I'm hoping this will be my lucky strike.

DON: Well, Lois, this is the chance you've been waiting for. Make the most of it. Here is Lois Metzger singing "The Maids of Cadiz."

MUSIC: "THE MAIDS OF CADIZ." <sup>"Love Love"</sup> METZER

(APPLAUSE)

DON: Oh, that was beautiful, Lois Metzger.

PETE CANDOLI QUARTET

DON: We've had some exceptionally fine musical groups on "Your Lucky Strike" and today I'm very happy to be able to give the Pete Candoli Quartet their first opportunity to appear together professionally. The boys are all exceptionally good musicians and just so you'll be able to keep track of them, I'm going to ask each of them to identify himself, tell us what he plays, and just how he happened to get started on his instrument. Pete, you're the leader, suppose you start off.

PETE: Well, I'm Pete Candoli. I play trumpet. And I guess I got started taking lessons as a kid.

DON: Next.

JIM: I'm Jimmy Rolls. I'm piano man. I always wanted to play the 88, so I did first chance I got.

JOE: I'm Joe Mondragon. I play bass.

DON: And how'd you get started on bass, Joe?

JOE: Well, my folks used to slap me around so much, I wanted something to slap too.

DON: And last but not least-----

JACK: Jackie Mills. I play drums. I guess you can blame it on the neighbors. They were the ones who told me to-----

DON & JACK: --- "take my drum and beat it".

DON: Yes, I had a hunch that was coming. How did you boys happen to get together?

PETE: Oh -- we met when we were playing with Woody Herman. We were in a group called the "Seven Chips".

DON: How'd you happen to give that up?

PETE: Well, we figured if there were just four of us, we'd be in the chips more than seven of us.

DON: Well, I'd say that was pretty cagey thinking. Now you call yourselves the Pete Candoli Quartet.

JACK: We almost called ourselves "The Supermen".

DON: "Supermen"?

JACK: Yeah, Pete used to dress up in a red cloak and do a Superman act when we were with Herman.

DON: Well, why didn't you call yourselves the Supermen?

JOE: Pete was the only one who had any muscles.

JACK: Yeah. They call him the Monster of Muscle Beach.

DON: Muscle Beach? You mean down there at Santa Monica where all the weight lifters go to work out?

JACK: That's right.

DON: So you're a weight lifter, Pete.

PETE: Uh huh -- you oughta try it, Don. It's great for the muscles and cords.

DON: Pete, I'm like these other three guys - ~~I don't have any use for muscles either.~~ And the only cords I know anything about are the ones attached to telephones. ~~Why don't you get Joe to try it. He could use a little building up.~~

~~JOE: If I was built up any more, it'd take a truck to move me.~~

DON: Well, before that happens, suppose you boys move over to the other microphone over there and reach for your Lucky Strike. This is the Pete Candoli quartet and "Blue Skies".

MUSIC: "BLUE SKIES" CANDOLI QU.

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(APPLAUSE)

DON: Oh, that was really solid, Pete Candoli Quartet. That really rocked the blues out of "Blue Skies".

DON: Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready with the applause meter, to determine our winner?

MARTIN: Yes, Don, and while we are preparing to judge our contestants, let's listen to something that has already been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?  
Feeling tense?

These eight words are common sense..

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best  
and do your best. 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 more independent  
tobacco experts--auctioneers, buyers, and warehousemen --  
smoke Lucky Strike regularly than the next two leading brands  
combined. So next time you buy cigarettes, ask for a carton  
of Lucky Strike and get on the Lucky level...where you feel  
your best and do your best.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

DON: Well, our contestants are ready...is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you.. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote..so make it count! Our first contestant is:

1. Ray Johnson, the boy who played "Dizzy Fingers" on the accordion.

MUSIC: "DIZZY FINGERS" JOHNSON

---

(APPLAUSE)

2. The Haines Twins, who entertained for the USO in Alaska and sang "Lover."

MUSIC: "LOVER" *These are my love letters* HAINES

---

(APPLAUSE)

3. Sylvia Simms, the talented actress who *gave us her impressions of a visiting officer*

DRAMA: (MONOLOGUE) SIMMS

---

(APPLAUSE)

4. Lois Metzger, the seventeen year old high school girl who sang "The Maids of Cadiz"

MUSIC: "THE MAIDS OF CADIZ" *Love Song* METZGER

---

(APPLAUSE)

5. The Pete Candoli Quartet, those four solid musicians who beat out "Blue Skies."

MUSIC: "BLUE SKIES" QUARTET

---

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Lois Metzger the 17yo. old girl who sang

(APPLAUSE) "One Kiss"

MUSIC: THE WORKS

DON: Congratulations Lois this was your Lucky Strike.

DON: Well Lois, I have good news for you -- "Your Lucky Strike" has a Lucky break for you -- an engagement in the popular Zebra Room at the world famous Town House on Wilshire Blvd. in Los Angeles.

Essentially, we are very happy for you.

(PRIZE DESIGNATED ON CARD) (MIKE)

(APPLAUSE)

And to you other entertainers- Ray Johnson, the Haines Twins, Sylvia Sinms, ~~Lois Metzger~~ and the Pete Candoli Quartet who did so well, 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, so let's make a date..and the next time you go shopping, pick up some Luckies--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, FEBRUARY 25, 1949

STUDIO C

CBS

12:30-1:00

AS BROADCAST

OPENING

AMECHE INTRODUCTION

BILL HAMM INTERVIEW

"STRAIGHTEN UP AND FLY RIGHT"

HAMM

FIRST COMMERCIAL

AIDA LUANE INTERVIEW

"TABU"

LUANE

TERRY KILBURN INTERVIEW

DRAMA (BRIDGE SCENE)

KILBURN

SECOND COMMERCIAL

KEITH THOMPSON INTERVIEW

"FIRE DANCE"

THOMPSON

HELEN HUNDLEY INTERVIEW

"BEAUTIFUL LADY"

HUNDLEY

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

\*

ATX01 0019500



LUCKY STRIKE -1-  
2/25/49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike".....Presented every day 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 0019501

2/25/49

*with it like she's going to be*

DON:

Good afternoon, ladies and gentlemen -- *after all* it's a wonderful day in Los Angeles ~~and that's not just a come-on~~ *but it's a shine* from the Chamber of Commerce. *a* ~~It really is.~~ *and* And one of the things that makes each day ~~particularly~~ *a* bright to me is the knowledge that I can always see the smiles of five young faces waiting their turn to make their lucky strike *here* on my program. Today I'd like to bring before you a particularly worth group of entertainers, and because, we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement....And each of these performers is ready, so on with the show.

MUSIC: FANFARE

BILL HAMM SPOT

DON: Our first entertainer, Bill Hamm, is a young fellow of 26 who came to Hollywood years ago as a boy, to seek his fortune. Right, Bill.

BILL: Yes, Mr. Ameche. I came to California seeking fresh air, a good job and a lot of money.

DON: And how did you make out?

BILL: I got plenty of fresh air.

DON: Did you try the movie studios?

BILL: Oh, yes, I tried the movie studios, you understand.

DON: Well, what did you find at the studios?

BILL: I found a theoretical and invisible sign over the gates that said "You Shall Not Pass".

DON: Couldn't even get over the fence?

BILL: I inquired about that. The guard said "See that up there on the fence"? I said, "you mean that flag?" He said, "That's no flag. That's the shirt of the last man that tried to get over.

DON: Well, Bill, I guess what you needed was a sponsor. ~~After-~~  
~~next week, I'll be needing one myself.~~

BILL: Well, I finally got one, Don. Will Rogers - a great man. He got me a job that paid \$15 a day. I couldn't make that in Georgia in a whole week, working from sunup to sundown.

DON: Well, how have things been lately, Bill?

BILL: Well, you've heard of the MGM, Universal, Rampart, Warners, and Liberty companies?

DON: Yes.

BILL: Well, I've been working for the Gratis Company.

DON: "The Gratis Company". I don't think I've ever heard of it.  
Are you sure you've got the right name?

BILL: All I know is, when I finish entertaining and go to get my  
check, they always say " You may not know it, boy, but  
you've been working for gratis!"

DON: Well, Bill, you're not working for gratis today, and if this  
turns out to be your lucky strike you'll be on your way  
toward finding all those things you hoped to find in  
California. Here is Bill Hamm singing "Straighten Up and  
Fly Right!"

MUSIC: "STRAIGHTEN UP AND FLY RIGHT" HAMM

---

APPLAUSE

DON: Oh, solid, Bill Hamm. That's really flying high!

COMMERCIAL # 1

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect -- everything running smoothly, you feel your level best. Yes, things seen right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies' 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 -- where you feel and do your level best. Yes, that's what fine tobacco can do for you.

Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

SONG: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUJTON

AIDA LUANE SPOT

DON: Aida Luane is an attractive young guitarist and singer who came all the way up from Palm Springs today to see if she couldn't make her lucky strike. That's quite a place to live, Aida. Jack Benny says they call it Palm Springs because every time you open a wallet a palm springs at you. Is that true?

AIDA: (LAUGHS) Oh, I don't think so, Don, but I may be prejudiced.

DON: Well, I'm glad you were able to get here, Aida. We had another girl, Bobbie Michel, coming up from Palm Springs to be on the program two weeks ago and she got snowbound down there.

AIDA: Yes, the roads between here and the springs were blocked off.

DON: If that kept up you'd be taking business away from Sun Valley. Well, tell me, Aida - I know you've got quite a background of experience in club work behind you - how'd you happen to take up the guitar?

AIDA: Well, I really started on the mandolin, Don - then I went on the banjo -- and ended up playing the guitar when I met my husband.

DON: What'd you do -- serenade him beneath his balcony?

AIDA: No, he was my teacher.

DON: Did you have to pay him?

AIDA: I sure did, and he never gave me a refund, either!

DON: You know, I imagine that was a pretty romantic place to meet your husband, wasn't it -- over a hot guitar?

AIDA: Only it wasn't a very hot guitar. He was strictly a teacher and I was strictly a pupil. It wasn't until he got drafted and got sent to the Aleutians that he gave me a second thought.

DON: Well, I can't think of a better place for a fellow to give a girl a second thought. Not to mention a third, fourth, fifth, sixth et cetera.

~~AIDA: I think the moon was too full one night. Instead of waiting until he got back, he proposed by mail.~~

~~DON: He must have been in a hurry.~~

~~AIDA: I guess so - he sent it air mail. (CROSS TO OTHER MIKE)~~

DON: Well, Aida, I'm sure your husband as your former instructor, is looking forward to your making your lucky strike today just as I am. So here is Aida Luane playing "Tabu". By the way, Aida...how'd you get the name "Aida"?

AIDA: I was named after an opera my father loved.

DON: Gosh! Lucky thing he didn't love "Schvanda, der Doodlesackpfeiffer". Go ahead, Aida.

MUSIC: "TABU" LUANE

APPLAUSE

DON: Oh, wonderful, Aida. You'll never hear anyone putting the taboo on singing like that.

TERRY KILBURN SPOT

DON: I'm sure many of you must remember a young English actor by the name of Terry Kilburn. Terry came to this country as a child, scored in a number of movies, and then reached that in-between stage that has a way of ending the careers of so many hopeful screen youngsters. Fortunately, that didn't stop Terry. He went on with his stage studies, and *today* ~~most recently has been acquiring both experience and~~ professional praise as a member of the Circle Players.

Terry, have you had much trouble with your accent?

TERRY: Oh, not at all, Don. Friends tell me I've lost my accent completely.

DON: Friends in California?

TERRY: No, friends in England.

DON: Well, if they aren't already in accord, Terry, I'm sure they soon will be. I know how hard you've been working to be able to play all varieties of roles, and today is no exception. *Today* Terry appears with me in a dramatic scene in the role of an embittered, frustrated young veteran. So good luck, Terry Kilburn - this may be your lucky strike.



MUSIC: MOODY. DEEP. NIGHT.

SOUND: DEEP MOODY BLEAT OF RIVER BOATS OCCASIONALLY.

NARR: In the shadows of the steel girders supporting a great New York suspension bridge, a young man pulls nervously on a cigarette. Across the concrete highway an older man watches him. The young man suddenly flips his cigarette into the night -- grips the rail of the bridge; begins to climb! Instantly the other man races across the street and runs to the boy's side... grips him by the wrist..pulling him back...

MAN: (OFF: RUNNING) Hey...just a second there young fella!

BOY: What?

MAN: (COMING IN) Hold it! (ON) Hold it.

BOY: (SHAKEN) What do you want?

MAN: Got a match?

BOY: I think so. Yes. Here.

MAN: Got a cigarette?

BOY: Take the whole pack. I won't need 'em.

MAN: No?

BOY: No!

MAN: Take just one.

BOY: (BEAT) All right.

MAN: Match?

BOY: Thanks.

SOUND: MATCH STRIKES

MAN: Now let's walk.

BOY: Where?

MAN: Off this bridge. Come on. Walk.

SOUND: THEY START WALKING. CONCRETE

MAN: I, uh..I saw your face when I struck that match.

BOY: What's the idea?

MAN: Saw how young you are. Scared you are.

BOY: I said what's the idea?!

MAN: I wouldn't even think of it, son, if I were you.

BOY: I don't know what you're talking about! Think of what?!

MAN: The river doesn't solve any problems. It only erases the figures. (WALKING) Why did you want to do it?

BOY: (BITTERLY) What've I got to lose?!

MAN: What've you got to gain?

BOY: I don't expect a profit out of what I do any more! I've spent years learning to be grateful for scraps and crumbs and tonight all of a sudden I wasn't grateful any more! I was sick, and tired and I didn't care.

MAN: ~~You get dead in a tantrum~~ and you stay dead an Eternity, son.

BOY: What's the difference, I won't be missed! Nobody wants what I've got anyhow!

MAN: What've you got?

BOY: I'm an artist. Only what's the good. Butt your fool head against stone walls, against know-it-alls until you get sick and hungry and - tired. You get so tired and discouraged, you don't care what happens any more. Just as long as you're not around for it to happen to!

MAN: Well, it won't help you any leaping off the Skyway.

BOY: It's my life.

MAN: Yeah but don't you understand, ~~kid?~~ <sup>son</sup> Even with the score 60 to 1 against you, you got to keep on playing the game, kid. That's life! Let's go in here, hey?

BOY: This shabby place? What is it?

MAN: I live here.

BOY: Oh, I...I didn't mean to be...you know....

MAN: That's all right. ~~Up these stairs. Watch it.~~

SOUND: THEIR FEET NOW ON RICKETY WOODEN STEPS. FULL FLIGHT.

MAN: Make you something to eat.

BOY: I'm not hungry.

MAN: Minute ago you said you were. <sup>but this is it.</sup> (WALK) ~~Here we are.~~

SOUND: ~~KEY IN DOOR. DOOR UNLOCKS. OPENS.~~

MAN: Entrez, musoor - don't trip over the floor boards. The termites are doing a little renovating.

SOUND: FEET ACROSS THRESHOLD. DOOR CLOSES. MORE STEPS. STOP.

MAN: Sit down.

SOUND: PULLS OUT CHAIR

BOY: How about you?

MAN: I'll stand. Mark of respect to ALL my guests. Besides, <sup>have a seat</sup> ~~there's only one chair.~~ Care for some coffee?

BOY: No thanks.

MAN: Still pretty low?

BOY: Low? (DESPAIR: HELPLESS) Mister...what's a fellow to do? <sup>son</sup>

I don't know what to do any more!

MAN: Well....

SOUND: STARTS PACING UP AND DOWN

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*Maybe this is an answer. Maybe not. Look at me. (STOPS)*

MAN: Maybe this is an answer. ~~Maybe not.~~ Look at me. (STOPS)  
Ten years ago the doctors gave me up for dead.

BOY: You?

MAN: "Go west," they said, bein' keen students of Horace Greeley.  
"Go West". If I didn't, they gave me a year.

BOY: (QUIETLY) What did you do?

MAN: Well first I did like you. I moped. The west was my only  
chance and that was a laugh. I didn't have a dollar! Not  
one! So I just sat around and wondered would I die first or  
go crazy first. Then I ~~did~~ get mad! Not crazy-mad; angry  
mad! ~~I saw all those people in the street, alive with ideas,~~  
alive with plans, schemes, prospects! Life! The seasons!  
Flags and pretty girls and home-runs, and Christmas, and  
bargain-basements and subway jams. Life --- life! But  
~~not for me.~~ (PAUSE) Know what I did? I sold everything  
I had. It wasn't much but it was a start and the start was  
West. ~~When the money ran out I walked and thumbed my way.~~  
I don't know how I got there but I got there. That was ten  
years ago - and I'm still on this green earth - living ---

BOY: (SLOWLY) What brought you back here?

MAN: Oh - a visit. I'm just visiting.

BOY: ~~(QUIETLY) Ten years is a pretty long visit.~~

MAN: ~~What!~~

BOY: You never left this room.

MAN: All right - all right! So I'm still living.

BOY: But how long do you expect to. That was a great sales talk,  
mister - ~~a great sales talk.~~ But who do you think you're  
kidding.

MAN: (RESIGNED) Forget it, ~~kid~~. Go home.

BOY: You were trying to sell me a bill of goods *never of you?*

MAN: (BREAKING) All right - forget it. I never should have gotten into it! I'm sorry!

BOY: Sorry! For what? For having a heart? Because you've got courage? For trying to prove to me I could make something of myself? That's nothing to be sorry for. You -- you believed in me and I believe in you.

MAN: (IRONICALLY) In me? That's a laugh.

BOY: The doctors did tell you had a year, didn't they? (PAUSE)  
But they told you that this year, not ten years ago.

MAN: (VERY LOW) *That's a pretty nice way of saying it*  
~~All right. Now you know. You're a pretty smart little guy, aren't you. Now that you've shown me how smart you are, get out of here. Get out of here! Well! What are you waiting for!~~

BOY: For you.

MAN: For me? For what!

BOY: To give yourself that "sales talk."

MAN: What do you mean?

BOY: It was good enough to give me, wasn't it?

MAN: You mean -- go West? (SLOWLY) ~~Kid! Kid!~~ Maybe I can do it!

BOY: : What do you mean 'Maybe'? You've sold yourself a great idea!

MAN: I can do it!

BOY: You will do it!

MAN: ~~Kid~~...wish me luck!

BOY: Wish me luck! I'm going with you! I never painted a desert scene in my life but it's time I did! Mister..let's go!

4 MUSIC: IN AND FINISH  
(APPLAUSE)

DON: Oh, splendid, Terry Kilburn!

COMMERCIAL #2

MUSIC: INIRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

DON: Yeah...there's a song that's tops on my personal hit parade. Believe me I know that the fine, ripe tobacco in Luckies picks you up when you're a little low...and calms you down when you're a bit tense. It levels out your ups and downs -- puts you on the Lucky Level where it's fun to be alive! Yes, ma'am, I really like Luckies. They're so mild, so thoroughly enjoyable that -- well, every smoker ought to try 'em. Now don't wait. Get a carton of Luckies soon as the show's over!

MARTIN: That says it, Don -- remember ladies --

SONG: Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

KEITH THOMPSON SPOT

DON: Keith Thompson is a fine looking young fellow of 24 whose ambition is to become a classical harmonica player. How long have you had that ambition, Keith?

KEITH: Oh, I guess it goes back to the first time I ever heard Larry Adler play.

DON: Had you played before then?

KEITH: Yes, my mother gave me my first lessons.

DON: Was she a teacher?

KEITH: No, she'd just say blow here - inhale here. She'd blow and inhale - blow and inhale ----

DON: She sounds like a cigarette tester. Luckies, of course. But her lessons must have been pretty good, Keith. I know you toured as a harmonica player in vaudeville with Don "Red" Barry, the Western star. Did you get that as a result of an audition?

KEITH: No, a girl who lived in the house I lived in when I came out here from South Carolina, knew Barry and got me the job.

DON: That's a lot nicer than going to an employment office. You can pay the fee with a kiss. Did you play your harmonica in the Army, Keith?

KEITH: No, I worked with a line company building airstrips in the Pacific.

DON: Not much chance to blow a harmonica.

KEITH: Nossir. When they told you to blow over there it meant find a foxhole and get out of the way of a Jap air raid.

DON: Well, you'll have your chance to make up for lost time today, Keith, especially if this turns out to be your Lucky strike.

KEITH: I sure hope so, Don. I've had to fall back on my GI unemployment insurance lately --

DON: The 52-20 Club?

KEITH: ~~Yes. And that's one club I'd like to drop my membership in right now.~~

DON: Well, this is your chance, <sup>Keith started again</sup> Keith. You deliver and we'll deliver. Here is Keith Thompson playing "~~The Ritual Fire Dance~~" or "~~Hora Staccata~~"--

MUSIC: *Regin de Begun* THOMPSON  
(APPLAUSE)

DON: Thank you Keith Thompson. *I let a thing like that would sound good on the Hit Parade with Frank Sinatra.*



HELEN HUNDLEY SPOT

DON: Our next entertainer, Helen Hundley, is a mezzo-soprano from Cincinnati, Ohio, whose ambition is to become a star of light opera, isn't that right, Helen?

HELEN: That's right, Don. Of course, if someone should come along with a radio or television offer, I wouldn't close the door in his face.

DON: Well, with your versatile background, Helen, that kind of an offer shouldn't be too unlikely -- you've not only had considerable experience in local operettas, you've also done quite a bit of popular singing.

HELEN: Yes I sang with an all-girl orchestra in the Hawaiian Islands for over a year.

DON: Did you all wear grass skirts?

HELEN: No, they're a little too drafty for comfort.

DON: Well, they may not be comfortable but they sure look cute.

HELEN: Only to you men - who don't have to wear 'em. Besides, we weren't supposed to be Islanders - although we did learn a number of Hawaiian songs.

DON: Well, that shouldn't have been too difficult -- all the words are the same. (SINGS) Hokahokahokahokahokahoka---  
hokahokahokahoka ---

HELEN: (LAUGHING) They're a little more involved than that.

DON: Well, you make <sup>maybe</sup> this your lucky strike today, Helen, and you may be able to go back to Hawaii someday.

HELEN: Oh, I'd love to go back, Don. I'll never forget the last night on board ship just before we arrived. It was really thrilling. The anticipation - the excitement - the passengers stayed up all night - the moon was full ---

DON: I bet a lot of the passengers were too.

HELEN: Yes, but it was really beautiful.

DON: Well, Helen, now suppose you show us how beautiful <sup>of "my ides"</sup> "Beautiful Lady" can be when sung by -- Helen Hurdley.

MUSIC: "BEAUTIFUL LADY" HUNDLEY

---

(APPLAUSE)

DON: Thank you Helen Hurdley

DON: Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready to encore our performers and find out who wins his Lucky Strike?

MARTIN: We certainly are, Don. But first I'd like to encore a song that's already a winner.

DON: Well, Frank, let's hear the encore.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense...

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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: --

IS - MFT

IS - MFT

Lucky Strike means fine tobacco! No wonder more independent tobacco experts - auctioneers, buyers, and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined. So next time you buy cigarettes, ask for a carton of Lucky Strike and get on the Lucky level...where you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

DON: Well, our contestants are ready..is our audience ready?

AUD: YES!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you..If he is your choice we want you express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote..so make it count! Our first contestant is:

1. Bill Hamm, the fellow who's been working for the "Gratis Company" and sang "Straighten Up & Fly Right."

MUSIC: "STRAIGHTEN UP AND FLY RIGHT" HAMM

(APPLAUSE)

2. Aida Luane, the singer and guitarist from Palm Springs, who offered us "Tabu"

MUSIC: "TABU" LUANE

(APPLAUSE)

3. Terry Kilburn, the <sup>young</sup> dramatic actor who appeared with me in a dramatic sequence

DRAMA: KILBURN

(APPLAUSE)

4. Keith Thompson, the harmonica player who built air strips in the Pacific and played "~~Fire Dance~~"

MUSIC: "~~FIRE DANCE~~" "Requiem, The Requiem" THOMPSON

(APPLAUSE)

5. Helen Hundley, the girl who loved Hawaii so much and sang "Beautiful Lady"

MUSIC: "BEAUTIFUL LADY" & "My Hero" HUNDLEY

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Terry Kilburn  
(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations, \_\_\_\_\_ this was your Lucky Strike.

WINNER: Thank you, Don.

DON: The way you sang (played) the song <sup>as well</sup> was certainly

DON:

Terry Kilburn 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 Broadcast System's Program "Escape" have been listening to the program and in the event you won they wanted you for their program. You did win and you got that job on the "Escape" program!

And to you other entertainers, Bill Hamm, Aida Luane,

~~Terry Kilburn~~, Keith Thompson and Helen Hundley -- who did so well, thanks for being with us.

MUSIC: THEME IN WITH 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 Level. Pick up a carton of Luckies for the weekend -- won't you?

MUSIC: THEME AND OUT

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....

"YOUR LUCKY STRIKE"

MONDAY, FEBRUARY 28, 1949

STUDIO C

CBS

12:30 - 1:00 PM

OPENING

AMECHE INTRODUCTION

BETTY McCABE INTERVIEW

"LOVE THAT BOY"

McCABE

FIRST COMMERCIAL

KEN CLARKE INTERVIEW

"BOOGIE WOOGIE ON ST. LOUIS BLUES"

CLARKE

CONNIE TOTH INTERVIEW

DRAMA

TOTH

SECOND COMMERCIAL

ROBIN DE VOUR INTERVIEW

"DARK EYES"

DE VOUR

RICHARD LEE SCOTT INTERVIEW

SCOTT

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

AS BROADCAST

RTX01 0019523

RIGGS: (CHANT) (60 - 62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike".....Presented every day 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. Today is Monday, and a very unusual Monday it is, for not only is it the beginning of the week. ...but it is also the end of the month. Well, it's been a glorious month full of wonderful talent and it just whizzed by because we've had so much pleasure having these ambitious performers up here trying to make "THEIR LUCKY STRIKE" in show business. Because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement....And each of these performers is ready, so on with the show.

MUSIC: FANFARE

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BETTY McCABE SPOT

DON: Well our first performer today is blonde and very pretty, Betty McCabe, from Anaheim, California. Say, Betty, you're the second girl we've had on the show from Anaheim. Where are all the girls from Azusa and Cucamonga?

BETTY: Gosh, Don, I don't know. It's been a long time since I've lived in Anaheim. Maybe they aren't musical in Azusa and Cucamonga.

DON: Oh you're just saying that because of your civic prejudice for Anaheim. There must be a lot of talented people that come from there. I sure hope we get some pretty soon. It doesn't seem right to just have Anaheim represented.

BETTY: Maybe they were like me and gave up their careers to get married.

DON: Is that what you did? Was your husband against a wife with a career?

BETTY: He was for it. I was the one who insisted on giving it up to make a home. Now after four years he's finally gotten me to come back for another go at it.

DON: Have you always sung, Betty?

BETTY: I first started dancing on doctor's orders. He said the exercise would be good for my health.

DON: He was right. You look very healthy to me. When did you start singing?

BETTY: Right after I learned to play the accordion.

DON: No wonder you look so healthy. The accordion exercised your arms and the dancing exercised your legs.

BETTY: And then when I sang I exercised my lungs.

DON: The only thing left for you to do is take up weight lifting so you can exercise your back.

BETTY: I got plenty of that moving furniture while cleaning house. I think I'll just stick to singing....without the exercise.

DON: You'll do fine at that, I'm sure. Then here is Betty McCabe reaching for her "Lucky Strike" singing,  
"Love That Boy"

MUSIC: "LOVE THAT BOY".... McCABE

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(APPLAUSE)

DON: Thank you, Betty McCabe.

COMMERCIAL #1

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect --everything running smoothly, you feel your level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies' 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 ---where you feel and do your level best. Yes, that's what fine tobacco can do for you.

Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

SONG: Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

KEN CLARKE SPOT

DON: Our next performer, is pianist Ken Clarke, who hopes someday to be a symphony conductor. Ken, I think you are just about the biggest man to ever be on this show. How tall are you?

KEN: Six feet-five and a half inches tall and I weigh 212 pounds.

DON: Ken, you would make a perfect symphony conductor. The musicians couldn't help but see you.

KEN: Don, they wouldn't have to see me. I could reach over and tap them on the head with my baton.

DON: And judging from your size, they would feel the tap. Did you ever play football, Ken?

KEN: I sure did, for Northwestern University. I boxed too.

DON: I was going to say, you look more like a pugilist than a pianist.

KEN: That's what everybody says.....I wish they'd say I look more like a pianist than a pugilist.

DON: They will, Ken....they will.....Ken, you boxed a little in the Navy, didn't you?

KEN: Yes, I did, Don, but a torpedo ended my boxing career ~~in the Navy~~.

DON: You were on the old "Wasp" when it was sunk. Weren't you?

KEN: Yes, Don, it was quite a mess.

DON: Didn't you say you spent 15 days in an open life raft?

KEN: There were three of us. Everything happened so fast we had very little food and water. We speared fish and ate them raw....and ran out of water on the 13th day.

DON: I guess the three of you were in pretty bad shape when you were finally picked up.

KEN: There were only two of us, Don. One man went overboard. The other is still in the hospital. I was blind and had lost over a hundred pounds. I didn't get over my blindness for a year.

DON: That is an amazing story, Ken. And from the way you look now, you've made an amazing recovery.

KEN: I guess I'm just a pretty lucky guy, Don. I hope I'm just as lucky to make this my "Lucky Strike".

DON: We hope so too, Ken. Here is Ken Clarke at the piano, playing, "Boogie Woogie on St. Louis Blues".

MUSIC: "BOOGIE WOOGIE ON ST. LOUIS BLUES" CLARKE

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(APPLAUSE)

DON: Thank you, Ken Clarke.

CONNIE TOTTH SPOT

DON: Connie Toth, our next performer, is a lovely young actress who hopes someday to be an important actress in television and radio. Connie began her acting career by learning the lines for her first role while sitting on the lap of her teacher in the first grade. Connie, that could also have prepared you for a secretarial career.... couldn't it?

CONNIE: It could have, Don, except after that first play, I was a gonner. ~~Show business was in my blood. Nothing else~~ ever meant anything. Even when I was a WAC in the army, I acted, directed and produced shows in Special Services.

DON: Well, Connie, that is proof that the theatre is really in your blood...there is no cure for that fever...the only transfusion you can use is a good part in a successful production. I'm sure if you make this "Your Lucky Strike" ~~that transfusion will start working right away.~~ Connie Toth will join me in enacting a dramatic scene entitled, "The Rose is a Wonderful Flower" Connie will portray Marie, the governess, and I, Jim the gardener.

LEAD IN

MARTIN: The scene is at the gate of a beautiful garden in the suburbs. The gate faces a narrow lane along which are pretentious mansions of large estates. It is early morning, The air is crisp and fragrant from a multitude of richly blooming flowers, ~~within the garden gate.~~ An attractive young lady in a white uniform approaches the rustic garden gate, where a gardener is working beside a stately rose bush.

"THE ROSE IS A WONDERFUL FLOWER"

By Nat Linden

MUSIC: UP AND OUT FOR CURTAIN

SOUND: SHOVEL DIGGING INTO EARTH

JIM: (HUMS SIMPLE TUNE....PREOCCUPIED)

MARIE: You will forgive me, please, but why are you destroying that beautiful rose bush?

JIM: I'm afraid you're mistaken, Miss.....I'm not destroying this rose bush. I'm helping it to live longer.

MARIE: Then why are you digging it so deep around the roots?

JIM: Experimenting. ....

MARIE: Then it will surely die....Must you experiment with your most beautiful plant?

JIM: I'm afraid so. I'm working out a little idea of mine on root cultivation.

MARIE: Is that good?

JIM: I hope so. If not, I guess I'm out one good rose bush.

MARIE: Oh that must not happen.

JIM: No? Why?

MARIE: Every morning, I walk past there and I have always admired that rose bush, especially. You see, I work across the way, I am the new governess for the children. I just started two <sup>months</sup> weeks ago.

JIM: Yes, I know....

MARIE: You know?

JIM: (EMBARRASSED) I-I--I mean...I couldn't help seeing you around.

MARIE: (INCREDULOUS) You couldn't help seeing me?



JIM: There aren't many strangers in this neighborhood. When a new face shows up....can't help noticing it.

MARIE: But....but I am just a governess. No one ever notices a governess.

~~JIM: I am just a gardener, ..(VERY SIMPLY) I admire beautiful flowers.~~

MARIE: (QUIZZICALLY) You admire beautiful flow ---oh! (PLEASED)  
How nice. You are very kind.

JIM: (EMBARRASSED) What I meant was ----

MARIE: But then you would have to be....anyone who could grow such beautiful roses.

~~JIM: Thank you...Would...would you like to come in and see the others?~~

MARIE: I would love it.

JIM: This gate's a little rusty.....

SOUND: SQUEAK OF RUSTY HINGES

I keep forgetting to oil it...Watch that mud puddle there...

MARIE: Thank you....Oh, such beautiful flowers.

JIM: (WITH GREAT PRIDE) This is an "Etoile de Holland",  
three times a prize winner. That one is an "E.G. Hill", also  
a prize winner.....This is a "Red Radiance."

MARIE: And this beautiful yellow one. It is so proud.

JIM: That's a "Golden Ophelia."

MARIE: My favorite is still the red one by the gate.

JIM: "The San Fernando"....It's my favorite too.

MARIE: Is there something wrong with it that you must experiment with its roots?

JIM: Yes.....It seems to be losing strength.

MARIE: Is that bad?

JIM: It could die before another season.

MARIE: Then I hope your experiment is successful, I could not bear to see such a beautiful plant wither and die.

JIM: You are like me.....plants are like human beings, and you accept them as such.

MARIE: To me, they are symbolic of all beauty and loveliness. This one's roses seem so vibrant. ...they are so red.

JIM: I believe they have personalities and react to their surroundings. <sup>For example</sup> They are more radiant with you beside them.

MARIE: How nice you put things. Oh. Why are you cutting that rose?

JIM: Wouldn't you like to have it?

MARIE: Thank you. Thank you very much. (BREATHES DEEPLY) Its fragrance is the enchantment of a dream.

JIM: (EMOTIONALLY) Its petals are firm and delicate...its stem is willowy and straight and proud....and the color is true, rich and true.....like a beautiful woman...(SOFTLY) ~~I've wanted you to have this for a long time like like you, Marie.....~~

MARIE: You know my name.

JIM: (CONFESSION) I've known it from the first time you stopped your morning walk to admire my roses.....I was behind the hedge and could have reached out and touched your beautiful white hand....but mine were covered with mud....and I was afraid you would be startled.

MARIE: I---I saw you.....Jim.

JIM: ~~You know my name?~~

MARIE: ~~It is the mud on your hands that makes you so wonderful.  
So wonderful that you can give life to such beautiful plants~~

JIM: How...how did you know my name?

MARIE: I wanted to say something that first morning. ~~I was afraid,  
you didn't trust me.....I was a stranger.~~

JIM: My name....my name....how did you know it?

MARIE: I was so lonesome...and you had so many friends in your  
garden. Flowers are such warm friends to have.

~~JIM: (AWED) You cared enough for me to find out my name.~~

~~MARIE: I knew you had to be wonderful. You had to be. You could  
not raise such roses and be otherwise.~~

JIM: (HE STILL CAN'T BELIEVE IT) And every morning I waited  
to see you come by...and then I was afraid to talk to  
you so I'd hide behind the hedge.....

MARIE: (LAUGHS LIGHTLY) You didn't hide <sup>very well</sup> so good. I saw you every  
time.

JIM: (CHUCKLES) I can't even depend on my own bushes to  
protect me.

MARIE: They are my friends too....

JIM: Our friends....

MARIE: (QUIETLY ....BREATHLESSLY) Jim.

JIM: Marie.....(ALMOST A WHISPER)...Marie, you are the most  
beautiful flower of all.

MARIE: That is only because I am in your garden....Oh Jim....In  
your arms I feel like the most beautiful flower.

JIM: You are...you are....you are, <sup>Marie</sup> my ~~dearest~~.....

~~MARIE: Jim!~~

JIM: ~~Marie!~~

MARIE: Jim...I---I must go....the children....~~the children....I must not forget I am a governess...~~I must go back to the ~~my~~ house to see to the children....

JIM: The children....That's how you found out my name. They told you. ~~The children did...~~didn't they.

MARIE: (AMUSED) I pulled it out of them....Did they tell you my name?

JIM: Y-Y-Yes...~~I must confess..~~they did.

MARIE: Good. I told them to.

JIM: ~~You, what?~~ Oh those wonderful kids.

SOUND: SQUEAK OF RUSTY GATE

MARIE: Don't ever oil those rusty hinges...I love a gate that squeaks...it sounds so welcome....Promise to leave it?

JIM: If you promise to come through it every morning...

MARIE: I promise....And take good care of my favorite rose bush. Don't let it get sick and die.

JIM: It will live forever.

MARIE: ~~I love it very much....~~

JIM: ~~I love you very much...~~

MARIE: Jim, isn't the rose a wonderful flower.

JIM: Yes, Marie, the rose is a wonderful flower.

MUSIC: UP FOR CURTAIN

(APPLAUSE)

DON: Thank you, Connie Toth.

COMMERCIAL #2

SONG: (SHORT) Smoke a Lucky to feel your level best.

AMECHE: Sey, I like that. Do it once more will you?

SONG: (LONG) Smoke a Lucky to feel your level best.

AMECHE: That's mighty fine advice, ladies....Just light up a Lucky and see for yourself.....You'll find Luckies' fine tobacco picks you up when you're low....calms you down when you're tense.....Now that's really important because we all have ups and downs and it sure is good to know that Luckies' fine tobacco puts you on the level where you feel and do your level best.

MARTIN: That's the Lucky level Don! Now remember, friends, -- Luckies' fine tobacco picks you ups when you're low...and calms you down when you're tense....Puts you on the right level --where you feel and do your level best. So the very next time you're shopping pick up a carton of Luckies. Yes, when you are --

SONG: Feeling low?

Feeling tense?

These eight words are common sense.

Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

ROBIN DE VOUR SPOT

DON: Our next performer is accordionist, Robin De Vour. Robin hopes someday to be a concert accordionist. Robin, aren't you sort of at a disadvantage with an accordion?

ROBIN: You mean, because I'm not very big big?...Don, it isn't how tall you are that counts with an accordion....it's the wing-spread.

DON: I see.....but how about wind? Pulling one of those things apart...you know...pumping it back and forth is a tough job!

ROBIN: Oh I keep in training for that by cross country running.

DON: Cross country running? You mean from the "rockbound coast of Maine to the sunny shores of California"??

ROBIN: After the first two miles it feels like it.

DON: The first two miles. How far do you run?

ROBIN: A cross country race is three miles over hills and through valleys.

DON: Aren't you at a disadvantage, with your short legs?

ROBIN: Oh no. I don't have to run as far as a fellow with long legs. I'm closer to the ground.

DON: Oh. I see. You don't have as far to put your foot down to touch the ground.

ROBIN: That's not all...I don't have to breathe as much air.

DON: Robin...you make it sound so good, I think I'll walk around on my knees from now on.

ROBIN: Don't do it too suddenly...the change in altitude might make your ears pop.

DON: In that case, I think I'll stay the way I am. It seems that everything has its advantages. Doesn't it, Robin.

ROBIN: Yes, Don...it certainly does.

DON: Then suppose you take advantage of the chance to make this "Your Lucky Strike" Here is Robin De Vour and his accordion playing, "Dark Eyes"

MUSIC: "DARK EYES"

DE VOUR

---

(APPLAUSE)

DON: Thank you, Robin De Vour.

RICHARD LEE SCOTT SPOT

DON: Our next performer is Richard Lee Scott, a young man who hopes someday to be a soloist on radio and television. Have you been in television yet, Richard?

RICH: Yes, Don, but on the wrong end....I've been selling television sets, instead of going through them.

DON: At least when you get ready to go through them, you'll know your way around.

RICH: All I know about a television set, Don is how to sell it, and even then I have my doubts.

DON: Why? Are they difficult to sell?

RICH: It's tougher to get a customer to listen to a sales talk once he starts watching a television <sup>program</sup> ~~program, during~~ ~~a demonstration.~~

DON: Does that happen very often?

RICH: Just the other evening a man came in with his whole family. He asked for a demonstration on our most expensive set. They asked to see a certain program and watched it for two hours.

DON: Did you have a chance to give him a sales talk?

RICH: I talked all the way through the program, until I was hoarse. By the time the program was over, I was sure he was going to buy the set.

DON: Did he?

RICH: No...they just came down to see his wife's brother act...he was on the television show.

DON: I guess you were pretty sore.



RICH: Was I. But I couldn't do anything about it. The store advertises free television demonstrations and invites the public in to see their favorite television programs.

DON: Well, I wouldn't feel too badly about it, Richard. Maybe when you're on television your family might do the same thing in order to see you.

RICH: I guess so, I didn't think of that. But by that time they might have a set of their own.

DON: I hope so, Richard....but for now, all they have to have is a radio to hear you, today, while you try for

"Your Lucky Strike". Here is Richard Lee Scott singing,

" *Let the Luck* ".

MUSIC: " \_\_\_\_\_ " SCOTT

---

(APPLAUSE)

DON: Thank you Richard Lee Scott.

DON: Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer.....We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, to be winner of today's Lucky Strike. Frank, are we ready with the applause meter, to determine our winner?

MARTIN: Yes, Don, and while we are preparing to judge our contestants, let's listen to something that has already been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

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COMMERCIAL #3

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel your level best

MARTIN: Yes, smoke a Lucky to feel your level best. For 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 best and do your best. 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 more  
independent tobacco experts --auctioneers, buyers, and  
warehousemen --smoke Lucky Strike regularly than the  
next two leading brands combined. So next time you buy  
cigarettes, ask for a carton of Lucky Strike and get on  
the Lucky Level ....where you feel your best and do  
your best.

MUSIC: INTRO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense --  
Smoke a Lucky to feel your level best.  
Smoke a Lucky to feel your level best.

MUSIC: BUTTON

DON: Well, our contestants are ready....is our audience ready?

AUD: YES!

DON: Well, let's pick a winner. Each contestant will return to the microphone and do a bit of his number for you. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count. Our first contestant is:

1. Betty McCabe, the pretty blonde from Anaheim who sang "Love That Boy."

MUSIC: "LOVE THAT BOY". MCCABE

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(APPLAUSE)

2. Ken Clarke, the 6 ft. 5 and  $\frac{1}{2}$  inch pianist who played "Boogie Woogie on St. Louis Blues"

MUSIC: "BOGGIE WOOGIE ON ST. LOUIS BLUES" CLARKE

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(APPLAUSE)

3. Connie Toth, the talented actress who portrayed Marie in the dramatic reading.

DRAMA..... TOTH

---

(APPLAUSE)

4. Robin De Vour, the cross country runner who played "Dark Eyes" on his accordion.

MUSIC: "DARK EYES". DE VOUR

---

(APPLAUSE)

5. Richard Lee Scott the television salesman who sang

MUSIC: " " SCOTT

---

(APPLAUSE)

DON: And according to our applause meter the highest score was received by Don Ameche.

(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations.... Don this was your Lucky Strike.

WINNER: Thank you, Don.

DON: The way you played St. Louis Blues was certainly deserving. We are very happy for you. I have good news for you! As winner on today's YOUR LUCKY STRIKE you have been awarded an appearance at the popular rendezvous for screen celebrities the show case where many film entertainers get their start - the famous Billy Gray's Band Box on Fairfax Ave. the biggest little madhouse in Hollywood.

And to you other entertainers -- Betty McCabe, ~~Kate Clarke~~, Connie Toth, Robin De Vour, and Richard Lee Scott -- who did so well, 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, so let's make a date...and the next time you go shopping, pick up some Luckies...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"

TUESDAY, MARCH 1, 1949

STUDIO C

CBS

12:30-1:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

WOODIE TRIO INTERVIEW

"LADY BE GOOD"

TRIO

FIRST COMMERCIAL

JOHNNY DOYLE INTERVIEW

*So Little Girl of Heaven*

DOYLE

AMECHE SPOT

BOB PATTON INTERVIEW

(IMPRESSIONS)

PATTON

SECOND COMMERCIAL

PEGGY McCOID INTERVIEW

GERSHWIN MEDLEY

McCOID

JEANNE DETERMAN INTERVIEW

"MY HERO" *My Hero*

DETERMAN

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

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 every day 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)

3/1/49

DON: Good afternoon ladies and gentlemen. Today is March the First! Isn't it wonderful to start a new month? Just think...a whole month before we have to pay another bill! Well, we have some more wonderful talent for you today. Five acts of great performers here to make this Their LUCKY STRIKE in show business. Our audience plays a mighty important role around here, too. Because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement...And each of those performers is ready, so on with the show.

MUSIC: FANFARE



WOODIE TRIO SPOT

DON: Our first performers today are three girls who call themselves the Woodie Trio. They are Ethel Woodward on guitar, Connie Van on bass and Genevieve Clark on accordion. Ethel, since the trio is named after you, I guess you do the talking.

ETHEL: ~~In this case, yes, Don...~~

DON: ~~And in other cases?~~

ETHEL: ~~Well you know women...according to men, all women are always talking....~~

DON: Well, according to women, what are women always doing?

ETHEL: Listening to men talk about themselves.

DON: Well, Ethel, I'm going to be different. I'm going to let you talk about yourself and the other girls. How do you and the other girls get along? Any problems?

ETHEL: Just one...we all wear the same size clothes.

DON: That should be a convenience. If you have a date and need something different to wear, you just borrow something from one of the others.

ETHEL: It works both ways...if we have a date and are planning on wearing a certain dress...usually by the time we get home one of the other girls has already borrowed it for her date.

DON: You know, an arrangement like that could lead to war!

ETHEL: It would, if we didn't get along so well.

DON: ~~How did you girls happen to get together?~~

3/1/49

ETHEL: Well, I originally played the guitar as a solo and then met the others on different jobs, so we formed a trio.

DON: What will happen if you meet more girls on more jobs?

ETHEL: We'll organize an all-girl orchestra.

DON: Gosh! Think of the possibilities of borrowing dresses in that set-up!

ETHEL: All we have to do is make sure all the girls wear the same size.

DON: Instead of hiring them by auditions...you do it by fittings.

ETHEL: And if we're lucky we might even get girls whose tastes in clothes are the same.

DON: Be sure and let me know how it works out, Ethel. I think you've solved a clothing problem that could reach national proportions. ~~In the meanwhile,~~ let's see how <sup>get along things to make</sup> lucky you girls ~~are in making this~~ "Your Lucky Strike." Here is the Woodie Trio playing, "Lady Be Good."

MUSIC: "LADY BE GOOD" WOODIE TRIO

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(APPLAUSE)

DON: Thank you - Woodie Trio.

COMMERCIAL #1

MUSIC: INTRO TO

SONG: Feeling low?  
Feeling tense?

These eight words are common sense --  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect - everything running smoothly, you feel your level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies' 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 - where you feel and do your level best. Yes, that's what fine tobacco can do for you. Remember --

IS - MFT

IS - MFT

Lucky Strike means fine tobacco. So get on the Lucky level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

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

MUSIC: BUTTON

JOHNNY DOYLE SPOT:

DON: Johnny Doyle is a good-looking, well-built, young Irishman who's been acquiring experience in show business in radio and club work, and who hopes to make the top in radio as an Irish tenor. You know, Johnny, from your speaking voice I'd never guess you were an Irish tenor.

JOHN: Don, with a puss like mine you gotta be an Irish tenor!

DON: It's traditional, eh - either an Irish tenor or a scrapper.

JOHN: Well, I once had hopes of being a fighter, too. They used to come over to the house all the time back in New York. But my father wouldn't let me.

DON: He didn't approve of fighting?

JOHN: He didn't approve of me getting my face bashed in.

DON: Well, you seem to keep yourself in good condition even if you aren't in the ring. How do you account for that -- weightlifting?

JOHN: No, I tried a little weightlifting but I put on too much weight. All that exercise made me hungry and I started eating like a horse. I couldn't push myself away from the table!

DON: Sure it was the food? You don't suppose you couldn't push yourself away from the table because of that attractive little wife of yours sitting opposite you?

JOHN: Naa - I see too much of her as it is.

DON: What! You see too much of her as it is? You better not go home tonight!

JOHN: Now don't get me wrong, Don - I mean I'm around the house too much as it is!

DON: (TO AUDIENCE) Ah, these Irishmen are pretty clever, aren't they? They can wiggle their way out of anything.

JOHN: No, I mean it, Don. I am around the house too much. That's why I'm hoping this will be my lucky strike - so I can land a good job and get my wife all the things I'd like to be able to get her.

DON: (BROGUE) Sure, and I don't blame you now. (STRAIGHT) Well, Johnny, this is your chance to do that very thing so make the most of it. Here is Johnny Doyle singing  
*"A Little Bit of Me"*

---

MUSIC: DOYLE

(APPLAUSE)

DON: Oh, fine, Johnny Doyle. That would even put a smile on the "Smilin' Irishman".

3/1/49

AMECHE SPOT

DON: ~~You know, there are hundreds of recipes suggesting the proper ingredients which if combined together in correct amounts result in a thing called success. On YOUR LUCKY STRIKE we have learned a great deal about success. We have learned that it has many more meanings than that which the dictionary gives it. One of the nicest definitions of "success" is this one I happened across the other day...it goes like this:~~

*I was thinking while some questions the the way and found here I thought you might like - - -*

"The man who has achieved true success and who has lived well is the one who has laughed often; who had gained the respect of his fellow-men, and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved flower or a perfect poem, and one who has never lacked appreciation of the world's beauty or failed to express it. And one who has always looked for the best in others, and given others the best in him."

ATX01 0019554

BOB PATTON SPOT

DON: Breaking into show business at an early age is always an advantage in shaping a successful career. Bob Patton, got his start when he was 5 years old as a stooge for his father who was a magician in vaudeville. Don't tell me you played the part of a rabbit and your father pulled you out of a hat, Bob?

BOB: No, Don...I played the part of a stranger and my father pulled me out of the audience.

DON: Oh, a "plant"! You were in on the trick!

BOB: Yes...I had to make sure I got up on the stage before anybody else, when my father asked for volunteers.

DON: Then what happened?

BOB: Dad had a trick where he pulled eggs out of a hat. He would keep piling them into my arms until they would fall on the floor. It was always good for laughs and eggs were cheap in those days.

DON: Yeah, and at the price of eggs today, your father could do all right with that trick. He wouldn't have to be on the stage. Just rent himself out to a grocery store. Was he ever able to make any bacon come out of the hat? You know, bacon and eggs?

BOB: No bacon, Don...but he had plenty of ham.

DON: Who supplied that...you or your father?

BOB: Me...I always wanted to be an actor. My dad always bawled me out for trying to grab the spotlight.

DON: That shouldn't have been a problem to him. All he had to do was make you disappear.

BOB: I guess there were times when he wished he would have done that...but then he would have had to hire somebody to take my place and pay them a salary.

DON: Well, if he could make eggs come out of a hat, couldn't he do the same with money?

BOB: That's one trick no magician has been able to do.

DON: Well, then let's see what kind of magic you can do with your voice. Here is Bob Patton, reaching for his Lucky Strike, with his impressions *of a few Springfield friends*

MUSIC: " *Springfield* " PATTON

(APPLAUSE)

DON: That's real magic with your voice, Bob.



3/1/49

COMMERCIAL #2

AMECHE: You know it's surprising how everyday things ... like shopping ... preparing dinner ... can get you all tensed up ... or feeling low and depressed. Know what I do when I feel like that? I light up a Lucky and relax. It's a wonderful feeling -- leaning back ... and puffing on a grand, smooth-tasting Lucky. Try it yourself. See how Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. How about that, Frank?

MARTIN: That's the best smoking advice I know, Don. For Luckies' fine tobacco puts you on the right level ... the Lucky level ... where you feel your best and do your best. Yes, ladies, that's what fine tobacco can do for you. Remember, LS - MFT... LS - MFT -- Lucky Strike means fine tobacco. So next time you need cigarettes, pick up a carton of Lucky Strike.

MUSIC: INTRO TO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense:  
Smoke a Lucky to feel your level best!  
Smoke a Lucky to feel your level best!

MUSIC: BUTTON

PEGGY McCOID SPOT

DON: Our next performer is lovely red haired Peggy McCoid who plays the piano. Peggy says her ultimate goal in her career is to someday become recognized as a distinct modern piano stylist, a composer, be a recording artist, be a radio artist and to appear on top television shows. Peggy, what do you intend to do in your spare time?

PEGGY: Spare time? What's that? As long as I can remember I was always doing about half a dozen things at the same time. Like the time I worked in a small radio station in Coffeerville, Kansas.

DON: Coffeerville, Kansas? I'll bet you were really percolating! What'd you do?

PEGGY: I was a "Jane of all trades."

DON: Jane? You mean Jack, don't you?

PEGGY: Don, I'm a girl...how could I be a Jack of all trades?

DON: Well, you could be a Jacqu-e-lin...couldn't you? Oh well, I tried. What kind of jobs did you do when you were a "Jane of all trades?"

PEGGY: Let's see....I was an announcer on 7 hour shifts, an engineer on the control board, a disc jockey, I gave spot news broadcasts, I played the piano and organ for most of the live shows, I was a sports announcer, I was also a writer on a few shows during the week, and...oh yes, I was a secretary too!

PEGGY McGOID SPOT (CONT'D)

DON: Peggy, after that list of jobs that you handled, I have only one thing to say... ~~You weren't a "Jane of all trades"~~...you were an employment agency! How did you keep up the pace?

PEGGY: I loved it, I guess. I like working like that when I'm doing things I like to do.

DON: Well, Peggy, look...see that organ over there?

PEGGY: Yes.....

DON: ~~And those two pianos?~~ *Well, I don't want you to touch that. I want you to go down to that piano and*

PEGGY: ~~Yes...~~ *that and see if you can't make this "funny"*

DON: And the controls in the control room? *Strike*

PEGGY: Uh-huh...

DON: And all the furniutre that has to be moved around, and that big broom over in the corner?

PEGGY: Do you want me to do all those things? It's a cinch!

DON: No, I don't want you to do all of those things...I just want you to be sure NOT to do them....just play the piano. Here is Peggy McCoid, ~~reaching for her "Lucky Strike"~~ playing a Gershwin Medley on the piano.

MUSIC: "I'VE GOT RHYTHM" "RHAPSODY IN BLUE" "MAN I LOVE"

"SUMMERTIME" "LIZA" McCOID

(APPLAUSE)

DON: Thank you Peggy McCoid.

JEANNE DETERMANN SPOT

DON: Our next performer is lovely Jeanne Determann, a very fine singer who won the Atwater Kent Award for 1947 and hopes some day to be a star in musical comedy or concert. Jeanne, from what you told me about your parents' careers in show business...there certainly should be a place for you too. What were some of the things your father did?

JEANNE: Well, he was the baritone lead in the original production of Naughty Marletta when Victor Herbert directed it.

DON: That's going pretty far back.

JEANNE: He was also Al Jolson's straight man at the Winter Garden in New York.

DON: That's going way, way, way back! ~~Did you say your father~~ or your grandfather? You know Jolson's no youngster.

JEANNE: It was my father, Don.

DON: Then your father must have started in show business awfully young. Do you know Jolson has already started on his second lifetime! His first was as Al Jolson and his second is as Larry Parks. Then someday when Larry Parks gets old enough, Al Jolson will play the part of Larry Parks.

JEANNE: My father tells some wonderful stories about Al Jolson.

DON: You ought to hear the one's your grandfather could tell about him! But let's talk about you, Jeanne. What do you do when you're not singing?

JEANNE DETERMANN SPOT (CON'T)

JEANNE: I work as a secretary in a real estate office. I fill out escrows and grant deeds and leases. It's very dull compared to show business.

DON: Not according to some of the prices they were getting for property a short while back.

JEANNE: They're beginning to level off now.

DON: Let me know when they're on flat ground.

JEANNE: Okay I'll look you up and maybe sell you a house. But right now I'd like to try selling myself as a singer.

DON: Make this "Your Lucky Strike" and you're sold. Here is Jeanne Determann singing, "~~My Hero~~."

MUSIC: "~~MY HERO~~" "*Woe in Heaven*" DETERMANN  
(APPLAUSE)

DON: Thank you Jeanne Determann.

DON: Now we hear from our judges, the studio audience. The results of your verdict today means the next important step into the future for one of our five contestants. You will determine the winner by the amount of applause you give each performer. We have an applause-meter in the control room, and it will indicate which contestant receives the most applause, *with a meter to which, controlled by one* ~~to be~~ winner of today's Lucky Strike. Frank, are we ready with the applause meter, to determine our winner?

MARTIN: Yes, Don, and while we are preparing to judge our contestants, let's listen to something that has already been judged a winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense..

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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 more independent tobacco experts - auctioneers, buyers, and warehousemen-- smoke Lucky Strike regularly than the next two leading brands combined. So next time you buy cigarettes -- ask for a carton of Lucky Strike and get on the Lucky level... where you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MUSIC: BUTTON

DON: Well, our contestants are ready .. is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner! Each contestant will return to the microphone and do a bit of his number for you. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count! Our first contestant is: 1 The Woodie Trio, the girls who wear the same size clothes, and played "Lady Be Good."

MUSIC: "LADY BE GOOD" WOODIE TRIO  

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(APPLAUSE)

2. Johnny Doyle, the young man who sang *A Little Bit*

MUSIC: *A Little Bit* DOYLE  

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(APPLAUSE)

3. Bob Patton, the young man who did his impressions for us.

(IMPRESSIONS) PATTON  

---

(APPLAUSE)

4. Peggy McCoid, the lovely red-haired girl who played the Gershwin medley on the piano.

MUSIC: MEDLEY McCOID  

---

(APPLAUSE)

5. Jeanne Determan, the young girl who sang "My-Hard".

MUSIC: ~~MY-HARD~~ *My-Hard* DETERMAN  

---

(APPLAUSE)



DON: And according to our applause meter the highest score was received by Johnny Doyle.  
(APPLAUSE)

MUSIC:Q THE WORKS

DON: Congratulations Johnny this was your Lucky Strike.

WINNER: Thank you, Don.

DON: The way you sang "A Little Bit of Heaven" was wonderful. We are very happy for you. I'm happy to tell you that you win a professional engagement at the world famous Earl Carroll Theater restaurant, one of the nation's greatest showplaces. They're going to use you in their matinee show.

And to you other entertainers -- The Woodie Trio, ~~Johnny~~ Doyle, Bob Patton, Peggy McCoid and Jeanne Determan -- who did so well, 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, so let's make a date .. and the next time you go shopping, pick up some Luckies -- 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, MARCH 2, 1949

STUDIO C

CBS

12:30-1:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

AL LINDEN INTERVIEW

"LOVER"

LINDEN

FIRST COMMERCIAL

BONNIE HAIL INTERVIEW

"DEED I DO"

HAIL

MARLO DWYER INTERVIEW

DRAMA - (SALES RESISTANCE)

DWYER

SECOND COMMERCIAL

RED ROBINSON INTERVIEW

~~"BYE BYE BLUES"~~ *"Sanby Brown"*

ROBINSON

CHARLES BURTON

~~"FOR YOU ALONE"~~ *"I'm Amour"*

BURTON

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

ATX01 0019566

LUCKY STRIKE -1-  
3/2/49

RIGGS: (CHANT) (60 - 62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike".....Presented every day 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 0019567

LUCKY STRIKE -2-  
3/2/49

DON: Good afternoon ladies and gentlemen. It's another of those great and exciting days! Exciting, because we are the ones able to give the ambitious talent that comes up here it's chance for the big break....and great because everyone of these performers have great plans and great ambitions....I hope we can be the ones to give them the "LUCKY STRIKE" that leads them to fame and fortune in the world of entertainment. Because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement....And each of these performers is ready, so on with the show.

MUSIC: FANFARE

ATX01 0019568

AL LINDEN SPOT

DON: Our first performer today is Al Linden, a young man who plays the drums. I've always admired the drummer in an orchestra. He seems to be the one who's having the most fun and making the most noise. Al, does your family at home get as much fun out of your drumming as you do?

AL: I don't know, Don....they never say anything. They just sit around swallowing aspirin tablets all the time.

DON: You mean they get headaches? I wonder why?

AL: It must be our cheap alarm clock that ticks so loud.

DON: Oh yes, of course....Does it bother you too?

AL: Oh no, not at all....that's why I play so loud on the drums.

DON: I see.....To drown out the clock's ticking?

AL: Yeah...If there's anything I can't stand, it's a noisy alarm clock.

DON: Don't you consider the drums as a lot of noise too?

AL: Please Don, you're talking about the oldest form of music on earth. Did you know that ancient man used to beat out love messages to his sweetheart on hollow logs?.

DON: Yeah, but that was before the headache was invented.

AL: Correction, Don...That was the invention of the headache.

DON: Boy! Just think of the money a man could have made with an aspirin concession! Seriously, Al, is it really possible to make music come from drums?

AL: I hope so, Don...otherwise I've been beating my brains out with dance bands for nothing.

LUCKY STRIKE -4-  
3/2/49

DON: Well, Al, I'm sure we're all very interested in hearing the music you can make from drums. Here is Al Linden, reaching for his Lucky Strike on the drums and traps playing a special arrangement of "Lover".

MUSIC: "LOVER" LINDEN

(APPLAUSE)

DON: Thank you Al Linden.

ATX01 0019570

LUCKY STRIKE -5-  
3/2/49

COMMERCIAL # 1

MUSIC: INTRO TO

SONG: Feeling low?  
Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect -- everything running smoothly, you feel your level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies' 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 --- where you feel and do your level best. Yes, that's what fine tobacco can do for you. Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

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

MUSIC: BUTTON

ATX01 0019571

BONNIE HAIL SPOT

DON: Our next performer is lovely brunette, Bonnie Hail from Dallas, Texas. Bonnie has been a vocalist with several dance bands and also did some professional dancing. What kind of dancing, Bonnie? Tap or ballet?

BONNIE: Neither one, Don....I did an adagio and I could always tell when my partners were mad at me.

DON: They wouldn't drop you on purpose?

BONNIE: No, but sometimes I wished they would to end it all. I got stepped on and knocked around so much I had bumps on my elbows that never went down for six months.

DON: Did anything serious ever happen?

BONNIE: Once I thought it was all over. Somebody forgot to catch me when we were playing a nite club.

DON: Were you hurt?

BONNIE: No, but you should've seen the man I landed on.

DON: Was he surprised?

BONNIE: He was knocked out! I've got a hard head! Oh, but it was good experience anyway.

DON: Good experience for what?

BONNIE: Well, I learned to meet the public.

DON: That's a pretty rough version of "How to Meet Friends and Influence People." Those are pretty drastic methods.

BONNIE: That's just what I told my partners when I quit.

DON: What did they say?



LUCKY STRIKE -7-  
3/2/49

BONNIE: I think they were glad to get rid of me. I was gaining weight and they were having trouble tossing me around. So they got another girl who didn't care about her future and I went back to singing.

DON: Which is a much safer occupation, I'm sure. So make this "Your Lucky Strike" and you'll find a much better way to make friends and influence people. Here is Bonnie Hail singing, "Deed I Do"

MUSIC: "DEED I DO" HAIL

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(APPLAUSE)

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DON: Thank you Bonnie Hail.

MARLO DWYER SPOT

DON: There is no way of knowing where the touchstone of success is in show business. Lovely, red-haired, Marlo Dwyer is a very talented actress who crossed the continent twice in search of the break that would catapult her into recognition as an actress. Looks like you've been at both ends of the rainbow, Marlo.

MARLO: I was, Don, but I didn't find a pot of gold at either end. I was in the play, "Goodnight Ladies" only because I knew it was going to New York and that's where I thought I'd get my break.

DON: Did it get to New York?

MARLO: Yes...but instead of getting a break...the show closed and I was broke....then I tried to find a play that would bring me back to Hollywood.

DON: Well, you're back in Hollywood, and maybe if you make this your Lucky Strike, this will be the break you were looking for. Marlo Dwyer will join me in enacting a sketch entitled "Sales Resistance." Marlo will play the part of Mrs. Ellis, a housewife, and I shall be, the man at the door.

MUSIC: BRIDGE AND MOOD

ANNCR: The scene is a modest home in the suburbs of a large city.  
A young housewife is interrupted in her daily work about the  
house by the ringing of the front door bell.

SOUND: DOOR BELL RINGING INSISTENTLY

HSWF: Oh dear! It it's another peddler!

SOUND: FOOTSTEPS...DOOR OPENED

MAN: (CHEERILY) Good morning madam! I have-----

HSWF: I don't want any!

SOUND: DOOR SLAMMED...FOOTSTEPS

HSWF: Of all the nerve! If they only knew how much trouble----

SOUND: DOOR BELL AGAIN

Well!

SOUND: STILL THE DOOR BELL...HE'S SITTING ON IT

I'll just let him ring 'till his finger falls off!

SOUND: THE DOOR BELL BECOMES VERY ANNOYING

I just will not answer the door!

SOUND: HE WON'T GIVE UP...THE BELL STILL RINGS

That's the end! I can't stand it any longer!

SOUND: FOOTSTEPS...BELL STILL RINGING...DOOR OPENED...BELL STOPS

If you please! You certainly have a lot of nerve! What do  
you mean by -- I have a good mind to-----

MAN: Madam----

HSWF: This is a private home!

MAN: Madam, I-----

HSWF: You are trespassing upon the eminent domain of----

MAN: Madam, I----

HSWF: ....a private home, and if you think that you can---

MAN: Madam, I-----

HSWF: ....force yourself into the privacy of my home, peddling  
your-----

MAN: But madam, I am not peddling!

HSWF: I have a mind to report you to the---- You're not a peddler?

MAN: No, madam, I am not.

HSWF: What...what are you?

MAN: I'm...I'm just taking a survey.

HSWF: A survey? What kind of a survey?

MAN: It is a survey to find out what housewives dislike most  
about door to door salesmen.

HSWF: This is what I've been waiting for all my life! Won't you  
come in?

MAN: Thank you, Madam...thank you!

SOUND: DOOR SHUT

---

HSWF: Won't you sit down?

MAN: Thank you....

HSWF: Now, what is it you would like to hear first?

MAN: Well, first of all, your name?

HSWF: Helen Ellis...Mrs. Helen Ellis....

MAN: Uh-huh...and the address here is....?

HSWF: One, one, two, five, East Primrose. Now about the peddlers!

MAN: You do your own housework, Mrs. Ellis?

HSWF: Yes, all myself...and that is the point I want to bring up  
about peddlers. How can a housewife finish her----

MAN: It's a pity you can't have help. It must be very difficult.

HSWF: When my husband gets his raise, we promised ourselves a maid.

MAN: That will be nice. You do your own washing too. Don't you?

HSWF: Yes....How did you know?

MAN: If you will forgive me for noticing it...your hands.

HSWF: My hands! Oh, dear, they are red. Aren't they?

MAN: Not nearly as red as my wife's were before she discovered a certain hand cream.

HSWF: It helped her?

MAN: You'd think she had the hands of a debutante. But here, we are getting away from the survey. What is it you dislike most about door to door peddlers?

HSWF: They take me away from my housework. Did your wife have to use very much?

MAN: Very much what?

HSWF: Hand cream.....

MAN: Very little..... Would you say that the interruptions a peddler caused you could also be a boon in that it gives you a moment to relax from your work, while you answer the door?

HSWF: Relax! Oh! It completely un-nerves me! Every time that door bell rings it drives me to---to----Like for example, when you rang the bell!

MAN: I'm terribly sorry....If I had realized-----

HSWF: Oh, that's perfectly all right. You're different!

MAN: Thank you, madam. Then you would say that a peddler at your door is very disturbing?

HSWF: By all means! Did she get it from being in water so much?

MAN: Who?

HSWF: Your wife....

MAN: My wife? In water?

HSWF: Her hands....did they get red from being in water a lot?

MAN: Oh yes! The poor thing has her hands in water practically all of the time. What type of peddler do you dislike the most?

HSWF: The lean-on-the-bell-foot-in-the door-kind.

MAN: (CLEARS THROAT GUILTILY) Well....

HSWF: Forgive me....I don't mean you! You had to lean on the bell. You have a survey to do. Surveys are important. Aren't they?

MAN: Yes, I'd say they were. They serve to accomplish a definite purpose. Would you say that a peddler performed any kind of a beneficial service to the housewife?

HSWF: Not within my wildest, most in-conceivable imagination! What is the name of the hand cream your wife uses?

MAN: McClowskey's....Isn't it possible that a peddler, by bringing merchandise to your door, saves you a trip to the market?

HSWF: Only in the rarest of instances...and believe me, a peddler never gets a chance to sell me a thing! I have the greatest sales resistance you ever saw!

MAN: Really! How interesting!

HSWF: McClowskey's...funny, I don't recall ever seeing that name on any cosmetics.

MAN: Oh, it isn't manufactured by a cosmetic company. Mr. McClowskey mixes it himself in his bathtub at home. He has a secret formula handed down from his mother's family.

HSWF: That's a silly way to make hand cream...in a bathtub..at home!

MAN: It's very practical...no overhead and it insures the consumer of getting a very low price.

HSWF: How much is it?

MAN: Five dollars for the large size jar.

HSWF: Isn't that rather expensive?

MAN: If it were sold in stores it would be at least eight dollars! There is no middle man!

HSWF: Oh! Well, I wish I knew where I could buy a jar of that hand cream.

MAN: If you really want a jar....I think I can get one for you.

HSWF: Can you? Oh, I would appreciate it!

MAN: I---I just happen to have one right here in my case.

HSWF: But how! How do you happen----

MAN: I was taking it home to my wife. Here it is, McClowskey's Hand Cream....

HSWF: It isn't a very large jar.

MAN: You use very little at a time.

HSWF: Very well...I'll try it...anything to get rid of these horrible red hands! I think I have the money right here in my purse. Here it is!

MAN: Thank you, madam. Well, I think I'll be going.

HSWF: But the survey? Aren't you going to finish asking me about my feeling toward peddlers?

MAN: I'm sure I know exactly how you feel about peddlers, madam.

HSWF: Oh, well, just be sure that you put down, I dislike and distrust all peddlers!

MAN: Yes, madam....

HSWF: And that I wouldn't buy one single thing from a peddler at  
my door...no matter how big the bargain!

MAN: Yes, madam...good day...

SOUND: DOOR OPENED

HSWF: Oh, by the way...you were so nice...What was it you said  
your name was?

MAN: McClowskey, madam...William McClowskey...good day....

HSWF: ~~McClowskey...Where have I heard that name before? Well,~~  
goodbye!

SOUND: DOOR SHUT

MUSIC: UP AND CURTAIN

(APPLAUSE)

DON: Thank you Marlo Dwyer.



COMMERCIAL # 2

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense.

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

DON: Catchy, isn't it? Been going through my head  
all week. I wonder if anybody's mind if I tried  
it? (TRIES) Not too good -- but, more important  
I CAN DO what it says. Unhuh. And I do!  
Yessir ... we're all alike. We get to feeling  
low sometimes. Don't even know why. Other times --  
maybe we've been working hard ... and we get  
tensed up. Know what I do! That's right. I  
reach right into my pack of Luckies, I light up,  
sit back ... and man! ... there's smoking pleasure  
for me. And you too. Honest, you'll like Lucky  
Strike. Try one ...

MARTIN: Yes, ladies! Try a Lucky. You'll find that  
Luckies' fine tobacco picks you up when you're  
feeling low, calms you down when you're tense. It  
puts you on the right level to feel and do your  
level best. So be sure to pick up a carton of  
Lucky Strike today!

MUSIC: PLAYOFF

RED ROBINSON SPOT

DON: Red Robinson is a 26 year old, 6 foot redhead, who plays a  
whole of a guitar and ~~banjo~~. What's your right name, Red?

RED: Robert. Robert Robinson -- my folks didn't have much  
imagination.

DON: Well, Red, I understand your ambition is to become a song  
and dance man. How does it happen you're playing the  
<sup>guitar</sup>  
~~banjo~~ today.

RED: I sing bad and dance worse.

DON: Well, then it looks to me as if you better stick with the  
<sup>guitar</sup>  
~~banjo~~. I understand you picked it up in the Navy?

RED: Yeah. That's right.

DON: Well, tell us something about yourself, Red. I don't like  
to take the lead too much here.

RED: Nothing to tell, Don. Nothing ever happened to me.

DON: Well -- you're from Virginia. How did you happen to leave  
Virginia.

RED: Nothing was happening to me in Virginia. So I went to  
New York to become a singer.

DON: What happened in New York.

RED: Nothing.

DON: You might just as well have stayed in Virginia. How did you  
earn a living?

RED: I was a waiter at Schraft's Restaurant.

DON: But I imagine you always wanted to work your way out of  
there.

RED: Yeah. I wanted to work at the Automat.

DON: The Automat? Why the Automat?  
RED: Less work. Everything's automatic.  
DON: And then you came to California. Well, Red, even if nothing's happened to you at least you're healthy.  
RED: I'm real unhealthy right now.  
DON: Why's that?  
RED: No sleep.  
DON: No sleep?  
RED: I stay up nights worrying.  
DON: About what.  
RED: Ntohing happening.  
DON: Well, Red, plenty will be happening if you can take that <sup>guitar</sup> ~~banjo~~ of yours and make this reach for your lucky strike. This is your chance so make the most of it! Here's Red Robinson playing <sup>singing "Lucky Leaven"</sup> ~~"Bye, Bye, Blues."~~  
MUSIC: ~~"BYE, BYE, BLUES"~~ ROBINSON  
(APPLAUSE)  
DON: Thank you, Red Robinson.

CHARLES BURTON SPOT

DON: Charles Burton, our next performer, is a chap who started out in life to be an adventurer, by making a trip to Mexico.

Did you make any other trips, Charles.

CHARLES: No, Don, that one to Mexico cured me of being an adventurer. All I had to do was spend a couple of hours in a Mexican jail.

DON: That would cure anyone. What happened?

CHARLES: Well, I was 16 at the time and I had a friend who knew someone who was towing some barges down to Mexico. He got the idea that we could stow away on one of the barges and get a free ride.

DON: It never fails...when you try to get something for nothing.. All you get is trouble.

CHARLES: We got plenty of that. First of all, we failed to get passports. We didn't even know what a passport was.

DON: I guess you found out.

CHARLES: We sure did. When the Mexican customs founds us on the barge. They took us to jail and notified the American consul who got us out and sent us home.

~~DON: And that was the last Adventure you went on. You said you drive a truck now between singing jobs. That's a job that should have some adventure attached to it.~~

~~CHARLES Not too much, Don...people are afraid of trucks and keep plenty of distance between us. Most of my trouble is not hearing them honk their horns.~~

~~DON: Is your motor that loud?~~

CHARLES: ~~My voice, Don. I always sing at the top of my voice when I'm~~  
driving. It's my special way of vocalizing.

DON: We are sure learning all sorts of ways to vocalize on this  
~~program. But now,~~ let's learn about your voice, Charles and  
hear you sing while you try for "Your Lucky Strike." Here is  
Charles Burton singing "For You Alone."

MUSIC: ~~FOR YOU ALONE~~ *L. Amicus* BURTON

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(APPLAUSE)

DON: Thank you, Charles Burton.

DON: Now we hear from our judges, the studio audience. The ~~results~~ <sup>in official</sup>  
of your verdict today means the next important step into the  
future for one of our five contestants. You will determine  
the winner by the amount of applause you give each  
performer...We have an applause-meter in the control room,  
and it will indicate which contestant receives the most  
applause, ~~to be~~ <sup>which determines</sup> winner of today's Lucky Strike. Frank, are  
we ready with the applause meter, to determine the winner?

MARTIN: Yes, Don, and while we are preparing to judge our contestants,  
let's listen to something that has already been judged a  
winner. Something worth singing about.

DON: Well, let's sing about it.

MUSIC: CHORD

COMMERCIAL #3

SONG: Feeling low?

Feeling tense?

These eight words are common sense

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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 more  
independent tobacco experts - auctioneers, buyers, and  
warehousemen -- smoke Lucky Strike regularly than the next  
two leading brands combined. So next time you buy  
cigarettes, ask for a carton of Lucky Strike and get on  
the Lucky Level...where you feel your best and do your  
best.

MUSIC: INTRO

SONG: Feeling low?

Feeling tense?

These eight words are common sense --

Smoke a Lucky to feel your level best

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

3/2/49

DON: Well, our contestants are ready....is our audience ready?

AUDE: YES!!

DON: Well, let's pick a winner. Each contestant will return to the microphone and do a bit of his number for you. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count. Our first contestant is:  
1. Al Linden, the young man at the drums who played "Lover."

MUSIC: "LOVER" LINDEN

(APPLAUSE)

2. Bonnie Hall, the former adagio dancer who sang "Deed I Do."

MUSIC: "DEED I DO" HALL

APPLAUSE

3. Marlo Dwyer, the talented actress who played the housewife in our dramatic sketch.

(DRAMA) DWYER

(APPLAUSE)

4. Red Robinson, the <sup>guitar</sup> ~~banjo~~ player who is worried about nothing happening and <sup>sang</sup> played "Bye-Bye Blues." *Lucky Strike*

MUSIC: "~~BYE-BYE-BLUES~~" ROBINSON

(APPLAUSE)

5. Charles Burton, the young man who sang "~~For You Alone~~"

MUSIC: "~~FOR YOU ALONE~~" BURTON

(APPLAUSE)



DON: And according to our applause meter the highest score was received by *two people - it's a tie - Al Linden and Chas. Burton.*  
(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations Al, I thought you played those drums beautifully — love the song "L'Amour Tojour" anyway and I thought you did a beautiful job. This was your Lucky Strike. 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.

And to you other entertainers, ~~Al Linden~~, Bonnie Hail, Marlo Dwyer, Red Robinson ~~and Charles Burton~~ -- who did so well, 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, so let's make a date..and the next time you go shopping pick up some Luckies...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, MARCH 3, 1949

STUDIO C

CBS

12:30-1:00 PM

OPENING

AMECHE INTRODUCTION

THE CAMPUS COPS INTERVIEW

"SOLDIERS JOY"

TRIO

FIRST COMMERCIAL

JANICE HOOD INTERVIEW

"COMIN' THRU THE RYE" OR ~~"WASSAL LAURIE"~~

HOOD

AMECHE SPOT

REGGIE DVORAK INTERVIEW

"LISTEN TO THE MOCKINGBIRD"

DVORAK

SECOND COMMERCIAL

BILLY LEE INTERVIEW

"ARKANSAS"

LEE

RICHARD REEVES INTERVIEW

~~"SONG OF THE VAGABONDS"~~ *"Old Man River"*

REEVES

COMMERCIAL LEAD IN

THIRD COMMERCIAL

WINNER SELECTION & PAYOFF

AMECHE THANK YOU

AMECHE CLOSING

ANNOUNCER CLOSING

AS BROADCAST

ATX01 0019590

LUCKY STRIKE -1-  
3-3-49

RIGGS: (CHANT) (60-62 AMERICAN)

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

MUSIC: LUCKY DAY THEME HOLD AND UNDER:

ANNCR: "Your Lucky Strike".....Presented every day 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 0019591

DON: Good afternoon ladies and gentlemen. We're here again with more great talent ready to give you a show packed with swell entertainment. We have five more ambitious performers hoping to make their LUCKY STRIKE today.

Because we consider you people here in the studio as representatives of our listeners throughout the nation, we're asking you to decide who will make his Lucky Strike this afternoon. By means of your applause, you will select the performer who wins a professional engagement...And each of these performers is ready, so on with the show.

MUSIC: FANFARE

CAMPUS COPS SPOT

DON: Our first performer today is-----Oh, oh....looks like the place is pinched! Here come 3 policemen . Hello, officer...you're not going to punish us for breaking any laws, are you?

NICK: No, Don...we're just here to play some music on your show. You wouldn't call that punishment, would you? Or would you?

DON: I certainly would not! (I'm no fool!) Say you fellows are the trio who call themselves the Campus Cops, aren't you?

NICK: That's right, Don.

DON: Are you real policemen?

NICK: We sure are!

DON: Can you fix traffic tickets?

NICK: We sure can't!

DON: Well, that takes care of that! Say, how is it you three policemen formed a musical group like this?

NICK: Well, Don, we're State Police Officers assigned to the campus of UCLA and we made so many students unhappy with the tickets we've given them, we decided to try to make them happy by giving them a little music to sort of ease the pain.

DON: A sort of post-violation anesthesia....Do the patients respond favorably?

NICK: We're happy to say every student knows us by our first names and we haven't an enemy on the campus. Our music has been our ambassador of goodwill.

DON: Music doth have the power to soothe the savage collegiate, doesn't it? Say, how did you fellows happen to become cops? Why aren't you professional musicians?

NICK: Well, Don, we joined the police when we <sup>Y</sup>got out of the Army. We carried guns for so long in the service we felt undressed if we didn't have one on.

DON: The policemen in this country do a great job of service to the community. You should be proud of your jobs. You're a sergeant aren't you?

NICK: Yes, Don, the other boys are patrolmen. The fellow with the mouth organ and guitar is Ted Rone.

DON: Hi, Ted!

NICK: He can't fix a ticket either.

DON: Oh!

NICK: The other is, Doyle Duberry.

DON: Hello, Doyle...and you're Nick Janise, right?

NICK: Right....

DON: Okay, then let's see if you policemen can capture "Your Lucky Strike." Here are the Campus Cops playing, an old square dance favorite, "Soldier's Joy."

MUSIC: "SOLDIERS JOY" COPS

---

(APPLAUSE)

DON: Thank you, "Campus Cops."

COMMERCIAL #1

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect--everything running smoothly, you feel your level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies' 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----where you feel and do your level best. Yes, that's what fine tobacco can do for you.

Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

SONG: Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

JANICE HOOD SPOT

DON: Our next performer is very lovely Janice Hood. Janice hopes someday to sing on the concert stage, in musical comedy, in light opera or maybe, even grand opera. Well, Janice, I would say that you have safely covered every field a singer could possibly desire...that is, except radio and television, and motion pictures. How did you happen to leave those out?

Forget about them?

JANICE: Oh no, Don...I just didn't want people to think I was trying to be pig about it. If I became a star in any one of them I will be quite satisfied. You see I'm really a very conservative person. I come from a long line of Scotchmen.

DON: Oh! A wee bit O' heather from doon by the Dee!

JANICE: (RAPID SCOTCH) Right ye are, I dinna ken that thee would know I'm from Loch Lomans parts by the Braes O'Killiecrankie, sure and it's a warmin thought to ken thee!(etc.)

DON: Uh-uh-uh-----What did I get myself into?

JANICE: What's the matter, Don...did I stop you cold with my scotch?

DON: Stop me cold! My bonnie lass...you put me in the deep freeze! How...how do you manage to talk like that?

JANICE: Oh, there's a little trick to it. You sort of swallow half of it and roll the rest.

DON: Oh! What happens if you choke on the way?



JANICE: That's all right. You sound more authentic. By the way, Don, you'd make a nice Scotchman. I bet you'd look good in kilts.

DON: Who? Me? Me wear one of those...those skirts! Uh- uh!

JANICE: Why not? I think you'd look very dashing.

DON: You're right there! I'd be dashing all right...I'd be dashing for the first place I could find to hide: You know what?

JANICE: What?

DON: I think you make a much nicer Highlander than I do. So suppose you try for "Your Lucky Strike" by singing your Scotch song. Here is Janice Hood singing, "Coming Thru The Rye" ~~OR "Annie Laurie"~~

---

MUSIC: "COMING THROUGH THE RYE" ~~OR "ANNIE LAURIE"~~ HOOD

---

(APPLAUSE)

DON: Thank you, Janice Hood.

AMECHE SPOT

DON: I found a nice thought the other day in a book I was reading which I'd like to pass along to you. It is something I think well worth considering.

A great deal of the joy of life consists of doing to the best of your ability, everything which you attempt to do. There is a sense of satisfaction, a pride surveying such work, which the superficial man, who leaves his work in a slovenly, slipshod, half-finished condition can never know.

It is this conscientious completeness which turns work into art.

Even the smallest thing well done, becomes a work of art.

*Appia*

REGGIE DVORAK SPOT

DON: Our next performer is Reggie Dvorak, a fellow who started whistling as a boy, then studied singing and gave that up because he found there was more money to be made in comedy. What did you do when you found that out, Reggie?

REGGIE: I joined Ringling Brothers circus and became a clown.

DON: That's really going out for comedy. Did you have a specialty? Most clowns specialize in their own type of comedy. Don't they?

REGGIE: Yes, Don....I was a whistling clown. I'd bush my hair up, wear a little straw hat and have a light on the end of my nose that would flash on and off.

DON: I just love circus clowns. I'll bet you really had fun.

REGGIE: Yes I did...Don...but I wanted to do other things so I left the circus. I did professional roller skating, and ice skating and finally got into night club work. And that's where I got into trouble.

DON: How?

REGGIE: Well, I used to have an act where I came out with a telegram in my hand and I was afraid to open it up. The M.C. would open it up for me and read it and it would say I was the father of twins.... then I'd go whistling all over the stage...It was a great routine.

DON: I don't see where you got into any trouble?

REGGIE: A year later my wife really went to the hospital...and my wife really gave birth to twins. How do you like that for a coincidence?

DON: That's no coincidence. ...that's co-operation. Say Reggie, I understand you're an ornithologist.

REGGIE: (WHISTLE) What did you say?

DON: That means, imitate birds. How about imitating a Bobwhite?

REGGIE: (WHISTLE) Let me think.....

DON: Let me think?

REGGIE: (WHISTLE) Oh, no...let me think.

DON: How about a Whipperwill?

REGGIE: (WHISTLE) That's a hard one...(BIRD CALL WITH SNEEZE)

DON: Now the most lovable bird of all..a little bit of canary bird.

REGGIE: (WHISTLE) A little bit of canary bird? (CANARY BIRD)

DON: Very good. Now how about a Mockingbird?

REGGIE: (INTO "LISTEN TO THE MOCKINGBIRD")

MUSIC: "LISTEN TO THE MOCKINGBIRD" DVORAK

---

(APPLAUSE)

DON: Thank you, Reggie Dvorak.

SECOND COMMERCIAL

DON: You know, when I walk along the street these days --  
someone's sure to see me and go.

WACKER: SMOKE A LUCKY.

DON: Boy, I sure get a kick out of that song catching on --and  
the way it's making more and more people realize --Luckies'  
fine tobacco picks you up when you're low...and calms  
you down when you're tense.....Yes, ma'am...that's the  
whole point, we want you to know 'what Luckies' fine  
tobacco can do for you. So how about trying one of those  
smooth, thoroughly enjoyable Lucky Strike Cigarettes  
See how that fine Lucky Strike tobacco can put you on  
the Lucky Level -- where you feel and do your level best.

MARTIN: Yes, ladies get a carton of Luckies....See how they pick  
you up when you're low...and calm you down when you're  
tense....Remember when you are:

MUSIC: INTRO TO

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense:  
Smoke a Lucky to feel your level best.  
Smoke a Lucky to feel your level best.

MUSIC: BUTTON

BILLY LEE SPOT

DON: Our next performer is Billy Lee a young fellow who calls himself a hillbilly with a guitar. Billy, that's sure a flashy western outfit you're wearing. You look more like a cowboy than a hillbilly.

BILLY: I'm really neither one, Don...I'm a farmer...Or rather was a farmer until about a year ago when I gave it up to get into show business.

DON: You gave up farming for show business. Gosh, I've always dreamed of living on a farm. It must be a wonderful life. What's it like?

BILLY: Well, first you have to get up at 5:30 in the morning to feed the mules and livestock.

DON: I've just retired as a farmer.

BILLY: What? Before you've even had a real, genuine farm breakfast?

DON: Okay, I'll stay for breakfast. What's on the menu?

BILLY: Bacon, 4 eggs, fresh baked biscuits, and fresh made real cow butter....and good coffee.

DON: Um-m-m After that feast I think I've changed my mind about giving up farming. What's next on the schedule?

BILLY: You hitch up the team and plow the fields until dinner, you call it lunch here...we call it dinner at 11 o'clock. You hungry?

DON: After plowing all morning? I'm starved.

BILLY: Good. Then when you're through with dinner you go back out and plow until 6 o'clock or sundown and you're through for the day. How'd you like it?

DON: I'm worn out. I've just sold my farm and gone back to show business.

BILLY: That's what I've been telling them down at the farm.

DON: But tell me, Billy, with all of that work to do, when did you have a chance to play the guitar?

BILLY: At night, after supper...and then we'd have square dances in town...I'd play at them all the time. I finally decided to come to Hollywood to make a name for myself.

DON: Well, Billy, if you work at it as hard as you worked on that farm, you ought to make "Your Lucky Strike" right away. Here is Billy Lee singing, "Arkansas"

MUSIC: "ARKANSAS" LEE

---

(APPLAUSE)

DON: Thank you Billy Lee.

RICHARD REEVES SPOT

DON: Our next performer is husky Richard Reeves who has a fine professional background of both singing and acting. Richard, I understand you claim the distinction of having the most unusual role of any Broadway actor. What was it?

RICH: I was understudy to the south-end of a cow, Don.

DON: The south-end of a cow? I don't follow you.

RICH: I was the guy who did the following. I followed the front part of the cow around the stage.

DON: Oh! You mean one of those fake cows that is really two men covered with a cow costume! How did you like the job?

RICH: I didn't mind it when they promised me a promotion if I made good.

DON: Did you make good and get the promotion?

RICH: I sure did...I got promoted to the front end of the cow.

DON: Well, I guess that would be called a promotion. Did you do any more advancing in that show?

RICH: My next advancement moved me right out of the show and into the army, but I guess I was a pretty lucky guy. My army career wasn't like the army at all.

DON: How was that?

RICH: Irving Berlin pulled me out of Camp Upton and put me into "This is The Army". That's where I stayed the rest of my army life.

DON: Let's see...you were pulled out of the Army, to play in "This is The Army", but you say it wasn't like the army at all.

RICH: Oh, I was still in the army...but I was really in show business doing a musical about the army.



DON: Richard, I think you have succeeded in confusing me enough.  
So this is a good point to have you try for "Your Lucky  
Strike". Here is Richard Reeves singing, "~~Song of the  
Vagabonds~~".

MUSIC: "~~SONG OF THE VAGABONDS~~" *Old Man Reeves* REEVES

(APPLAUSE)

DON: Thank you Richard Reeves.

LUCKY STRIKE  
3/5/49

DON: Now we hear from our judges, the studio audience. *Their applause*  
results of your verdict today means the next important step  
into the future for one of our five contestants. You will  
determine the winner by the amount of applause you give each  
performer. We have an applause-meter in the control room,  
and it will indicate which contestant receives the most  
applause, ~~to be~~ *will determine our* winner of today's Lucky Strike. Frank, are  
we ready to review our performers, so the audience can pick  
a winner?

MARTIN: We certainly are, Don. But first I'd like to review a  
subject that's already been picked a winner.

DON: Well, Frank, let's hear it then.

MUSIC: CHORD

ATX01 0019606

COMMERCIAL #3

SONG: Feeling low?  
Feeling tense?  
These eight words are common sense  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel your level best

MARTIN: Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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 more independent tobacco experts - auctioneers, buyers, and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined. So next time you buy cigarettes, ask for a carton of Lucky Strike and get on the Lucky Level .. where you feel your best and do your best.

MUSIC: INTRO

SONG: Feeling Low  
Feeling tense?  
These eight words are common sense --  
Smoke a Lucky to feel your level best  
Smoke a Lucky to feel your level best.

MUSIC: BUTTON

DON: Well, our contestants are ready...is our audience ready?

AUD: YES!!

DON: Well, let's pick a winner. Each contestant will return to the microphone and do a bit of his number for you. If he is your choice we want you to express it by your applause, and then we will determine by means of the applause-meter who is the winner of today's Lucky Strike. Remember, this is your only chance to vote...so make it count. Our first contestant is:

1. The Campus Cops, the trio of police officers who played "Soldiers Joy".

MUSIC: "SOLDIERS JOY: TRIO

(APPLAUSE)

2. Janice Hood, the beautiful Scotch girl who sang "Comin' Thru the Rye or ~~"Annie Laurie"~~.

MUSIC: "COMIN' THRU THE RYE" or "ANNIE LAURIE" HOOD

(APPLAUSE)

3. Reggie Dvorak, the former clown who whistled, "Listen to the Mockingbird,"

MUSIC: "LISTEN TO THE MOCKINGBIRD" DVORAK

(APPLAUSE)

4. Bily Lee, the ex-farmer, who gave up the farm for show business and sang, "Arkansas."

MUSIC: "ARKANSAS" LEE

(APPLAUSE)

5. Richard Reeves, the young man who once played the part of a cow and sang "~~Song of the Vagabonds."~~

MUSIC: "~~SONG OF THE VAGABONDS~~" *Richard Reeves* REEVES

(APPLAUSE)

LUCKY STRIKE -19-  
3/3/49

DON: And according to our applause meter the highest score was received by Reggie Dverak.  
(APPLAUSE)

MUSIC: THE WORKS

DON: Congratulations.. Reggie this was your Lucky Strike.

WINNER: Thank you Don.

DON: The way you whistled "Listen to the Mockingbird" was certainly deserving. We are very happy for you. I have good news for you. "Your lucky Strike" has a lucky break for you - an engagement in the popular Zebra Room at the world famous Town House on Wilshire Blvd. in Los Angeles. And to you other entertainers - The Campus Cops, Janice Hood, ~~Reggie Dverak~~, Billy Lee and Richard Reeves -- who did so well, 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, so let's make a date..and the next time you go shopping, pick up some Luckies...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

ATX01 0019609

"YOUR LUCKY STRIKE"

FRIDAY, MARCH 4, 1949

STUDIO C

CBS

12:30 - 1:00 PM

AS BROADCAST

OPENING

AMECHE INTRODUCTION

JOHNNY MATSON INTERVIEW

"*Summertime*" MATSON

FIRST COMMERCIAL

DIANA DIXON INTERVIEW

"*Sales of Virginia Woods*" DIXON

SLICK SLAVIN INTERVIEW

"*I Don't Know What*  
MARGUERITE CAMPBELL INTERVIEW

"*Ritual Fire Dance*" CAMPBELL

SCATMAN CROTHERS INTERVIEW

"THE HUMMINGBIRD SONG" CROTHERS

THIRD COMMERCIAL

BETTY JAYNES INTERVIEW

"*Falling in Love with Love*" JAYNES

AMECHE CLOSING & THANK YOU

ANNOUNCER CLOSING

ATX01 0019610

LUCKY STRIKE -1-  
3-4-49

RIGGS: (CHANT) (60-62 AMERICAN)  
MARTIN: Your Lucky Strike --Starring Don Ameche....  
MUSIC: LUCKY DAY THEME HOLD AND UNDER:  
ANNCR: "Your Lucky Strike"...~~Presented every day 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 0019511

AMECHE: Good afternoon ladies and gentlemen....We are more than happy to have you with us today...and in as much as this marks our final broadcast in this series of Your Lucky Strike, we thought it appropriate to present a review of six of our outstanding winners from past programs for your entertainment. So sit back and relax with us as we present Johnny Matson, Diana Dixon, Slick Slavin, Marguerite Campbell, Scatman Crothers, and Betty Jaynes....six youngsters whom we have helped to establish on the road to fame and fortune.

As you realize today's program will not be a contest, but an opportunity for these wonderful performers to say thanks to all of you...each of them is ready, so on with the show.

MUSIC: FANFARE



JOHNNY MATSON SPOT

DON: In going over the names of the entertainers who've provided an unending parade past our microphone, there was one young fellow in particular I thought you'd like to hear again. He's 21 years of age, a student at USC, and a crack musician - Johnny Matson.

JOHN: Thanks, Don. You did say "Crack" musician, not "cracked"?

DON: You bet I did, Johnny. Anybody who can play the trumpet and the accordian the way you can, could only be called a crack musician. I want you to know how happy we are to have you back with us today on "Your Lucky Strike".

JOHN: You're not half as glad as I am, Don. This is like coming back to my alma mammy. Or should I say peppy.

DON: Well, if you mean "me", Johnny, I think I'd prefer "pappy". John, tell us just what's been happening since you made "Your Lucky Strike".

JOHN: Well, Don, as you know, I won an engagement at Earl Carroll's...  
*Yah I know -*

~~DON: Uh huh. That's the theater-restaurant with the famous sign "through these portals pass the most beautiful girls in the world". How'd you make out.~~

~~JOHN: With the girls or with the job?~~

~~DON: With the job.~~

JOHN: Oh, fine!

DON: And the girls?

JOHN: Well, to tell the truth, Don, I was too busy squeezing that accordion of mine to pay much attention.

DON: Well, you certainly must have given it your undivided attention because I know you went on from Carroll's to a <sup>show. I did a</sup> television show with Dick Haynes.

JOHN: Yes, and Marty Kramer picked me for his new show opening in <sup>Washington, D.C.</sup> ~~Cincinnati~~ called "The Best Is Yet to Come". And right now I'm working at the Double H Club in Eagle Rock.

DON: Well, Johnny, for a student at USC, you certainly haven't been seeing much of USC.

JOHN: Oh, I've been seeing all I need to. After all, unless I make some money to pay my tuition, I wouldn't be seeing it at all;

DON: Well, Johnny, anyone who can handle as much as you're handling right now, certainly deserves to be congratulated. What are you going to play for us today - your accordion or your trumpet.

JOHN: Well, my folks are listening in up in Butte, Montana, and my Dad likes the accordion and my Mom likes the trumpet, so I think I'll keep peace in the family and play both of them.

DON: And knowing the way you play, Johnny, that really ought to be something! Here's Johnny Matson, his trumpet and his accordion playing.. *Summatone!*

MUSIC:

MATSON

(APPLAUSE)

DON: Thank you Johnny Matson.

COMMERCIAL #1

MUSIC: INTRO TO

SONG: Feeling low?

Feeling tense?

These eight words are common sense--

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

MARTIN: You know, when you feel just about perfect--everything running smoothly, you feel your level best. Yes, things seem right and are right because you feel right. And that's just how you'll feel when you light up a Lucky. For Luckies 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 --- where you feel and do your level best. Yes, that's what fine tobacco can do for you. Remember --

LS - MFT

LS - MFT

Lucky Strike means fine tobacco. So get on the Lucky Level today. Next time you go shopping, buy a carton of Lucky Strike. Yes --

SONG: Smoke a Lucky to feel your level best.

Smoke a Lucky to feel your level best.

MUSIC: BUTTON

DIANA DIXON SPOT

DON: You know, whenever you hear anybody whistling, nine chances out of ten, they're happy...Well, Diana Dixon must be a pretty happy girl, because she is one fo the finest whistlers I have ever heard and to prove her ability, she won her Lucky Strike on this show several weeks ago. Diana, are you always happy when you're whistling?

DIANA: Yes I am Don...and lately I'm especially happy. Making my Lucky Strike has opened up wonderful opportunities for me.

DON: What sort of opportunities, Diana?

DIANA: Well, first of all, the president of the School Assembly of America heard me in New York on this show when I made my Lucky Strike.

DON: What is the School Assembly of America, Diana?

DIANA: It books all the concerts and lectures for high schools and colleges around the country.

DON: And they booked you?

DIANA: Yes, Don. Starting in September I will travel to all the high schools and colleges in the East and lecture on bird habits and demonstrate bird calls.

DON: That's a pretty important assignment Diana. You should be very happy. Anything else happen?

DIANA: Oh yes...I was also signed up for the Sportsman Show in San Francisco and here next month. I'm going to imitate bird calls and whistle songs.

DON: Well, it looks like your future is set pretty well.

DIANA DIXON SPOT (CONT'D)

DIANA: That's not all that came from my Lucky Strike, Don.

DON: You mean there's more?

DIANA: I didn't tell you what has already happened.

DON: Well, let's hear it, Diana.

DIANA: I also got an engagement for one week in Palm Springs. It was just like a paid vacation. I swam and rode horseback and had a wonderful time besides being paid for whistling in the Plaza Theatre.

DON: That's fine!

DIANA: And yesterday I whistled at the Biltmore Bowl in the Baltimore Hotel.

DON: Diana, your Lucky Strike hit a gold mine in breaks!

DIANA: It, <sup>whistled</sup> ~~sure~~ did. Oh yes, I almost forgot! I'm going to have a big spread of pictures in several national magazines because of my whistling. That's great for publicity, isn't it?

DON: It sure is! Is there anything else, Diana?

DIANA: No, Don, I guess that's all.

DON: That's enough! You're doing all right! Your future is well taken care of. Now how about the present. What are you going to whistle today?

DIANA: I'd like to offer the song that was written by Lucky Strike

DON: Good! Here is Diana Dixon, a very lovely girl and a very fine whistler.

MUSIC: "She of the lucky" DIXON

(APPLAUSE)

DON: Thank you, Diana Dixon...that is really something to whistle about.

SLICK SLAVIN SPOT

DON: Horace, the Roman poet had this to say about people who wish to mimic others: "I would advise him who wishes to imitate well, to look closely into life and manners, and thereby to learn to express them with truth." Slick Slavin must have followed that advice very closely for he made his Lucky Strike on our show because of his excellent impersonations. Slick, did you ever read Horace?

SLICK: I sure did, Don..that's why I came west from Chicago.

DON: That's another Horace...You're talking about Horace Greeley and I'm talking about Horace, the Roman poet.

SLICK: Well, Greeley was roamin'..or he advised people to roam.

DON: Yes, but what's that got to do with your being an impersonator?

SLICK: An awful lot, Don...If I hadn't come west to Hollywood, I never would have been on your Lucky Strike program...and if I hadn't been on Your Lucky Strike, I never would have had the wonderful breaks I got since then.

DON: Now, we're making progress...This is what we like to hear. What breaks have you had, Slick?

SLICK: Well, as a result of being on Your Lucky Strike I got an engagement at the Casbah Nite Club. I was there with Kay Starr and held over with Clark Dennis. That was for five weeks.

DON: That's wonderful Slick! Weren't you also at Jackie Green's too?

SLICK: Yes I was...for four weeks.

*4 weeks of night club work -*

SLICK SLAVIN SPOT (CONT'D)

DON: ~~That's the old Slapelo Maxie nite club, isn't it?~~

SLICK: ~~Yes, Don...I've also got a wonderful television deal. I'm~~  
*with*  
~~on~~ David Street's, Melody Incorporated ~~television~~ show.  
And I've also been approached on a recording deal to make  
some records.

DON: Slick, it looks like you're doing all right.

SLICK: Don, thanks to YOUR LUCKY STRIKE I'm beginning to roll.  
Things are really looking up.

DON: That's wonderful, Slick...just wonderful. And what are you  
going to do for us, on today's show?

SLICK: Well, Don, I'd like to give my impersonation of ~~some~~  
*Hollywood stars* singing, "*I Don't Know Why*".

DON: Sounds great, Slick...go right ahead...the microphone is  
yours.

MUSIC: " " SLAVIN

(APPLAUSE)

DON: Thank you, Slick Slavin...that was really a slick  
performance.

COMMERCIAL #2

SONG: Feeling low?

Feeling tense?

These eight words are common sense:

Smoke a Lucky to feel your level best!

Smoke a Lucky to feel your level best!

DON: You know friends, that's a pretty good thought for the week-end because you want to enjoy yourself these two important days coming up. Well, this afternoon or tonight ... get yourself a carton of -- Lucky Strike. Now here's why - you see the fine tobacco in each and every Lucky Strike picks you up when you're low -- calms you down when you're tense...puts you on the Lucky level ... where you feel and do your level best. So tie a piece of string around your finger to remind you to ask for a "Carton of Luckies!"

MARTIN: That's good advice, Mr. A. Remember ladies - Luckies' fine tobacco picks you up when you're low ... calms you down when you're tense ... puts you right on that wonderful Lucky level. So be sure to pick up a carton of Lucky Strike today!

MUSIC: LUCKY STRIKE PLAYOFF



MARGUERITE CAMPBELL SPOT

DON: Having a thorough musical training in singing and playing the violin and the piano paid off very well for Marguerite Campbell whose appearance on this show became her Lucky Strike. You won Your Lucky Strike playing the piano, didn't you, Marguerite?

MARG: Yes, Don...and I'm glad of that. The piano is my favorite instrument and I want to make my name as a pianist.

DON: I thought you always played the piano professionally and dropped the other talents in favor of the piano.

MARG: I wish I had...But when I was with Kay Kyser in 1945 I did just about everything. I played the piano, and violin. I sang and even did some acting while we were on tour. And all the time I ~~just~~ kept hoping they would let me just play the piano, ~~that's all~~.

DON: That's what you get for being so talented. Has winning your Lucky Strike done much to help you achieve the position you want with the piano?

MARG: Oh yes it has, Don. You know, for winning my Lucky Strike I got an engagement at the Bar Of Music.

DON: Yes, I know...How did it turn out?

MARG: Just grand...They kept me on and I guess I'll remain there indefinitely on a regular engagement.

~~DON: As a pianist?~~

~~MARG: That's right...just as a pianist...the way I've always wanted it to be. And that isn't all that's happened since I made My Lucky Strike!~~

DON: You mean there's more?

MARG: Oh yes! I played a date for the Friar's Club and I'm in the middle of negotiating a deal to go on a theatre tour around the country!

DON: Marguerite, that is wonderful news. I'll bet you're really excited about the tour.

MARG: Yes, I am ... and I'm also keeping my fingers crossed hoping nothing happens to stop the deal from coming through.

DON: I'm sure nothing will happen to spoil it. Everything's going to be all right, from here on....

MARG: If it is, Don, I'd like to thank Your Lucky Strike for what they've done. It's given me a wonderful opportunity.

DON: We're very happy for you. And now, what would you like to play for us?

MARG: I'd like to play, "La Follie Rituel, Fin Lance" "

DON: Fine...Here is Marguerite Campbell at the piano.

MUSIC: " " CAMPBELL

(APPLAUSE)

DON: Thank you, Marguerite Campbell...you really rang the bell with that beautiful playing.

SHERMAN "SCAT-MAN" CROTHERS SPOT

DON: Among the many personalities it's been my pleasure to bring to the microphone these past weeks, certainly one of the most colorful was Sherman "Scat-Man" Crothers. "Scat-Man's" specialty is "scat-singing" and for those of you who overlooked that particular art form in your education, I think a brief refresher course is in order. "Scat-Man", would you enlighten us on the principals of "scattin'."

SCAT: (SCAT RIFF) That's scattin'. It's not only my art form, it's my exercise.

DON: Your exercise?

SCAT: Yes - tennis can be so frightfully dull.

DON: Ah, Scat Man, you're solid as ever.

SCAT: Solid as a rock.

DON: Are you mellow?

SCAT: Mellow as a cello.

DON: Got your boots on?

SCAT: Got 'em on and got 'em laced tight.

DON: There's just one thing I'd like to ask you, Scat Man. What does all that mean?

SCAT: I don't know, but isn't it refreshing?

DON: Scat Man, you're pretty sharp!

SCAT: I oughta be - my Dad stropped me every day.

DON: I suppose even as a child, you were devoted to music.

SCAT: Yes, my mater and pater solid knocked themselves out readying me for the artistic life. I specialized in the three B's.

DON: Bach, Beethoven and Brahms?

SCAT: No, blues, boogie-woogie, and be-bop.

DON: And you've got the clothes to go with it. Unless my eyes have gone back on me you came back to us wearing a zoot suit with armpit pants, flowing tails and superman shoulders!

SCAT: Yes, this outfit not only kills the people, it kills me.

DON: It kills you?

SCAT: Yes, Adolph Menjou saw me in it and said "Drop dead."

DON: By the way, Scat Man, the last time you were here you were telling me you expected a little "Scat-Man" any day. Has he arrived yet?

SCAT: No, he's taking a later stork than anticipated.

DON: Well, it won't be long before you can be looking forward to the christening.

SCAT: Christening! Nobody's gonna hit no little cat of mine over the noggin' with a quart of champagne.

DON: They're not?

SCAT: Course not. You think I'd stand around and let them waste all that good wine.

DON: Scat Man, I think you're confused.

SCAT: Well, it's like I told you - any resemblance between me and a Harvard man is purely coincidental.

DON: Well, nevertheless, Sherman, it's good to have you back with us on "Your Lucky Strike",

SCAT: Yes, and I appreciate your asking me to be here, Mr. Ameche. I spent all Sunday, Monday, and Tuesday gettin' ready!

DON: What did you do Wednesday and Thursday?

SCAT: I recuperated.

DON: Well, with all that preparation "Scat-Man" you really ought to blow the lid off "The Hummingbird Song". Are you ready?

SCAT: Man, I'm long gone!

MUSIC: "HUMMINGBIRD SONG"

CROTHERS

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(APPLAUSE)

DON: Oh, solid, Scat Man - you really made that hummingbird sing!

COMMERCIAL #3

SONG:     Feeling low?  
          Feeling tense?  
          These eight words are common sense  
          Smoke a Lucky to feel your level best  
          Smoke a Lucky to feel your level best.

MARTIN:   Yes, smoke a Lucky to feel your level best! For 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 best and do your best. 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    IS - MFT

Lucky Strike means fine tobacco. No wonder more independent tobacco experts - auctioneers, buyers, and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined. So next time you buy cigarettes, ask for a carton of Lucky Strike and get on the Lucky Level. .. where you feel your best and do your best.

MUSIC:    INTRO

SONG:     Feeling Low ?  
          Feeling tense?  
          These eight words are common sense --  
          Smoke a Lucky to feel your level best.  
          Smoke a Lucky to feel your level best.

MUSIC:    BUFTON

BETTY JAYNES SPOT

DON: I think it was Goethe who wrote "Girls we love for what they are; young men for what they promise to be". Well, I'm not only very fond of Betty Jaynes for what she is, but also because I believe she promises to be a star some day. Betty was one of our winners not long ago, and one of the very first persons we thought of asking back today. So you can take a bow, Betty Jaynes.

BETTY: You can take a bow yourself, Don. If it hadn't been for you, I wouldn't be going back into the Mocambo this Tuesday night for a two week engagement.

DON: ~~An, that's wonderful, Betty,~~ Tell us all about it. I know when you won "Your Lucky Strike" your prize was an appearance at the Mocambo, but what happened after that? Did Charlie Morrison, the owner, take a liking to your work.

BETTY: No, Don, as a matter of fact he didn't even hear me. He was out of town that evening.

DON: Well, how did you get the return engagement?

BETTY: Well, I understand a lot of the customers who heard me *that night when I won my "Lucky Strike"* sing, that night, called ~~him up~~ and told him he ought to have me back. *He called me*

DON: Well when the people who pay to go to the Mocambo want you back, Betty, ~~I know you must have been~~ plenty good. What else has happened to you since you appeared here?

BETTY: Oh, I did a television show, and I'm to appear in a picture out at MGM.

DON: Ah, that's grand. Seems to me you also got a new hair-do while you were at it, didn't you?

BETTY: Yes, just last night. It's supposed to make me look glamorous. Do you like it?

DON: Did you ever meet a man who dared to say he didn't like a woman's hair-do, Betty. How'd your husband like it?

BETTY: Oh, he liked it, but it still baffles our two children. Every time I feed them, they spend more time looking at my hair that they do eating their food.

DON: Well, Betty, I know you have something very special prepared for us.

BETTY: Well, I hope you like Talking In Your Sleep, Don. That's what I'd like to sing.

DON: The stage is yours, Betty Jaynes, and our regular accompanist Bill Wardle at the organ and Al De Crescent at the piano are waiting for you.

MUSIC:

JAYNES

(APPLAUSE)

DON: Thank you Betty Jaynes. You made that song sound like it should be on the Hit Parade with Frank Sinatra.



AMECHE: It is with a great degree of pardonable pride that I look upon these six fine performers whom I have been instrumental in guiding toward a career whose future holds great promise. Doubly gratifying, is the thought that they represent only a few of the many talented people who have appeared before this microphone with me and finally left the studio with more confidence because I had helped to open that door to a successful future for them. Good luck and God speed.

~~And with sincere good wishes to you six entertainers, here with us today, Johnny Matson, Diana Dixon, Slick Slavin, Marguerite Campbell, Scat-man Crothers, and Betty Jaynes, thanks for sharing our final program with us. To you our faithful listeners across the country, I hope I'll be seeing you soon. Thanks for your loyal support. Thanks too, goes to the entire technical and production staff of Your Lucky Strike for making this series such an enjoyable one. And folks, next time you go shopping, pick up some Luckies...won't you?~~

MUSIC: THEME UP AND DOWN FOR:

MARTIN: And remember to listen to Jack Benny and all the gang on Sunday.

This is Frank Martin for Lucky Strike reminding you to stay on that Lucky level.

THEME: MUSIC TO END

MARTIN: THIS IS CBS THE COLUMBIA BROADCASTING SYSTEM,