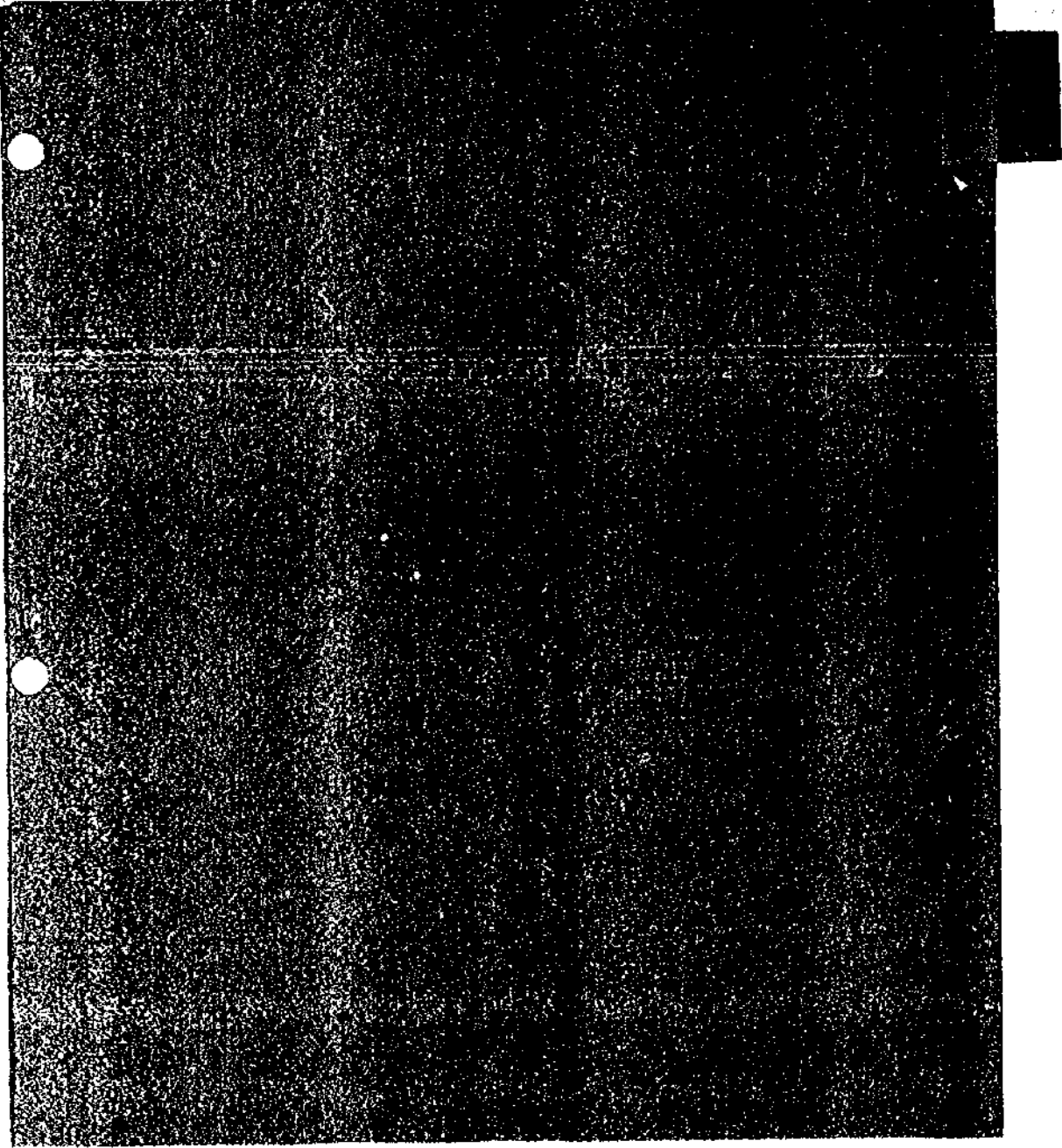


ATX01 0022540



ATX01 0022541

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

January 1, 1953  
Albuquerque, New Mexico

PRODUCT: LUCKY STRIKE CIGARETTES 10:00-10:30 PM EST  
Broadcast #1  
Network:  
Broadcast: (AS BROADCAST)  
Repeat:

## OPENING COMMERCIAL

|            |                   |                |
|------------|-------------------|----------------|
| SPOT NO. 1 | "LADY OF SPAIN"   | LOU PROCHUT    |
| SPOT NO. 2 | INTERVIEW         | TONY DOMINGUES |
| SPOT NO. 3 | "DOWN IN MEMPHIS" | DORAN TWINS    |

## COMMERCIAL NO. 1

|            |                    |                 |
|------------|--------------------|-----------------|
| SPOT NO. 4 | "IT'S IN THE BOOK" | JOHNNY STANDLEY |
| SPOT NO. 5 | "CHEROKEE"         | BARCLAY ALLEN   |

## COMMERCIAL NO. 2

|            |                              |                        |
|------------|------------------------------|------------------------|
| SPOT NO. 6 | "THE LORD'S PRAYER"          | RALPH SIGWALD          |
| SPOT NO. 7 | INTERVIEW                    | LT. GOV. OF NEW MEXICO |
| SPOT NO. 8 | "DROP A PEBBLE IN THE WATER" | HORACE HELDT           |

## CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY" #1

10:00-10:30 PM EST    JANUARY 1, 1953    THURSDAY

OPENING COMMERCIAL    Albuquerque, New Mexico

BAND:            FANFARE - into -

CHORUS:          THE AMERICAN WAY IS A WONDERFUL WAY  
                  A WONDERFUL WAY TO LIVE  
                  (INTO A HUMMING AS ANNOUNCER SAYS)

ANNCR:          The American Tobacco Company presents "THE  
                  AMERICAN WAY" ... featuring Horace Heidt for  
                  Lucky Strike!

BAND &  
CHORUS:          (UP TO CRESCENDO FINISH)

ANNCR:          Nothing - no, nothing - beats better taste!    And  
                  Luckies taste better ... cleaner, fresher, smoother!  
                  So for your own real, deep-down smoking enjoyment...  
                  Be Happy - Go Lucky!

                  Now, here's the star of our show, Horace Heidt for  
                  Lucky Strike!

                  (APPLAUSE IN SIMULTANEOUSLY & FADE)

BAND:            "Be Happy - Go Lucky" THEME (LONG CLOSE)

(MORE)

ATXO1 0022543

HEIDT: Hey, hey, listen to that. Yes sir! Wow! Horace Heidt for Lucky Strike. What a proud moment, Ladies and gentlemen. Thank you very kindly ladies and gentlemen, it's grand being back with you nice people again. And tonight we are broadcasting before 4000 wonderful, hospitable folks in one of America's fastest growing cities, Albuquerque, New Mexico.

(APPLAUSE)

Yes sir, what enthusiasm. Now folks, folks -- First, let me tell you about our new program - "THE AMERICAN WAY". "The American Way" is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we'll present concerts under the auspices of your service clubs, that represent worth-while charities, which will, in turn help the needy people of your city. Also, we shall, just as in former years, addition the youth of your city, and present your talented young people with their opportunity for recognition and success. So, "The American Way" will give opportunity to the youth of America and will also help the needy people of your community. A great American program sponsored by a great American concern, the American Tobacco Company, makers of Lucky Strike cigarettes.

(APPLAUSE)

VAMP: "LADY OF SPAIN"

THE AMERICAN WAY  
JANUARY 1, 1953

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HEIDT: And now, on with the show and to a wonderful young boy who is no stranger to you nice people. It's 19 year old Lou Prochut, from Yankton, South Dakota, truly one of America's greatest accordion players. Lou is now a member of the United States Marines, stationed at Camp Pendleton, California, and his thousands of loyal boosters, I'm sure, will appreciate that our sponsors, the makers of Lucky Strike cigarettes, is making it possible for Lou to be heard again and to continue his rise to stardom...so, here he is, Lou Prochut, playing "Lady of Spain"

MUSIC: "LADY OF SPAIN"

(APPLAUSE)

HEIDT: Yessir, Lou Prochut, ladies and gentlemen. And thank you very much Lou. I know your thousands of friends throughout the country and your Marine buddies down there at Camp Pendleton, California, are grateful to Lucky Strike for your contribution to The American Way.

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THE AMERICAN WAY  
JANUARY 1, 1953

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HEIDT: Friends, last Tuesday night, we visited one of America's most energetic and industrial cities, for in Silver City, New Mexico, almost 100% of the copper of that state is mined. The Silver City Kiwanis Club, who made our visit possible, have used their funds to help needy people, in the real tradition of American democracy and especially to a wonderful Spanish-American boy, little 9 year old Tony Doe-Mingus, who might have been blind without their help.

Question #1: Tony, tell me, you live in Silver City, New Mexico, you're 9 years old, is that right?

TONY: Yes sir.

HEIDT: Good for you Tony. And some years ago in fact when you were about a year old your eyes were burned is that right?

TONY: Yes sir.

HEIDT: Now, here's your very nice mother and I'd like to ask you Mrs. Doe-Mingus, how did the Silver City Kiwanis Club hear about this?

MRS.D: They found about Tony by that nursing school, Silver City, Mrs. Rogers.

ATX01 0022546

HEIDT: I see and then they arranged with the funds they have to see that your son, Tony, was operated upon.

MRS. D: Yes.

HEIDT: And if that had not have happened, perhaps maybe Tony would not have been able to see again. Now just tell me, Mr. Jackson, you're from the Kiwanis Club, are you not?

MR. J: Yessir.

HEIDT: We're glad to have you here Mr. Jackson, and who did the operation on this boy?

MR. J: Dr. Spearman in El Paso, Texas and R. L. Lane in Silver City, sir.

HEIDT: Good for you, and folks, I'm sure every heart in America is happy for your young boy tonight. And is there anything else that you'd like to say now, Mrs. Doe-Mingus.

MRS. D: Yes, I wish to thank the Silver City Kiwanis Club. I wish to thank Dr. Spearman in El Paso, Dr. Lane and Mrs. Rogers in Silver City, and I wish to thank you, Mr. Heidt, for coming to Silver City. God bless you all. Thank you.



THE AMERICAN WAY  
JANUARY 1, 1953

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HEIDT: Well, Mrs. Doe-Mingus, thank you. It's all part of "The American Way".

However, please do not forget that work would be impossible without my sponsors, The American Tobacco Company, the makers of Lucky Strike cigarettes, and on their behalf, I give you this check for \$250.00 for that's "The American Way".

(APPLAUSE)

(LUCKY STRIKE)

ATX01 0022548

THE AMERICAN WAY  
JANUARY 1, 1953

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HEIDT: Last Monday night in Tucson, Arizona, we presented our concert before 3500 wonderful friendly, hospitable Arizona folks. Our show was under the direction of the Tucson Optimist Club, of whom there is none finer and their proceeds of \$2500.00 was used to continue their Junior Optimist Club, a Tucson Youth Organization, of which the entire state of Arizona is very, very proud.

Now the winners of our concert show were two very beautiful 18 year old twins. The Doran Twins, both freshman at University of Arizona, and we brought them here with their father to Albuquerque tonight so as to give them their first national opportunity for recognition. And girls, believe me, my sponsor, Lucky Strike, is happy to give you your lucky break. So let's hear that brand new song of yours, "Down in Memphis". I'm sure America will take you right to their hearts.

MUSIC: "DOWN IN MEMPHIS"

HEIDT: Thank you very much girls. Very, very nice and thank all you good folks down there for your kindness from Arizona during the past weeks.

COMMERCIAL NO. 1

ATX01 0022549

THE AMERICAN WAY  
JANUARY 1, 1953

-C-

AS BROADCAST

COMMERCIAL NO. 1

HEIDT: And now, ladies and gentlemen, be so kind as to listen to a few words on behalf of the people who are making this program possible, my good sponsors, the makers of Lucky Strike cigarettes.

(SWITCH TO NEW YORK)

FELTON: Nothing -- no, nothing - beats better taste, and remember ...

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!  
For Lucky Strike means fine tobacco  
Richer-tasting fine tobacco!

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!  
Lucky Strike! Lucky Strike!

FELTON: Hi ya, folks...this is Happy Felton. But I'll be more than happy if you'll remember the one thing that's most important to your smoking enjoyment. Here it is: Nothing, no, nothing beats better taste. And Luckies taste better ... cleaner, n' fresher, n' smoother. They just can't help it! Ya see, Luckies' better taste starts right off with fine, mild, good-tastin' tobacco. (MORE)

ATX01 0022550

THE AMERICAN WAY  
JANUARY 1, 1953

-D-

AS BROADCAST

COMMERCIAL NO. 1 (CONT'D)

FELTON:  
(CONT'D)

Sure...LS/MFT - Lucky Strike means fine tobacco.  
But there's somethin' else, too, Luckies also taste  
better because they're made better ... made round  
'n firm 'n fully packed. That makes 'em draw freely  
and smoke evenly, so they give you a cleaner, fresher  
smoother taste. So c'mon and join Happy Felton for  
some happy smokin'. Get Luckies, and get better  
taste...the one thing you and every cigarette smoker  
want most!

COLLINS:  
(SINGING)

Luckies taste better!

CHORUS:

Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

(SWITCH TO ALBUQUERQUE)

HEIDT:

And folks, you know that certainly is good advice.  
For Lucky Strike, with its fine tobacco, Lucky  
Strike, with its cleaner, fresher, smoother taste,  
is truly the cigarette of superior quality .... so,  
let yourselves "Be Happy - Go Lucky", for Luckies  
are made better to taste better.

(APPLAUSE)

(JINGLE)

ATXO1 0022551

(BARCLAY ALLEN) (TAPE)

HEIDT: Folks, listen closely please. Friends, we have thousands, upon thousand of people in this country who have suffered serious accidents, who are ill or who by chance might be discouraged, who might not think it's much to live for. Well, I'm now at the home of Barclay Allen, who is one of the country's foremost pianists and who some months ago had a very serious accident that threatened his entire career. His story should give everyone hope, courage, and inspiration. Barclay, would you mind telling us how the accident happened.

ALLEN: No, not at all. I was driving home from Cainave Lodge and I fell asleep at the wheel and went right over the cliff and banged up and paralyzed myself.

HEIDT: Have you any idea how long you were there, before they came?

ALLEN: Well, I think it was around 6 hours.

HEIDT: Around 6 hours.

ALLEN: Yes.

HEIDT: And when they found you, you were paralyzed in what way?

ALLEN: Well, from the chest down.

HEIDT: From the chest down.

ALLEN: That's right.

HEIDT: But, I see you're well on the way to recovery now aren't you?

ALLEN: Well, I'm trying.

HEIDT: Tell me, too, what do you believe you owe your remarkable recovery?

ALLEN: Well, I believe, I owe it to God Almighty, which I found through the accident and I never would have found Him otherwise because I was just too -- well, just going too strong trying to make a name for myself and now I know I had my legs taken away from me for a good purpose and I want to serve the Lord.

HEIDT: Barclay, tell me, do you believe other people can do this.

ALLEN: Yes, I know they can if they have the faith and I believe faith is the inspiration or the power to do anything because all things are possible with God.

HEIDT: Well, that's certainly wonderful. Now Barclay would you mind telling us about this wonderful new hit record you have? "Cherokee" isn't it?

ALLEN: Yes, that's right.

HEIDT: How many times did you have to record that before you got -- well, how many times did you have to do it over?

ALLEN: Well, we made 5 tracks on it and the first track we made was with the rhythm section and I played just straight piano on that, and then I played the Hammond Organ, and then I did another track with celeste and then I did another track with a phil piano and then a special high piano.

HEIDT: That certainly is marvelous and now it's -- we understand it is slated to be one of the top selling records of America.

ALLEN: Well, we can hope and pray so.

HEIDT: Folks, I'd like to have you listen to this recording now of Barclay Allen and remember when you listen to this, "Where there's a will, there's a way".

MUSIC: "CHEROKEE"  
(APPLAUSE)

HEIDT: Well, Barclay, that certainly was wonderful.

ALLEN: Well, thank you very much, it's been a real pleasure talking to you.

HEIDT: Thank you very, very much Barclay. I'm sure you've given hundreds upon thousands of people inspiration for the future.  
COMMERCIAL NO. 2

THE AMERICAN WAY  
JANUARY 1, 1953

-E-

AS BROADCAST

COMMERCIAL NO. 2

HEIDT: Ladies and gentlemen, this is our first broadcast for our new sponsor, Lucky Strike cigarettes. Naturally, it's a very proud and happy moment, so may I, on their behalf, wish you all a very happy new year, and to especially thank you millions of loyal Lucky Strike smokers, who are now enjoying Luckies and who know that Luckies are made better to taste better.

But to you smokers who have not as yet discovered the superior quality of Lucky Strike cigarettes, I urge you to make it a special point to buy your carton of Lucky Strike cigarettes tomorrow, for it only takes one carton of Luckies and may I repeat, it takes only one carton of Lucky Strike cigarettes to definitely prove to yourself what so many millions of Americans already know...that Luckies are made better to taste better. So remember, that tomorrow, you will buy a carton of Lucky Strike cigarettes, remember tomorrow that you will let yourself "Be Happy - Go Lucky", for a great American concern, The American Tobacco Company, the makers of Lucky Strike cigarettes, are doing their part in furthering the "American Way" of life.

(APPLAUSE)

BAND  
PLAYOFF:

"BE HAPPY - GO LUCKY" (SHORT VERSION)

ATX01 0022555



THE AMERICAN WAY  
JANUARY 1, 1953

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HEIDT: And now, ladies and gentlemen, in the hopes that 1953, will bring eternal peace and with one of the great natural god-gifted voices of our country, "The Caruso of the South", Ralph Sigwald from Charleston, S. C., sings "The Lord's Prayer".

MUSIC: "THE LORD'S PRAYER"  
WITH CHORUS

(APPLAUSE)

HEIDT: Ralph Sigwald, ladies and gentlemen, from Charleston, S. C., one of the truly great voices of America.

ATX01 002556

HEIDT: And now ladies and gentlemen, we're greatly honored and privileged this evening to introduce as guest speaker on our first "American Way" program, a man beloved and respected by all, the Lt. Governor of the great state of New Mexico, Fee-bo Cha-vez.

LT. GOV.: Horace, on behalf of the people of this great state of New Mexico, we're proud that you are originating this first "American Way" broadcast from New Mexico, and whole heartedly welcome you and your great organization back to our state known as the land of enchantment. There is no question that to tour America, helping needy peoples in each community and to tour the world, expressing the four freedoms of American democracy, is a grand idea and will become an integral part of our American system of government. I also feel that The American Tobacco Company which is making this program possible, is to be congratulated. Good luck, Horace, and much success to you.

HEIDT: Thank you very, very kindly. Now, nice people -  
here's our thought for the new year.

"If you drop a pebble in the water  
Just a splash and it is gone  
But half a hundred ripples  
Carry on and on and on.  
Spreading out from the center  
Flowing into the sea  
Until none can tell  
Where the end is going to be.

Drop a word of cheer and comfort  
Just a flash and it is gone,  
But half a hundred circles  
Carry on and on and on.  
Bearing hope and cheer and comfort  
On each splashing, dashing wave  
'Til you wouldn't believe the volume  
Of the one kind word you gave.

So drop a word of cheer and comfort  
In a minute you forget  
But there's gladness still a-swelling everywhere  
And there's joy a-circling yet.  
And you've rolled a wave of comfort  
Whose sweet music can be heard.  
Over miles and miles of water  
Just by dropping one kind word"....

MUSIC: "THE AMERICAN WAY" PLAYOFF

THE AMERICAN WAY  
JANUARY 1, 1953

-F-

AS BROADCAST

CLOSING COMMERCIAL

HEIDT: And now, ladies and gentlemen, tomorrow, Friday, we present our 2 1/2 hour concert show...in Las Vegas, New Mexico. Next Saturday and Sunday, the veterans of Foreign Wars will sponsor our show in Amarillo, Texas. Next Monday, we'll be in Lubbock for the Junior Chamber of Commerce, Tuesday in Odessa for The American Legion, Wednesday in San Angelo for the Lions Club, and on Thursday, we broadcast from the Auditorium in San Antonio, Texas.

Folks, this is the beginning of a grand new year for me, not only because this has been our first visit with you since 1951, not only because it's our first program for Lucky Strike, but also because my new sponsorship will enable me to continue my life's ambition, which is to tour America, giving opportunities to young people everywhere ... but most important, to be able to take my entire organization on a world-wide tour, and to the best of our ability, express and create friendship and good will among all people, and this is only being made possible by my wonderful new sponsors, a great American concern, the American Tobacco Company, the makers of Lucky Strike cigarettes.

(MORE)

ATX01 0022559

THE AMERICAN WAY  
JANUARY 1, 1953

-G-

AS BROADCAST

CLOSING (CONT'D)

HEIDT:  
(CONT'D)

So, won't you resolve on this New Year's Day, to give Lucky Strike, your vote of confidence. Won't you resolve to change to Lucky Strike cigarettes... for whether you smoke or not, it's the sign of a thoughtful hostess to have Lucky Strike in your home, as Luckies are doing their part to further "The American Way" of living.

And so, nice people, 'til we meet again, remember, "'Tis better to build boys than to mend men", saying good night to mother, and wishing you good luck, good health, and may God bless you all".

Good night.

(APPLAUSE)

MUSIC: "BE HAPPY - GO LUCKY"

(LONG VERSION OF ...THEME FADE FOR)

ANNCR: This program was brought to you by Lucky Strike, product of the American Tobacco Company.... America's leading manufacturer of cigarettes ... THIS IS THE CBS RADIO NETWORK.

ATX01 0022560

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE January 8, 1953 Broadcast #2 Network: CBS Broadcast: 10:00-10:30 PM EST  
San Antonio, Texas Repeat: (AS BROADCAST)

## OPENING COMMERCIAL

|            |                   |               |
|------------|-------------------|---------------|
| SPOT NO. 1 | "CANADIAN CAPERS" | CONLEY GRAVES |
| SPOT NO. 2 | INTERVIEW         | JASPER ELLIOT |
| SPOT NO. 3 | "OLD BLACK MAGIC" | ROBERT SCOTT  |

## COMMERCIAL NO. 1

|            |                        |                     |
|------------|------------------------|---------------------|
| SPOT NO. 4 | "GRANDMA'S LY SCAP"    | JOHNNY STANDLEY     |
| SPOT NO. 5 | INTERVIEW              | BOB MADDOX          |
| SPOT NO. 6 | "OLD PIANO ROLL BLUES" | JOSEPHINE COURREGES |

## COMMERCIAL NO. 2

|            |                       |               |
|------------|-----------------------|---------------|
| SPOT NO. 7 | "AVE MARIA"           | RALPH SIGWALD |
| SPOT NO. 8 | INTERVIEW             | MIKE CASSIDY  |
| SPOT NO. 9 | "TWO KINDS OF PEOPLE" | HORACE HEIDT  |

## CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

10:00-10:30 PM EST

JANUARY 8, 1953

THURSDAY

OPENING COMMERCIAL

San Antonio, Texas

BAND: PANFARE - into --

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY  
A WONDERFUL WAY TO LIVE  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE  
AMERICAN WAY" featuring Horace Heidt for  
Lucky Strike!

BAND & CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing -- no, nothing -- beats better taste!  
And Luckies taste better ... cleaner,  
fresher, smoother! So for your own real,  
deep-down smoking enjoyment ... Be Happy ...  
Go Lucky!

Now, here's the star of our show, Horace  
Heidt for Lucky Strike!

(APPLAUSE & FADE)

BAND: "Be Happy - Go Lucky" THEME (LONG CLOSE)

ATX01 0022562

THE AMERICAN WAY  
JANUARY 8, 1953

-B-

HEIDT: Yes sir - thank you very kindly, ladies and gentlemen. And again it's grand being back with you nice people. Tonight finds us broadcasting before 5000 wonderful, hospitable folks in one of America's most traditionally famous city's, San Antonio, Texas.

(APPLAUSE)

Listen to that spirit. Now folks, just in case you missed our show last week, may I tell you once again about our new program, "THE AMERICAN WAY". "THE AMERICAN WAY" is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we'll present concerts under the auspices of your service clubs, which represent worthwhile charities, which will, in turn help the needy people of your city. Also, we shall, just as in former years, audition the youth of your city, and present your talented young people with their opportunity for recognition and success. So, "THE AMERICAN WAY" will give opportunity to the youth of our country and will also help the needy people of your community. A great American program ... "THE AMERICAN WAY"...

(APPLAUSE ... SHORT PLAYOFF...)

ATX01 0022563



HEIDT: And now, on with the show and a wonderful young artist we found in Oklahoma City. His name is Conley Graves: He's 22 years old, and I'm sure that in the next few minutes, Conley will prove himself as one of America's finest piano soloist's. Here he is, playing "Canadian Capers".  
Conley Graves.....

MUSIC: ("CANADIAN CAPERS")

(APPLAUSE)

HEIDT: Conley Graves. And Conley, I know your thousands of friends throughout the country and especially those in Oklahoma are grateful to Lucky Strike for making possible your contribution to "THE AMERICAN WAY".

HEIDT: Now ladies and gentlemen in Amarillo, Texas, last Friday and Saturday evenings, under the auspices of the Veterans of Foreign Wars, we presented our concert show before 8000 wonderful Amarillo folks. The money received by the veterans of foreign wars is used for one of America's most worthwhile causes, The Potter County Memorial Blood Bank, which has not only typed the blood of one out of every three people in Amarillo, but has been responsible for saving many lives throughout the country. For example:

I'd like to introduce Mr. Jasper Elliott from Austin, Texas. Now tell us, Mr. Elliott, you're a member of the veterans of foreign wars, are you not?

ELLIOTT: Yes, I am Horace.

HEIDT: And you had to have a very serious operation, is that correct?

ELLIOTT: That's right, the 10th of December.

HEIDT: And on the 9th what was the situation?

ELLIOTT: On the 9th, we found out they only had a half pint of my type of blood, which is rare, in the blood bank in Austin so after frantically searching, we finally found a couple of pints in Amarillo in the Potter County Memorial Blood Bank and they flew it down to me the next morning, so the operation went off all right, it was a success.

THE AMERICAN WAY  
JANUARY 8, 1953

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HEIDT: It was a success and therefore this blood bank up there in Amarillo saved your life, is that correct?

ELLIOTT: That's right. And I'm certainly thankful for it to them and for their Veterans of Foreign Wars and what they did in helping me find it.

HEIDT: How are you feeling now, Mr. Elliott.

ELLIOTT: Fine.

HEIDT: You're feeling very fine. Well very very swell.

ATX01 0022566

THE AMERICAN WAY  
JANUARY 8, 1953

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HEIDT: And now ladies and gentlemen, I'd like to have you meet Mr. Mel Kruse, who was awarded a plaque for being the outstanding post commander of the veterans of foreign wars during the year 1950-51, and who conceived the idea of typing the blood of every eligible person in Potter County.

KRUSE: Horace, the Amarillo Veterans of foreign wars are very appreciative to Jasper Elliott for coming to San Antonio and telling first hand of how the Potter County Memorial blood bank saved his life. It makes me very happy to tell your many friends, Horace, that the Potter County Memorial Blood Bank has saved three to five lives a month, and that this work has been greatly aided by your organization, which has come to Amarillo for two years and raised money for this worth while cause. We also wish to thank your sponsor, Lucky Strike. What you're both doing is truly THE AMERICAN WAY.

HEIDT: Thank you very much, Mel, you're a great American, and of course what you have said is very much appreciated. In addition to the money raised at our concert for your blood bank, kindly accept this additional check for \$250.00, for yours is truly "THE AMERICAN WAY.

(APPLAUSE)

MUSIC: (THE AMERICAN WAY PLAYOFF)

RTKQ1 0022567

THE AMERICAN WAY  
JANUARY 8, 1953

-5-

HEIDT: Ladies and gentlemen it's THE AMERICAN WAY ...  
coming your way from San Antonio, Texas.

And now, Lucky Strike gives a member of the  
United States Air Force his "Lucky Break".  
It's Cpl. Robert Scott, who was born in  
Hannibal, Missouri, and who is now stationed at  
the Amarillo Air Force Base in Amarillo. Please  
listen closely and I'm sure you'll agree Robert  
Scott has what it takes to become a great star.  
He gives his sweet, swing version of "Old Black  
Magic". Here he is. Handsome is, handsome does.

MUSIC: ("OLD BLACK MAGIC")

(APPLAUSE)

HEIDT: How about that. Wonderful work Robert Scott.  
Nice work, Robert, and I'm sure your buddies  
in the Air Force are grateful to Lucky Strike  
for giving you your "Lucky Break".

COMMERCIAL NO. 1

ATX01 002568

THE AMERICAN WAY  
JANUARY 8, 1953

-C-

COMMERCIAL NO. 1

HEIDT: (AS HE FINISHES ACKNOWLEDGING ONE OF THE PERFORMERS)

... Folks, let's give him a wonderful hand!

(APPLAUSE)

ORCH: ("BE HAPPY - GO LUCKY" (HIT AND FADE BEHIND))

HEIDT: So ladies and gentlemen be so kind as to  
listen to a few words on behalf of the people who  
are making this program possible; my good sponsor,  
the makers of Lucky Strike Cigarettes.

(SWITCH TO NEW YORK)

FELTON: Nothing ... no, nothing - beats better taste, and  
remember

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!  
For Lucky Strike means fine tobacco  
Richer-tasting fine tobacco.

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother  
Lucky Strike! Lucky Strike!

FELTON: Hi, folks! This is your friend, Happy Felton, who  
believes in happy smokin'. And that's just why I  
wanna remind you that in a cigarette nothing, no --  
nothing - beats better taste.

(MORE)

ATX01 0022569

THE AMERICAN WAY  
JANUARY 8, 1953

-D-

COMMERCIAL NO. 1 (CONT'D)

FELTON: Yep...and the cigarette that tastes better ...  
(CONT'D) cleaner, fresher, smoother is Lucky Strike. Let  
me tell ya why. In the first place LS/MFT - Lucky  
Strike means fine tobacco ... fine and light and  
mild tobacco ... fine and light and mild tobacco  
that's just naturally good-tastin' tobacco. Also,  
Luckies are made better to taste better. They're  
round and firm and fully packed to draw freely  
and smoke evenly ... to taste cleaner, fresher,  
smoother. So for your own smoking enjoyment,  
remember...better taste is what you're after ...  
and Lucky Strike is where you'll find it! Next  
pack you buy, ask for Luckies!

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!  
Lucky Strike! Lucky Strike!

(SWITCH TO SAN ANTONIO)

HEIDT: And folks you know, that certainly is good advice.  
For Lucky Strike, with it's fine tobacco, Lucky  
Strike with it's cleaner, fresher, smoother taste, is  
truly the cigarette of superior quality ... so,  
let yourselves "Be Happy - Go Lucky", for Luckies  
are made better to taste better.

(APPLAUSE)

(JINGLE)

ATX01 0022570

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JANUARY 8, 1953

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HEIDT: And now ladies and gentlemen here's another member of our "Lucky Strike Family", whom we discovered in Oklahoma City. He's the comedy sensation of America, as his record of "It's In The Book" has sold well over the million mark in sales. Last week, he recited "It's In The Book"..... This week, he turns his record over and sings a little song called "Grandma's Lye Soap"... so everyone ... get yourselves set ... Here he is in person, Johnny "It's In The Book" Standley.

MUSIC: ("GRANDMA'S LYE SOAP")

(APPLAUSE)

HEIDT: Thank you Johnny boy, and Johnny will have a new number for you next week. Folks, Johnny Standley.

ATX01 0022571



HEIDT: Now ladies and gentlemen, last Tuesday night in Odessa, Texas, under the auspices of their American Legion, 3000 enthusiastic Texans came to our concert to help raise money for the rehabilitation of the Odessa American Legion Veterans, rehabilitation program, Odessa, Texas, is the center of one of the world's largest oil basins and is the largest oil supply center in the world. However, I believe that Odessa is most proud of her marvelous school system and especially her championship hi-school band, which has been under the direction of Bob Maddox for the past 7 years. Bob Maddox is a fine gentlemen who's standing right along side of me here about 6 feet 2 1/2 inches and is the past president of the Texas Music Educators Association.

HEIDT: Bob would you mind telling us about this wonderful band you have here in Odessa? How large is it?

BOB: Horace, I have 145 members.

HEIDT: You have 145 members. Now would you mind telling us some of the honors that they've won?

BOB: Well, in 1951 they were the official band of the Texas Lions Group at the Lions International in New York City, and in 1951 they were guests at the Cotton Bowl half time. They are active in Civic programs and winners of numerous sweepstake trophies and band contests.

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HEIDT: Now tell me, why do you believe music important to the hi-school students?

BOB: Well, Horace music builds good citizenship. It encourages group cooperation and where to use your leisure time, individual talent and leadership is discovered and developed. Last, but not least, Horace it fulfillis the cardinal principles of education.

HEIDT: Marvelous Bob, you're helping to build America, THE AMERICAN WAY also ... so kindly accept this check from the Horace Heidt Foundation, which we hope will, in some small way, help your Odessa hi-school band.

BOB: Thank you, Horace. Believe me, you have no idea how much this money will help us and your encouragement to my band will serve as an inspiration for many years to come. The citizens of Odessa will always be grateful to you and your sponsor, the makers of Lucky Strike. Thank you.

(APPLAUSE)

(BAND)

ATX01 0022573

HEIDT: And we want to thank all you fine folks up there in Odessa. And that cheer that you just heard was because a very attractive girl stepped out here on the stage. Her name is Josephine Courreges. She's a brand new member of our "Lucky Strike Family", she hails from Los Angeles. She is very attractive, has a lovely personality, and unless I miss my guess, she will, in the near future, be one of the great singing stars of America. This is her national debut and Josephine, I'm going to ask you especially this evening to sing for all these boys out here from Fort Sam Houston, I know they're going to like you. Give her a good cheer over there fellows. Here they are, the "Piano Roll Blues", Josephine Courreges.

MUSIC: ("OLD PIANO ROLL BLUES")  
(APPLAUSE)

COMMERCIAL NO. 2

THE AMERICAN WAY  
JANUARY 8, 1953

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COMMERCIAL NO. 2

HEIDT: Ladies and gentlemen, this is our second broadcast for our new sponsor, Lucky Strike cigarettes. Naturally it's a very proud and happy moment. For Lucky Strike, with it's fine tobacco, Lucky Strike with it's cleaner, fresher, smoother taste is truly the cigarette of superior quality. So may I, on their behalf congratulate you millions of loyal Lucky Strike smokers who are now enjoying Luckies, and know that Luckies are made better to taste better. But to you smokers who have not as yet discovered the superior quality of Lucky Strike cigarettes, I urge you to buy a few packs of Luckies tomorrow, for it only takes a few packs of Luckies, and may I repeat, it only takes a few packs of Lucky Strike cigarettes to definitely prove to yourself what so many millions of Americans already know...that Luckies are made better to taste. better. So remember, that tomorrow, you will buy a pack of Lucky Strike cigarettes, that tomorrow, you will let yourselves "Be Happy - Go Lucky", for Lucky Strike in sponsoring this program is doing it's part in furthering "THE AMERICAN WAY" of living.

(APPLAUSE)

ATX01 0022575

THE AMERICAN WAY  
JANUARY 8, 1953

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HEIDT: Thank you very kindly ladies and gentlemen.  
And now it's time for "The Caruso of the South",  
Ralph Sigwald. And to me, nice people Ralph  
stands for a great deal more than just a marvelous  
voice. Ralph stands for THE AMERICAN WAY in the  
truest sense of the word, for t'was only 2 1/2  
years ago that Ralph was a janitor in Charleston,  
South Carolina. Now he's a great star. And only  
by living THE AMERICAN WAY could this happen.  
Now we're honored this evening to have right  
down here in the front row, some boys just back  
from Korea that were sent over here by the Brooks  
Army Hospital to be entertained and I'm going to  
have Ralph sing especially for them this evening.  
It's a prayer for you boys. Goo-no's "Ave Maria".

MUSIC: ("AVE MARIA")

(APPLAUSE)

HEIDT: Ralph Sigwald ladies and gentlemen. Thank  
you very much.

ATX01 0022576

HEIDT: And now, it's my privilege to present as guest speaker ... a man beloved not only in the city he now heads as mayor but throughout Texas ... The very progressive and respected Mike Cassidy.

(APPLAUSE)

HEIDT: Very glad to have you here Mike this evening.

MAYOR: Thank you, Horace. It's nice to welcome you and your troupe back to San Antonio, the city where the sunshine spends the winter. We're very proud of San Antonio, Horace, for almost 50% of our population is of Spanish origin but our people respect one another and work together in the tradition of THE AMERICAN WAY. The work you and your sponsor, Lucky Strike, are doing, touring America, helping needy people in individual communities and expressing American freedom throughout our land and also around the world ... is to be commended. Good luck, Horace and God speed.

(APPLAUSE)

HEIDT: Thank you very very much, Mr. Cassidy.

THE AMERICAN WAY  
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HEIDT: And now, nice people, here's our thought for the week....

"There's two kinds of people on earth today  
Two kinds of people, no more I say,  
Not the Good and the bad  
For 'tis well understood  
That the good are half bad  
And the bad are half good.

Not the happy and sad  
For with life's fleeting years  
Each person has laughter  
Each person has tears.

Not the rich and the poor  
For to gauge a man's wealth  
You must first know the state  
Of his mind and his health.

No the two kinds of people on earth, that I mean  
Are the people who lift and the people  
who lean.

And wherever you go, you will find  
The world's masses  
Are, ever divided, into just these two classes.

(CONTINUED)

ATX01 0022578

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HEIDT:       And strangely enough  
              You will find too, I mean  
              That for every one lifter.  
              There's twenty who lean.

              So I ask you this question  
              Are you easing the load  
              Of the over-taxed lifter  
              Who trots down the road.

              Or are you a leaner,  
              Who asks others bear  
              your portion of worry  
              labor and care?

MUSIC:        (THE AMERICAN WAY PLAYOFF)



THE AMERICAN WAY  
JANUARY 8, 1953

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CLOSING COMMERCIAL

HEIDT: Now ladies and gentlemen, tomorrow, Friday, we present our 2 1/2 hour concert show ... featuring 50 Lucky Strike stars...for the Bluebird organization in Houston, Texas.. 350 beautiful Texas women, who are raising money to help children with New-ro-logical disorders. On Saturday, another benefit performance in Houston for the Eliza Johnson Home for the Aged Negro. Sunday finds us in Galveston, Texas. Monday at Lake Charles, for the Louisiana Society for Mental Health. Tuesday in Beaumont for the evening Optimist Club. Wednesday in Longview for the Jaycees, and next Thursday night, we broadcast our "AMERICAN WAY" program plus our 2 1/2 hour concert show in Waco, Texas, for their Junior Chamber of Commerce.

And now ladies and gentlemen...please remember who's making this program "THE AMERICAN WAY" possible, the makers of Lucky Strike cigarettes, and I do so hope that you will make it a special point to give Luckies a vote of confidence tomorrow by changing to Lucky Strike...for whether you smoke or not, it's now the sign of a thoughtful hostess to have Lucky Strike in your home, as Luckies are doing their part to further "THE AMERICAN WAY" of living.

(MORE)

ATX01 0022580

THE AMERICAN WAY  
JANUARY 8, 1953

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CLOSING COMMERCIAL (CONT'D)

HEIDT: And so, nice people, 'til we meet again, remember  
(CONT'D) " 'tis better to 'build boys than to mend men", saying  
good-night to mother, and wishing you good luck, good  
health, and may God bless you all...goodnight.

(APPLAUSE)

MUSIC: "BE HAPPY - GO LUCKY"  
(LONG VERSION OF...THEME FADE FOR)

ANNCR: This program was brought to you by Lucky Strike,  
product of The American Tobacco Company...America's  
leading manufacturer of cigarettes...Here's an  
important announcement from your Red Cross, whole  
blood and blood plasma are vitally needed to save  
American lives both overseas and at home. Donating  
blood is easy, painless, and takes only a few  
minutes. Call your local Red Cross Chapter tomorrow  
for an appointment.

THIS IS THE CBS RADIO NETWORK.....

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

January 15, 1953 Broadcast #3 Broadcast: 10:00-10:30 PM EST  
DATE Waco, Texas Network: Repeat: (AS BROADCAST)

## OPENING COMMERCIAL

|            |                 |                     |
|------------|-----------------|---------------------|
| SPOT NO. 1 | "JAVA JIVE"     | FOUR SPADES         |
| SPOT NO. 2 | INTERVIEW       | MRS. ROBT. E. SMITH |
| SPOT NO. 3 | "OLD MAN RIVER" | GINNY SHEPHERD      |

## COMMERCIAL NO. 1

|            |                    |                |
|------------|--------------------|----------------|
| SPOT NO. 4 | "SWANEE RIVER"     | STEVE HANCOCK  |
| SPOT NO. 5 | INTERVIEW          | ROBT. E. SMITH |
| SPOT NO. 6 | "WHEEL OF FORTUNE" | BETTY COLE     |
| SPOT NO. 7 | "GOOFUS"           | BUD MESSENIE   |

## COMMERCIAL NO. 2

|             |                        |               |
|-------------|------------------------|---------------|
| SPOT NO. 8  | "THOUGHT FOR THE WEEK" | HORACE HEIDT  |
| SPOT NO. 9  | "THE ROSARY"           | RALPH SIGWALD |
| SPOT NO. 10 | WIRE FROM GOV. SHIVERS |               |

## CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

10:00-10:30 PM EST

JANUARY 15, 1953

THURSDAY

OPENING COMMERCIAL

WACO, TEXAS

(AS BROADCAST)

BAND: FANFARE---into --

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY  
A. WONDERFUL WAY TO LIVE  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE  
AMERICAN WAY" ... featuring Horace Heidt for  
Lucky Strike!

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing -- no, nothing -- beats better taste!  
And Luckies taste better ... cleaner, fresher,  
smoother! So for your own real, deep-down  
smoking enjoyment ... Be Happy - Go Lucky!  
And now, here's the star of our show....Horace  
Heidt for Lucky Strike!

(APPLAUSE IN SIMULTANEOUSLY & FADE)

BAND: "BE HAPPY - GO LUCKY" (THEME LONG CLOSE)

ATX01 0022583

THE AMERICAN WAY  
JANUARY 15, 1953  
WACO, TEXAS

-B-

OPENING (CONT'D)

HEIDT: Thank you very, very much, ladies and gentlemen. Believe me, it's grand being back with you nice people. And tonight finds us broadcasting from the campus of the famous Baylor University, situated in the hub city of Waco, Texas.

(APPLAUSE)

Folks, as you already know, our program "The American Way" is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we'll present concerts under the auspices of your service clubs, which represent worth-while charities, which will, in turn help the needy people of your city. Also, we shall, just as in former years, audition the youth of your city, and present your talented young people with their opportunity for recognition and success. So, "The American Way" will give opportunity to the youth of our country and will also help the needy people of your community. A great American program, sponsored by the American Tobacco Company, the makers of Lucky Strike cigarettes.

(APPIAUSE) SHORT PLAYOFF

ATX01 0022584

HEIDT: And now, on with the show and The Four Spades from Houston, Texas ... four boys between the ages of 16 and 18 that have all the ear-marks of becoming fine stars in the years to come. Boys, Lucky Strike is happy to give you your first national opportunity for recognition and I feel sure this will be the starting of a great career for you in show business. Here they are, The Four Spades, from Houston, Texas, giving their version of "Java Jive".

MUSIC: ("JAVA JIVE")

(APPLAUSE)

HEIDT: Yes sir, The Four Spades from Houston. And listen to that ovation that they get. Very good-looking boys, very handsome.

HEIDT: Yes, ladies and gentlemen, you have just heard The Four Spades, the winners of our concert show in Houston, Texas, Friday night where we appeared under the auspices of the Blue Birds ... 350 beautiful Texas gals who call themselves The Blue Birds because the bluebird denotes happiness and good cheer ... 350 Texas women who represent one of the most worth-while charitable causes in America today, for through their magnificent and unselfish efforts, they financed at a cost of \$4,012.00, the fourth floor of the Methodist Hospital in Houston, and care for, regardless of race, creed, or color, the children with new-ro-logical disorders. Mrs. Robert E. Smith of Houston, who has aided greatly in this cause, has come here to Waco, to tell us a little bit more about the Blue Birds and their project. Mrs. Smith, would you mind telling me approximately how many children you treat a month, and are these all local?

MRS. S: No Horace, they're not all local children. We have children from all over the southwest and even in Mexico, and we have treated 700 children in our clinic averaging 150 patient visits each month.

HEIDT: That's marvelous. Tell me, are the Blue Birds required to work at the clinic?

MRS. S: No they're not required, however, within our circle we have a volunteer group known as the "Ladies in Blue" and we have ten volunteers on duty every day in the clinic.

HEIDT: I see. Now here's another question -- are you affiliated with anybody in this particular work?

MRS. S: Yes, we are a definite part of the Texas Medical Center being the representative clinic of its type in the center and we are affiliated with the Methodist Hospital and our clinic is staffed by the Baylor University College of Medicine.  
(APPLAUSE) They furnish our doctors and our consultants.

HEIDT: And of course that pleases everybody here at Baylor very, very much.

MRS. S: I thought perhaps it might.

HEIDT: Is there anything else that you'd like to say?

MRS. S: Yes. It's hard for me to find words to express what I would like to say but we Blue Birds are of course, very happy in our work and are especially grateful to you and your entire organization who came to Houston last Friday and raised over \$15,000.00 for our clinic. (MORE)



THE AMERICAN WAY  
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MRS. S:  
(CONT'D)

It will never be forgotten and I'm sure all Texas appreciates the work you are doing, and the generous support you give the various charitable organizations.

HEIDT:

Thank you very much. And ladies and gentlemen, you just heard Mrs. Robert E. Smith from Houston, Texas.

ATX01 0022588

HEIDT: Now, last Sunday in Galveston, Texas, 3,000 people selected Ginny Shepherd as their winner of our talent search. There's an old saying "Where there's a will, there's a way" and Ginny Shepherd is certainly the personification of that adage, for at the age of three, she was stricken with Polio which unfortunately requires her to wear a brace, but at no time was Ginny Shepherd discouraged and now at the age of 24 she should be considered as one of our country's most promising song-stylist's. And of course, Lucky Strike is proud to give Ginny her national radio opportunity and she sings a very unusual sweet-swing version of "Old Man River".

MUSIC: ("OLD MAN RIVER")

(APPLAUSE)

HEIDT: Ginny Shepherd from Galveston, Folks, wasn't that marvelous. You know this Ginny is a very courageous person and Luckies are proud to have given her her lucky break.

(COMMERCIAL NO. 1)

THE AMERICAN WAY  
JANUARY 15, 1953  
WACO, TEXAS

-C-

COMMERCIAL NO. 1

HEIDT: And now, friends, let's take a moment and listen to a few words from the people who are making this program possible ... my good sponsors -- Lucky Strike!

(SWITCH TO NEW YORK)

FELTON: Nothing -- no, nothing -- beats better taste! ... and remember --

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!  
For Lucky Strike means fine tobacco  
Richer-tasting fine tobacco.

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!  
Lucky Strike! Lucky Strike!

FELTON: Hi, everybody ... this is Happy Felton. Say, friends ... you know, and I know, that you enjoy a cigarette on account of its taste. Nothing, no, nothing -- beats better taste. And Luckies taste better. (MORE)

ATXO1 0022590

THE AMERICAN WAY  
JANUARY 15, 1953  
WACO, TEXAS

-D-

COMMERCIAL NO. 1 (CONT'D)

FELTON:  
(CONT'D)

But don't just take my word for it. Listen, and judge for yourself: A nation-wide survey, based on actual student interviews in 30 leading colleges, shows that more students in these colleges prefer Luckies than any other cigarette. By a wide margin, too! And the Number One reason the students gave for smoking Luckies was better taste! Now I know that you, yourself, will find that Luckies taste better...cleaner 'n fresher, 'n smoother. Because first of all, LS/MFT - Lucky Strike means fine tobacco...fine, mild, good-tastin' tobacco. Besides, Luckies are made better, to taste better. So make your cigarette Lucky Strike...and get the better taste that gives you real, deep-down smoking enjoyment.

COLLINS:  
(SINGING)

Luckies taste better!

CHORUS:

Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

(SWITCH TO WACO, TEXAS)

HEIDT:

And you know, ladies and gentlemen, that certainly is good advice. For Lucky Strike with its' fine tobacco, Lucky Strike with its' cleaner, fresher, smoother taste, is truly the cigarette of superior quality...so, let yourselves "Be Happy--Go Lucky", for Luckies are made better to taste better.

(APPLAUSE)

"LUCKY STRIKE JINGLE"

ATX01 0022591

THE AMERICAN WAY  
JANUARY 15, 1953

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HEIDT: Thank you very kindly nice people. Now from San Angelo, Texas. Last Wednesday night, 4,000 people selected Steve Hancock as their most promising young aspirant to stardom. Steve attends San Angelo College, and in his first national radio opportunity, gives his own rendition of "Swanee River". Here he goes... Steve.

MUSIC: ("SWANEE RIVER")

(APPLAUSE)

HEIDT: San Angelo - Steve Hancock. I'll bet everybody down there is mighty proud this evening. Nice going there, Steve boy. You did swell, thank you very, very much.

ATX01 0022592

HEIDT: Folks, last Saturday evening, one of my life's ambitions came true. We gave a benefit concert for the Eliza Johnson Home for the Aged Negroes. The only home of its' kind in Texas, and a project which was started by the Due-pray family of Houston, assisted by Mr. Carter Wesley, one of America's best-known newspaper publishers. And a Mr. Robert Smith a great American, a man with a great heart, a man always striving to help others and who does more towards aiding charitable causes than any other man I know. I'd like to introduce the head of the Council of Human Relations in Texas, Mr. Robert E. Smith.  
(APPLAUSE)

Now, Mr. Smith, I'd like to ask you how did the Eliza Johnson Home come into being?

MR. SMITH: Anna Duepray, a colored woman in Houston, originated the idea Horace, and she's a wonderful character. And out of that she enlisted the aid of other colored people including herself and other white people.

HEIDT: Uh huh. Tell me, what benefits do people derive from the Eliza Johnson Home?

MR. SMITH: I think it shows plainly that the people of the south are keenly aware of their responsibilities to the colored people of the south and this is wholly for colored people and no one else.

HEIDT: I see, is this one of the only homes, of its kind in Texas or in the country?

MR. SMITH: As I understand it, yes.

HEIDT: Uh huh. And how do you personally feel about this Mr. Smith, you're the head of the Council of Human Relations, do you think that this is a move in the right direction?

MR. SMITH: It certainly is. It and others are being carried out by the people of the State of Texas and the south in general, and I think the Eliza Johnson Home is a wonderful example that the people of the south are keenly aware and are accepting the responsibility.

HEIDT: Well, that's very, very fine. And tell me this, just one other question -- do you think that similar concerts should be given like this throughout the country?

MR. SMITH: It certainly should be and should be done by people along community levels and by the people themselves in community levels aided of course by agencies of State and other committees that are set up. (MORE)

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MR. SMITH: But the people along community levels are the  
(CONT'D) only ones that can do it.

HEIDT: Well, thank you very much, Mr. Smith. That  
certainly is wonderful. We're very, very  
honored and very happy to have you here.

ATX01 0022595



HEIDT: Now, ladies and gentlemen, from Houston, Texas, comes one of the finest singing prospects we've ever run across. So much so, that we've asked her to become a regular member of our Lucky Strike family and sing in our concert show. She stands about 5 foot 2, very petite, quite beautiful, black snapping eyes, brunette and her style of singing is perhaps a cross between Kay Starr and Patty Page. Here's a real star in the making, folks, so listen closely....16 year old Betty Cole, from Houston, with her rendition of "Wheel of Fortune".

MUSIC: ("WHEEL OF FORTUNE")

(APPLAUSE)

(MUSIC)

HEIDT: Folks, that was Betty Cole from Houston, Texas, a regular member. And as we tour around the country and you watch her sing, well, I think you'll feel the same way as this audience did here tonight, everybody just kind of laid out there.

HEIDT: But now we're going to kind of snap everybody out of it for a few seconds with some real corn. And this corn comes from Ottawa, Illinois, in the person of Bud Messenie, also a regular member of our "Lucky Strike Family", and Bud gives his version of "Goofus".

MUSIC: ("GOOFUS")

(APPLAUSE)

HEIDT: Bud Messenie broadcasting from Waco, Texas.

(COMMERCIAL NO. 2)

THE AMERICAN WAY  
JANUARY 15, 1953  
WACO, TEXAS

-E-

COMMERCIAL NO. 2

HEIDT: Ladies and gentlemen, when you hear all these fine young people receiving their opportunities and hear of these many good deeds being done, I'm sure you realize why I'm so proud of my sponsor, the people who make it all possible, the American Tobacco Company, the makers of Lucky Strike cigarettes. When I first spoke with the Lucky Strike people about sponsoring my show, I said I felt all our good friends and loyal boosters throughout America would Be Happy to Go Lucky and change to Lucky Strike. So, if you feel that a program such as "The American Way" which is conceived to tour America, helping not only the needy people, but also your talented youth...if you feel that Lucky Strike, which is making this program possible, deserves a vote of confidence, then I'm sure that tomorrow you will change to Lucky Strike cigarettes. That tomorrow you will "Be Happy - Go Lucky" for it only takes one carton of Lucky Strike and may I repeat - it only takes one carton of Lucky Strike to prove what so many millions of Americans already know... that Luckies are made better to taste better.

(MORE)

ATX01 0022598

THE AMERICAN WAY  
JANUARY 15, 1953  
WACO, TEXAS

-F-

COMMERCIAL NO. 2 (CONT'D)

EEIDT:  
(CONT'D)

So I urge you, ladies and gentlemen, to support these fine people, for Lucky Strike is doing its part to further "The American Way" of life.

(APPLAUSE)

BAND: HAPPY - SHORT VERSION

THE AMERICAN WAY  
JANUARY 15, 1953

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HEIDT: And now ladies and gentlemen, before Ralph  
Sigwald sings "The Rosary", here's our thought  
for the week....

God gives us joy that we may give.  
He gives us love that we may share  
Sometimes He gives us loads to lift  
So that we may learn to bear  
For life is gladder when we give  
Love is sweeter when we share  
And heavy loads seem lighter, too  
When we have learned to bear.

INTO RALPH'S "ROSARY"

MUSIC: ("THE ROSARY")

(APPLAUSE)

ATX01 0022600

THE AMERICAN WAY  
JANUARY 15, 1953

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ANNCR: Ladies and gentlemen, here's a wire from  
Governor Shivers of Texas.

"Dear Horace

I deeply appreciate your invitation to  
speak on your program, but regret that due to  
opening sessions of the Legislature, I can not be  
there personally. However, my every good wish  
goes to you and "The American Way", which is  
helping our youth and our charities. We're  
always proud and happy to have you in the state  
of Texas.

Signed,

Allen Shivers,  
Governor of Texas

(APPLAUSE)

"THE AMERICAN WAY"

ATX01 0022601

THE AMERICAN WAY  
JANUARY 15, 1953  
WACO, TEXAS

-G-

CLOSING COMMERCIAL

HEIDT: Thank you very much, Gov.; Ladies and gentlemen, tomorrow night, Friday, we present our 2 1/2 hour concert show ... featuring Johnny "in the book" Standley, Ralph Sigwald ... little Betty Cole from Houston, and 50 Lucky Strike stars ... in Fort Worth, at the Auditorium. On Saturday we'll be in Oklahoma City under the auspices of the Police Boys Club ... Sunday in Tulsa for the Press Club...Monday in Enid..Tuesday in Joplin for the Lions Club...Wednesday in Kansas City for the Missouri Foundation for Infantile Paralysis... and on Thursday we broadcast from the Municipal Auditorium in Topeka, Kansas.

Folks, I can't begin to tell you how proud we are that "The American Way" are members of the Lucky Strike family of stars, when you work for nice people - when you work with nice people like Jack Benny, and Robert Montgomery and the Hit Parade Crew ... well...we feel we've reached the top. All of us are dedicated to bringing enjoyment into your home...just as Luckies are bringing enjoyment to millions of you smokers ... so remember ...whether you smoke or not, it's the sign of a thoughtful hostess to have Lucky Strike in your home. For Luckies are doing their part in furthering "The American Way" of living.

(MORE)

ATX01 0022602

THE AMERICAN WAY  
JANUARY 15, 1953  
WACO, TEXAS

-H-

CLOSING (CONT'D)

HEIDT:  
(CONT'D)

And so nice people, till we meet again, this is  
Horace Heidt reminding you " 'tis better to build  
boys than to mend men" saying good night to  
Mother, and wishing you good luck, good health,  
and may God bless you all. Good night...

(APPLAUSE)

BAND:

BE HAPPY - GO LUCKY (LONG VERSION OF THEME FADE  
FOR)

ANNCR:

THIS IS THE CBS RADIO NETWORK.

ATX01 0022603



# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

CBS

Broadcast: 10:00-10:30 PM EST

DATE January 22, 1953  
Toperia, Kansas

Broadcast #/Network:

Broadcast:

Repeat: (AS BROADCAST)

## OPENING COMMERCIAL

|            |                  |                 |
|------------|------------------|-----------------|
| SPOT NO. 1 | "JUST BECAUSE"   | HOKIE OAKIES    |
| SPOT NO. 2 | INTERVIEW        | AUSTIN HARRISON |
| SPOT NO. 3 | "SEPTEMBER SONG" | JOHNNY HARPER   |

## COMMERCIAL NO. 1

|            |                   |                                  |
|------------|-------------------|----------------------------------|
| SPOT NO. 4 | "CARAVAN"         | CHROME TONES                     |
| SPOT NO. 5 | INTERVIEW         | TOMMY MINICK &<br>RALPH RICHARDS |
| SPOT NO. 6 | "SHOT GUN BOOGIE" | LIZABETH LYNCH                   |

## COMMERCIAL NO. 2

|            |                 |   |
|------------|-----------------|---|
| SPOT NO. 7 | "OLD MAN RIVER" | THOMAS STEWART                                |
| SPOT NO. 8 | INTERVIEW       | BRIGADIER GENERAL<br>JOSEPH SMOKEY<br>CALDARA |

## CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY" #4

10:00-10:30 PM EST JANUARY 22, 1953  
TOPEKA, KANSAS

THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" SEGUE TO FANFARE -- INTO --

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY  
THE CHANCES IT CAN GIVE  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE  
AMERICAN WAY" ... featuring Horace Heidt for  
Lucky Strike!

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing -- no, nothing -- beats better taste!  
And Luckies taste better ... cleaner, fresher,  
smoother! So for your own real, deep-down  
smoking enjoyment ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ANNCR: Now, here's the star of our show, Horace Heidt  
for Lucky Strike!

(APPLAUSE IN AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (LONG CLOSE)

ATX01 0022605

HEIDT: Hey, hey, yes sir, ladies and gentlemen, thank you very much ladies and gentlemen. It's grand being back with you nice people again. Tonight finds us broadcasting before 5,000 enthusiastic folks in the capitol city of Topeka, Kansas.

(APPLAUSE)

HEIDT: Now folks, as you all know, various sections of America are very partial towards certain types of music, and three 20 year old boys from the University of Oklahoma, who call themselves "The Hokie Oakies", have put together a very clever act which well depicts the style of music people like in their section of our country. There's Johnny Keith on banjo, and Johnny Majors in commercial arts, there's Bob Adams on Mandolin, majoring in the Petroleum Engineering, Jack Smith plays the guitar, and is studying to be a Chiropractor. For kicks and fun, these boys are all dressed as real "Hokie Oakies" even to being bare-footed, so prepare yourselves for some real University of Oklahoma spirit as they sing and play "Just Because". Here they are.

MUSIC: ("JUST BECAUSE")

(APPLAUSE)

HEIDT: There they are the Hoakie Oakies from the University of Oklahoma.. They're what you call.... Oh, I don't know...house wreckers. They tear down the house. Very nice work boys. Thank you.

HEIDT: Folks, last Thursday evening -- last Tuesday evening, 3500 hospitable, wonderful people of Joplin, Missouri selected 24 year old Johnny Harper as their winner of our talent search, and when you hear Johnny sing, I'm sure you'll agree that he has very exceptional possibilities for the future. However, before introducing Johnny, I would like you to meet one of the finest and most progressive young men of the southwest. Mr. Austin Harrison, who is the President and General Manager of the Columbia affiliated station K-S-W-M, in Joplin. Austin is here this evening as representative of the Downtown Lions Club, one of the finest organizations we've ever had the pleasure of working for. Austin, tell me, how many members have you there in the Joplin Downtown Lions Club?

AUSTIN: Just about 100, Horace.

HEIDT: Where do you fellows get all that enthusiasm and that pep?

AUSTIN: Well Horace, the members of the Lions Club sincerely believe in the work and cause of Lionism and I believe that that's the reason they really work hard in any worthwhile project the club undertakes.

HEIDT: Well they certainly do. And now, tell me something about the Lions International Organization, how many clubs have you?

AUSTIN: There are 10,000 Lions Clubs in 42 countries all over the world.

HEIDT: My goodness. What's your membership?

AUSTIN: 450,000.

HEIDT: Just think of that. Well no wonder you have a wonderful spirit. Now tell me about the profits from your show there. How were they ... how will they be used?

AUSTIN: Well Horace, the profits of the show this year were divided among several worthwhile charities. \$250.00 went to the Polio Fund. \$250.00 were set aside for the Kiwanis Club Streetlighting Program and \$250.00 was set aside for the American Cancer Society. And the balance of the money is going to be used by the club in their regular activity such as the Gamby Street Boy's Baseball League and the Sightseeing and Blind Aides.

HEIDT: Well, I know that makes you boys very, very happy to help such worthwhile causes. Now is there anything else you'd like to say?

AUSTIN: Well, Horace, this is the second year you've come to Joplin, and I'd like to mention that not only has your show been an inspiration to the thousands who attend each year, but as you've just heard, the money has gone for some very worthwhile causes.

(MORE)

AUSTIN:  
(CONT'D)

We, of Joplin, wholeheartedly endorse your "American Way", program and I also wish to thank your sponsors, Lucky Strike, for making your appearance possible. I'm sure that as people throughout the nation see, first hand, the fine work you're doing, the benefits will come back ten-fold to both of you.

(APPLAUSE)

MUSIC:

("BAND INTRO")

HEIDT:

Thank you very much, Austin Harrison from Joplin, Missouri. And now here he is, the winner of our talent search in Joplin. His name is Johnny Harper. He's 24 years old, served 21 months in the Navy, and Johnny hopes someday to be doing as well as his idols, Nat "King" Cole, or Billy Eckstine. So listen closely folks, I'm sure you'll agree that Johnny deserves his national ... his lucky national radio opportunity.

MUSIC:

("SEPTEMBER SONG")

(APPLAUSE)

HEIDT:

Well there you are...listen to that applause out there. Ladies and gentlemen you're going to hear a lot about this boy, Johnny Harper. Johnny tell me, how do you feel now that it's all over.

JOHNNY:

Thrill of a lifetime, Mr. Heidt.

HEIDT:

Good for you.

JOHNNY:

I really appreciate what you and Luckies are really doing for me.

HEIDT:

Well, that's wonderful, that's very, very fine.

THE AMERICAN WAY  
JANUARY 22, 1953

-C-

COMMERCIAL NO. 1

HEIDT: So now, friends, let's take a moment and listen to a few words from the people who make this all possible, my good sponsors, Lucky Strike.

(SWITCH TO NEW YORK)

FELTON: Nothing -- no, nothing -- beats better taste!  
And remember ...

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!  
For Lucky Strike means fine tobacco  
Richer-tasting fine tobacco

COLLINS: Luckies taste better!  
(SINGING)

CHORUS: Cleaner, Fresher, Smoother  
Lucky Strike! Lucky Strike!

FELTON: Hi, folks...it's Happy Felton. Y'know, a little bit of thinkin' can bring you a lot of better smokin'. 'Cause when you reason it out, you're sure to come to this conclusion: for real smoking enjoyment, nothing, no, nothing -- beats better taste! Now, that just logically leads you to Luckies, the better tastin' cigarette.

(MORE)

ATX01 0022610

THE AMERICAN WAY  
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COMMERCIAL NO. 1 (CONT'D)

FELTON:  
(CONT'D)

You see, the taste of a cigarette depends on two things: What you make it from, and how you put it together. Well, first of all, Luckies are made of fine, mild tobacco, famous for its taste. Of course! -- LS/MFT - Lucky Strike means fine tobacco! 'N then, Luckies are made better, to give you a cleaner, fresher, smoother-tastin' smoke. So for the better taste you want, and the deep-down enjoyment you've a right to -- Be Happy -- Go Lucky. Next time, get a carton of Lucky Strike!

COLLINS:  
(SINGING)

Luckies taste better!

CHORUS:

Cleaner, Fresher, Smoother  
Lucky Strike! Lucky Strike!

(SWITCH TO TOPEKA, KANSAS)

HEIDT:

And folks, that certainly is good advice. For Lucky Strike with its fine tobacco. Lucky Strike with its cleaner, fresher, smoother taste, is truly the cigarette of superior quality...So, "Be Happy - Go Lucky", for Luckies are made better to taste better.

(APPLAUSE)

(PLAYOFF)



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HEIDT: Yes sir. Well folks, last Monday evening we appeared in Enid, Oklahoma, where we found the "Chrome Tones", there's Ron Pearson and Pierre Co-Chur. Both of these boys are members of the United States Air Force, stationed at Vance Air Base in Enid, and strange but true, they live across from one another on Lake Michigan, but didn't meet until they arrived at Vance Air Base. Fine, clean-cut young boys, a credit to our nation, and deserving of only the best, so let's give them a nice send-off, shall we?

MUSIC: ("CARAVAN")  
(APPLAUSE)

HEIDT: Boys, that was terrific, you were just sailing. Something compelled you, I don't know what it was. What do you fly, jet planes or something? How do you feel?

CHROME  
TONES: Just marvelous, just marvelous.

HEIDT: Are all the boys tuned in up there at the base?

CHROME  
TONES: I certainly hope they were.

HEIDT: Good for you, and you did fine work too.

CHROME  
TONES: Thank you, Horace.

HEIDT: Thank you very, very much. That's swell fellows, puffing a little bit. Give them a nice hand, that's right, they're really great.

ATX01 0022612

HEIDT: Ladies and gentlemen, last Saturday evening, we gave our concert show in Oklahoma City for the benefit of The Oklahoma City Police Boys Club. This is one of the most unusual organizations in America, for the police force of Oklahoma City believes in the policy, and have proved, that by working with the youth of their city, they not only correct juvenile crimes, but build among the young people, a respect and appreciation for the police force, not duplicated anywhere in the county. So we have asked one of the members of the Oklahoma police boys club to be here as our guest. Now tell me, Tommy Minick ... tell me first how old are you?

TOMMY: Thirteen.

HEIDT: You're thirteen years old. And how long have you been a member of the Oklahoma City Police Boys Club?

TOMMY: Almost two years.

HEIDT: Two years, now tell me, why did ...why did you join the club?

TOMMY: Well, some of my friends told me it was fun so I joined it and now I'm going to the rifle range, big range and go swimming and the show and I get to go to see the Horace Heidt Show every year free..

HEIDT: You kind of threw that one in there at the end, didn't you? Well, that's all right. In other words you get the rifle range, the recreation and it takes up all of your spare time doesn't it?

TOMMY: Yep.

HEIDT: Now isn't that wonderful. Well, now tell me what would you like to be when you grow up?

TOMMY: An Oklahoma city policeman.

HEIDT: Good for you ... an Oklahoma City policeman, isn't that swell.

(APPLAUSE)

HEIDT: Tommy, that's fine. And now, folks we introduce Officer Ralph Richards of the Oklahoma City Police Force. Ralph, have you anything to say?

RALPH: Well Horace, we have had wonderful success with our Oklahoma City Police Boy's Club and we would like to urge other organizations to sponsor similar programs for their youth. They will find it very helpful in character building and the prevention of juvenile delinquency. I am proud to tell the nation that you and your organization through your concerts and personal appearances in Oklahoma City for the past four years have been the largest contributor to the maintenance of our Boy's Club. I know that all Oklahoma is proud of you for the work that you are doing. You and your sponsor, who is making this possible, are certainly to be complimented and congratulated. Thank you.

(APPLAUSE)

BAND INTRODUCTION:

HEIDT: Well Ralph Richards, you can rest assured, that you've made my sponsor, Lucky Strike, very happy. However, what we have done is only "The American Way".

THE AMERICAN WAY  
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HEIDT: And now, from Akron, Ohio, comes one of the most attractive young stars in the country. She's a regular member of our Lucky Strike family. 17 years old, she has charm, beauty, personality ... she's going to be a great star. She makes her first national radio debut, singing "Shot Gun Boogie". Here she is, Lizabeth Lynch.

MUSIC: ("SHOT GUN BOOGIE")

(APPLAUSE)

HEIDT: Thank you very much, Lizabeth Lynch.

ATX01 0022616

THE AMERICAN WAY  
JANUARY 22, 1953

-E-

COMMERCIAL NO. 2

HEIDT: You know folks as we travel around the country there's many people ask me this question. They say, "Horace, why do you mention so many times, why do you speak so often of your sponsor's product?" Well, after walking the sidewalks of New York and Chicago for a full year trying to find a national concern to sponsor this program, The American Way, that's a very easy question for me to answer. For it wasn't until I called on The American Tobacco Company, the makers of Lucky Strike Cigarettes, that I heard those wonderful words, "Horace, we think it's a fine idea. It's a program which is going to help others and we'll back you to the hilt, go right to it". So, now you know why I feel very deeply, very sincerely that these people who have so much faith in the work we're doing should receive full credit. And every place we go in every city, every nook and corner of our nation I tell this story because I want everybody in America to know the gratitude, the appreciation I feel so deeply in my heart. So nice people I ask you if you think a program such as The American Way which is conceived to tour our nation helping not only the needy people but also your talented youth that's worth while, if you feel that Lucky Strike in making it possible deserves a vote of confidence then I'm sure that tomorrow you will change to Lucky Strike cigarettes, that tomorrow you will

(MORE)

ATX01 0022617

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COMMERCIAL NO: 2 (CONT'D)

HEIDT:  
(CONT'D)

...Be Happy -- Go Lucky and buy your carton of Luckies. For it only takes one carton of Luckies, and may I repeat ... it only takes one carton of Lucky Strike cigarettes to prove what so many millions of Americans already know -- that Luckies are made better to taste better. So now that you know the reasons behind my sincerity I urge you to support this client's product for Lucky Strike is doing its part in furthering the American way of living. Thank you.

ORCH:

"BE HAPPY - GO LUCKY: - UP AND CUT

ATX01 0022618

THE AMERICAN WAY  
JANUARY 22, 1953

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HEIDT: Now nice people last Thursday evening in Waco, Texas, 3000 people at Doctor White's famous Baylor University, discovered 24 year old Thomas Stewart, who without question, possesses one of America's most outstanding baritone voices. Thomas stands 6 foot 3, weighs 230 pounds, very handsome, and sings everything from opera to popular selections. However tonight we're going to put him to the acid test for a baritone. He's going to give his rendition of "Ole Man River".

MUSIC: ("OLE MAN RIVER")

(APPLAUSE)



HEIDT: Wonderful work, and an ovation for Thomas Stewart. Wonderful work, Thomas, I know the entire nation is happy to hear you and I know that everybody down there in Waco is very, very proud of you.

Now, folks, we introduce the commanding general of the 21st Air Division, one of the vital units of America's long range air arm. They're based right here in Topeka at Forbes Field ... the very able and aggressive young Brigadier General Joseph D. Smokey Cal-Dara.

(APPLAUSE)

CALDARA: Thank you, and welcome to Kansas, Horace. We of the Air Force well remember your tour of our bases here in America and throughout Europe two years ago, and it's good to know that later this year, we will conduct your international friendship tour expressing the freedom of our American democracy. It cannot help but be of value in the fight against the forces of evil. Your tour of America, helping people in need and also our talented youth, is of high purpose. We appreciate this, especially for the Air Force too, provides opportunities for the young men and women of our nation.

(MORE)

THE AMERICAN WAY  
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CALDARA:  
(CONT'D)

Its training programs, give them valuable experience, not only for our national defense, but also to prepare them for a more productive civilian future. So, Horace, the work you and your sponsor are doing is of utmost value to our nation and I wish you both all the luck in the world.

(APPLAUSE)

BAND: (MUSIC:)

HEIDT: Thank you very, very much Brigadier General.

ATX01 0022621

THE AMERICAN WAY  
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-G-

CLOSING COMMERCIAL

HEIDT: Now folks, tomorrow night, Friday, we present our 2 1/2 hour concert show ... in Hutchinson, Kansas at the Convention Hall. Saturday we'll be in Wichita, Kansas for 3 shows at the Forum Auditorium. Then we jump 300 miles Saturday evening to appear on Sunday in Springfield, Missouri, for a matinee and evening performance for the Metro Club. On Monday we travel 231 miles to Little Rock, Arkansas, to be with our good friends, The Lions Club, Tuesday another 200 miles brings us to Monroe, Louisiana for their high school band. Next Wednesday in Shreveport for the Optimist Club....and on Thursday (if we're still alive and kicking) ... we'll broadcast from the auditorium in Vicksburg, Mississippi. So folks, get your reserved seat tickets right away tomorrow...we'll be there, regardless of snow or ice or whatever should come. Please remember who's making our program, "THE AMERICAN WAY" possible, my good sponsor, the makers of Lucky Strike cigarettes. I wish to thank you millions of people who are already smoking Luckies and who already know that Luckies are made better to taste better. However, for those of you who have not as yet changed, make it a special point to give Luckies your vote of confidence tomorrow.

(MORE)

ATX01 0022622

> THE AMERICAN WAY  
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-H-

HEIDT: (For whether you smoke or not, it's a sign of a thoughtful hostess)...(a mark of distinction)... to have Lucky Strike in your home, for Lucky Strike is doing its part in furthering "THE AMERICAN WAY" of living.

And so nice people, till we meet again, this is Horace Heidt reminding you 'tis better to build boys than to mend men, saying good night to mother, and wishing you good luck, good health, and may God bless you all.....good night.

(APPLAUSE)

BAND: BE HAPPY - GO LUCKY (LONG VERSION OF THEME  
FADE FOR)

ANNCR: This program was brought to you by Lucky Strike, product of The American Tobacco Company... America's leading manufacturer of cigarettes.

THIS IS THE CBS RADIO NETWORK.

ATX01 0022623

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: ~~AS BROADWAY~~ STRIKE CIGARETTES

DATE: January 29, 1953  
Vicksburg, Miss.

Broadcast #5

Network: CBS

Repeat: ~~10:30 PM EST~~

(AS BROADCAST)

## OPENING COMMERCIAL

|            |                      |  |
|------------|----------------------|--|
| SPOT NO. 1 | "CARAVAN"            | DONALD SAWYER                            |
| SPOT NO. 2 | INTERVIEW            | LINDA THOMPSON<br>AND<br>PHILLIP AMBROSE |
| SPOT NO. 3 | "THIS CAN'T BE LOVE" | KAY STAKER                               |

## COMMERCIAL NO. 1

|            |                               |                  |
|------------|-------------------------------|------------------|
| SPOT NO. 4 | "TAKE ME BACK TO LITTLE ROCK" | CARROLL CRUTCHER |
| SPOT NO. 5 | INTERVIEW                     | BILL JAMES       |
| SPOT NO. 6 | "DEM BONES"                   | JOHNNY STANDLEY  |

## COMMERCIAL NO. 2

|            |           |                          |
|------------|-----------|--------------------------|
| SPOT NO. 7 | SPIRITUAL | PHILHARMONICS            |
| SPOT NO. 8 | INTERVIEW | SENATOR ELLIS<br>BCWDRON |

## CLOSING COMMERCIAL

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THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY" #5

10:00-10:30 PM EST

JANUARY 29, 1953

THURSDAY

OPENING

VICKSBURG, MISSISSIPPI

BAND:

CHORUS:

"BE HAPPY - GO LUCKY" - SEGUE TO FANFARE INTO -  
THE AMERICAN WAY IS A WONDERFUL WAY

THE CHANCES IT CAN GIVE

(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR:

The American Tobacco Company presents "THE  
AMERICAN WAY" ... featuring Horace Heidt for  
Lucky Strike!

BAND &  
CHORUS:

(UP TO CRESCENDO FINISH)

ANNCR:

Nothing - no, nothing -- beats better taste, and  
Luckies taste better. Cleaner, fresher,  
smoother. So for your own real, deep-down  
smoking enjoyment ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike!

And now here's the star of our show ... Horace  
Heidt for Lucky Strike!

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

"BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

ATX01 0022625

THE AMERICAN WAY  
JANUARY 29, 1953

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HEIDT: Thank you very kindly, ladies and gentlemen. And once again it's grand being back with you nice people. Tonight finds us broadcasting from one of the truly great historical and famous cities of the deep south ... Vicksburg, Mississippi.  
(APPLAUSE)

HEIDT: Yes sir, what a spirit they have here. But now on with the show, and a boy we found on our talent search in Wichita, Kansas last Saturday. It's 18 year old Donald Sawyer who plays accordian right along with the very best ... in fact, Donald is one of the most likely prospects for future recognition on his instrument we have found in quite some time. So, Donald, Lucky Strike is happy to present you with your Lucky National radio opportunity. Good luck. And here goes...

MUSIC: ("CARAVAN")

(APPLAUSE)

HEIDT: A very, very fine contestant from Wichita. Ladies and gentlemen this evening we're broadcasting from one of the famous cities in the South, the only city that was never captured by the Yankees ... Vicksburg, Mississippi! Of course -- of course, that is until General Eisenhower came here.

ATX01 0022626

HEIDT: Folks - folks, last Sunday evening we enjoyed the hospitality of one of America's most outstanding cities ... Monroe, Louisiana, where 3000 people gathered under the auspices of the Monroe Boosters Club to raise money for their internationally famous high school band and their marching girls ... the Tigerettes. Each organization has a representative here this evening. So tell me, Phillip Ambrose, how old are you?

PHILLIP: Sixteen years old.

HEIDT: Sixteen years old. And what instrument do you play in the band?

PHILLIP: I play the clarinet in the band.

HEIDT: You play the clarinet. How many members in your band?

PHILLIP: About 90.

HEIDT: What awards has your band won.

PHILLIP: For several years we have won Superior at the State Music Festival.

HEIDT: And how did you use the money that was raised at the concert?

PHILLIP: We purchase buses to out-of-town football trips and buy instruments and repair instruments.

HEIDT: Who is the leader of your band?

PHILLIP: Mr. John Davis.



HEIDT: Who's got the best down-beat Mr. Davis or myself?

PHILLIP: Well, I believe Mr. Davis does from what I've seen.

HEIDT: Okay, Phillip, that's fine. It always pays to be honest. Now we have this very lovely girl, Linda Thompson, of the Marching Tigerettes. Now kindly tell me, Linda, who are the Marching Tigerettes. What do you do.

LINDA: Well, I'm a senior commander and the Tigerettes were formed to back the football team in all the school activities.

HEIDT: I see. And who is the leader of the Tigerettes?

LINDA: Mr. Parker Long.

HEIDT: Uh huh. And tell me how did he use the money that was raised at the concert?

LINDA: Well, somewhat like the band. We charter buses for all our trips and then we back up the senior Tigerette banquet.

HEIDT: I see. Now what is Monroe, Louisiana famous for.

LINDA: Oh, the Tigerettes, of course.

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HEIDT:

Well good. Well, Linda and Phillip, please be assured we're happy to have visited Monroe and to raise money for your organizations. Now in addition I'm giving you each herewith a scholarship check for \$125.00 to be given to the person from your high school band and from the Tigerettes who most exemplify the young citizen of the year. The winners will be selected by the Boosters Club, under the direction of Mr. Davis, Mr. Long and that very energetic, never tiring Neville High School band booster President, Slim Scogin. So thanks very much for being here, you were swell.

(APPLAUSE)

ATX01 0022629

THE AMERICAN WAY  
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HEIDT: Ladies and gentlemen, as part of THE AMERICAN WAY program, we will from time to time present a Lucky Strike Extra, outstanding talented people who are worthy of national recognition even though they have never entered our contest at our concert show. Such is the case of Kay Staker, who has her own radio program on the Columbia affiliated station, KFH, in Wichita, Kansas. Kay, Lucky Strike is happy to introduce you to the nation. May it be the starting of a great career for you. Here she is ... Kay Staker.

MUSIC: ("THIS CAN'T BE LOVE")

(APPLAUSE)

HEIDT: A very beautiful and very attractive Kay Staker from Wichita, Kansas ... Our Lucky Strike Extra.

COMMERCIAL NO. 1

ATX01 0022630

THE AMERICAN WAY  
JANUARY 29, 1953

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COMMERCIAL NO. 1

HEIDT: Now, ladies and gentlemen, please be so kind to listen to a word from the people who make this program possible ... my good sponsors, the makers of Lucky Strike cigarettes.

(SWITCH TO NEW YORK)

FELTON: Hi, friends ... it's Happy Felton. Say...d'you know the one way to get more real enjoyment out of smokin'? Change to the better tasting cigarette! That's right! In a cigarette nothing no nothing -- beats better taste! And Luckies taste better! Now, you c'n form your own conclusions from this: A nation-wide survey, based on actual student interviews in 80 leading colleges, shows that more smokers in these colleges prefer Luckies than any other cigarette. By a wide margin, too. And the number one reason the students gave for smoking Luckies was better taste. Now, folks, I just know that you're gonna find that Luckies taste better. Why? 'Cause Luckies are made of fine tobacco, that's nice 'n light, 'n really mild. Besides Luckies are made better, to taste cleaner 'n fresher 'n smoother. So c'mon... join Happy Felton in some happy smokin'. Get the better taste, 'n greater enjoyment of Lucky Strike.

(SWITCH TO VICKSBURG)

(CONTINUED)

ATX01 0022631

THE AMERICAN WAY  
JANUARY 29, 1953

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COMMERCIAL NO. 1 (CONT'D)

HEIDT: And you know, Happy Felton, that certainly is  
good advice.

For Lucky Strike with its fine tobacco, Lucky  
Strike with its cleaner, fresher, smoother taste,  
is truly the cigarette of superior quality ...  
So "Be Happy - Go Lucky" and buy your carton of  
Luckies tomorrow for Luckies are made better to  
taste better.

(APPLAUSE)

ATX01 0022632

THE AMERICAN WAY  
JANUARY 29, 1953

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HEIDT: Ladies and gentlemen, it's "THE AMERICAN WAY" program broadcasting from the great city of Vicksburg, Mississippi. And now, from Little Rock, Arkansas, comes 16 year old Carroll Crutcher whom 4000 people at the beautiful Robinson Auditorium last Monday evening selected as their winner. If vim, vigor and enthusiasm counts, Carroll will have you holding on to your seats as he gives his own real rhythmic version of "Take me back to Little Rock".

MUSIC: ("TAKE ME BACK TO LITTLE ROCK")

(APPLAUSE)

HEIDT: "Little Rock Arkansas", Carroll Crutcher is the winner of our show there. Very nice work, David, you certainly got all it takes to become a star. Just keep right after it.

Folks, we're broadcasting this evening from a very famous, wonderful city -- the only city in America -- Vicksburg, Mississippi -- that has water which runs over the bridge instead of under it. And it costs \$1.75 to go across it.

ATXO1 0022633

THE AMERICAN WAY  
JANUARY 29, 1953

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HEIDT: Folks, last Sunday evening was another thrill of a lifetime for me. We were in Springfield, Missouri 4000 wonderful folks made possible an evening never to be forgotten. Our concert was held under the auspices of the Metro Club which is composed of the foremost young businessmen of the metropolitan district of Springfield. Bill James, their president, is here and Bill, tell me, what would you say is the motivating spirit of the Metro Club?

BILL: Horace, to name a few I would say:  
To develop leadership through practical experience.  
To render civic service to our city and community.  
To render humanitarian service by supporting and sponsoring a number of charities in our community.  
One of the finest is the Metro Dental Clinic for under privileged children of Greene County which has been a continuous project since 1940.

HEIDT: And tell me Bill, how many members does your Metro Club have?

BILL: At the present time we have about 75 members.

HEIDT: And, how was the money used from our concert last Sunday?

BILL: The money went to another one of our fine charities, the Metro March of Dimes which the club has been continuously sponsoring since its beginning nationally.

HEIDT: Well, Bill, that certainly is very fine.

ATX01 0022634

THE AMERICAN WAY  
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BILL: Also, Horace, one more point. Southern Missouri is the very heart of the bible belt. Having presented your concert show twice, our folks of Springfield all heartily endorse your new idea "THE AMERICAN WAY." It is a clean, wholesome family show which gives equal opportunity to everyone regardless of race, creed or color. So, I would like to present this scroll and lapel pin, which makes you an honorary member ... an honorary life time member of the Metro Club of Springfield, Missouri, and congratulates both you and your sponsor Lucky Strike.....

(APPLAUSE)

HEIDT: Thank you very, very much, Bill James, and thank you members of the Metro Club and all you nice people down in that section of the country ... you're very kind.

ATX01 0022635



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HEIDT: And now ladies and gentlemen we have another Lucky Strike extra. Here's the boy who coined the expression the entire nation is saying "It's in the Book". Yes, it's Johnny "In the Book" Standley. However, Johnny tonight assumes another role, that of professor Bones as he gives his original version of "DEM BONES".

MUSIC: ("DEM BONES")

(APPLAUSE)

HEIDT: That was "It's In The Book" Johnny Standley, and now Johnny Standley this evening I've been granted a very great honor on behalf of Capitol Records. I'm going to present you with a gold record which is only given to an artist when one of their recordings sell a million copies. To me, Johnny, this is a phenomenal triumph in view of the fact that "It's In The Book" was your first recording. So here's congratulations to you, your mother, your father who is 76 years young today, we understand, and to your entire family who represent 76 years of show business. So, Johnny, here's your gold record, and may it be the beginning of even greater success for you.

(APPLAUSE)

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STANDLEY: Well, Horace, I really don't know how to say thank you. I believe I've overcome and I say it very honestly. It happens maybe once in a life-time -- nobody ever knows when it will happen and I didn't expect it to happen. But I do say this in all sincerity I'm very grateful of the disc-jockeys and of course the people at Capitol and all of the kind people who bought the record and made it go. I didn't think it could happen but it did and Horace may I take the liberty to say that I want my father, who is 76 years old today, to know that I'm going to send this record to him with my heart and I want him to keep it for always.

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0022637

THE AMERICAN WAY  
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COMMERCIAL NO. 2

HEIDT:

Well, ladies and gentlemen, when we present Johnny Standley with his gold record it's another indication of the great freedom of opportunity in America -- for we discovered Johnny in Oklahoma City on our regular talent search and it's gratifying to all of us to share in the same way his great success. Yet none of this work would be possible without a great national sponsor. That's the reason I'm so proud - so happy to ask that if you feel this program, THE AMERICAN WAY, which is conceived to tour the country helping not only the needy, but also the talented youth, is worthwhile, then I'm sure that tomorrow you will change to Lucky Strike cigarettes, that tomorrow you will be Happy - go Lucky and buy your carton of Lucky Strikes for it only takes one carton of Luckies - and may I repeat - smoking only one carton of Lucky Strike cigarettes - proves what so many millions of Americans already know ... that Luckies are made better to taste better, and so, ladies and gentlemen, Be Happy - Go Lucky. Give yourselves the pleasure of enjoying what you want most in a cigarette. The cleaner, fresher, smoother taste of Lucky Strike. The cigarette of superior quality.

(APPLAUSE)

ATX01 0022638

HEIDT: And now, ladies and gentlemen, one of the finest quartets it has ever been my pleasure to hear. They call themselves the Philharmonics and these boys were the winners of our talent search in Springfield, Missouri. So listen closely and ascertain if you don't believe they should be listed right along with the Ink Spots and the Mills Brothers as one of the finest singing groups in the country. They are all members of the Gibson Presbyterian church in Springfield, and all graduated from college with honors. Fellows, Lucky Strike is very happy to give you your Lucky opportunity. Good luck and here goes.

MUSIC: (SPIRITUAL)  
(APPLAUSE)

HEIDT: There you have it ladies and gentlemen, from Springfield, Missouri the Philharmonics. Wonderful.

And now, ladies and gentlemen, we are very fortunate this evening to have as guest speaker, one of the youngest members of the State Senate and a leading lawyer here in Vicksburg. It's my great pleasure to introduce Senator Ellis Bowdron.

BOWDRON: Mr. Heidt, first I want to tell our radio audience that at the conclusion of our broadcast you shall be commissioned to Colonel in the Confederate Air Force. Mr. Heidt, you're a brave man to trust a young lawyer with a nation-wide radio audience and expect him to be brief. The people of Mississippi and of Vicksburg are aware of and grateful for the fine thing you are doing for the youth of this entire nation. There may be some who do not know, however, that you contribute all of your share of the proceeds from these shows to an International Friendship Tour. We of the Vicksburg Lions Club take considerable pride in the knowledge that in sponsoring you here tonight we are helping in some small measure the furtherance of your program. The reaction of the audience clearly demonstrates how very well received you and your troupe are in Vicksburg, Mississippi. We're glad you came, please come back.

(APPLAUSE)

HEIDT: Thank you very, very much. A very remarkable man, ladies and gentlemen, a person who's been blind since birth and we're very honored and happy to have him on our program.

Tomorrow night, Friday, we present our 2 1/2 hour concert show in Memphis, Tennessee, at the Auditorium, for the military order of Cooties. Saturday, we journey to Sheffield, Alabama to play two shows for the Lions Club. Then on next Sunday we journey to Birmingham, Alabama to appear for their Downtown Lions Club ... for the Downtown Club. Monday, we'll appear in Montgomery, Alabama at Lanier High School and Tuesday takes us into Tallahassee, Florida for the Leon High School Band. Next Wednesday we journey 252 miles to Tampa, Florida for the Tampa National Guard ... and on Thursday, we broadcast from the Coliseum in Miami, Florida. So folks, get your reserved seat tickets right away... in most cities, there's been standing room only.

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JANUARY 29, 1953

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CLOSING COMMERCIAL

HEIDT: Please remember who's making our program  
"THE AMERICAN WAY" possible ... my good sponsors,  
the makers of Lucky Strike cigarettes. I wish to  
thank you millions of people who are already  
smoking Luckies and who know that Luckies are  
made better to taste better. However, for those  
of you who have not as yet changed, make it a  
special point to give Luckies your vote of  
confidence tomorrow. For whether you smoke or  
not, it's a sign of a thoughtful hostess ... a  
mark of distinction ... to have Lucky Strike in  
your home.

Till we meet again, nice people, this is Horace  
Heidt reminding you 'tis better to build boys than  
to mend men, saying good-night to mother, and  
wishing you good luck, good health, and may God  
bless you all ... Good night.

(APPLAUSE)

BAND: BE HAPPY - GO LUCKY (LONG VERSION OF THEME  
FADE FOR)

ANNCR: This is the CBS Radio Network.

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CLOSING (CONT'D)

ANNCR: This program was brought to you by Lucky Strike,  
product of the American Tobacco Company ...  
America's leading manufacturer of cigarettes.

THIS IS THE CBS RADIO NETWORK.

ATX01 0022643



ATX01 0022644

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

**AS BROADCAST**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE February 5, 1953 Broadcast #6 Network: CBS Broadcast: 10:00-10:30 PM EST  
Miami, Florida Repeat: (AS BROADCAST)

## OPENING COMMERCIAL

|            |                      |              |
|------------|----------------------|--------------|
| SPOT NO. 1 | "FINE AND DANDY"     | LEO GILBERG  |
| SPOT NO. 2 | INTERVIEW            | RONALD HART  |
| SPOT NO. 3 | "WISH YOU WERE HERE" | WALLY MILLER |

## COMMERCIAL NO. 1

|            |                              |                   |
|------------|------------------------------|-------------------|
| SPOT NO. 4 | "SEPTEMBER SONG" "TIGER RAG" | JIM REED          |
| SPOT NO. 5 | INTERVIEW                    | JAMES STELL       |
| SPOT NO. 6 | "ONE KISS"                   | PAULA JEAN BAILEY |

## COMMERCIAL NO. 2

|            |                      |               |
|------------|----------------------|---------------|
| SPOT NO. 7 | "THE LOST CHORD"     | RALPH SIGWALD |
| SPOT NO. 8 | THOUGHT FOR THE WEEK | HORACE HEIDT  |

## CLOSING COMMERCIAL

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY" #6

10:00-10:30 PM EST

FEBRUARY 5, 1953

THURSDAY

OPENING

MIAMI, FLORIDA

BAND: "BE HAPPY - GO LUCKY" - SEGUE TO FANFARE INTO --

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY  
THE CHANCES IT CAN GIVE  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE  
AMERICAN WAY"... featuring Horace Heidt for  
Lucky Strike!

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing - no, nothing -- beats better taste, and  
Luckies taste better. Cleaner, fresher,  
smoother. So for your own real, deep-down  
smoking enjoyment ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike!

Now here's the star of our show ... Horace  
Heidt for Lucky Strike!

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

"BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

THE AMERICAN WAY  
FEBRUARY 5, 1953

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HEIDT: Yes sir, hey, hey, ladies and gentlemen. Everybody's feeling in tip-top shape this evening, believe me. Thank you very kindly, ladies and gentlemen. Tonight finds us broadcasting from one of the foremost vacation spots of the world today ... Miami, Florida.

(APPLAUSE)

BAND INTRO:

HEIDT: And we'll hear just a little bit more about that later on. Now, first from Birmingham, Alabama ... a very fine clarinetist by the name of Leo Gilbert, Leo is 20 years old, is majoring in music at the University of Alabama, and was winner of our talent search in Birmingham last Sunday evening. It seems to me Leo has a very fine start in his chosen profession, and Lucky Strike is happy to present you, Leo Gilbert, with your national radio debut. Good luck and here we go.

MUSIC: "FINE AND DANDY"

(APPLAUSE)

ATX01 0022647

HEIDT: Leo Gilbert. Thank you very much, Leo, that was very, very fine work. Ladies and gentlemen, we are broadcasting this evening from Miami, Florida one of the great football cities of our nation and are these people waiting for Syracuse to come back. Next year it's really going to be something. Folks, last night in this fine city of ... the sunshine city of Tampa, Florida, 4,000 happy people filled their national guard Armory. The concert was under the auspices of the Tampa National Guard to help raise money for the Armory which is self-sustaining. Warrent Officer Ronald Hart is here this evening as representative of the Tampa National Guard. Say, Ronald, tell me how long have you been in the National Guard?

HART: Well, Horace, I served with the Florida National Guard for about four years now.

HEIDT: I see. Have you ever seen any active service?

HART: I served a tour of active duty during the Korean campaign.

HEIDT: I see. And tell me, Ronald, how did you use the money from our show last night?

(MORE)

THE AMERICAN WAY  
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HART: Well, as you said before, Horace, the National Guard Armory is self-sustaining and each National Guard unit in Tampa gets their pro-rata share for their unit's fund. And I'd like to say that I'm really honored to be able to represent the National Guard on your radio show. I guess right here I should thank Major Joe Gibbons and Colonel Paul Mabry for giving me time off to come here to Miami. I'm sure that our 500 Tampa National Guardsmen are very grateful for the part you and your sponsor, Lucky Strike, have played in helping the National Guard to build leaders.

HEIDT: Very, very fine. Thank you very much.

(APPLAUSE)

RTX01 0022649

HEIDT: Very, very nice ladies and gentlemen. That was Ronald Hart from Tampa where we visited last night. And now, from Memphis, Tennessee comes one of the finest young singing prospects we've run across in some time. His name is Wally Miller. Wally is 18 years old, a freshman at Memphis State College, weighs 190 pounds, stands 6 feet 2 inches and his ambition is to someday reach the top in his chosen profession of music. It seems to me he has the ear-marks of becoming a great star and, Wally-boy, Lucky Strike is mighty happy to present you with your first national radio opportunity ... so good luck ... we know this will be the starting of a bright career for you. Here he is ... Wally Miller.

MUSIC: ("WISH YOU WERE HERE")

(APPLAUSE)

HEIDT: Wally Miller, a very good-looking boy from Memphis, Tennessee. A very, very sympathetic type of person you can tell that by his voice. Wally, we're proud to have you on the show, boy, we know you're really going places.

COMMERCIAL NO. 1

THE AMERICAN WAY  
FEBRUARY 5, 1953

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COMMERCIAL NO. 1

HEIDT: And now, folks, here's Happy Felton with a message from my good sponsor ... Lucky Strike.

(SWITCH TO NEW YORK)

FELTON: Hi, friends ... I'm Happy Felton. And I'm happy smokin', too ... how about you? You're sure to be, if you just remember: for real smoking enjoyment, nothing - no, nothing - beats better taste. And Luckies taste better ... cleaner, and fresher, and smoother. Yes sir, Luckies do taste better, because they're made of fine, light, mild tobacco ... good-tasting tobacco. I guess everybody knows -- LS/MFT - Lucky Strike means fine tobacco! What's more, Luckies also taste better because they're made better. They're round, and firm, and packed real full, to draw freely, and smoke evenly. That's how Luckies give you the better taste you need for better smokin'. So folks, get yourself the real, honest-to-goodness smoking enjoyment that only fine tobacco, in a better-made cigarette can give you. Yes, Be Happy - Go Lucky! Tomorrow, ask for a carton of Lucky Strike.

(SWITCH TO MIAMI)

(MORE)

ATXO1 0022651



THE AMERICAN WAY  
FEBRUARY 5, 1953

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COMMERCIAL NO. 1 (CONTINUED)

HEIDT: That's right ladies and gentlemen, "Be Happy - Go Lucky". For Lucky Strike with its fine tobacco, Lucky Strike with its cleaner, fresher, smoother taste, is truly the cigarette of superior quality ... so "Be Happy - Go Lucky" ... Buy your carton of Luckies tomorrow for Luckies are made better to taste better.

(APPLAUSE)

ATX01 0022652

HEIDT: Thank you very kindly, ladies and gentlemen.  
Last Monday evening before an enthusiastic crowd which filled their beautiful auditorium, 3,000 Montgomery, Alabama folks paid tribute to Jim Reed, a very fine piano soloist who has his own band, now playing at the Capistrano in Montgomery. Jim, while in the service was a member of the Glenn Miller Orchestra so he has his sights set real high and some day hopes to be recognized as one of America's top band leaders, and if ability counts he certainly should get there. Jim, Lucky Strike is happy to help you on your way to success ... so good luck and just knock 'em right over.

MUSIC: "SEPTEMBER SONG"  
"TIGER RAG"

(APPLAUSE)

HEIDT: Folks, Jim Reed, say Jim you know that was mighty fine work.

JIM: Thank you very much, Horace, I certainly appreciate it.

HEIDT: I just want the people to hear you talk so they'll know what a swell fellow you are, because you've got a fine personality and I know that you're going to do very, very well in your orchestra. How long have you been in Montgomery?

JIM: Twelve and half years, Horace.

HEIDT: Twelve and a half. And where did you live before you came into Montgomery?

JIM: Savannah, Georgia.

HEIDT: I see. And then you were in the Army for a stretch, were you?

JIM: I was at Maxwell Field four years during World War II.

HEIDT: Oh, I see, uh huh. And tell me about your family, you're married, aren't you?

JIM: Yes, I'm married, Horace, I met my Waterloo in Montgomery in 1942 and I have two boys who are listening tonight.

HEIDT: She's a charming girl, you're mighty lucky. Isn't she a beautiful girl? Who's the boss in your family, Jim?

JIM: The youngest boy.

HEIDT: What an answer ... what an answer! He fixed that one up O.K. Very, very nice and I know your youngest boy who is tuned in tonight is mighty proud of you just exactly the same as we are. Give him a nice hand ... Jim Reed from Montgomery.

(APPLAUSE)

HEIDT: Ladies and gentlemen, it was last Sunday night while under the auspices of the Sheffield Lions Club in the electrical center of the world ... Sheffield, Florence and Tusculumbia, Alabama that we met a most unusual and interesting person. His name is James Steel and James ... or is it Stell?

ANSWER: Stell.

HEIDT: Stell, that's right. And James is 25 years old, and unfortunately has been blind for 17 years. James lives in Red Bay, Alabama, and believe it or not, he has for years been saving the little red cellophane stripper along ... right along with the bull's eye which you'll find on each package of Lucky Strike cigarettes. Tell me, James, how many of these have you saved?

ANSWER: Well, Mr. Heidt, by the help of my friends around Red Bay, it is estimated that I've saved about 27,000.

HEIDT: 27,000, isn't that marvelous. Now tell me, why did you save Lucky Strike?

ANSWER: Well, I don't really know, but I always thought I'd be lucky if I saved Luckies and that my dreams of getting a seeing-eye dog might come true.

THE AMERICAN WAY  
FEBRUARY 5, 1953

AS BROADCAST

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HEIDT:

Well, that certainly is fine. James, as I explained to you up there in Sheffield, the makers of Lucky Strike are all wonderful, marvelous people but it would be absolutely impossible for them to give anything away. Now you understand, James, as much as their hearts might say yes, there are federal laws and statutes which would just absolutely forbid it and make it impossible. However, it is part of our American Way program to tour the country and through local service clubs raise money to help needy people such as you. So, James, on behalf of the American Way Program, I present you this check for \$250.00 from the Horace Heidt Foundation to be turned over to the Lions Club of Sheffield who will make arrangements for you to get your seeing-eye dog. Now, James, tell me, how do you feel about all this?

(MORE)

ATX01 0022656

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JAMES: Well, Mr. Heidt, now that my dream has come true of getting a seeing-eye dog, may God bless you and your sponsors for sending THE AMERICAN WAY my way.

HEIDT: Very, very good.

(APPLAUSE)

HEIDT: And I'm sure everybody feels very, very warm in their hearts right now towards that very, very fine boy ... his dreams have been realized.

ATX01 0022657

HEIDT: Now folks, in the capital city of Florida, Tallahassee, we found 23 year old Paula Jean Bailey. This very talented girl is deserving of great success for not only is she very attractive with dark eyes and dark hair but she possesses a beautiful voice ... in fact, somebody in the audience just whistled there. They don't do that very often down in Miami. This girl has already given her own recitals in New York, Chicago, and Louisville ... so, Paula, it's with great pleasure that Lucky Strike makes possible your national radio debut. Paula is going to sing "One Kiss".

MUSIC: "ONE KISS"  
  
(APPLAUSE)

THE AMERICAN WAY  
FEBRUARY 5, 1953

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COMMERCIAL NO. 2

HEIDT: Ladies and gentlemen, last week I told you a little story. I mentioned what a difficult time I had in finding a national concern with a fine product to sponsor the American Way and for that reason felt very grateful to Lucky Strike for making it possible. In telling this story, I evidently ran over the allotted commercial time specified for my sponsors, so received this message from Lucky Strike, and I quote: "Dear Horace: Due to the nature of your program, we are leaving entirely to your judgment how much or how little you say regarding our product".

Well, ladies and gentlemen, in this day of hard-driving and hard-selling commercials a message like that is almost unheard of: However, it does prove more than words can express what wonderful people the makers of Lucky Strike are, so with that thought in mind I'm cutting to a bare minimum my commercial this evening, and will simply state the case, which is ...if you feel that this program, "The American Way" which is conceived to tour America helping not only your needy people, but also your talented youth, that is worthwhile, then tomorrow you will change to Lucky Strike cigarettes -- tomorrow you will "Be Happy - Go Lucky" - and buy your carton of Lucky Strike for it only takes one carton of Luckies - and may I repeat - (MORE)

ATX01 0022659



THE AMERICAN WAY  
FEBRUARY 5, 1953

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COMMERCIAL NO. 2 (CONT'D)

HEIDT:  
(CONT'D)

smoking only one carton of Lucky Strike  
cigarettes - proves what so many millions of  
Americans already know - that Luckies are made  
better to taste better - so give yourselves the  
pleasure of enjoying what you want most in a  
cigarette. For Lucky Strike with its cleaner,  
fresher, smoother taste is truly the cigarette  
of superior quality. And, so ladies and  
gentlemen, we have stated our case...the rest is  
left to your own judgment. Thank you very much.

ATXO1 0022660

THE AMERICAN WAY  
FEBRUARY 5, 1953

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HEIDT: And now, ladies and gentlemen, standing here along side of me is a boy we could really call the "Miracle Boy". When he gets up to Charleston, South Carolina people won't even recognize him, he's lost 132 pounds in the last 11 weeks. Yes, it's Ralph Sigwald the "Caruso of the South". Ralph's got his strength back now full force and he lifts that God-gifted voice of his in one of the great classics of our musical world -- "The Lost Chord".

MUSIC: "THE LOST CHORD"

(APPLAUSE)

THE AMERICAN WAY  
FEBRUARY 5, 1953

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HEIDT: And now, ladies and gentlemen ... thank you very  
much Ralph Sigwald ... may we give our thought  
of the week:

If the day looks kinda' gloomy  
And your chances kinda' slim,  
If the situation's puzzling  
And the prospects awfully grim,  
If perplexities keep pressing  
'Till hope is nearly gone,  
Just bristle up and grit your teeth  
And keep on keeping on.  
Fretting never wins a fight  
And fuming never pays,  
There's no use in brooding  
In these pessimistic ways.  
Smile just kinda cheerfully  
Though hope is nearly gone,  
And bristle up and grit your teeth  
And keep on keeping on.

MUSIC:

ATX01 0022662

THE AMERICAN WAY  
FEBRUARY 5, 1953

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CLOSING

HEIDT: And now ladies and gentlemen, for the next few days, the entire organization takes a well-earned rest in Miami, Florida. We have just completed the first leg of our nation-wide tour. For 35 days we've traveled 6,842 miles and have raised over \$185,000 for worthwhile charitable causes. However, starting next Thursday, we broadcast from Orlando, Florida. On Friday, we present our 2 1/2 hour show in Daytona Beach at the Peabody Auditorium: a week from Saturday in Savannah, Georgia for the Shrine Organization: Sunday in Macon, Georgia for the American Legion: Monday and Tuesday in Atlanta, Georgia at the Fox Theatre: a week from next Wednesday in Chattanooga, Tennessee for the Shrine Temple: and Thursday we broadcast for the University of Tennessee in Knoxville. Folks, get your reserved tickets right away...please remember who's making possible our program The American Way my good sponsors, the makers of Lucky Strike cigarettes. I wish to thank you millions of people who are already smoking Luckies and who know that Luckies are made better to taste better. However, for those of you who have not as yet changed, make it a point to give Luckies the cigarette of superior quality your vote of confidence tomorrow, for whether you smoke or not, it's the sign of a thoughtful hostess ...(MORE)

ATX01 0022663

THE AMERICAN WAY  
FEBRUARY 5, 1953

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CLOSING (CONT'D)

HEEDT: to have Lucky Strike in your home.  
(CONT'D)

So, till we meet again, nice people, this is  
Horace Heidt reminding you, 'tis better to build  
boys than to mend men, saying good night to  
Mother, and wishing you good luck, good health,  
and may God bless you all....good night.

(APPLAUSE)

BAND: BE HAPPY - GO LUCKY (LONG VERSION OF THEME -  
FADE FOR)

ANNCR: This program was brought to you by Lucky Strike,  
product of The American Tobacco Company ....  
America's leading manufacturer of cigarettes.

THIS IS THE CBS RADIO NETWORK.

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE February 12, 1953 Broadcast 77 Network: CBS Broadcast: 10:00-10:30 PM EST  
Orlando, Florida Repeat: 1-19

## OPENING COMMERCIAL

|            |  |              |
|------------|--|--------------|
| SPOT NO. 1 | "DON'T LET THE STARS GET IN YOUR EYES" | BOB COLTON   |
| SPOT NO. 2 | INTERVIEW                              | MRS. CHURNEY |
| SPOT NO. 3 | "STORMY WEATHER"                       | BETTY COLE   |

## COMMERCIAL NO. 1

|            |               |                 |
|------------|---------------|-----------------|
| SPOT NO. 4 | "DARK EYES"   | JIM CAUDELL     |
| SPOT NO. 5 | INTERVIEW     | FERDINAND RADER |
| SPOT NO. 6 | IMPRESSIONIST | DICK KERR       |

## COMMERCIAL NO. 2

|            |              |                      |
|------------|--------------|----------------------|
| SPOT NO. 7 | "HALLELUIAH" | CONLEY GRAVES        |
| SPOT NO. 8 | "GREAT DAY"  | ERBERT ALDRIDGE      |
| SPOT NO. 9 | INTERVIEW    | MAJOR J. ROLFE DAVIS |

RA-926A

## CLOSING COMMERCIAL

ATX01 0022665

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY" #7

10:00-10:30 PM EST

FEBRUARY 12, 1953

THURSDAY

OPENING

ORLANDO, FLORIDA

BAND: "BE HAPPY - GO LUCKY" - SEGUE TO FANFARE INTO --

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY  
THE CHANCES IT CAN GIVE  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE  
AMERICAN WAY" ... featuring Horace Heidt for  
Lucky Strike!

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing -- no, nothing -- beats better taste,  
and Luckies taste better. Cleaner, fresher,  
smoother. So for your own real, deep-down  
smoking enjoyment. Be Happy - Go Lucky! Ask  
for a carton of Lucky Strike!

And now from Orlando, Florida, here's your host  
tonight ... Horace Heidt for Lucky Strike!

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

"BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

THE AMERICAN WAY  
FEBRUARY 12, 1953

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HEIDT: Thank you, very kindly, ladies and gentlemen, and there folks you have the spirit of 4,000 people here in Orlando, Florida, the city beautiful. And it's grand being with you nice people again. As you already know, THE AMERICAN WAY program under the sponsorship of Lucky Strike, plays in 7 cities a week, presenting a concert show which raises money for a worthwhile charitable cause and at the same time, conducts a talent search among the youth of each city which brings us to 24-year old Bob Colton, the winner of our talent search in Miami last week. Bob was born in the Panama Canal Zone, spent 3 1/2 years in the Navy, and at the present time, is a salesman, saving his money so he can enter the University of Miami next year. Bob, Lucky Strike is happy to present you with your first national radio opportunity and here's wishing you good luck.

MUSIC: ("DON'T LET THE STARS GET IN YOUR EYES")

(APPLAUSE)

HEIDT: Ladies and gentlemen, that was Bob Colton from Miami, and Bob, that was certainly nice work and we think you have a grand future and wish you all the luck in the world. Thank you very, very kindly.

(MORE)

ATX01 0022667



HEIDT: Ladies and gentlemen, we're broadcasting this evening from Orlando, Florida, the city beautiful under the auspices of the very wonderful Goodfellows. And the Goodfellows, of course, organizations like the Goodfellows have inspired our program. Because THE AMERICAN WAY is a show which tours America to raise money for needy people and worthwhile charitable causes. And right here with me this evening is a 6 year old Timmy Churney, and of course he's here with his mother. They're from Miami, Florida. Now would you mind telling me how long have his eyes been bad. He must have an operation on his eyes is that correct?

MRS. C: He was born like that and we were trying to get it done before he starts in to school. He starts to school in September. And I just had another baby and we can't seem to afford it right now.

HEIDT: And what does your husband do?

MRS. C: He drives a truck, he delivers, for a fish company.

HEIDT: And you have this other child and therefore you can't afford this operation right away and you need the operation ...

MRS. C: Before September we have to have it done.

HEIDT: I see. And why can't you have the operation done by the time he, or the city or ...

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MRS. C: Well, we were gone away from Miami for three years and you have to be a resident for a year before they let you do it ... you know, under that ...

HEIDT: I see.

MRS. C: And we haven't lived there quite that long.

HEIDT: Would you mind telling me what's wrong with his eyes?

MRS. C: Well, he has a condition -- they're crossed -- what they call "squint" and he doesn't see very good and sometimes he stumbles when he falls ... he stumbles and falls down. You know.

HEIDT: I see. Well you know one of the reasons and purposes of THE AMERICAN WAY is to tour around and find wonderful boys like little Timmy here and Timmy we have a present for you and we know that it's going to make you and your family very happy. Here's a check to you for \$250.00 which is going to pay all the expenses of the operation on your eyes. Are you happy?

TIMMY: Yes.

HEIDT: He nods his head but he's very happy. Folks, let's give him a wonderful hand.

(APPLAUSE)

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HEIDT: And now, ladies and gentlemen a Lucky Strike extra...  
(FANFARE)..... from Houston, Texas, comes Betty  
Cole who was the winner of our talent search in  
Houston a few weeks ago and is now a regular  
member of our touring concert show. Betty, who  
stands 5 feet 2 is only 16 years old. However,  
most everyone who has seen or heard her predicts she  
has splendid possibilities for the future. Here  
she is ... Betty Cole ... singing "STORMY WEATHER".

MUSIC: ("STORMY WEATHER")

(APPLAUSE)

HEIDT: Betty Cole, ladies and gentlemen and when you see  
Betty you're going to thrill, I'm sure. She has  
everything to become a great star.

ATX01 0022670

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COMMERCIAL NO. 1

HEIDT: And now, folks, here's Happy Felton to tell you why Lucky Strike is the cigarette of superior quality.

(SWITCH TO NEW YORK)

FELTON: Naturally, friends ... the better the taste of your cigarette, the more you're gonna enjoy it. Matter of fact, in a cigarette nothing ... no, nothing ... beats better taste! And Luckies taste better ... cleaner, and fresher and smoother. But you make up your own mind, from this: A nation-wide survey, based on actual student interviews in 80 leading colleges, shows that more smokers in these colleges prefer Luckies than any other cigarette. By a wide margin, too! And better taste ... Yessir, better taste ... was the number one reason the students gave for smoking Luckies. Now, friends, I know you'll find that Luckies taste better... 'cause they're made of fine tobacco, and they're made better to taste better. So for real smoking enjoyment, take a tip from Happy Felton ... Be Happy - Go Lucky! Get your carton of Lucky Strike tomorrow.

(SWITCH TO ORLANDO, FLORIDA)

(LEAD OUT...FIRST COMMERCIAL)

(MORE)

ATX01 0022671

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HEIDT: Right you are, Happy Felton. Folks, Be Happy -  
Go Lucky ... for Lucky Strike with its fine  
tobacco, Lucky Strike with its cleaner, fresher,  
smoother taste, is truly the cigarette of superior  
quality ... so "Be Happy - Go Lucky" ... buy  
your carton of Luckies tomorrow, for Luckies are  
made better to taste better. Thank you.

(APPLAUSE)

ATK01 0022672

THE AMERICAN WAY  
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HEIDT: And now, ladies and gentlemen, on with THE AMERICAN WAY program which tours 7 cities each week, raising money for worthwhile charities and auditioning the youth of your country.... and from Ashland, Kentucky, well, it must be a hot man from Ashland. And it is, it's 18 year old trumpet playing Jim Caudell, a member of the National Guard, 202nd Army Band, who shows fine promise for the future as he gives a real Dixieland version of "DARK EYES".

MUSIC: ("DARK EYES")

(APPLAUSE)

HEIDT: Jim Caudell. Very, very fine Jim, that was certainly fine work. Ladies and gentlemen we're broadcasting this evening from the city beautiful - Orlando, Florida, under the auspices of the Goodfellows, Inc., a marvelous and charitable organization.

And right here in Orlando lives a man by the name of Ferdinand Rader. Mr. Rader is the father of three children and unfortunately had a very serious automobile accident last March. He's been supporting his children on \$70.00 a month allowance which is provided by welfare for dependent children. However, he must have an operation in order to continue at a linotype school to get work. Tell me, Mr. Rader, how did your automobile accident occur?

RADER: A car side-swiped mine and knocked me off the road.

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HEIDT: Oh, I see. And what seems to be wrong now ... why do you have to have this operation?

RADER: I have an artificial hip now and it's been injured.

HEIDT: Oh, I see, and you can't do any work at all until you have that.

RADER: Can't do any work.

HEIDT: Uh huh. And why can't the hospitals, the county and the city take care of you?

RADER: The local rehabilitation paid for the original operation and they don't have the funds right now.

HEIDT: I see, in other words this would be the second operation. You had one operation and then you had the automobile accident.

RADER: That's it. And it's caused by the second one.

HEIDT: And this is the second one. So therefore there aren't funds right now to take care of the operation. And you have wonderful children. Here, tell me, what is your name.

JEAN: Jean.

HEIDT: And how old are you, Jean?

JEAN: Six.

HEIDT: The girl is hiding her eyes here. What is your name?

LYNN: Lynn.

HEIDT: How old are you Lynn?

LYNN: Eight.

HEIDT: And this bashful boy.

CARL: Carl.

HEIDT: How old are you Carl?

CARL: Nine.

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HEIDT: You're nine years old. And now tell me about your family, your wife?

RADER: She died of polio three years ago.

HEIDT: Well, isn't that a shame. Well that's too bad but there's one thing we do have this program which is touring in here and we hope that in some small way that this \$250.00 which we understand will cover your complete expenses, provide for your operation, and we hope bring you and your children many, many years of happiness in the years to come. Thank you very much.

(APPLAUSE)

ATX01 0022675



THE AMERICAN WAY  
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HEIDT: And now, ladies and gentlemen, it's THE AMERICAN WAY program and one of the finest performers we've ever run across ... it's Dick Kerr from the United States Air Force and we feel Dick's work tonight will stamp him as one of the country's finest impressionists. So, let's give Dick a fine big hand ... Here he is ... Dick Kerr.

MUSIC: (IMPRESSIONS)

(APPLAUSE)

HEIDT: That was Dick Kerr from the United States Air Force. Dick has about 300 of those and he's a regular member of our troop and I know that he's made everybody very happy.

ATX01 0022676

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COMMERCIAL NO. 2

HEIDT: You know folks, as we travel from city to city and speak to thousands of people in every walk of life ... they invariably mention some of the needy people that have been helped or some of the outstanding talent they have heard. We always thank them very much and tell them how much we appreciate their interest but please ladies and gentlemen do not forget who's making it all possible ... My good sponsor ... the makers of Lucky Strike cigarettes ... So, ladies and gentlemen, may I ask you ... if you feel that our program, "THE AMERICAN WAY", which is conceived to tour America helping not only the needy people, but also your talented youth, is worthwhile, then remember that tomorrow you will change to Lucky Strike cigarettes ... that tomorrow you will "Be Happy - Go Lucky" and buy your carton of Lucky Strike ... for it only takes one carton of Luckies - and may I repeat - smoking only one carton of Lucky Strike cigarettes - will prove conclusively what so many millions of Americans already know - that Luckies are made better to taste better ... so give yourself the pleasure of enjoying what you want most in a cigarette. For Lucky Strike with its cleaner, fresher, smoother taste is truly the cigarette of superior quality ... thank you very much.

(APPLAUSE)

ATX01 0022677

THE AMERICAN WAY  
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HEIDT: And now ladies and gentlemen another Lucky Strike  
Extra .....

(FANFARE)

For it's handsome 22 year old Conley Graves from  
Oklahoma City, right there sitting at the piano  
and watch this boy go to town. Listen to him.

MUSIC: "HALLELUJAH"

(APPLAUSE)

ATK01 0022678

HEIDT: That was a Lucky Strike Extra with Conley Graves.

Folks, it's THE AMERICAN WAY program and a few nights ago, we presented our concert show and conducted our talent search in Tallahassee, the capital city of Florida. The winner has 22 year old Erbert Aldridge, who weighs 245 pounds, works for the state of Florida as a filing clerk and at the same time operates his own ice cream parlor in Tallahassee. I guess that accounts for the 245. You ought to take a look at him here. Erbert is another very deserving boy whom Lucky Strike is most happy to present with his first national radio opportunity and Erbert, here's wishing you good luck as you sing "GREAT DAY". Now you can really do it.

MUSIC: ("GREAT DAY")

(APPLAUSE)

HEIDT: Ladies and gentlemen a wonderful boy by the name of Erbert Aldridge from Tallahassee and if you can sing that way from eating ice cream, you'll have everybody in the nation eating ice cream, Erbert. That was swell work.

ERBERT: Thank you very much.

HEIDT: He's a fine boy.

HEIDT: Now, folks, it is my great privilege and my great pleasure to introduce the mayor of the city ... beautiful ... Orlando ... Mayor J. Rolfe Davis.

MAYOR: Thank you, Horace. A pleasant part of my job as mayor of Orlando is the privilege of greeting visitors to our city. But tonight, is a rare treat for I have the honor to welcome your troupe of 50 Californians and extend to you all our matchless Florida hospitality. Florida and particularly this section of Florida is famous for its citrus industry, its clear lakes, beautiful flowers, fine weather, last but not least its wonderful city. We like you to stay awhile, Horace, but we realize that THE AMERICAN WAY must take you on tour around our nation as you help our talented youngsters and also aid charitable organizations such as our fine Goodfellows of Orlando. Of course, Horace, we're not going to let you go without presenting you with a basket of delicious Florida citrus and do come back soon. You always will find good friends in Orlando, the city beautiful.

HEIDT: Thank you very, very much, mayor. It's a privilege and a pleasure to be with you nice people here and we hope we can return sometime in the very, very near future.

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CLOSING COMMERCIAL

HEIDT: Folks, tomorrow, Friday, we present our 2 1/2 hour concert show in Daytona Beach at the Peabody auditorium; Saturday, in Savannah, Georgia for the Shrine organization; (I'll try not to be pinched in Georgia again) Sunday in Macon, Georgia for the American Legion; Monday and Tuesday in Atlanta, Georgia at the Fox Theater; Wednesday in Chattanooga, Tennessee under the auspices of the Junior Chamber of Commerce at the Memorial Auditorium; and next Thursday we broadcast for the University of Tennessee in Knoxville, Tennessee. And folks please get your reserved seat tickets right away.

And also remember who's making our program THE AMERICAN WAY possible ... the makers of Lucky Strike Cigarettes.

We wish to thank you millions of people who are already smoking Luckies and who know that Luckies are made better to taste better. However, for those of you who have not as yet changed to Luckies, make it a special point to give Lucky Strike the cigarette of superior quality, your vote of confidence. For whether you smoke or not, it's the sign of a thoughtful hostess ... to have Lucky Strike in your home.

(MORE)

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CLOSING (CONT'D)

HEIDT: So, till we meet again, nice people, this is  
Horace Heidt reminding you 'tis better to build  
boys than to mend men, saying good night to mother,  
and wishing you good luck, good health, and may  
God bless you all ... good night everybody.

(APPLAUSE)

BAND: BE HAPPY - GO LUCKY (LONG VERSION OF THEME FADE FOR)

ANNCR: This program was brought to you by Lucky Strike,  
product of The American Tobacco Company ... America's  
leading manufacturer of cigarettes.

THIS IS THE CBS RADIO NETWORK.

ATX01 00226B2

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE February 19, 1953 Network: CBS Broadcast 10:00-10:30 PM EST  
Knoxville, Tennessee Broadcast # 8 Repeat: \_\_\_\_\_  
(AS BROADCAST)

## OPENING COMMERCIAL

|            |                            |              |
|------------|----------------------------|--------------|
| SPOT NO. 1 | "JUST ONE OF THOSE THINGS" | CHUCK MC GEE |
| SPOT NO. 2 | INTERVIEW                  | MRS. VESS    |
| SPOT NO. 3 | "THAT'S MY DESIRE"         | MOON MISTERS |
| SPOT NO. 4 | "TIGER RAG"                | LOU PROCHUT  |

## COMMERCIAL NO. 1

|            |                         |                |
|------------|-------------------------|----------------|
| SPOT NO. 5 | "THAT OLD BLACK MAGIC"  | JIM DAUGHERTY  |
| SPOT NO. 6 | INTERVIEW               | JUANITA GARNER |
| SPOT NO. 7 | "ADELLES LAUGHING SONG" | SHIRLEE YOUNG  |

## COMMERCIAL NO. 2

|             |                      |               |
|-------------|----------------------|---------------|
| SPOT NO. 8  | THOUGHT FOR THE WEEK | HORACE HEIDT  |
| SPOT NO. 9  | "BECAUSE"            | RALPH SIGWALD |
| SPOT NO. 10 | SCHOLARSHIP          | HORACE HEIDT  |

## CLOSING COMMERCIAL



THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY" #8

10:00-10:30 PM EST FEBRUARY 19, 1953

THURSDAY

OPENING

BAND: FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY,  
THE CHANCES IT CAN GIVE  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE  
AMERICAN WAY" ..... featuring Horace Heidt for  
Lucky Strike.

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing - no nothing - beats better taste and  
Luckies taste better. Cleaner, fresher, smoother.  
So for your own real deep-down smoking enjoyment  
... Be Happy - Go Lucky. Ask for a carton of  
Lucky Strike!

And now before 5,000 people at the University of  
Tennessee in Knoxville, here's your host tonight ...  
Horace Heidt for Lucky Strike ...

(APPLAUSE IN SIMULATANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME SONG (SHORT CLOSE)

THE AMERICAN WAY  
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HEIDT: How about that folks. Knoxville, Tennessee, the home of the Volunteers. Thank you very much, nice people. Friends as you already know, our program "THE AMERICAN WAY" is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we'll present concerts under the auspices of your service clubs, which represent worth-while charities, which will in turn help the needy people of your city. Also, we shall, just as in former years, audition the youth of your city, and present your talented young people with their opportunity for recognition and success ... which brings us to the winner of our talent search last Monday night in Atlanta, Georgia. It's 20 year old Chuck McGee, who's ambition is to have his interpretive ability as a piano soloist recognized throughout America. So, Chuck, Lucky Strike is mighty happy to help you ... your dreams come true ... Here's wishing you good luck with your version of "Just One of Those Things".

MUSIC: ("JUST ONE OF THOSE THINGS")

(APPLAUSE)

ATX01 0022685

HEIDT: You just heard from 20 year old Chuck McGee from Atlanta, Georgia, in his national radio broadcast debut.

Friends, we're broadcasting this evening from the University of Tennessee in Knoxville under the auspices of the Grace Moore Scholarship Fund. As you know, one of the basic ingredients of THE AMERICAN WAY is to tour into each and every city helping deserving people. Last night in Chattanooga, Tennessee under the auspices of their energetic Junior Chamber of Commerce, we heard of 3 1/2 year old Susan Vess whose right hip is seemingly without a permanent socket and who needs an operation immediately. Susan's mother, Mrs. Vess, is here and would you mind telling us Mrs. Vess, what have you done to help Susan's condition? What exactly is wrong with Susan's hip?

MRS. V: Susan has a dislocated right hip and we have had nine months of cast and 18 months of brace and we had an operation when she was 10 months old.

HEIDT: I see. And that means that almost 3 1/2 years she's been in a cast or been ill.

MRS. V: It's all but 4 months. We found out when she was 1 month old.

HEIDT: I see, and what does your husband do?

MRS. V: He works for the Southern Railway, he's an accountant.

HEIDT: Do you mind telling us why you can not afford this operation now. I don't wish to embarrass you.

MRS. V: Well, we still owe a little bit on the last operation and it hasn't been very long ago and we just aren't able right now to go right ahead.

HEIDT: Why can't the city or the county take care of this case?

MRS. V: Well, we have a specialist, a bone specialist, in his field of work that's had Susan since she was 4 months old and she loves him very much. And a...

HEIDT: You'd like to continue with the doctor that started the case 3 1/2 years ago. And Susan would you just say hello to everybody, please.

SUSAN: Hello.

HEIDT: Well, that was good, it was a little soft but it was good. She's a darling child, she's going to be a mighty happy girl. It is with great pleasure and happiness that the Horace Heidt Foundation give you this check for \$250.00 which, we understand will cover all your expenses, and through the Chattanooga News Free Press and its city editor Bill Hagen, who is going to keep the public aware of the progress and recovery. May God bless and may God keep little Susan there.

MRS. V: Thank you so much.

(APPLAUSE)

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HEIDT: And ladies and gentlemen always remember that  
Lucky Strike is making this work possible.

Folks, while giving our concert in Macon,  
Georgia last Sunday under the auspices of the  
40 and 8 club of the American Legion, we found  
the Moon-Misters ... a quintette we feel most  
sincerely is worthy of national recognition.  
The Moon-Misters are composed of Barbara, Max  
and Alan Northington, Jesse Duckworth and  
Berner Heard. And, believe me, Moon-Misters,  
Lucky Strike is happy to give you your National  
radio opportunity. Here they are ... the  
Moon-Misters.

MUSIC: ("THAT'S MY DESIRE")

(APPLAUSE)

HEIDT: The Moon-Misters from Macon, Georgia,  
Wonderful talent down here in the South  
ladies and gentlemen.

ATX01 002268B

THE AMERICAN WAY  
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HEIDT: We're broadcasting from Knoxville, Tennessee, the home of the world famous football team ... the Volunteers ... and are these Volunteers laying for Texas next year! Scares me, I guess it does you too.

But now ladies and gentlemen for a Lucky Strike Extra ...

(FANFARE)

... Love that Lucky Strike and especially the Lucky Strike Extra. For here's Lou Prochut from Yankton, South Dakota, a regular member of our Lucky Strike family and certainly one of America's finest accordion players, a representative of the United States Marines from Camp Pendleton, California, he plays "Tiger Rag" ...

MUSIC: ("TIGER RAG")

(APPLAUSE)

HEIDT: A great showman and great accordion player.

COMMERCIAL NO. 1

ATX01 0022689

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COMMERCIAL NO. 1

HEIDT: And now, ladies and gentlemen, here's Happy Felton, with a few words in behalf of my good sponsors, Lucky Strike.

(SWITCH TO NEW YORK)

FELTON: Hi, everybody! Say, friends ... you know, and I know, that you enjoy a cigarette on account of its taste. That's right ... nothing, no - nothing beats better taste. And Luckies taste better! But don't just take my word for it. Listen to this, and judge for yourself. A nation-wide survey, based on actual student interviews in 80 leading colleges, shows that more smokers in these colleges prefer Luckies than any other cigarette. By a wide margin, too! And the number one reason the students gave for smoking Luckies was better taste! Sure enough! Now I know that you, yourself, will find Luckies taste better! ... Because they're made of fine, good tasting tobacco ... LS/MFT -- Lucky Strike means fine tobacco! ... and because Luckies are made better to taste cleaner, and fresher, and smoother. So take the advice of Happy Felton, friends. Be Happy - Go Lucky! - and get the better taste that means real smoking enjoyment.

(SWITCH BACK TO KNOXVILLE)

ATX01 0022690

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COMMERCIAL NO. 1 (CONT'D)

HEIDT: And that's right, nice people, get your carton of Luckies tomorrow. For, remember, it only takes one carton -- and may I repeat -- smoking just one carton of Luckies -- will prove what millions of Americans already know ... that Luckies really do taste better ... taste cleaner, taste fresher, taste smoother. So be happy - go Lucky! Get your carton of Luckies tomorrow ...

(APPLAUSE)

ATX01 0022691



THE AMERICAN WAY  
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HEIDT: And thank you very kindly ladies and gentlemen, and on with THE AMERICAN WAY show, a program which tours America trying to help needy people as well as auditioning the youth of each community, which brings us to 19 year old Jim Daugherty from Daytona Beach, Florida. We were there last Friday evening, discovered Jim. He's quite a handsome chap, sings with great feeling which is most certainly the sign of a potential star... Jim Daugherty from Daytona Beach and "That Old Black Magic".

MUSIC: ("THAT OLD BLACK MAGIC")

(APPLAUSE)

HEIDT: Very, very handsome Jim Daugherty, ladies and gentlemen, he's got what it takes, don't you think? We found him in Daytona Beach, a very, very fine boy.

THE AMERICAN WAY  
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HEIDT: We're broadcasting this evening, from Knoxville, Tennessee, the gateway to the Smokies, one of America's most hospitable and beautiful cities... we're here this evening raising money to take the turns out of Clinton Blvd. Of course we're kidding.

And now ladies and gentlemen it's part of THE AMERICAN WAY program to help deserving people, also to encourage, regardless of race, creed or color, people in all walks of life. Right here in Knoxville, Tennessee, we heard of 16 year old Juanita Garner who wants most of all to become a nurse. However, she needs money to help her through high school, money for clothing, for food, for her teaching at Sunday School and for her general expenses. Tell me, Juanita, why have you chosen Nursing as your career?

JUANITA: Because I want to help people.

HEIDT: Well that's very, very fine. Would you step up to the microphone just a little please, just a little closer Juanita, that's it. And who are you living with now.

JUANITA: With my Foster father and mother.

HEIDT: And what's her name?

JUANITA: Mrs. Alexander.

ATX01 0022693

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HEIDT: And Mrs. Alexander, would you mind telling us about Juanita here. Is she a fine girl, a good girl?

MRS. A: She's a very fine girl and very deserving girl and I'm sure given a chance she'll make good and be a good credit to her race and to her country.

HEIDT: I see. How long has she been living with you?

MRS. A: For the past two years.

HEIDT: For the past two years. Well, that's very, very fine, and in the tradition of THE AMERICAN WAY, I'd like to present this check to you, Juanita, for \$250.00 in the hope that it will help you reach your goal in your chosen profession and that it will in years to come you will be a fine citizen of our great nation. Thank you very, very much. Don't forget, ladies and gentlemen, that Lucky Strike is making this work possible.

(APPLAUSE)

HEIDT: Now not only did we find Jim Daugherty in Daytona Beach last Friday but also 21 year old Shirlee Young who is certainly one of the most beautiful young girls in America ... in fact, (the boys are whistling here already) ... in fact Shirlee was Miss Miami of 1951 and Miss TV of Florida in 1952. She is one American beauty who deserves a career ... who desires a career in musical comedy and opera and has the ability it takes to really back it up. So listen closely as she sings "Adelles Laughing Song" and I do so hope that some of you New York Producers are tuned in and will send for photographs of Shirlee Young ... she's really got what it takes. Shirlee, here we go.

MUSIC: ("ADELLES LAUGHING SONG")

(APPLAUSE)

HEIDT: Beautiful voice, ladies and gentlemen, Shirlee Young from Daytona Beach. And Shirlee we certainly enjoyed our stay down in Daytona.

SHIRLEE: I'm glad you did, we enjoyed having you.

HEIDT: Thank you. How long have you lived there?

SHIRLEE: About two years.

HEIDT: About two years. And you really are a gorgeous beautiful person, Shirlee, with a lovely voice and we know that you're going to have a great success in the years to come.

SHIRLEE: Well thank you.

HEIDT: We'll all be interested in you now.

SHIRLEE: Thank you very much.

HEIDT: Thank you very much. Give her a hand, folks, she's got what it takes. Ladies and gentlemen, we're broadcasting this evening from one of the most hospitable cities in America. Regardless if you're down south if you have to travel 100 miles out of your way be sure and drive through Knoxville, Tennessee and you'll never regret it. Wonderful spirit. Of course, if you have a Pennsylvania license you'd better take it off while you go through the city. No, we're just kidding, they're wonderful to everybody here.

COMMERCIAL NO. 2

THE AMERICAN WAY  
FEBRUARY 19, 1953

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COMMERCIAL NO. 2

HEIDT: But now, ladies and gentlemen, here's Happy Felton again, with something that every cigarette smoker should know.

(SWITCH TO NEW YORK)

FELTON: Friends, always remember: when it comes to real smoking enjoyment, nothing -- no nothing beats better taste. And Luckies taste better ... cleaner and fresher and smoother. Luckies taste better because first, they're made of fine, mild tobacco. And, then ... to give you all the enjoyment that's in that fine tobacco, Luckies are made better to taste better ... made round and firm, packed nice and full, to draw freely, and smoke evenly. So let Happy Felton help you to happy smokin' ... get the better taste you want by switching to Lucky Strike ... tomorrow.

(SWITCH TO KNOXVILLE)

BAND: JINGLE

THE AMERICAN WAY  
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HEIDT: And now, ladies and gentlemen another Lucky Strike  
Extra ...

(FANFARE)

... Love that Lucky Strike ... Extra special... and  
before Ralph Sigwald, of course you know a regular  
member of our organization who's all enthused  
because he's going to be up there in Charleston,  
South Carolina - they won't recognize him, he's  
lost 135 pounds, just think of it. Before he  
sings "Because", please remember ... with every  
rising of the sun think of your life as just  
begun. The past has cancelled and buried deep  
all yesterdays. There let them sleep. Concern  
yourself with but today grasp it, and teach it  
to obey. A soul sublime. The great heritage of  
time. With God himself to bind the twain.  
Go forth, brave heart! Attain!

MUSIC: ("BECAUSE")

(APPLAUSE)

HEIDT: From Charleston, South Carolina, Ralph Sigwald.  
Listen to that ovation for Ralph. A wonderful  
spirit here ladies and gentlemen.

And now, folks, in cooperation and conjunction with  
the Grace Moore Scholarship, under whose auspices  
we're appearing this evening, we wish to present a  
scholarship of \$125.00 to the high school student  
in the city of Knoxville who is voted the outstanding  
young citizen of the year, the boy or girl who best  
exemplifies the principals of American democracy.  
And we give this check to Walter Corning of the  
Columbia affiliated Station WNOX who will supervise  
the contest.

CORNING: Thank you, Horace I'm sure that your scholarship  
will be a great inspiration to all young people  
of Knoxville. Thank you so much.

(APPLAUSE)



THE AMERICAN WAY  
FEBRUARY 19, 1953

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HEIDT: Now ladies and gentlemen tomorrow night, Friday, we present our 2 1/2 concert show in Columbia, South Carolina at the Columbia Township Auditorium. Saturday we'll be in Winston-Salem: Sunday in Charlotte, North Carolina: Monday in Spartansburg: Tuesday, we'll be in Augusta, Georgia: Wednesday in Charleston, South Carolina at the Citadel Armory ... of course, Ralph Sigwald can hardly wait, and Thursday we broadcast from Raleigh, North Carolina at the Reynolds Coliseum. So folks get your reserved seat tickets right away. And, please remember who's making our program THE AMERICAN WAY possible ... the makers of Lucky Strike cigarettes. We wish to thank you millions of people who are already smoking Luckies and who know that Luckies are made better to taste better. However, for those of you who have not as yet changed to Luckies, make it a special point to give Lucky Strike, the cigarette of superior quality, your vote of confidence tomorrow, for whether you smoke or not, it's the sign of a thoughtful hostess to have Lucky Strike in your home.

Folks, please remember that the life story of Bing Crosby is currently in The Saturday Evening Post. Bing is loved, respected and has brought happiness and joy throughout the entire world.

ATX01 0022700

HEIDT: So, till we meet again, nice people, this is Horace Heidt reminding you "'Tis better to build boys than to mend men", saying good night to Mother, and wishing you good luck, good health, and may God bless you all ... good night.

(APPLAUSE)

BAND: BE HAPPY - GO LUCKY (LONG VERSION OF THEME FADE FOR)

ANNCR: This program was brought to you by Lucky Strike, product of The American Tobacco Company ... America's leading manufacturer of cigarettes.

THIS IS THE CBS RADIO NETWORK.

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE February 26, 1953 Broadcast #9 Network: CBS Broadcast: 10:00-10:30 PM EST  
Raleigh, North Carolina Repeat: (AS BROADCAST)

## OPENING COMMERCIAL

|            |                                  |                 |
|------------|----------------------------------|-----------------|
| SPOT NO. 1 | "I MAY BE WRONG"                 | CORRIE UNTHANK  |
| SPOT NO. 2 | INTERVIEW                        | JOEL CLIFTON    |
| SPOT NO. 3 | "CZARDAS"                        | EUGENE WALLCOTT |
| SPOT NO. 4 | "NICE WORK IF YOU CAN<br>GET IT" | CONLEY GRAVES   |

## COMMERCIAL NO. 1

|            |                     |                   |
|------------|---------------------|-------------------|
| SPOT NO. 5 | "JUST BECAUSE"      | CHARLES EPPERSON  |
| SPOT NO. 6 | INTERVIEW           | CATHY STOTT       |
| SPOT NO. 7 | "ONE NIGHT OF LOVE" | ELIZABETH GRESHAM |

## COMMERCIAL NO. 2

|            |             |              |
|------------|-------------|--------------|
| SPOT NO. 8 | "GLOW WORM" | LANNON TWINS |
|------------|-------------|--------------|

## CLOSING COMMERCIAL

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

10:00-10:30

FEBRUARY 26, 1953

THURSDAY

RALEIGH, NORTH CAROLINA

BAND: FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY  
THE CHANGES IT CAN GIVE  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNOUNCER: The American Tobacco Company presents "THE  
AMERICAN WAY" ... starring Horace Heidt for  
Lucky Strike.

BAND &  
CHORUS: (UP TO CRESCENDO - FINISH)

ANNCR: Nothing - no, nothing - beats better taste and  
Luckies taste better. Cleaner, fresher, smoother.  
So for your own real deep-down smoking enjoyment...  
Be Happy - Go Lucky. Ask for a carton of Lucky  
Strike.

Now before 5,000 people in Raleigh, North  
Carolina...here's your host for tonight...  
Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY & FADE)

BAND: "BE HAPPY - GO LUCKY" THEME SONG (SHORT CLOSE)

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: There you are Ladies and Gentlemen, you're hearing the great spirit of Raleigh, North Carolina. Yes sir, that's the spirit that brings great victories to this college. As you know, our program, "THE AMERICAN WAY" is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we present concerts under the auspices of your service clubs, which represent worth-while charities that will in turn help deserving, needy people. Also, just as in former years, we audition and present your talented youth with their opportunity for recognition and success. The American Way, sponsored by The American Tobacco Company ... the makers of Lucky Strike cigarettes ... But now on with the show and introducing Corrie Unthank whom 3,000 people in Spartanburg, South Carolina, selected as their winner of our talent search last Monday night. Corrie is 19 years old...very attractive...in fact she was voted as Miss Greenville in 1951, however, in addition to her great beauty, Corrie has a voice that should take her right to the top. Here she is...Corrie Unthank singing "I May Be Wrong", Corrie.

MUSIC: ("I MAY BE WRONG")

{APPLAUSE}

ATXO1 0022704

HEIDT: She's very beautiful and very attractive, ladies and gentlemen. Corrie Unthank and thank you very much, Corrie, that was grand.

Ladies and gentlemen, we're broadcasting this evening from Raleigh, North Carolina in the very beautiful coliseum on the campus of one of America's foremost colleges...North Carolina State. Now what a wonderful spirit they have down here. Now, ladies and gentlemen, as you know, part of The American Way program is not only to tour America presenting outstanding talent with national recognition, but also to raise money for deserving people ...which brings us to a fine young chap. 11 year old Joel Clifton. Joel lives in Whitesfield, North Carolina about 120 miles from Raleigh and tell me, Joel, how old are you?

JOEL: Eleven.

HEIDT: You're, you're eleven. Say that again for me.

JOEL: I'm eleven.

HEIDT: You're eleven. You've really got it. That's swell. Now Joel, I want you to tell me just a few things about yourself. You were in an automobile accident, is that right?

JOEL: Yes sir.

HEIDT: About how long ago.

THE AMERICAN WAY  
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JOEL: It's been four months ago.

HEIDT: Four months ago, and what happened.

JOEL: Well, a car hit me.

HEIDT: A car hit you and what did it do...it knocked you down and ran over you.

JOEL: Yes sir.

HEIDT: And it broke your back.

JOEL: Yes sir.

HEIDT: And it paralyzed your legs or broke your legs?

JOEL: Well, it broke both ankles and paralyzed me from the waist down.

HEIDT: I see. Well, you know you've got a great spirit and you're a wonderful chap and we're happy to have you here on our show. Now your Dad is here... tell us, how much money have you spent so far on this boy?

MR. CLIFTON: Between \$2700 and \$3,000 dollars.

HEIDT: I see. It's taken just about everything you've got.

MR. CLIFTON: That's right.

ATX01 0022706

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: Well now, the reason that we're here Joel is because we understand there's a couple of things that you'd like that you can't get right now, is that right?

JOEL: Yes sir.

HEIDT: Well tell us what they are.

JOEL: I'd like to have a wheelchair to get around easy.

HEIDT: Uh huh and what else. You want to go to camp, did you, this summer?

JOEL: Yes sir.

HEIDT: Uh huh. Well, Joel, that's fine. That's the reason we have a program like The American Way, we want to meet fine boys like you and we want to give you this check for \$250.00 which is going to buy you a nice wheelchair and it's going to put you into camp this summer. And we want to wish you all the luck and may God bless you, you're a wonderful chap.

JOEL: Thanks.

(APPLAUSE)

ATX01 0022707



THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: Ladies and gentlemen, remember that Lucky Strike is making this work possible ... now nice people last Saturday night in Winston-Salem we gave a 100% charitable concert for the benefit of the colored Winston-Salem Y M C A. It was at this concert where we discovered 19 year old Eugene Wallcott who plays the violin and most certainly has possibilities of becoming one of our future concert stars. Notice his perfect intonation, his flawless technique as he plays "Czardas" ... Eugene, I'd just like to mention that Lucky Strike is most happy to present you on your national radio debut ... much luck.

MUSIC: ("CZARDAS")  
(APPLAUSE)

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: 19 year old Eugene Wallcott from Winston-Salem...  
nice work Eugene - swell.

Ladies and gentlemen we're broadcasting from  
North Carolina State, who have one of the greatest  
basketball teams in the world today. And if they  
beat Cincinnati on Saturday they'll have the  
greatest! However, we're not going to mention  
their football team till next year.

And now ladies and gentlemen, a Lucky Strike  
Extra...

(FANFARE)

....and on the piano from Oklahoma City comes  
one of the very finest ... Conley Graves, playing  
"Nice Work If You Can Get It".

MUSIC: ("NICE WORK IF YOU CAN GET IT")

(APPLAUSE)

HEIDT: Conley Graves, ladies and gentlemen, easy does  
it. Wonderful boy and certainly one of the  
greatest in the country on the piano.

COMMERCIAL NO. 1

ATX01 0022709

THE AMERICAN WAY  
FEBRUARY 26, 1953

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COMMERCIAL NO. 1

HEIDT: And now, folks, here's a message from my good sponsors...Lucky Strike, the cigarette of superior quality.

(SWITCH TO NEW YORK)

FELTON: Hi, friends...I'm Happy Felton. And I'm happy smokin', too...how about you? You're sure to be, if you just remember: for real smoking enjoyment, nothing - no, nothing - beats better taste. And Luckies taste better...cleaner, and fresher, and smoother. Yes sir, Luckies do taste better, because they're made of fine, light, mild tobacco -- good-tasting tobacco. I guess everybody knows - LS/MFT - Lucky Strike means fine tobacco! What's more, Luckies also taste better because they're made better. They're round, and firm, and packed real full, to draw freely, and smoke evenly. That's how Luckies give you the better taste you need for better smokin'. So folks, get yourself the real, honest-to-goodness smoking enjoyment that only fine tobacco, in a better-made cigarette can give you. Yes, Be Happy - Go Lucky! Tomorrow, ask for a carton of Lucky Strike!

(SWITCH TO RALEIGH)

(MORE)

RTX01 0022710

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: That's right, nice people, tomorrow ask for a carton of Lucky Strike. For, remember, it takes only one carton -- and may I repeat -- smoking just one carton of Luckies - will prove what millions of Americans already know ... that Luckies really do taste better...taste cleaner, taste fresher, taste smoother. So Be Happy -- Go Lucky! Get your carton of Luckies tomorrow.

(JINGLE)

ATK01 0022711

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: And now, ladies and gentlemen, a boy 5,000 people in Chattanooga, Tennessee selected as the winner of our talent search a week ago last Wednesday. It's 23 year old Charles Epperson who has a natural voice that off-hand indicates possibilities of perhaps being another Frankie Lane. Only, of course, in his own way and his own style. So listen closely as Lucky Strike presents Charles Epperson in his national radio debut ... Charley ... Good luck.

MUSIC: ("JUST BECAUSE)

(APPLAUSE)

ATX01 0022712

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: There you are ladies and gentlemen, doesn't he sound great. That's Charles Epperson from Chattanooga, Tennessee.

Ladies and gentlemen, we're broadcasting from Raleigh, the capital city of North Carolina and tonight we have as our special guests the legislature who have been responsible for building some of the greatest highways in America today. They guarantee that next year, during Fair Week, they are going to have ... Hillsboro Street will not be closed. How's that folks.

Now ladies and gentlemen, we are all well aware of the wonderful work that the National Foundation for Infantile Paralysis is and has been doing and they have helped a great deal in the case of Cathy Stott who is right along side of me now on a stretcher and who has received the finest of treatment.

HEIDT: Now, Cathy, just tell me something about yourself.

CATHY: Well, I'm seventeen years old, and I have ...

HEIDT: And where are you from?

CATHY: Out in Canton, North Carolina.

HEIDT: I see. You're not nervous now are you?

CATHY: Oh, not much.

ATX01 0022713

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: Well we don't want you to be. Have you been enjoying the show fine?

CATHY: Wonderful.

HEIDT: And under whose treatment are you now.

CATHY: I'm at Rex Hospital.

HEIDT: Uh huh. And when were you first stricken with Polio?

CATHY: October 1948.

HEIDT: Uh huh. You do a great deal of reading now, do you?

CATHY: Oh, lots of it.

HEIDT: What kind of reading?

CATHY: Oh well, any good novel and the Bible.

HEIDT: In other words you read the Bible a lot, do you?

CATHY: Yes sir.

HEIDT: Because that gives you faith and hope in the future.

CATHY: Yes sir.

HEIDT: Well that's wonderful because we know that you're going to get well and that you're going to feel marvelous in the days to come. Now there's a couple of things that you would like too, isn't there?

CATHY: Yes sir, I want a book holder with an electric page turner and some books to go with it.

RTX01 0022714

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: Well that's wonderful. Now before we give you the check for that we'd just like to read a little verse especially for you, Cathy:

With every rising of the sun, think of your life as just begun. The past is cancelled and buries deep all yesterdays. There let them sleep. Just concern yourself with but today grasp it. Teach it to obey ... A soul sublime, the great heritage of time. With God himself to bind the twain, go forth, brave heart ..... attain.

So Cathy with that little thought here's a check for \$250.00 to help make some of your dreams come true.

CATHY: Thank you very much. I appreciate it a whole lot.

HEIDT: A marvelous girl ladies and gentlemen.

(APPLAUSE)

ATK01 0022715



HEIDT: Now folks, last Thursday evening in Knoxville, Tennessee we enjoyed a never-to-be-forgotten evening at the University of Tennessee with 5,000 wonderful Knoxville folks. The program was given for the benefit of the Grace Moore Scholarship Fund and it's strange but true, on our program was a girl who has possibilities of not only developing into another Grace Moore but could be one of America's foremost singing stars. Her name is Elizabeth Gresham. She's a school teacher in Knoxville, only 24 years old. And although she's only been studying 3 years, she sings everything from opera to popular ... and in tribute to Grace Moore this evening sings a song long identified with her ... "One Night of Love". So here we go Elizabeth and good luck to you.

MUSIC: ("ONE NIGHT OF LOVE")

(APPLAUSE)

HEIDT: Elizabeth Gresham, ladies and gentlemen, and hasn't she a marvelous voice. Always remember that these people are not amateurs that we're presenting but the talented young people that are just receiving their first opportunity. And I'm sure that when you hear of all these young people receiving chances and all these people that are being helped you have nice warm feelings in your hearts towards the people who are making it all possible.

COMMERCIAL NO. 2

THE AMERICAN WAY  
FEBRUARY 26, 1953

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COMMERCIAL NO. 2

HEIDT: So here's Happy Felton again with another message from Lucky Strike ... the cigarette of superior quality.

(SWITCH TO NEW YORK)

FELTON: Friends, always remember: when it comes to real smoking enjoyment, nothing -- no nothing beats better taste. And Luckies taste better ... cleaner and fresher and smoother. Luckies taste better because first, they're made of fine, mild tobacco. And, then ... to give you all the enjoyment that's in that fine tobacco, Luckies are made better to taste better ... made round and firm, packed nice and full, to draw freely, and smoke evenly. So let Happy Felton help you to happy smokin' ... get the better taste you want by switching to Lucky Strike tomorrow.

(SWITCH TO RALEIGH, NORTH CAROLINA)

BAND: (JINGLE)

ATX01 0022717

THE AMERICAN WAY  
FEBRUARY 26, 1953

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HEIDT: Now ladies and gentlemen, 6,000 people in Augusta, Georgia, selected the Labnon Twins, Robert and Raymond, as winners of our talent search in Augusta last Tuesday night. These boys are identical twins who hail from Berlin, New Hampshire and are members of our armed forces stationed at camp Gordon in Augusta. If ever we have run across two naturals for stardom, the Labnon Twins are certainly it. They have dynamic personalities, wonderful showmanship, and do comedy songs that would give some of our best comedy teams a real run for their money. Here they are ... Bob and Ray Labnon singing "Glow Worm".

MUSIC: ("GLOW WORM")

(APPLAUSE)

HEIDT: Labnon - Labnon Twins. And next week we're going to slightly change the format of our program, we're going back to the competition and we're going to start off with our champions, the Labnon Twins. They're fine, they're from the United States Army and they deserve a break.

ATX01 0022718

THE AMERICAN WAY  
FEBRUARY 26, 1953

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CLOSING

HEIDT: Please don't forget, Friday, we present our 2 1/2 hour concert show in Danville, Virginia at the city Auditorium: Saturday we'll be in Durham, North Carolina at the Fieldhouse: Sunday in Roanoke, Virginia, an afternoon show, you can drive in from all around those points: Monday in Charleston, West Virginia, get your tickets right away: Tuesday in Huntington, West Virginia at the Fieldhouse: Wednesday in Lexington, Kentucky at the University of Kentucky Coliseum: And Thursday we broadcast from the Armory in Louisville, Kentucky. So folks get your reserved seat tickets right away. Please remember who's making this program, "THE AMERICAN WAY" possible ... the makers of Lucky Strike cigarettes. We wish to thank you millions of people who are already smoking Luckies and who know that Luckies are made better to taste better. However, for those of you who have not changed to Luckies, make it a special point to give Lucky Strike, the cigarette of superior quality, your vote of confidence tomorrow. For whether you smoke or not, it's the sign of a thoughtful hostess ... to have Lucky Strike in your home.

ATX01 0022719



ATX01 0022721

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

AS  
PRODUCT: LUCKY STRIKE CIGARETTES

DATE March 5, 1953 Network: CBS Broadcast: 10:00-10:30 PM EST  
Broadcast # 10 Repeat: \_\_\_\_\_  
Louisville, Ky. (AS BROADCAST)

## OPENING COMMERCIAL

|            |                       |              |
|------------|-----------------------|--------------|
| SPOT NO. 1 | SPIRITUAL             | DEL TONES    |
| SPOT NO. 2 | "BONAPARTE'S RETREAT" | JO ANN LANTZ |
| SPOT NO. 3 | "I'M YOURS"           | BOB WADDELL  |

## COMMERCIAL NO. 1

|            |                        |                   |
|------------|------------------------|-------------------|
| SPOT NO. 4 | "CHIME BELLS"          | RETHA & ODEY NEAL |
| SPOT NO. 5 | "THAT OLD BLACK MAGIC" | CARL VAN MOON     |
| SPOT NO. 6 | REPRISE                | TALENT            |

## COMMERCIAL NO. 2

|            |                    |               |
|------------|--------------------|---------------|
| SPOT NO. 7 | INTERVIEW          | MARIE ALLEN   |
| SPOT NO. 8 | WINNER & INTERVIEW | CARL VAN MOON |

## CLOSING COMMERCIAL

-1-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

10:00-10:30 PM EST

MARCH 5, 1953

THURSDAY

LOUISVILLE, KY.

OPENING COMMERCIAL

BAND: FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY,  
THE CHANCES IT CAN GIVE.  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE AMERICAN  
WAY" .. featuring Horace Heidt for Lucky Strike.

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing - no, nothing - beats better taste and  
Luckies taste better ... cleaner, fresher ...  
smoother. So for your own real deep-down smoking  
enjoyment ... Be Happy - Go Lucky ... ask for a  
carton of Lucky Strike!

Now before 5,000 enthusiastic people of  
Louisville, Kentucky, here's your host tonight  
Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY; AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME SONG (SHORT CLOSE)



THE AMERICAN WAY  
MARCH 5, 1953

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HEIDT: Thank you very much nice people, Believe me it's a real thrill being here in Louisville, Kentucky. As you might already know, nice people, our program "The American Way" is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we'll present concerts under the auspices of your service clubs, which represent worthwhile charities, which will in turn help the needy people of your city. Also, we shall, just as in former years, audition the youth of your city, and present your talented young people with their opportunity for recognition and success. The American Way, sponsored by the American Tobacco Company, makers of Lucky Strike cigarettes.

(APPLAUSE)

(JINGLE)

ATX01 0022724

THE AMERICAN WAY  
MARCH 5, 1953

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HEIDT: And now, on with the show and the warning whistle for round one ... (WHISTLE) ... which introduces the winners of our talent search last night at the University of Kentucky before 13,000 people in their beautiful coliseum. There's Jim Woodward; Jim Moore; Gus Kalas; and Tom Hutzler, and these boys are imbued with that wonderful fighting spirit which has given the University of Kentucky their fine athletic teams. Yes, these boys will make a real bid for the crown this evening. So fellas, here's the bell ...(BELL) ... and Lucky Strike wishes you good luck in your champ-yun-ship try.

MUSIC: (SPIRITUAL)

(APPLAUSE)

LUCKY STRIKE JINGLE ON HEIDT CUE

ATX01 0022725

HEIDT: Yes, ladies and gentlemen, the Del Tones from the University of Kentucky and from Lexington. Fine work, boys. You've got a great chance to win this evening. There's the warning whistle for round two ... (WHISTLE) ... and from Roanoke, Virginia comes 22 year old Jo Ann Lantz, a very attractive young lady, who is at the present time an elevator operator at the Shenandoah building in Roanoke. Jo Ann was selected as winner of our talent search by 2500 enthusiastic folks in Roanoke, last Sunday afternoon. So, Jo Ann here's the bell ... (BELL) ... and Lucky Strike wishes you good luck in your national radio try.

MUSIC: ("BONAPARTE'S RETREAT")  
  
(APPLAUSE)

HEIDT: Jo Ann Lantz. Jo Ann that was mighty, mighty fine work. Now just tell us how long have you been working at that elevator down there in Roanoke?

JO ANN: Almost a year now.

HEIDT: Almost a year. Which do you like the best, the singing or the elevator work?

JO ANN: Well, I like them both, but singing is my very life.

THE AMERICAN WAY  
MARCH 5, 1953

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HEIDT: It is. You can do both, can't you? You can run the elevator and you can sing.

JO ANN: Well I do both. I sing .. close that door on the elevator and run the thing up and down all day long.

HEIDT: Well, you certainly are a lovely girl and we're very happy to have had you on the show this evening and I know you brought much happiness to everyone. Give her a nice hand, folks, she's a lovely girl.

(APPLAUSE)

ATX01 0022727

HEIDT: Jo Ann Lantz, yes, she's going to make a fine bid for the championship crown. Now, round three introduces Bob Waddell, whom 5,000 people voted as their winner in the great tobacco city of Durham, North Carolina last Saturday evening. Bob is going to make the going real tough for all other contestants, for Bob has the appearance, the voice, and most important, the will to win. So Bob, here's the bell ..(BELL) .. and Lucky Strike wishes you good luck as you go after that crown.

MUSIC: ("I'M YOURS")

(APPLAUSE)

HEIDT: Bob Waddell. Well, you can hear for yourselves folks this boy's really got what it takes. Bob, how tall do you stand?

BOB: About six four. I think it is now.

HEIDT: Are you a basketball ....farmer basketball player?

BOB: Former basketball, that's right.

HEIDT: Bob, I think I forgot to mention how old you are.

BOB: Twenty-four.

HEIDT: Twenty-four, and you're teaching piano now, down in Durham, aren't you?

BOB: That's right.

HEIDT: And how does it happen that you haven't done more singing?

BOB: Well, I haven't had too much luck with singing I don't think.

HEIDT: Not so far. So you turned to the piano. Well Bob, you made a wonderful impression here this evening, with all these good folks of Louisville and I'm sure all over the country. Let's give him a nice hand, he's a wonderful boy.

(APPLAUSE)

COMMERCIAL NO. 1

THE AMERICAN WAY  
MARCH 5, 1953  
COMMERCIAL #1

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HEIDT: Now, ladies and gentlemen, as we know, Lucky Strike is the cigarette of superior quality, and here's Happy Felton to tell you why...

(SWITCH TO NEW YORK)

FELTON: Say friends ... here's something no cigarette smokers should ever forget: For real smoking enjoyment, nothing, no, nothing beats better taste. And Luckies taste better ... cleaner, and fresher, and smoother. They just can't help it! Ya see, Luckies' better taste starts right off with a fine, mild, good-tastin' tobacco. Sure...LS/MFT ... Lucky Strike means fine tobacco! But there's somethin' else, too! Luckies also taste better because they're made better ... made round and firm, and packed real full. That makes 'em draw freely and smoke evenly...gives you a cleaner, fresher, smoother taste. So c'mon and join Happy Felton for some happy smokin'. Get Luckies, and get better taste...the one thing you, and every cigarette smoker want most!

(SWITCH TO LOUISVILLE)

(JINGLE)

ATX01 0022730

HEIDT: Folks, it's The American Way program which tours America raising money for worthwhile charities as well as presenting opportunities to the youth of each community. So far, you've heard three very fine contestants and round four is no exception as it introduces a brother and sister we found in Huntington, West Virginia, last Tuesday night and most certainly they have the possibility of going right to the top in their particular type of western music. It's Retha and Odey Neal and these two will make a great bid for that champ-yun-ship crown this evening, as they sing "Chime Bells". So Retha and Odey, here's the bell...(BELL) ... and Lucky Strike wishes you good luck with your presentation of "Chime Bells".

MUSIC: ("CHIME BELLS")

(APPLAUSE)

HEIDT: The Neals, ladies and gentlemen, from Huntington, West Virginia. Say Retha I'd like to ask you a question. You're ... you're happy and you're so full of enthusiasm, where do you get it all.

RETHA: Oh Horace, it's right down in here from being on your show.



HEIDT: Right down in your heart. Good for you. What do you think of this brother of yours. How old is he?

RETHA: He's sixteen, Horace, and I've got the most wonderful little brother that ever was, little Oddie Neal. In fact, he's better Horace than Eddie Arnold and all of them.

HEIDT: He's better than all the rest of them put together.

RETHA: That's all of them put together.

HEIDT: And how old is your sister, Oddie?

ODDIE: Well Mr. Heidt, she's twenty-six years old and well, that's ten years older than I am. And I'll tell you what...what I believe ... if you roll all the girl singers up into one you'll never get a girl like my sister.

HEIDT: Well isn't it wonderful to see a couple get along like these two. Let's give them a nice hand folks, they're great.

(APPLAUSE)

THE AMERICAN WAY  
MARCH 5, 1953

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HEIDT: Four contestants and they have a great chance to win this evening. And there's the warning whistle for round five ... (WHISTLE) ... which introduces 22 year old private Carl Van Moon, from the United States Army stationed at Fort Knox, Kentucky, right here in Louisville. Carl was born in Virginia, then moved to New York and his ambition is to follow in the footsteps of his idols ... Billy Eckstein and Billy Daniels. So Carl, here's the bell ... (BELL) ... and Lucky Strike wishes you good luck in your champ-yun-ship try with "Black Magic".

MUSIC: ("BLACK MAGIC")  
(APPLAUSE)

ATX01 0022733

HEIDT: Very very close this evening. A very close decision. Now ladies and gentlemen, we are ready to pass in review to see who is going to win the \$150.00 first prize, with the possibility of entering the quarter finals for \$500.00. And the National Grand Finals for \$5,000.00, and who will carry over till next week as our first great new champ-yun....

REPRISE: Contestant No. 1 .....The Del Tones  
Thank you very much boys, swell.  
Contestant No. 2 .....Jo Ann Lantz  
Contestant No. 3 .....Bob Waddell  
Very, very good.  
Contestants No. 4.....Retha & Odóie Neal  
Contestant No. 5 .....Carl Van Moon

(APPLAUSE)

COMMERCIAL NO. 2

THE AMERICAN WAY  
MARCH 5, 1953  
COMMERCIAL NO. 2

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HEIDT: Now, ladies and gentlemen. We will have the judges' decision in just a few moments while we wait, here's Happy Felton again, with another message from Lucky Strike ... the cigarette of superior quality.

(SWITCH TO NEW YORK)

FELTON: Folks, this is so important to your smoking enjoyment, I'd like to say it again. In a cigarette nothing -- no, nothing -- beats better taste. And Luckies taste better. Yes, Luckies do taste better because they're made of fine, light, mild tobacco, and because they're made better they taste better. So for the cleaner, fresher, smoother taste that's bound to bring you more smokin' enjoyment ... Be Happy - Go Lucky! Next time, buy Lucky Strike!

(SWITCH TO LOUISVILLE)

ATX01 0022735

THE AMERICAN WAY  
MARCH 5, 1953

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HEIDT: Folks as you know, it's The American Way Program, and one of the purposes of our program is to find and help needy deserving people. It's a great thrill this evening to introduce Marie Allen. Marie, how old are you?

MARIE: Eleven.

HEIDT: Eleven years old...almost the same as a young boy we had last week. And tell me where are you from?

MARIE: Louisville.

HEIDT: And why are you in this wheelchair this evening?

MARIE: Because I want to walk.

HEIDT: Well no, what illness put you in the wheelchair.

MARIE: Cerebral Palsy.

HEIDT: Uh huh. And how long have you been here in this chair? How many years about?

MARIE: Oh, I don't know.

HEIDT: About 10 years ... 9 or 10 years.

MARIE: Not that long.

ATX01 0022736

HEIDT: Eight years.

MARIE: I just got it...

HEIDT: You told me this afternoon about seven or eight years, I guess right around there. Now you have something that you'd like very much isn't there, what is it that you want?

MARIE: I want some braces.

HEIDT: You want some braces and then you want to join the Girl Scouts is that right?

MARIE: Yes.

HEIDT: And tell me about your daddy, can't he afford these braces for you?

MARIE: No sir, I haven't seen him for two or three years.

HEIDT: You haven't seen your daddy for two or three years. Your mother is working?

MARIE: Yes sir.

HEIDT: Uh huh, and she's working very hard isn't she?

MARIE: Yes sir.

HEIDT: Well you know that's the reason we have The American Way program, Marie and here's a check for you for \$250.00 which is going to allow you to get your braces so you can walk again and you also can join the Girl Scouts.

THE AMERICAN WAY  
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MARIE: Thank you.

HEIDT: Well good for you.

(APPLAUSE)

THE AMERICAN WAY  
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HEIDT: Now, ladies and gentlemen, we are ready for the judges' decision...we introduce as our first judge the president, I should say the energetic president of the Chamber of Commerce of Louisville, Kentucky, Mr. Walther Knabelkamp.

(APPLAUSE)

KNABELKAMP: Horace, This has been a very inspiring ... a very wonderful evening. Congratulations to you and your sponsors, Lucky Strike, for the grand work that you are doing. Here on this card is the reading of the applause meter.

HEIDT: Thank you very, very much.

ATX01 0022739



THE AMERICAN WAY  
MARCH 5, 1953

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HEIDT: Now ladies and gentlemen, our second judge, is the State Senator of Kentucky, Leon Schaikun.

SCHAIKUN: Horace, it's always a pleasure to have you tour our state and give the talented youth opportunities that they would not otherwise get. By building and encouraging the youth of our country, we're building the nation of tomorrow and you and your sponsors, Lucky Strike are to be congratulated. Here on this card is my reading of the electric applause meter.

HEIDT: Thank you very, very much and ladies and gentlemen, the winner this evening our first great champion by 9 points the winner is the boy from Fort Knox, Carl Van Moon.

(APPLAUSE)

HEIDT: Folks, I want to say this evening, that Carl did not wear his uniform. So, Carl, I think that's to your credit that you won here this evening. How close are you to that gold down there at Fort Knox?

CARL: I'm too close to be too far away never to get any of it.

THE AMERICAN WAY  
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HEIDT:            Would you say that again. I can't figure that one out. Carl you have a wonderful voice and we hope that this will be the starting of a great success for you. Now we have to make arrangements down at the Camp so you can get off next week. Do you think that's possible?

CARL:            Well, we're here on a secret assignment and as you know the defense of the country due to Joe Stalin's death comes first.

HEIDT:            That's right.

CARL:            If it's possible and if God is willing it will happen.

HEIDT:            Okay, well that's a very nice spirit and a very nice attitude and we'll get in touch with your Commanding General tomorrow and see whether he won't let you come to Altoona, Pa. Now, here's your check for \$150.00 and here are the checks for all the other very, very fine contestants. You did swell work and folks, let's give them all a wonderful hand.

(APPLAUSE)

ATX01 0022741

THE AMERICAN WAY  
MARCH 5, 1953

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HEIDT:

Folks, we'd like to mention that the Exchange Club of Danville, Virginia, under whose auspices we appeared last Saturday, are having a mammoth show on March the 12th for one of Danville's most beloved performers ...John Snead ... and fellows we're sending you a check down there for \$125.00. We hope it will help a little bit and we wish you a lot of good luck in that wonderful concert you're giving.

Tomorrow night, Friday, we present our 2 1/2 hr. concert show featuring Johnny "It's In The Book" Standley, Ralph Sigwald, Conley Graves, plus a cast of 60 people in Springfield, Ohio. We'll be there at the auditorium; Saturday in Marion Ohio; Sunday in Columbus, Ohio at the Auditorium; Monday in Wheeling, West Virginia; Tuesday, Canton, Ohio, at their Municipal Auditorium; Wednesday in Johnstown, Pa. and next Thursday we broadcast from the Mosque in Altoona, Pa. Be sure to get your reserved seat tickets right away. Folks please remember who's making our program "The American Way" possible...the makers of Lucky Strike cigarettes. We wish to thank you millions of people who are already smoking Luckies and who know that Luckies are made better to taste better. (MORE)

ATX01 0022742

HEIDT:  
(CONT'D)

However, for those of you who have not as yet changed to Luckies, make it a special point to give Lucky Strike the cigarette of superior quality, your vote of confidence tomorrow. For whether you smoke or not, it's the sign of a thoughtful hostess ... a mark of distinction ... to have Lucky Strike in your home. So, til we meet again, nice people, this is Horace Heidt reminding you, "'Tis better to build boys than to mend men", saying goodnight to Mother, and wishing you good luck, good health, and may God bless you all....goodnight.

BAND: Be Happy - Go Lucky (LONG VERSION OF THEME....  
FADE FOR)

ANNCR: This program was brought to you by Lucky Strike.  
Product of the American Tobacco Company ...  
America's leading manufacturers of cigarettes.  
  
THIS IS THE CBS RADIO NETWORK.

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE March 12, 1953 Network: CBS Broadcast #11 Broadcast: 10:00-10:30 PM EST  
Altoona, Pa. Repeat: (AS BROADCAST)

## OPENING COMMERCIAL

|            |             |                  |
|------------|-------------|------------------|
| SPOT NO. 1 | "EVER TRUE" | EDDIE WALKER     |
| SPOT NO. 2 | "TENDERLY"  | PAUL STEEL       |
| SPOT NO. 3 | "GLOW WORM" | THE MELODY MAIDS |

## COMMERCIAL NO. 1

|            |                           |               |
|------------|---------------------------|---------------|
| SPOT NO. 4 | "FINE AND DANDY"          | NICK SCOTT    |
| SPOT NO. 5 | "I GET A KICK OUT OF YOU" | CARL VAN MOON |
| SPOT NO. 6 | REPRISE                   | TALENT        |

## COMMERCIAL NO. 2

|            |                      |                   |
|------------|----------------------|-------------------|
| SPOT NO. 7 | INTERVIEW            | MRS. MARY WALTERS |
| SPOT NO. 8 | WINNER AND INTERVIEW | EDDIE WALKER      |

## CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

MARCH 12, 1953

10:00-10:30 PM EST

ALTOONA, PA.

THURSDAY

OPENING COMMERCIAL

BAND: FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY,  
THE CHANGES IT CAN GIVE  
(INTO HUMMING AS ANNOUNCEER SAYS)

ANNCR: The American Tobacco Company presents "THE  
AMERICAN WAY" ... featuring Horace Heidt for  
Lucky Strike.

BAND &  
CHORUS: (UP TO FINISH)

ANNCR: Nothing - no nothing - beats better taste and  
Luckies taste better ... cleaner ... fresher ...  
smoother. So for your own real deep-down smoking  
enjoyment ... Be Happy ... Go Lucky ... Ask for  
a carton of Lucky Strike ... and now before 4,000  
enthusiastic people of Altoona, Pa. here's your  
host tonight Horace Heidt for Lucky Strike.

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME SONG  
(SHORT CLOSE)

ATX01 0022745

THE AMERICAN WAY  
MARCH 12, 1953

-B-

HEIDT: Yes sir, thank you. It's a real thrill being back with our good friends in Altoona, Pa. As you might already know, our program, "THE AMERICAN WAY", is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we'll present concerts under the auspices of your service clubs, which represent worthwhile charities, which will in turn help the needy people of your city. Also, we shall, just as in former years, audition the youth of your city, and present your talented young people with their opportunity for recognition and success. "THE AMERICAN WAY", sponsored by The American Tobacco Company, makers of Lucky Strike cigarettes.

(APPLAUSE)

(JINGLE ... BELL)

THE AMERICAN WAY  
MARCH 12, 1953

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HEIDT: And now ladies and gentlemen on with the show and the warning whistle for round one ... (WHISTLE) ... which introduces Eddie Walker, who was one of the outstanding performers of our talent search in Wheeling, West Virginia last Monday evening. Eddie stands about 5' 10", weighs 175 lbs., quite good looking and we hope you will agree that Eddie Walker has definite possibilities of being one of the country's outstanding song stylists. Eddie here's the bell ... (BELL) ... and Lucky Strike is very happy to present you with what they hope will be your Lucky break.

MUSIC: "EVER TRUE"

(APPLAUSE)

HEIDT: Eddie Walker - Eddie, marvelous work - wow!  
What a voice and what a personality.

WALKER: Thank you very much.

HEIDT: Eddie - have you ever had any lessons.

WALKER: Well no - not at all -

HEIDT: Just a natural voice is that it?

WALKER: Well - no - try hard --

HEIDT: Well you've sure got what it takes to get there.  
What is your ambition.

WALKER: Well like most singers I hope to get with some record company and make that hit you know.

HEIDT: The hit to the top.

(CONTINUED)

ATX01 0022747



THE AMERICAN WAY  
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HEIDT: Well, I'm sure if one of those record Companies is tuned in this evening they'll be right on the telephone after you.

WALKER: (LAUGHS)

HEIDT: And ---Eddie, Lucky Strike is very, very happy to have helped you in some small way. Folks, he's a wonderful boy, has a great chance to win tonight. Let's give him a nice hand.

WALKER: Thanks a lot!

(MUSIC:)

ATX01 0022748

HEIDT: Ladies and gentlemen, it's THE AMERICAN WAY program from Altoona, Pa. and you have just heard Eddie Walker from Wheeling, West Virginia, in his championship try. Please remember, these people are not amateurs. They're the youthful new stars whom we find and discover by touring in each and every city of our great nation. But there's the warning whistle for round two .... (WHISTLE) ... which introduces another great artist - his name is Paul Steel, winner of our talent search in Springfield, Ohio, last Friday night. After you hear Paul play "Tenderly" I believe you'll agree that he has possibilities of developing into one of the country's outstanding trumpeteers. Here's the bell, Paul boy ... (BELL) ... and Lucky Strike wishes you good luck in your championship try.

MUSIC: ("TENDERLY")

HEIDT: Paul Steal - Paul - just marvelous - just wonderful - not many better in America than that. How long have you been playing trumpet?

STEAL: Now Horace: It's been about 16 years now -

HEIDT: About 16 years.

STEAL: Hmm - hmm.

HEIDT: And tell me what are your ambitions for the future.

STEAL: Well, I too, would like to make that one big hit record and get somewhere in this business.

HEIDT: Something like Randy Brooks - Like Randy Brooks made "Tenderly".

THE AMERICAN WAY  
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STEAL: That's my boy!

HEIDT: Well, where there's a will there's a way. Paul, you know that. So, just keep up the good work. Lucky Strike hopes in some small way, they have helped you on with your ambitions and helped make your dreams come true. You've got a wonderful chance to win tonight. Ladies and Gentlemen, give him a nice hand, don't you think he was swell.

(APPLAUSE)

(MUSIC:)

ATX01 0022750

THE AMERICAN WAY  
MARCH 12, 1953

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HEIDT: Ladies and gentlemen, it's THE AMERICAN WAY program saluting the grand hospitable city of Altoona, Pa. And there's the warning whistle for round three ... (WHISTLE) ... which introduces the Melody Maids, the winners in Marion, Ohio before 4,000 people last Sunday evening under the auspices of some very wonderful gentlemen--the Alladin chapter of Shrine in Marion. The Melody Maids range from the ages of 14 to 16. Have sung together for many years and most surely have what it takes to become fine stars of the future. Girls here's the bell ... (BELL) ... and Lucky Strike also wishes you good luck in your championship try.

MUSIC: ("GLOW WORM")  
(APPLAUSE)

HEIDT: Thank you very much girls. Very very nice. The Melody Maids. Girls that was certainly quite some gathering we had up in Marion, wasn't it?

MEL. MAID: It certainly was, we almost got snowed in --

HEIDT: That's what I wanted to tell everybody - we had the snowstorm of the year in Marion, it was practically a blizzard, wasn't it --

MEL. MAID: Well, it was the only real blizzard we had all winter.

ATX01 0022751

THE AMERICAN WAY  
MARCH 12, 1953

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HEIDT: Well -- are you on the Chamber of Commerce  
or was that just (FADE)

MEL. MAID: No --

HEIDT: Well, look it - you girls did swell tonight -  
we want to thank you very, very much- you have  
a splendid chance to win. And folks, let's give  
them a nice hand, shall we?

(APPLAUSE)

COMMERCIAL NO. 1

THE AMERICAN WAY  
MARCH 12, 1953

-Q-

COMMERCIAL NO. 1

HEIDT: And now, nice people, here's a very fine gentlemen, and your good friend, Andre Baruch with a word about Lucky Strike, the cigarette of superior quality.

(SWITCH TO NEW YORK)

BARUCH: Friends, there is one sure way you can get more real enjoyment out of smoking. And that is, by changing to the better-tasting cigarette... Lucky Strike! For in a cigarette ... nothing - no, nothing beats better taste ... and Luckies taste better! Now, you can form your own conclusions from this: A nation-wide survey, based on actual student interviews in 80 leading colleges, shows that more smokers in these colleges prefer Luckies than any other cigarette. By a wide margin, too. And the number one reason the students gave for smoking Luckies was better taste. Now, friends, I'm certain that when you smoke Luckies, you'll find they taste better ... because Luckies are made of fine, mild tobacco, and made better to taste better, to taste cleaner, fresher, smoother. So for a better tasting cigarette ... and the greater smoking enjoyment it brings ... Be Happy - Go Lucky! Ask for a carton of ... Lucky Strike!

(SWITCH BACK TO ALTOONA)

(MUSIC:)

ATX01 0022753

THE AMERICAN WAY  
MARCH 12, 1953

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HEIDT: Thank you very much, Andre. Ladies and gentlemen! It's THE AMERICAN WAY and tonight we're saluting the wonderful American city of Altoona, Pa. And here's the warning whistle for round four ... (WHISTLE) ... and 22 year old Nick Scott whom we found in Canton, Ohio, last Tuesday night where 4,000 people gathered in their beautiful new two million dollar memorial auditorium to help raise money for the paternal order of police for their police boys club, a youth organization which teaches young people of Canton to respect and admire the wonderful work of their police department. Nick Scott served three years in the United States Air Force and during that time played one of the top chairs in the symphony orchestra as well as jazz soloist with their popular band. After hearing Nick Scott we hope you'll agree that here is one of the truly fine tenor saxophonists in the country. So Nick here's the bell ... (BELL) ... And Lucky Strike is mighty happy to present one so worthy of national recognition with their Lucky opportunity.

MUSIC: ("FINE AND DANDY")  
(APPLAUSE)

ATX01 0022754

HEIDT: Nick Scott ladies and gentlemen, from Canton, Ohio  
Nick, mighty mighty, fine work.

NICK: Thank you very much sir.

HEIDT: Oh my goodness, let me wipe off your brow - there  
a little bit, Nick.

NICK: A little bit too much weight, sir.

HEIDT: No - not too much weight, you were just going  
to town. Nick, how many hours a day do you  
practice on your saxophone?

NICK: Well, Sir, I try to get in as much time as  
possible.

HEIDT: That's a good answer, but how many hours about?

NICK: Well, working with Charlie Pickens and teaching  
at the music store sometimes doesn't give you too  
much time.

HEIDT: Oh, you teach at the music store.

NICK: Yes Sir.

HEIDT: What store is that?

NICK: Gituso's Music Center.

HEIDT: Oh! Very, very fine. In other words you're  
working during the day and playing at night.

NICK: That's right, Sir.

HEIDT: With Charlie Pickens. And he's a very very  
fine fellow. In fact I wanted to mention his  
name because he recommended you as being one of  
the outstanding saxophonists of the country.

NICK: I'm very grateful to Mr. Pickens and I'm also  
grateful to you, Mr. Heidt.



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HEIDT:           And your also grateful to Lucky Strike for  
                  making it all possible.

NICK:            Lucky Strike -

HEIDT:           We all are!

NICK:            Don't forget Lucky Strike.

HEIDT:           That's right. Let's give him a nice hand  
                  folks.

(APPLAUSE)

(MUSIC:)

ATX01 0022756

THE AMERICAN WAY  
MARCH 12, 1953

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HEIDT: That's right, it's THE AMERICAN WAY program from Altoona, Pa. And please remember ladies and gentlemen these people you're hearing are not amateurs. They're the talented youthful new stars whom we find by touring from city to city throughout our country - but there's the warning whistle ... (WHISTLE) ... for round five, which introduces our great new champ, Carl Van Moon, a private at Fort Knox, Kentucky, who was winner last week, carried over this week to see how he could retain that crown. Carl has a style which sounds like a cross between Billy Daniels and Billy Eckstine and when he is out of the service Carl Van Moon should be given serious consideration as having the possibility of going right to the top. Well here's the bell ...champ ... (BELL)... and Lucky Strike wishes you good luck.

MUSIC: ("I GET A KICK OUT OF YOU")

(APPLAUSE)

ATX01 0022757

HEIDT: Well done - Van Moon - ladies and gentlemen.  
And now folks we are ready to pass in review  
to see who is going to win the \$150.00 first  
prize, with the possibility of entering the  
quarter finals for \$500.00 and the national  
grand finals for \$5000.00, and who shall  
carry over till next week as champion.

REPRISE:

CONTESTANT NO. 1 . . . . . EDDIE WALKER  
(APPLAUSE)

HEIDT: Oh it's going to be close tonight - that  
was Eddie Walker.

CONTESTANT NO. 2. . . . . PAUL STEEL  
(APPLAUSE)

HEIDT: Nice going in there Paul.

CONTESTANT NO. 3. . . . . MELODY MAIDS  
(APPLAUSE)

HEIDT: Nice work girls - very swell.

CONTESTANT NO. 4. . . . . NICK SCOTT  
(APPLAUSE)

CONTESTANT NO. 5. . . . . CARL VAN MOON  
(APPLAUSE)

HEIDT: Well - ladies and gentlemen it's certainly going  
to be mighty close tonight - you can tell that  
just by listening to the applause without the  
electric applause meter, so stand by.

COMMERCIAL NO. 2

THE AMERICAN WAY  
MARCH 12, 1953

-D-

COMMERCIAL NO. 2

HEIDT: We'll have the judges' decision in a very few moments. Now while we wait, here's that very fine gentleman, Andre Baruch with another message from Lucky Strike, the cigarette of superior quality...

(SWITCH TO NEW YORK)

BARUCH: Friends, Lucky Strike has the one thing most important to smoking enjoyment ... better taste! And nothing - no, nothing -- beats better taste! And Luckies taste better ... cleaner, fresher, smoother. There are two very logical reasons why. First, LS/MFT -- Lucky Strike means fine tobacco ... really fine, light, mild tobacco, with its own wonderful taste. But that's not all. To bring you the full taste of that fine tobacco, Luckies are made better to taste better Luckies are made round and firm and fully packed to draw freely, and smoke evenly. Yes, Luckies give you the full enjoyment of fine tobacco, in a better-made cigarette. Remember, your smoking enjoyment depends on a cigarette that's made better to taste better. So -- Be Happy -- Go Lucky! Get the better taste of Lucky Strike!

(SWITCH TO ALTCONA)

(MUSIC:)

ATX01 0022759

THE AMERICAN WAY  
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HEIDT: And thank you very much Andre Baruch. That certainly is good advice. Folks - it's THE AMERICAN WAY program sponsored by Lucky Strike and part of the American Way is to tour the country and help deserving and needing people. It's with that thought in mind we present a very charming lady, Mrs. Mary Walters.

HEIDT: Mrs. Walters - where do you live?

MRS. W: Bluenaveras vicinity.

HEIDT: How far is that.

MRS. W: About 25 miles from here.

HEIDT: About 25 miles from Altoona.

MRS. W: That's right.

HEIDT: And we understand that you have six - very very charming children.

MRS. W: That's right.

HEIDT: How old are they? What are their ages.

MRS. W: Well, they range from 4 to 17.

HEIDT: From 4 to 17 and - does your husband work.

MRS. W: He's passed away - almost a year.

HEIDT: We're very, very sorry to hear that, and as regards to yourself - do you work?

MRS. W: No sir. I have to take care of the children.

HEIDT: That's really work, isn't it.

MRS. W: That is!

HEIDT: Hum-Hum. And tell me, how much do you have to live on now?

ATK01 0022760

MRS. W: I get 56 dollars security and 25 dollars from my son in service.

HEIDT: In other words, you have about 75 or 80 dollars with which to feed all the children on a full month.

MRS. W: That's right.

HEIDT: Now tell me, is there anything especially that you would like to have the children get--receive.

MRS. W: Well -- I'd like to get them some clothing for Easter.

HEIDT: Um-Hum. Well, when we came into Altoona, we heard about your home and we heard about your wonderful children and we admired you very much for your courage and your confidence and the way you're working with these children. So we wanted to make some of these things possible for you and as part of the American Way we give you this check for 2 hundred and fifty dollars and we hope that will help the children get---

(FADE)

(APPLAUSE)

MRS:W: Oh, thank you, Mr. Heidt and it's been a privilege to meet you.

(APPLAUSE)

HEIDT: Mrs. Mary Walker, Ladies and gentlemen ... please don't forget that Lucky Strike is making this possible.

THE AMERICAN WAY  
MARCH 12, 1953

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HEIDT: And now we have our judge's decision ... and we introduce ladies and gentlemen - as our first judge - the first citizen of one of America's most energetic and industrial cities, the mayor of Altoona, Pa., mayor Walter H. Grove.

GROVE: Horace, this is your fourth visit to Altoona and it seems that every time your program gains in popularity and respect. I am especially proud of our youth membership here in Altoona. We have wonderful young boys that are growing up to build a greater America of tomorrow. In aiding this work so essential to our nation we feel that you and Lucky Strike should be congratulated. Here on this card is my reading of the electric applause meter.

HEIDT: Thank you very, very much mayor. It's a great honor to have had you here this evening. Now our second judge, the president of Optimist Club, under whose auspices we are appearing this evening, the very fine gentleman, Mr. Carl Burket.

BURKET: Thank you very much, Horace. We business men of the Optimist Club of Altoona, Pa. have been helped a great deal this evening in our charitable work for our boys activities. Your group of 60 people has given us a great show tonight and we wish you good luck as you continue your city by city tour.

ATX01 0022762

HEIDT: Very good, you got out of that all right very swell, here on this card is my reading of the electric applause meter - Carl you're swell but we're running a little late and we can't go back and read that card again. He did swell, didn't he, folks?

(APPLAUSE)

After all can he help it if the typewriter went wrong.

Folks, the winner this evening - the winner this evening - the boy that carries over till next week - a new champion - Eddie Walker.

(APPLAUSE)

HEIDT: Which all goes - to prove, ladies and gentlemen, that it doesn't make any difference what spot you go into on this program. Eddie was the first spot and won. Eddie nice work - say thanks to everybody.

EDDIE: Thank you everybody - and especially everybody in Altoona - I don't know how the listeners felt about it - but I love Altoona.

(APPLAUSE)

(LAUGHTER)

HEIDT: What a voice - what a voice tune in for that boy next week folks. He's going some place - Eddie Walker - he's really got what it takes.

14. (CLOSING COMMERCIAL)



THE AMERICAN WAY  
MARCH 12, 1953

-E-

CLOSING

HEIDT:

Now ladies and gentlemen, tomorrow, Friday, we present our 2 1/2 hour show in Hershey, Penn. at the Hershey Arena; on Saturday we'll be in Reading, Pa. with our good friend Mrs. Hussie; Sunday in Hazelton, Pa.; Monday in Binghamton, New York; Tuesday, Elmira, New York; Wednesday in Williamsport, Pa.; and next Thursday we broadcast from Rockne Hall in Allentown, Pa. Be sure to get your reserved seat tickets right away. Please remember, ladies and gentlemen what you're going to see will not be an amateur show but includes some of America's outstanding performers such as Johnnie Standley, Ralph Sigwald, Conley Graves, some of the most beautiful young girls in the world plus a cast of 60 people. So get your tickets right away. Please remember who's making our program "THE AMERICAN WAY" possible ... the makers of Lucky Strike cigarettes.

We wish to thank you millions of people who are already smoking Luckies and who know that Luckies are made better to taste better. However, for those of you who have not as yet changed to Luckies, make it a special point to give Lucky Strike, the cigarette of superior quality, your vote of confidence tomorrow. For whether you smoke or not, it's the sign of a thoughtful hostess:

(MORE)

ATX01 0022764

THE AMERICAN WAY  
MARCH 12, 1953

-F-

CLOSING (CONT'D)

HEIDT: ... a mark of distinction to have Lucky Strike  
in your home.

So, till we meet again, nice people, this is  
Horace Heidt reminding you, 'tis better to  
build boys than to mend men, saying good-night  
to mother, and wishing you good luck, good  
health, and may God bless you all. Good night.

BAND: BE HAPPY - GO LUCKY (LONG VERSION OF THEME...  
FADE FOR)

ANNCR: This program was brought to you by Lucky Strike,  
product of The American Tobacco Company ...

THIS IS THE CBS RADIO NETWORK.

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

**AS BROADCAST**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE March 19, 1953 Network: CBS Broadcast: 10:00-10:30 PM EST  
Broadcast # 12 Repeat: (AS BROADCAST)  
Allentown, Pa.

## OPENING COMMERCIAL

|            |                               |            |
|------------|-------------------------------|------------|
| SPOT NO. 1 | "GREAT DAY"                   | CHORDSMEN  |
| SPOT NO. 2 | "A HEART THAT'S FREE"         | PAT HERREN |
| SPOT NO. 3 | "TILL I WALTZ AGAIN WITH YOU" | GWEN HESS  |

## COMMERCIAL NO. 1

|            |  |                   |
|------------|--|-------------------|
| SPOT NO. 4 | "THE WORLD IS WAITING FOR THE SUNRISE" | MARILYN SLOTHOWER |
| SPOT NO. 5 | "EVER TRUE EVER MORE"                  | EDDIE WALKER      |
| SPOT NO. 6 | REPRISE                                | TALENT            |

## COMMERCIAL NO. 2

|            |                    |             |
|------------|--------------------|-------------|
| SPOT NO. 7 | INTERVIEW          | BILL KOCKER |
| SPOT NO. 8 | WINNER & INTERVIEW | GWEN HESS   |

## CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

10:00-10:30 PM EST

MARCH 19, 1953

THURSDAY

ALLENTOWN, PA.

OPENING COMMERCIAL

BAND: FANFARE - INTO

CHORUS: THE AMERICAN WAY IS A WONDERFUL WAY

THE CHANCES IT CAN GIVE

(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE AMERICAN WAY" ... featuring Horace Heidt for Lucky Strike.

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing - no, nothing - beats better taste and Luckies taste better ... cleaner, ... fresher ... smoother. So for your own real deep-down smoking enjoyment ... Be Happy - Go Lucky ... ask for a carton of Lucky Strike ... Now before 3,500 enthusiastic people at Allentown, Pa., here's your host tonight Horace Heidt for Lucky Strike!

(APPLAUSE IN SIMULTANEOUSLY AND FADE)

BAND: "BE HAPPY - GO LUCKY" THEME SONG (SHORT CLOSE)

ATX01 0022767

THE AMERICAN WAY  
MARCH 19, 1953

-B-

HEIDT:

Thank you very much ladies and gentlemen. It's a real thrill being back with our good friends in Allentown, Pa. As you might already know, nice people, our program, "The American Way", is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we present concerts under the auspices of your service clubs, which represent worthwhile charities, which in turn help the needy people of your community. Also, just as in former years, we audition the youth of your city, and present your talented young people with their opportunity for recognition and success. The American Way, sponsored by The American Tobacco Company, makers of Lucky Strike cigarettes.

(APPLAUSE .... JINGLE ... BELL)

HEIDT: And now ladies and gentlemen, on with the show and the warning whistle for round one...(WHISTLE) ...which introduces the Chordsmen. A quartet of five, fine young gentlemen from Reading, Pa., whose hobby is singing, but work at various occupations at Reading.during the day. There's Bill Crow, who sells floor coverings. There's Babe Fiddler, who sells storm windows; there's Jack Lou-E-Gard, accountant; and Bob Shultz, a school teacher. These boys will make a great bid for the championship crown this evening as they sing a medley of "Great Day". So boys, here's the bell...(BELL) ... and Lucky Strike is very happy to present you with what they hope will be your lucky break. Here we go.

MUSIC: ("GREAT DAY")

(APPLAUSE)

HEIDT: From Reading, Pa., very, very fine. The Chordsmen. Say, Bill -- Bill step over here just for a moment. Bill, what do you sell up there in Reading?

BILL: Floor covering - Linoleum, tiling, venetian blinds - window shades - anything like that.

HEIDT: (LAUGH) - How's business?

BILL: Not too bad - infact very good --

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HEIDT: How long does your floor covering last, or do they last?

BILL: Well, you keep a floor waxed - it should last anywheres from 20 to 25 years. The way we install it - 30-35 years --  
(LAUGHTER)

HEIDT: That-a boy!

BILL: Very good job --

HEIDT: 35 years when Bill does it - but you've got a fine quartet there. We want to congratulate you - and Lucky Strike is very happy to have had you on the show - Folks let's give them a nice hand, shall we?

(APPLAUSE AND MUSIC)

ATX01 0022770

HEIDT: Ladies and gentlemen, it's The American Way program broadcasting from the Knute Rockne Hall in Central Catholic High School in Allentown, Pa., and you have just heard the Chordsmen from Reading, Pa., in their championship try. There's the warning whistle for round two...(WHISTLE) which introduces a most promising young lady from Lexington, Kentucky. Her name is Pat Herren. She's 22 years old, a student at the University of Kentucky where 13,000 people filled the beautiful auditorium a few weeks ago and voted Pat as one of the most promising young stars from their section of the country. So Pat, here's the bell...(BELL) ... and Lucky Strike wishes you good luck as you sing "A Heart That's Free".

MUSIC: ("A HEART THAT'S FREE")

(APPLAUSE)

HEIDT: From the University of Kentucky at Lexington, Ladies and gentlemen. Very, very attractive, beautiful girl - and Pat was under some difficulty here this evening and in fact Pat I want you to tell us a little something about it, as you were driving up, you had an accident in your automobile is that right?

PAT: Yes, it was on the turnpike - we turned over - but we're all well.



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HEIDT: And who was driving the car?

PAT: My mother-in-law.

HEIDT: She's in the hospital, but she's all right.

PAT: Yes - yes, and she's going to be fine.

HEIDT: Well, you know Pat, this is the first time that anything like that has ever happened to one of the people coming to the broadcast and then have an accident of that kind but - we hope that everybody will be fine and we're sure they will be and we just wanted to tell the folks back in Lexington, that everybody is all right, and we want to compliment you in living up to the true tradition of show business, the show must go on. Give Pat a nice hand --

(APPLAUSE AND MUSIC)

ATX01 0022772

HEIDT: Folks, it's The American Way program and please remember, these people are not amateurs. They're the youthful new stars whom we find and discover only by touring in each and every city of our great nation. And there's the warning whistle for round three...(WHISTLE) which introduces one of the most promising young prospects we've ever run across. She's 16 years old, stands about 5'3". Weighs 110 pounds and just effervesces with personality. Gwen Hess, is her name - she was the winner of our talent search in the beautiful city of Hershey, Pa., last Friday evening. So, here's the bell, Gwen ... (BELL) ... and Lucky Strike wishes you good luck as you step into the ring to make your bid for the championship crown. Here she is ...

MUSIC: ("TILL I WALTZ AGAIN WITH YOU")

(APPLAUSE)

HEIDT: Gwen, ladies and gentlemen, from Hershey, Pa. Gwen very, very fine work. Tell me, Gwen, you're 16 years old, you go to high school.

GWEN: Yes.

HEIDT: You're a majornette -- a majorette

GWEN: That's right (LAUGH)

HEIDT: And how long have you been singing?

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GWEN: Well, I just started in October.

HEIDT: Just 5 or 6 months.

GWEN: That's right.

HEIDT: Almost unbelievable. Well, you have a wonderful future in show business.

GWEN: Thanks a lot, Mr. Heidt.

HEIDT: And Lucky Strike is so happy to've given you this opportunity.

GWEN: Oh - thanks a million.

HEIDT: Folks, give her a nice hand - Isn't she sweet?  
Lovely?

(COMMERCIAL NO. 1 )

ATX01 0022774

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HEIDT:  
(CONT'D)

We'll have the judges' decision in just a few moments. But first, here's Andre Baruch, with a word about Lucky Strike, the cigarette of superior quality.

(SWITCH TO NEW YORK)

BARUCH:

Friends...if you smoke for enjoyment ... and what smoker doesn't ... then what you really want in your cigarette is better taste. That's right, because nothing - no, nothing - beats better taste! And Luckies taste better ... cleaner, fresher, smoother. Here's why: First, Luckies are made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. Then, Luckies are made of fine, light, naturally mild tobacco, with a wonderful aroma and a taste that's even better. Yes, everybody knows ... LS/MFT - Lucky Strike means fine tobacco! So for the real deep-down smoking enjoyment that only fine tobacco in a better made cigarette can give, Be Happy - Go Lucky! Make your next carton -- Lucky Strike!

(SWITCH TO ALLENTOWN)

MUSIC:

("BE HAPPY - GO LUCKY")

ATK01 0022775

HEIDT: Folks, it's The American Way program and tonight we're broadcasting from the famous Rockne Hall in Central Catholic High School in the grand, wonderful, American city of Allentown, Pa. Here's the warning whistle for round four ... (WHISTLE) ... which introduces 17 year old Marilyn Slothower from Harrisburg, Pa. But whom we found in Hershey, also -- Marilyn's ambition is to make a concert recital on her marimba and therefore, spends many hours a day practicing classical music. However, tonight in her championship try she's going to play a sweet swing version of "World is Waiting for the Sunrise". So Marilyn, here's the bell...(BELL) ...and Lucky Strike wishes you good luck, as you make your try for the championship crown.

MUSIC: ("WORLD IS WAITING FOR THE SUNRISE")

(APPLAUSE)

HEIDT: Marilyn, very, very nice work.

MARILYN: Thank you.

HEIDT: Marilyn Slothower, is that correct?

MARILYN: That's right.

HEIDT: And how old are you, Marilyn?

MARILYN: 17.

HEIDT: You're from -- Harrisburg --?

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MARILYN: Well, from Hershey, but that's right near  
Harrisburg.

HEIDT: Oh, I see. And your ambition is to be a concert  
marimba player?

MARILYN: I hope so.

HEIDT: Well good for you. Well, I'm sure you're well  
on your way and we hope Lucky Strike in some  
small way has helped make your dreams come true.

MARILYN: Thank you very much.

HEIDT: Give her a nice hand folks.

(APPLAUSE)

ATX01 0022777

HEIDT: Folks, it's The American Way program from Allentown, Pa., and the excitement is intense as we hear the warning whistle ... for round five (WHISTLE) which introduces our sensational new champ, Eddie Walker, representing Wheeling, West Virginia, and from all over America we've received wires and calls saying that Eddie might have what it takes to become a great star. He's never had a lesson, he's 22 years old, stands about 5'10", weighs 175 lbs, he waited for his break by working as an elevator boy and his style seems to be a cross between his two idols, Billy Eckstine and Lena Horne. So, Eddie, here's the bell...(BELL)...and Lucky Strike wishes you good luck in your try to retain your crown.

MUSIC: ("EVER TRUE EVER MORE")

(APPLAUSE)

HEIDT: Eddie Walker, trying to retain his crown.

HEIDT: Ladies and gentlemen, before passing in review, here's a message especially to our friends in New York. We're going to have the New York premier of our 2 1/2 hour "American Way" concert show next Wednesday night at Carnegie Hall. Tickets are free but you must get them through Lucky Strike, 111 Fifth Avenue, New York City. And now we are ready to pass in review to see who will win the \$150.00 first prize, and carry over till next week with the possibility of entering the quarter finals for \$500.00 and the national grand finals for \$5000.00.

REPRISE:

HEIDT: Contestant No. 1 .....THE CHORDSMEN  
(APPLAUSE)

Thank you very, very much and

Contestant No. 2 .....PAT HERREN  
(APPLAUSE)

Thank you very much Pat.

Contestant No. 3 .....GWEN HESS  
(APPLAUSE)

That was Gwen Hess. It's going to be very close, ladies and gentlemen, believe me.

Contestant No. 4 .....MARILYN SLOTHOWER  
(APPLAUSE)

Thank you very much Marilyn.

Contestant No. 5 .....EDDIE WALKER  
(APPLAUSE)

Thank you very much.. Now Ladies and gentlemen,  
(COMMERCIAL NO., 2) (MORE)



THE AMERICAN WAY  
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HEIDT: And now ladies and gentlemen, here's Andre Baruch, the voice of superior quality.

(SWITCH TO NEW YORK)

BARUCH: Friends, for real smoking enjoyment, nothing -- no, nothing -- beats better taste. And the cigarette that tastes better ... cleaner, fresher, smoother, is Lucky Strike. Let me tell you why. In the first place LS/MFT - Lucky Strike means fine tobacco ... fine, light, mild tobacco that's just naturally good-tasting tobacco. Also, Luckies are made better to taste better. They're round and firm and fully packed to draw freely and smoke evenly. Yes, friends -- for your own smoking enjoyment, remember ... better taste is what you're after ... and Lucky Strike is where you'll find it! So for a cleaner, fresher, smoother+tasting cigarette Be Happy - Go Lucky - make your next carton Lucky Strike.

(SWITCH TO ALLENTOWN)

MUSIC: ("BE HAPPY - GO LUCKY")

ATX01 0022780

HEIDT: Ladies and gentlemen, it's the American Way program sponsored by Lucky Strike and part of the American Way is to tour the country and help and recognize deserving and people. It's with that thought in mind that we have the great privilege of introducing one of America's great heroes, Bill Kocker.

AD LIB

(confusion of last name)

KOCKER: Bill Kocker.

HEIDT: Oh, I got it. Good Bill. Bill tell me a little something about yourself. You were in the Marines, were you?

KOCKER: Yessir, I was..

HEIDT: How many --?

KOCKER: 4 years.

HEIDT: 4 years in the Marines.

KOCKER: Yessir.

HEIDT: And were you in actual service, active service?

KOCKER: Yessir I was. 2 years overseas.

HEIDT: Where did you do your fighting over there?

KOCKER: In the South Pacific..

HEIDT: Uh huh. And you weren't wounded in the --

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KOCKER: No, I wasn't.

HEIDT: Uh huh.

KOCKER: No sir.

HEIDT: And you were honorably discharged?

KOCKER: Yessir.

HEIDT: And then tell us why are you here in the  
wheelchair this evening..

KOCKER: Well 1950 I was stricken with polio.

HEIDT: I see. And -- you've been taken care of by the--

KOCKER: March of Dimes..

HEIDT: By the March of Dimes for 2 years. Is that right?

KOCKER: Yessir.

HEIDT: And how long were you -- in an iron lung?

KOCKER: Almost 4 months in the iron lung.

HEIDT: I see. Bill tell me a little something about  
your family.

KOCKER: Well, I have a wife and 2 children, 2 girls.

HEIDT: This is your very charming wife standing up here  
right now..

KOCKER: Yessir..

ATX01 0022782

HEIDT: You have 2 little girls?

KOCKER: Yessir.

HEIDT: How old are they?

KOCKER: One 7 and one 4.

HEIDT: Well, now tell me Bill, are you discouraged in life at all with --?

KOCKER: No sir, not one bit.

HEIDT: Not one bit. Well tell me -

(APPLAUSE)

HEIDT: What -- what's in your mind -- I mean what thought keeps you so optimistic and so happy?

KOCKER: Well, I was just discharged from the hospital before Christmas, and I started a little business for myself, magazine subscriptions, I sell writing paper, greeting cards and I also started in the mimeographing work.

HEIDT: I see. But Bill there is something else too, that you have a great deal of faith in, too, that's helped you, too. What is that, tell me?

KOCKER: Yessir. My faith in God.

HEIDT: Wonderful Bill. Now is there anything especially that we could do to make you happy?

KOCKER: Yessir.

HEIDT: What is it?

KOCKER: I could use a mimeographing machine.

HEIDT: In your business?

KOCKER: Yessir, I could.

HEIDT: Well Bill, that's one of the reasons we have the "American Way" program, and you're the type of person that keeps America going and here's a check to you for \$250 for your machine and we hope you have a lot of success and if anybody would like to write to Bill -- It's K O C K E R. Is that right? And just Allentown, Pa., will get you I'm sure and so write him and give him some work and there's your check, and God bless you Bill, you're a wonderful person.

KOCKER: Thank you.

(APPLAUSE)

HEIDT: Now ladies and gentlemen, we're ready for the judges' decision and our first judge we present the President of the people under whose auspices we played this evening, the Exchange Club in Allentown, Mr. Luther Grim.  
(APPLAUSE)

GRIM: Horace, this is your fourth visit with us in Allentown and needless, to say it's good to see you again. We feel your new "American Way" idea is very worthwhile and Lucky Strike is to be congratulated. Here is my reading for the electric applause meter.

HEIDT: Thank you very, very much. And now ladies and gentlemen, as our second guest, we present the President of the Board of Commissioners of Lehigh County, Norman Flores.  
(APPLAUSE)

FLORES: Horace, touring America and helping build young men and young women into better citizens for the future is truly The American Way. You and your sponsor Lucky Strike are to be congratulated and here is my card with the reading of the electric applause meter.

HEIDT: Thank you very much. And ladies and gentlemen, the winner this evening by 4 points, very close, the girl from Hershey, Pa., Gwen Hess. Gwen Hess.

(APPLAUSE)

Come out here Gwen, wonderful work. Well, there you are Pa., what do you think of that? Gwen Hess is the winner. Gwen can you talk or --

GWEN: No. (CRYING)

HEIDT: Well, don't cry now. This is a happy moment. This is a wonderful thing. Now we're going to -- we want you to pick out -- oh, you are crying. Well, my goodness gracious me. There you are.

(LAUGH FROM AUDIENCE)

Gwen, I know everybody's thrilled you've a very, very sweet girl, you have tremendous possibilities for the future. Here's your check and we'll see you next week. And here's a check for all the losers. And Eddie Walker, that great champion, you'll be on our quarter finals, so you get another chance to come back. You all did swell work tonight. Give them a nice hand folks.

MUSIC:

(APPLAUSE)

THE AMERICAN WAY  
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HEIDT:

And now ladies and gentlemen, to our friends in New York, please don't forget the New York premier of our 2 1/2 hour concert show at Carnegie Hall next Wednesday night, March the 25th. Tickets are free but you must get them through Lucky Strike, 111 Fifth Avenue, New York City. The following week we'll appear in Hartford, Conn.; then in Worcester, Mass.; then in Waterville, Maine; Portland, Maine; and we'll broadcast from Burlington, Vermont. Our concert show is not an amateur show ladies and gentlemen, but includes some of America's outstanding performers such as Johnny Standley, Ralph Sigwald, Conley Graves, ten of the most beautiful young girls in the world plus a cast of 50 people. So get your tickets as soon as possible.

Please remember who's making our program, "The American Way" possible....the makers of Lucky Strike cigarettes.

We wish to thank you millions of people who are already smoking Luckies and who know that Luckies are made better to taste better. However, for those of you whom have not as yet changed to Luckies, make it a special point to give Lucky Strike, the cigarette of superior quality, your vote of confidence tomorrow for whether you smoke or not, it's a sign of a thoughtful hostess, a mark of distinction, to have Lucky Strike in your home.

ATX01 0022787



THE AMERICAN WAY  
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HEIDT: So, till we meet again, nice people, this is  
Horace Heidt reminding you, "'tis better to  
build boys than to mend men", saying goodnight  
to Mother. And wishing you good luck, good  
health, and may God bless you all. Good night.

(APPLAUSE)

ANNCR: This is the CBS Radio Network.

(APPLAUSE)

BAND: BE HAPPY - GO LUCKY (LONG VERSION OF THEME...  
FADE FOR)

RTX01 002278B

# THE AMERICAN WAY

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

**AS BROADCAST**  
PRODUCT: LUCKY STRIKE CIGARETTES

DATE March 26, 1953 Broadcast Network: CBS Broadcast: 10:00-10:30 PM EST  
New York Broadcast # 13 Repeat: (AS BROADCAST)

## OPENING COMMERCIAL

|            |                           |                |
|------------|---------------------------|----------------|
| SPOT NO. 1 | "CLANCY LOWERED THE BOOM" | HAROLD THOMAS  |
| SPOT NO. 2 | "ITALIAN STREET SONG"     | PEGGY LEWIS    |
| SPOT NO. 3 | "HI O SILVER"             | HAROLD BURRAGE |

## COMMERCIAL NO. 1

|            |                 |           |
|------------|-----------------|-----------|
| SPOT NO. 4 | "FIDDLE FADDLE" | VAL EDDIE |
| SPOT NO. 5 | "DEED I DO"     | GWEN HESS |
| SPOT NO. 6 | REPRISE         | TALENT    |

## COMMERCIAL NO. 2

|            |                    |                 |
|------------|--------------------|-----------------|
| SPOT NO. 7 | INTERVIEW          | MRS. C. M. WALL |
| SPOT NO. 8 | WINNER & INTERVIEW | GWEN HESS       |

## CLOSING COMMERCIAL

THE AMERICAN TOBACCO COMPANY

"THE AMERICAN WAY"

MARCH 26, 1953

10:00-10:30 PM EST NEW YORK, NEW YORK THURSDAY

OPENING

BAND: "BE HAPPY - GO LUCKY" - SEGUE TO FANFARE INTO --

CHORUS: The American Way is a wonderful way --  
The chances it can give!  
(INTO HUMMING AS ANNOUNCER SAYS)

ANNCR: The American Tobacco Company presents "THE AMERICAN  
WAY" ... featuring Horace Heidt for Lucky Strike!

BAND &  
CHORUS: (UP TO CRESCENDO FINISH)

ANNCR: Nothing - no, nothing - beats better taste! And  
Luckies taste better ... cleaner, fresher,  
smoother! So for your own real, deep-down  
smoking enjoyment ... Be Happy - Go Lucky! Ask  
for a carton of Lucky Strike!

Now, from New York City, here's your host for  
tonight, Horace Heidt for Lucky Strike!

(APPLAUSE & FADE)

BAND: "BE HAPPY - GO LUCKY" THEME (SHORT CLOSE)

(MORE)

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OPENING (CONT'D)

HEIDT: Thank you very much ladies and gentlemen. It's a real thrill being back with our good friends in New York City. As you might already know, nice people, our program, "The American Way", is a traveling concert show, dedicated to helping people in all walks of life. As we tour from city to city, we present concerts under the auspices of your service clubs, which represent worthwhile charities, which in turn help the needy people of your community. Also, just as in former years, we audition the youth of your city, and present your talented young people with their opportunity for recognition and success. The American Way, sponsored by The American Tobacco Company, makers of Lucky Strike cigarettes.

(APPLAUSE...JINGLE...BELL)

HEIDT: And now on with the show and the warning whistle for round one...(WHISTLE) ...which introduces Harold Thomas, whom 7,000 people in Charleston, South Carolina, at General Sumner's famous citadel voted their winner a few weeks ago. Harold has journeyed all the way from Charleston especially for his national radio debut. So Harold, with the ringing of the bell...(BELL)... Lucky Strike wishes you good luck in your championship try.

MUSIC: ("CLANCY LOWERED THE BOOM")  
(APPLAUSE)

HEIDT: Harold Thomas, very, very fine work, Harold. Tell us Harold, what type of work are you interested in down in Charleston?

HAROLD: I'm a bookkeeper, Horace.

HEIDT: You're a bookkeeper?

HAROLD: Yes;

HEIDT: For what type of concern?

HAROLD: For an ice company, Uhr Ice Company, Charleston.

HEIDT: For the ice company.

HAROLD: Yes.

HEIDT: A good hot singer on an ice company.

(LAUGH)

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HEIDT: And Harold, we're very happy to have had you on the show. You know Charleston is one of our very favorite cities, it's almost like our second home.

HAROLD: Yes, I know I get down there a lot.

HEIDT: You do. With Ralph Sigwald coming from Charleston, we hope that some day you'll follow right along in his footsteps. I want to assure you that Lucky Strike is very happy to have had you here tonight Harold, you have a splendid chance to win, and folks give him a nice hand.

HAROLD: Thank you.

MUSIC: ("BE HAPPY - GO LUCKY")

ATK01 0022793

HEIDT: The American Way program sponsored by Lucky Strike, We're broadcasting from New York City and you have just heard Harold Thomas from Charleston, South Carolina in his championship try. Now here's the warning whistle for round two...(WHISTLE).... which introduces Peggy Lewis, whom 4,000 people in Allentown, Pa. selected as their winner last Thursday night. Although Peggy is only 16 she has a beautiful voice that should carry her right to the top. Peggy, here's the bell...(BELL).... And Lucky Strike is mighty happy to welcome you to New York and wishes you every success in your championship try.

MUSIC: ("ITALIAN STREET SONG")

(APPLAUSE)

HEIDT: There you are ladies and gentlemen, Peggy Lewis from Allentown, Pa. Peggy, we're mighty proud of you. How old are you?

PEGGY: 16.

HEIDT: 16 years old! And what school do you go to?

PEGGY: Allentown Jr. High School.

HEIDT: Good for you. How was their football team last year?

PEGGY: Oh wonderful!

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HEIDT: Was it really?

PEGGY: Uh huh, we won.

HEIDT: How long have you been singing?

PEGGY: Well, ever since I was 7 years old.

HEIDT: Uh huh. And what are your hopes for the future.  
What would you like to do?

PEGGY: Well, I'd like to go into musical comedy, but --

HEIDT: You mean not sing soprano solos comedy work?

PEGGY: Well, yes (LAUGH)

HEIDT: Well good! Well you have the personality for  
anything you'd like to do, believe me.

PEGGY: Thank you.

HEIDT: It's mighty happy we are to have had you here  
this evening. Folks, let's give her a nice hand.  
She's a lovely, sweet, young girl.

(APPLAUSE)

ATX01 0022795



HEIDT: It's the American Way program, ladies and gentlemen, sponsored by Lucky Strike. Please remember, these people are not amateurs. They're the youthful new stars whom we find and discover only by touring in each and every city of our nation. And here's the warningwhistle for round three ... (WHISTLE) ...and from the United States Army stationed at Fort Monmouth comes Hal Burrage, whom we can best describe as a young man with rhythm in his soul. Yes, Harold has a style of singing that's going to make him a mighty tough contestant to beat. Hal, here's the bell...(BELL) ..and Lucky Strike wishes you good luck as you sing your own composition.

MUSIC: ("HI O SILVER")

(APPLAUSE)

HEIDT: Wonderful, Hal Burrage. Hal, where are you from?

HAL: Originally? From Chicago, Illinois.

HEIDT: (LAUGH) Where are you from now?

HAL: Fort Monmouth, New Jersey.

AUDIENCE: (RAY! APPLAUSE)

HEIDT: One person out there that came over for you tonight anyway, Hal. Hal, how long have you been in the Army?

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HAL: Well, I've been in the Army now for 4 months, 3 weeks, 4 days, 16 hours and -- 3 1/2 seconds.

(LAUGH)

HEIDT: When do you get out?

HAL: I get out on about Jan. 2, 1954 at 2:30 PM in the afternoon.

(LAUGH)

HEIDT: You know the one thing you did, you snapped your fingers when you're -- Why do you snap your fingers like that in rhythm all the time when you're singing?

HAL: Well, that's to keep the band up with me. You know some, some bands --

(LAUGH)

HEIDT: Well wait a minute - Don't look at me, Hal. We were right on the beat. Fellows you were swell. Folks give Hal a nice hand will you?

(APPLAUSE)

(COMMERCIAL NO. 1)

ATX01 0022797

THE AMERICAN WAY  
MARCH 26, 1953

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COMMERCIAL NO. 1

HEIDT: Ladies and gentlemen, as we know, Lucky Strike is a cigarette of superior quality, and here's Happy Felton to tell you why....

FELTON: Thank you, Horace. Y'know folks, a little bit of thinking can bring you a lot of better smoking. 'Cause when you reason it out, you come to one conclusion: for real smoking enjoyment, nothing - no, nothing - beats better taste! Now, that just logically leads you to Luckies, the better-tasting cigarette. You see, the taste of a cigarette depends on two things: What you make it from, and how you put it together. Well, first of all, Luckies are made of fine, mild tobacco. Of course! -- LS/MFT - Lucky Strike means fine tobacco! And then, Luckies are made better, to taste better ... made round and firm, packed nice and full, to draw freely and smoke evenly. So friends, take a tip from Happy Felton. For the better taste you want, and the deep-down smoking enjoyment you've a right to -- Be Happy - Go Lucky. Next time, get a carton of Lucky Strike!

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HEIDT: And folks, that certainly is good advice, for remember it only takes one carton of Luckies, and may I repeat, smoking just one carton of Luckies will prove what so many millions of Americans already know ...that Luckies really are made better to taste better. Thank you.

(APPLAUSE - LUCKY STRIKE THEME)

Ladies and gentlemen, it's The American Way and tonight we're broadcasting from New York City. Here's the warning whistle for round four... (WHISTLE) ...which introduces Val Eddie, who plays the Marimba. He hails from New Jersey and he'll make a great bid for that championship crown with his rendition of "Fiddle Fiddle". Here's the bell Val ...(BELL) ...and Lucky Strike is very happy to present you with your lucky opportunity for that national crown.

MUSIC: ("FIDDLE FIDDLE")

(APPLAUSE)

HEIDT: Val Eddie. Very, very nice work Val. Tell us, where are you from, right now where are you living?

VAL: I'm living across the river, across the Hudson, in New Jersey.

HEIDT: Are you going to school?

VAL: Yes, in the day time I go to school down in New York University.

HEIDT: What are you studying there, what are you majoring in?

VAL: Real estate and insurance.

HEIDT: That's two very good things. How did you happen to pick out real estate and insurance?

VAL: Well, I thought I might like to -- get into a different -- phase of the wood maybe.

HEIDT: That's good. In other words you can sell the building and then you can take insurance out on it, so you get it from both sides. Is that it?  
(LAUGH)

VAL: That's right.

HEIDT: Well, Val, you're a swell fellow. You did a beautiful job and you've got a great chance to win tonight, and Lucky Strike is very, very happy to have had you on the show. Give him a nice hand please folks.

(BE HAPPY - GO LUCKY THEME)

HEIDT: It's The American Way program sponsored by Lucky Strike, from New York City this evening. And the excitement is intense as we hear the warning whistle ...(WHISTLE) ...for round five which introduces our sensational new champ, Gwen Hess, who's from Hershey, Pa. Gwen is only 16 years old, she stands 5'3", she weighs 110 and just effervesces with personality. So Gwen here's the bell...(BELL) ...and Lucky Strike wishes you good luck as you sing "Deed I Do" in defense of your crown. Here we go!

MUSIC: ("DEED I DO")

(APPLAUSE)

HEIDT: Gwen Hess. Here she is!

HEIDT: And now folks, we're ready to pass in review to see who will win the \$150.00 first prize, and carry over till next week with the possibility of entering the quarter finals for \$500.00 and the national grand finals for \$5000.00.

Now folks please do not applaude here in the studio till I give the signal to go. We hold it for 5 or 6 seconds for each contestant, that makes it even-steven all the way around.

REPRISE:

Here we are with  
Contestant No. 1 .....HAROLD THOMAS  
(APPLAUSE)

Thank you very much Harold, swell work.  
Contestant No. 2 .....PEGGY LEWIS  
(APPLAUSE)

Peggy Lewis, very, very nice.  
Contestant No. 3 .....HAL BURRAGE  
(APPLAUSE) Hal, nice work.

Contestant No. 4 .....VAL EDDIE  
(APPLAUSE) Thank you very much Val.

Contestant No. 5 .....GWEN HESS  
(APPLAUSE)

Very, very nice Gwen Hess.

(COMMERCIAL NO. 2)

HEIDT: Now folks, we'll have our judges' decision in just a very few moments. While we wait I'd like to tell you of an incident which happened last night at our concert show in Carnegie Hall. An old friend dropped back to say hello. And as we were talking he offered me a cigarette and I almost had a heart attack...for the cigarette was not a Lucky Strike.

(LAUGH)

Well, after I recovered I said, "Look, Joe, you know Lucky Strike is my sponsor and your a good friend of mine. How come you're not smoking Luckies?" And Joe answered, "very frankly, Horace, I just hadn't thought about it. In fact, I didn't know it was so important to you, but I'll promise that from now on I'll smoke Luckies provided that you can prove that Luckies are a better smoke".

"Joe, that's a deal. First off, did you know Luckies are made better to taste better?" and skeptical Joe said, "how are Luckies made better to taste better?" And I answered, "because they're made of finer, cleaner, fresher tobacco. They're round and firm and fully packed." Whereupon Joe said, "prove it." So I simply tore the seam of a Lucky Strike, held up the cylinder of tobacco, which did not break or crumble or fall apart.

(MORE)



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COMMERCIAL NO. 2 (CONT'D)

HEIDT:  
(CONT'D)

And then as further proof I showed Joe a statement, printed on every package of Lucky Strike, a statement which is not on any other leading brand, and I quote: "Luckies are guaranteed unconditionally by The American Tobacco Company, Incorporated." Well, when Joe saw this guarantee that was the clincher. He said, "Horace, you win" and he walked right over and bought himself a carton of Lucky Strike.

Well, nice people, I want you to do the same. To prove to yourselves that Luckies have cleaner, fresher, better-tasting tobacco. And are round and firm and fully packed. You do this by simply tearing and comparing Luckies with any other brand...then look for yourself and notice that on each package of Luckies you'll see this statement, "Luckies are guaranteed unconditionally by The American Tobacco Company, Incorporated". You won't find that guarantee on any other leading brand. So there should be no question that tomorrow you will change to Lucky Strike. That tomorrow you will buy your carton of Luckies. For Lucky Strike is truly the cigarette of superior quality. Thank you.

(APPLAUSE)

BAND:

(BE HAPPY - GO LUCKY)

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HEIDT: Folks, it's The American Way program, sponsored of course, by Lucky Strike and part of The American Way as we know, is to tour the country and help deserving people. It's with this thought in mind that we have the privilege this evening, of introducing Mrs. C. M. Wall.

(AD LIB)

How do you do Mrs. Wall?

MRS. WALL: How do you do?

HEIDT: And you have how many children, you have 4 children here this evening? This is part of your family, isn't it?

MRS. WALL: That's right.

HEIDT: How many children do you have in your immediate family?

MRS. WALL: Well, I have 5 of my own.

HEIDT: And then how many children do you have living with you now?

MRS. WALL: 6 others.

HEIDT: You have 6 others. In other words there are 11 children all together.

MRS. WALL: That's right.

HEIDT: And the other 6, where are they from?

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MRS. WALL: They're my nieces and nephews.

HEIDT: Nieces and nephews, they have no other place to live and -- you're taking care of them. You're working are you?

MRS. WALL: Yes, I work in the daytime as a telephone operator.

HEIDT: I see. And -- your husband, is he working?

MRS. WALL: Yes, he's a mechanic.

HEIDT: He's a mechanic. But, as I understand it, you had quite a serious sickness in your family?

MRS. WALL: Yes, my youngest child was quite ill, to the extent of almost \$3,000. We had to take a loan out to cover that.

HEIDT: What was the trouble with your child?

MRS. WALL: Well, it was just a feeding problem. She was an infant and from the time she was born, she was in the hospital for quite some time.

HEIDT: I see, and that threw you quite a bit in debt. Didn't it?

MRS. WALL: That's right.

HEIDT: I wonder if you'd mind if I asked one of these little honeys to say hello. Honey what is your name?

GIRL: Linda Suzan.

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HEIDT: That's good. And what is yours?

GIRL: Maureen Wall.

HEIDT: How old are you?

GIRL: 6.

HEIDT: And here's a husky. How old are you son?

BOY: 7.

HEIDT: And what's your name?

BOY: Bobby Sherwood.

HEIDT: And what's your name?

BOY: Michael Wall.

HEIDT: How old are you? --(LAUGH)--He forgot --(LAUGH)--  
Well it's all right. Now as I understand it,  
the thing that you'd like most of all is something  
to help you with the clothing of your 11 children.  
Is that right?

MRS. WALL: That's right.

HEIDT: Well, that's the reason we're touring America with  
the show called "The American Way", because we  
want to help courageous mothers like you. People  
that are helping provide for these young ones  
so they'll grow to be fine citizens of tomorrow,  
so here's a check for you for \$250 and we hope  
that in some way, this will help you to (MORE)

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HEIDT: happiness and all these lovely children with their  
(CONT'D) new clothes.

MRS. WALL: Thank you very, very much.

(APPLAUSE)

HEIDT: Now ladies and gentlemen, we're ready with our judges' decision and as our first judge we introduce one of the great personalities of show business and a man who has helped hundreds of young people get their start in show business. In fact, he's now in New York, he's going to produce a wonderful show at the Versailles, I want you to give a hand to the man who created the George White Scandal's and many other such shows, in person, George White!

(APPLAUSE)

WHITE: Horace, I'm sure that many great talents have gone undiscovered in America because the young performer could not get to our large entertainment centers of New York, Chicago, or Los Angeles. Your show, by going to the talent, wherever they may be is of great value to show business. You and Lucky Strike deserve our thanks and I particularly want to thank you for inviting me to help pick the winning contestant. I would like to have -- I would like to have her in the show at the Versailles if that were possible, opening in April, the title of which is "Nice To See You" and Horace it would be extra nice to see you there in person. Thank you very much. Here is -----

HEIDT: Okay, we got it, Georgie. Thank you very, very much.

HEIDT: And now as our second judge we'll present one of the world's greatest newspapers, the New York Herald Tribune and their Fresh Air Foundation. Dorothy Bigelow.

(APPLAUSE)

BIGELOW: Thank you, Horace. Being engaged with the Herald Tribune Fresh Air Foundation, Horace, I know what it means to help needy youngsters and these little children you saw really were from the Fresh Air Fund this summer they went away and enjoyed a two-week vacation because we felt they were so needed. And I want to congratulate the Lucky Strike to -- I haven't smoked them, should I?

HEIDT: You absolutely should!

BIGELOW: I'll do it from now on.

HEIDT: Good.

BIGELOW: You're to be congratulated on what you've done for deserving Americans and if it were only what you've done for this family, I can tell you you'll be blessed many times. Now here is my judging of the young people and I enjoyed it so much. Thank you.

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HEIDT: Dorothy, thank you very, very much. And ladies and gentlemen, the winner this evening, (APPLAUSE) by 5 points, the winner this evening, she retains her crown, Gwen Hess, from Hershey, Pa.

(APPLAUSE)

HEIDT: Gwen, very, very nice. Congratulations, again you did it. How do you feel?

GWEN: Oh, wonderful.

HEIDT: Well, that's good.

GWEN: I want to thank all these wonderful people out here for helping me. Thanks a million.

HEIDT: Good. Well it's our pleasure. We'll see you again next week and here's a check for you and a check for all our other very, very fine people over there we'll see you all again soon. Let's give them all a nice hand folks. They did swell.

(APPLAUSE)



HEIDT: Folks, we're here in New York at the half way point of nation-wide tour and enjoying a nice vacation. We've just completed 12 weeks of concerts, traveling 15,000 miles ... have raised over five hundred thousand dollars for worthwhile charities. We start off again a week from Sunday in Hartford, Connecticut; that's Easter Sunday, we'll have 2 shows. Then on Monday, we're going to be in Worcester for the Green Dale's People's Church-Kenneth Bath; Tuesday, in Waterville, Maine; Wednesday, Portland, Maine; Thursday, Burlington, Vermont; Friday, Utica, New York; Saturday, Kingston, Ontario, Canada; and Sunday, Watertown, New York. Get your tickets right away. Please remember who's making our program, "The American Way" possible ... the makers of Lucky Strike cigarettes. So make it a special point to give Lucky Strike, the cigarette of superior quality, Your vote of confidence tomorrow. For whether you smoke or not, it's the sign of a thoughtful hostess, a mark of distinction, to have Lucky Strike in your home. So, till we meet again, nice people, this is Horace Heidt reminding you, "'Tis better to build boys than to mend men", saying goodnight to Mother, and wishing you good luck, good health, and may God bless you all. Good night.

(APPLAUSE)

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BAND: (BE HAPPY - GO LUCKY) (LONG VERSION OF THEME...  
FADE FOR)

ANNCR: This program was brought to you by Lucky Strike  
product of The American Tobacco Company ...  
America's leading manufacturer of cigarettes.  
This is the CBS radio network.

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