

RADIO  
CONTINUITY

PALL MALL

GRACIE  
FIELDS  
VICTORY  
SHOW

JAN. - MAR.  
1943

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**Folder # :**

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CP1506-03

**Project CP15 Folder sheet**

**Legal Information Technology  
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Special

Instructions:

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JANUARY

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY  
PAUL MALL

BROADCAST: 1/11/43 #1  
DATE: BLUE

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

NETWORK:

SOUND: TONE SIGNAL... ..

HANCOCK: (FILTER) Calling America!

SOUND: TONE SIGNAL... ..

HANCOCK: (FILTER) Calling from coast to coast!

PELL MELL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields.

MUSIC: FULL WITH THEME AND FADE FOR:

(APPLAUSE)

GRACIE: Hello, Everybody, Everywhere! This is me again, with some songs and a bit of a story for you. Well, the first job we're going to do is a little hunting...

MUSIC: HORN INTRO. TO "ROCHDALE HOUNDS"

GRACIE: Yoicks - Yoicks - Tantivy - Tantivy -- I don't know what it means but we always shout it when we go a'hunting! I suppose the dogs know.

SONG: THE ROCHDALE HOUNDS

GRACIE: Yoicks - Yoicks - Tantivy Tantivy - <sup>here</sup> what are all those <sup>go on dogs</sup> dogs doin' around here - go on dogs - <sup>get on ahead...</sup> Start smellin'.

(FULL TAG)

(APPLAUSE)

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

MUSIC: (FULL INTRO: TO "WHEN THE LIGHTS GO ON AGAIN ALL OVER THE WORLD"...FADE TO BACK:)

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

GRACIE: A little song I'm very fond of. It's called: "When The Lights Go On Again All Over The World". And somehow I think they'll be going on again before too very long. Have you noticed what's been happening lately to the Axis blighters who put them out? (WHISTLES) And speaking of lights-- before black-outs in England, Private Heatherbloom was up before the captain, charged with inebriation on a public street the night before.

"Why are you so positive this man was intoxicated?" said the captain to the military policeman.

Well, Sir..."I first spies 'im rappin' with 'is knuckles on a lit up street-lamp and pleadin' for Annie to come down and 'ave a wee spot with 'im. So, kindly like, I says 'this 'ere's a street-lamp, m'lad, and Annie doesn't live 'ere anymore!"

"And what did he say?"

"E says, "Oh, yes she does...and she's come too....

I can see a light upstairs!"



(LAUGHTER, APPLAUSE)

SONG: "WHEN THE LIGHTS GO ON AGAIN"

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: DRUM ROLL, UNDER

HANCOCK: Tonight, *under the United Nations Roll Call* with the Canadian National Anthem and a song of the Canadian Royal Air Force, Gracie Fields salutes - Canada!

MUSIC: FANFARE TYPE INTRO. FADE FOR BACKING:

GRACIE: North of these United States, across a border which stretches from St. John, New Brunswick to Vancouver, British Columbia - A border which has never known a gun emplacement - lies a vast, rich, magnificent country, a land of unlimited horizons - Canada. Her people have retained the finest traditions of the old world, and have added to them the youthful, pioneering spirit of the new. And so it is that where the going is the roughest and the fighting is the toughest - in the front lines of every endeavor which makes toward the creation of a better world - there will you find the people of Canada. And so tonight, to *Canadians* everywhere - Our good neighbors and friends - we send our warm and grateful salute, *"Oh Canada" and "Roll Out the Barrel!"*

MUSIC: ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF "OH CANADA" AND "ROLL OUT THE BARREL." MEDLEY (APPLUSE)

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

MUSIC: FULL INTRO TO "HOLD YOUR HATS ON".....FADE TO BACK:

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

SONG: "HOLD YOUR HATS ON" WITH ORCHESTRA; GRACIE AND QUARTETTE (APPLAUSE)

MUSIC: CLOSING VAMP

GRACIE: Chins up! Keep smilin!! And let's all sing together!

SONG: "ALL FOR ONE". FADE ON CUE FOR: CONTINUE UNDER:

HANCOCK: Listen in again tomorrow at this same time when PELL MELL Famous Cigarettes, the cigarette of 'Modern Design', presents to millions from coast to coast your own Gracie Fields! With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, protects your throat!

MUSIC: UP SLIGHTLY. FADE FOR:

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

(APPLAUSE)

MUSIC: MULL WITH SIGNATURE.. FADE FOR CUE:

ANNR: Gracie Fields comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
FALL MALL

BROADCAST: REV. #2

DATE: TUES. 1/12/43

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

NETWORK: BLUE

SOUND: TONE SIGNAL

HANCOCK: (FILTER) Calling America!

SOUND: TONE SIGNAL

HANCOCK: (FILTER), Calling from coast to coast!

HANCOCK: PELL MELL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields.

MUSIC: (FULL WITH THEME AND FADE FOR;)  
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. I was at a party the other night, and we began talking about who originated the bagpipe. Finally an Irishman got up and said: "Well, I'll tell you the truth about it. The Irish invented it and sold it to the Scotch for a joke; but the Scotch haven't seen the joke yet!"

ORCHESTRA: (BAGPIPE EFFECT...SHORT:)

GRACIE: *Oh well, oh*  
Well, maybe he's right, but I think that when you've heard the little song I'm going to sing, you'll agree that the Scotch have "caught on" at last. It's called: "Grandfather's Bagpipes".

SONG: ("GRANDFATHER'S BAGPIPES")  
(APPLAUSE)

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HANCOCK:

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

MUSIC:

(MUSIC WITH INTRO. TO "IF I SHOULD FALL IN LOVE AGAIN".  
 FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

I'm going to sing a song which won first prize in a  
 public competition in England. It became very popular  
 over there, and, I think, may become just as popular in  
 this country. It's title is "If I Should Fall In Love  
 Again". ~~But first I'd like to tell you the story about~~  
*and speakin' of love*  
 'Arry and 'Alf who were discussing the new place woman  
 is making for herself in this world.

"'Arry, I'm awful worried", says Alf. "Wot with women  
 takin' men's jobs like they are, in a 'undred years  
 they'll be earmin' the livin' and all us 'usbands will  
 'ave to do is loaf around the pubs like bloomin'  
 parasites...with a cigar, a mug of ale and a pretty  
 barmaid on our knees. I just worry and worry and worry!"

(MORE)

GRACIE:  
(CONTINUED)

Ag! #2  
-3-  
"But Alf," says ~~Alf~~, "that'll be a hundred years from now. You won't be here!"

"I know," says Alf, "that's what I'm worrin' about!!"

(LAUGHTER...APPLAUSE)

SONG:

("IF I SHOULD FALL IN LOVE AGAIN")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call,

with a stirring battle song of the Tank Corps, Gracie Fields salutes - Russia!

MUSIC:

(FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE:

On September thirtieth, nineteen hundred and forty-two, Hitler shouted to the German people that Stalingrad would fall, and assured them that no human being would be able to dislodge the Nazi armies from there. But he reckoned without the unbelievable courage and fighting spirit of the Russian people. Came the order from Moscow - stand or die! Then, from cellars and from behind broken pieces of concrete poured the defenders of Stalingrad. Street by street, house by house and stone by stone they fought with the fury of those who fight to defend ~~the sanctity~~ of their homeland. As the whole world knows, Stalingrad still stands...and the Nazi hordes are in retreat. When history records its sagas of heroism, the triumphant shouts of the valiant defenders of Stalingrad will ring forever down the corridors of time. Tonight with the song of the  <sup>Soviet Tank units</sup> Tankists, people of Russia, we salute you!

MUSIC: (ORCHESTRA AND QUARTETTE...FULL PRODUCTION NUMBER OF  
 PESSMIA TANKISTAN)  
 (APPLAUSE)

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

MUSIC: (FULL WITH INTRO...TO "ALL FOR ONE" FADE TO BACK FOR:)

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

GRACIE: Each night we have closed our program by singing a part  
 of the chorus of "All For One"...which has been our  
 theme song since we've been on the air. We've recieved  
 a great many letters asking us to do the complete number <sup>again</sup>  
 ...And so, because the song expresses the feeling of  
 unity which is so important during these war days, we  
 shall answer those requests tonight.

SONG: ("ALL FOR ONE" WITH GRACIE AND QUARTETTE)  
 (APPLAUSE)

MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin'! And let's all sing together.

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK: Listen in again tomorrow at this same time when PELL  
 MELL, Famous Cigarettes, the cigarette of "Modern Design",  
 presents to millions from coast to coast your own  
 Gracie Fields. With music arranged and conducted by  
 Harry Sosnik. And smokers, remember - PELL, MELL'S Modern  
 Design gives your two important benefits. First,  
 PELL MELL'S greater length travels the smoke further,  
 gets rid of heat and bite on the way. <sup>And</sup> Second, PELL  
 MELL'S greater length filters the smoke, protects your  
 throat!

MUSIC: (UP SLIGHTLY FADE FOR)

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

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE:)

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



# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*As broadcast*

2ND REV.

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #3  
DATE: WED. 1/13/43

PROGRAM: GRACIE FIELDS  
(7:15 - 7:30 PWT)

NETWORK: BLUE

SOUND: TONE SIGNAL ....

HANCOCK: (FILTER) Calling America..

SOUND: (TONE SIGNAL)....

HANCOCK: (FILTER) Calling from coast to coast!

FRU. MELL Famous Cigarettes, the cigarette of "Modern Design" brings to millions from coast to coast your own Gracie Fields.

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. You know, <sup>last year when I</sup> ~~before I~~ <sup>was in</sup> ~~left~~ England I made a tour of <sup>the</sup> war production centers, and here's a little tune <sup>I'm going to</sup> ~~to~~ dedicate to all the girls I saw working there in factories and munitions plants...girls like Doris who rushed up to me and said: "Oh, Gracie, we don't 'ef have a time here! I make something <sup>round shape my friend</sup> ~~square~~ and Effie there makes something <sup>square</sup> ~~round~~ shape. <sup>And no one</sup> ~~And no one~~ ever tells us <sup>anything about them</sup> ~~what it's for~~, except <sup>they're</sup> ~~it's~~ secrets.

(GIGGLES)

SONG:

(THINGUMMY-BOB)

*(Adapt of song - "Tis too!")*

(APPLAUSES)

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

MUSIC: (FULL WITH INTRO. TO "NITEY NITE LITTLE SAILOR BOY" FADE BACK FOR:)

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

GRACIE: <sup>*A little song*</sup> ~~I'd like to sing a~~ song for all the little boys and girls whose fathers are serving with the armed forces all over the world. It's called: "Nitey Nite Little Sailor Boy", and ~~somehow~~ <sup>*The*</sup> title reminds me of the commander in the British Navy who was about to go on a tour of duty with his squadron. He took his little six year old son on his lap and said to him:

"Now, Johnny, I want you to be a good boy while I'm away. I want you to be honest and truthful and don't tell stories, for liars never go to heaven."

The little lad looked up at his daddy and said:

"Did mother ever tell a lie?"

<sup>*eh*</sup> "Why <sup>*eh*</sup> yes, I guess maybe she did, once or twice."

(MORE)

GRACIE:  
CONT'D

"And, daddy, did you and Uncle John and Aunt Susan ever tell a lie?"

"Yes, I guess we all have at times."

Little Johnny thought for a moment, then he said:

"It must be awful lonesome in heaven with nobody around but God and George Washington,"

(LAUGHTER.....APPLAUSE)

SONG:

(NIPPY NITE LITTLE SAILOR BOY)

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with the Australian National Anthem and a song all Australia is singing today, Gracie Fields salutes - Australia!

*Music:*  
GRACIE:

*Salute*  
Americans are known as rugged individualists, but there is one group of people who stay right up there with them in that respect -- the Australians. Ask an Australian to do something, and he'll do it graciously and with a smile. But tell him he has to do it - and brother, watch out! Like the United States, Australia is a comparatively young country and its people are endowed with the independence and pioneering spirit of those who conquer new frontiers. As letters from men in service will attest, they have taken American soldiers into their homes and into their hearts....and have established a cordial feeling of understanding which will do much toward the building of a better world after the war. Friendly, loyal and utterly fearless, Australians are fine pals in a fight or a frolic, -~~God bless 'em~~. Tonight, with "Advance Australia Fair" and "Bless 'Em All", people of Australia, we salute you!

MUSIC: (ORCHESTRA AND QUARTETTE... FULL PRODUCTION NUMBER OF AUSTRALIAN MEDLEY)  
(APPLAUSE)

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

MUSIC: (FULL WITH INTRO. TO "WE'RE ALL IN THE SAME BOAT NOW". FADE BACK FOR.)

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

GRACIE: ~~Some of the world's greatest songs have come out of wars. Who can forget these stirring numbers of world war one - "It's a long way to Tipperary" and "Over there"?~~ And the hit songs of the present conflict, which have done so much to build morale at home - ~~"There'll Always Be An England" and "All for One"?~~ Well, now I'd like to do a new song which was written for me <sup>specially</sup> by Perry Livingston and Al Hoffman. It's called, "We're All In The Same Boat Now" and I think that it expresses the true feeling and Essence of our United Nations.

SONG: ("WE'RE ALL IN THE SAME BOAT NOW" With Gracie and Quartette)

(APPLAUSE)

MUSIC: (CLOSING VAMP)

GRACIE: CHINS UP! KEEP SMILIN'! And let's all sing together.

SONG: ("ALL FOR ONE") FADE ON CUE FOR: CONTINUE UNDER.)

HANCOCK: listen in again tomorrow at this same time when PELL MELL Famous Cigarettes, the cigarette of 'Modern Design', presents to millions from coast to coast your own Gracie Fields. With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, Pell Mell's greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, protects your throat!

MUSIC: (UP SLIGHTLY. FADE FOR)

GRACIE: GOOD NIGHT, EVERYBODY....AND GOD BLESS YOU!

(APPLAUSE)

MUSIC: (FULL WITH SIGNATURE; FADE FOR CUE:)

ANNR: Gracie Fields comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PAUL MALL

BROADCAST: REV. #4

DATE: THURS. 1/14/43

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

NETWORK: BLUE

SOUND: TONE SIGNAL ... ..

HANCOCK: (PITTER) Calling America!

SOUND: TONE SIGNAL ... ..

HANCOCK: (PITTER) Calling from coast to coast!

HANCOCK: PAUL MALL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields!

MUSIC: (PULL WITH THEME AND FADE FOR:)  
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with some songs and a bit of a story for you. But first I'm going to sing a little ditty called: "HE FORGOT TO COME BACK"...And, girls, I hope it won't ever happen to you. ~~It was written for me by William Haines who also wrote "THE BIGGEST ASPIDESTRA IN THE WORLD" "WALTER, WALTER" and many other songs which I have introduced here and in England.~~ *Oh, I'm so miserable!*

SONG: ("HE FORGOT TO COME BACK")  
(APPLAUSE)

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

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

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

I'm going to sing a <sup>little</sup> song called <sup>"you got to"</sup> "SMILE WHEN YOU SAY GOODBYE", and the title is a good thing to keep in mind these days when we're all saying goodbye to so many friends and loved ones. There's nothing sends a <sup>lad</sup> ~~man~~ away with his chin up the way a smile will. So let's remember that, eh? (~~WHISTLE~~) Say did I ever tell you about the time Mr. Henry Hawkins was taking a short cut through <sup>the</sup> cemetery when he stumbled over a man who was apparently very much grief-stricken? He was down on his knees beside a well-worn grave, moaning, "Oh, why did you die? Why did you die?"

(MORE)

"There, there, my poor fellow", said ~~the~~ Hawkins,  
 "You mustn't take on like this, you know. A close  
 relative?" "No," ~~said the man.~~ "Oh, why did you die?  
 Why did you die?" "A very dear friend then?" inquired  
~~Mr.~~ Hawkins. "No friend", ~~said the man,~~ "Oh, why did  
 you die?" "Then who's buried here?" ~~said Mr. Hawkins,~~  
 "My wife's first husband," ~~moaned the man.~~ "Oh, why  
 did you die? Why did you die?"

(LAUGHTER .APPLAUSE)

SONG: "SMILE WHEN YOU SAY GOODBYE"

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a march  
 significant to all Polish people and the Polish National  
 Anthem, Gracie Fields salutes - Poland!

MUSIC: (FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE: In September, nineteen thirty-nine, the Nazi juggernaut  
 roared across the Polish border and, drunk with lust for  
 conquest, beat its way to the gates of Warsaw.  
 Communications with the outside world were soon cut off.  
 The anxious question ran from lip to lip: Had Warsaw  
 fallen? Suddenly, through the bomb-drenched air of  
 the city, came the answer --

MUSIC: (FIRST ELEVEN NOTES OF CHOPIN POLONAISE)

GRACIE: The voice of the Warsaw radio station telling the world  
 that the city still stood! Then, at half hour intervals  
 through nineteen terrible days..through the agony and  
 blood and fury that was Warsaw --

MUSIC: (FIRST ELEVEN NOTES OF CHOPIN POLONAISE)



GRACIE: Then..on the twentieth day..Silence! (VERY QUIETLY)  
 History will record that Warsaw fell on that twentieth  
 day.. But history can be wrong. For Warsaw still stands.  
 ..stands in the brave hearts and flaming spirit of its  
 people. (PUNCH IT) Tonight with the ~~Polish National~~  
~~Anthem and Marche Polanaise~~ *and Poland So Not Dead* people of Poland, we  
 salute you!

MUSIC: (ORCHESTRA AND QUARTETTE, FULL PRODUCTION NUMBER OF  
 POLISH MEXLEY)  
 (APPLAUSE)

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

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

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

GRACIE: ~~And now I'm going to sing "BE A GOOD SOLDIER", and I~~  
~~want all you little boys and girls whose fathers are~~  
~~good soldiers in the armed forces, to listen carefully~~  
~~because I'm singing this song especially for you.~~

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

MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin'! And let's all sing together.

SONG: (ALL FOR ONE...FADE ON CUE FOR...CONTINUE UNDER:)

HANCOCK: Listen in again tomorrow at this same time, when PELL MELL Famous Cigarettes, the cigarette of 'Modern Design' presents to millions from coast to coast your own Gracie Fields. With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, protects your throat.

MUSIC: (UP SLIGHTLY. FADE FOR:)

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

(APPLAUSE)

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE:)

ANNOUNCER: Gracie Fields comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

*As Broadcast*

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

CLIENT:	AMERICAN C. & C. COMPANY PAID, MAIL	2ND REV. #5
PROGRAM:	GRACIE FIELDS (7:15 - 7:30 P.W.T.)	BROADCAST: FRI. 1/15/43 DATE: BLUE NETWORK:

SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling America!

SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling from coast to coast!

FRIL MELL. Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields.

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again, with some songs and a bit of a story for you. I know a spinster in England who has been courting a lad named Walter for years and years, but she hasn't had any luck, poor thing. It's <sup>awfully</sup> ~~every~~ sad case - and now I'm going to <sup>Tell you all</sup> ~~sing a little~~ song about it.

SOUND: ("WALTER, WALTER")

(APPLAUSE)

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

MUSIC: (FULL WITH INTRO; TO "LULLABY TO A HERO" FADE BACK FOR:)

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

GRACIE: I'm going to sing "Lullaby to a Hero" and I want to dedicate it to all the Army and Navy wives whose husbands are in the armed services. And the title reminds me of the sad plight of Mr. Herbert Hawkins who was something of a hero...in his own peculiar way. For his wife, Mrs. Hawkins was a belligerent soul, and the henpecked Henry spent all <sup>of</sup> his waking hours defending himself. If she wasn't breaking a dish over his head it was only because she was reaching for the rolling pin. But one day the war broke out and Mr. Hawkins was to be seen no more. "What's happened to your husband?", asked Mrs. Higgins, the next door neighbor. Mrs. Hawkins lip curled disdainfully. "He snuck off and joined the army....the coward!" (LAUGHTER...APPLAUSE)

SONG: ("LULLABY TO A HERO")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call with a marching song of the people and one of Mexico's best known folk <sup>Songs</sup> ~~dances~~ Gracie Fields salutes - Mexico!

MUSIC: (PAN FARE TYPE INTRO. FADE FOR BACKING)

GRACIE: To the south of these United States lies...Mexico... land of sunshine, music and laughter. Those who have had the privilege of visiting this beautiful country have been impressed by the courtesy and warm friendliness of her people. Yet, whenever the forces of evil have threatened the world, she has always been among the first to snatch up and carry forward the <sup>(fla)</sup> flaming banner of liberty and justice. We are deeply grateful that we have a friend like Mexico...for she is a shining example of the good neighbor policy which is doing so much to win this war. Tonight, with "Zacatecas" and <sup>Mexico's</sup> your famous clapping song people of Mexico, we salute you!

MUSIC: (ORCHESTRA AND QUARTETTE...FULL PRODUCTION NUMBER OF MEXICAN MEDLEY)

(APPLAUSE)

HANCOCK: Smokers, you don't have to guess about the advantages you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected.

(MORE)

HANCOCK:  
CONT'D

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

MUSIC:

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

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

Two years ago in London, the chap who accompanied me at the piano wrote a song for me which he called "Wish me luck". Tonight, from America, as I sing his song, I want to wish him luck. For he is with the British armed forces overseas. Good luck, <sup>Harry</sup> ~~Laddie~~...and God bless you!

SONG:

("WISH ME LUCK" WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC:

(CLOSING VAMP)

GRACIE:

Chins 'up! Keep smilin'! And let's all sing together!

SONG:

("ALL FOR ONE"....FADE ON CUE FOR...CONTINUE UNDER:)

HANCOCK:

listen in again <sup>Monday</sup> ~~tomorrow~~ at this same time when PELL MELL Famous Cigarettes, the cigarette of "Modern Design" presents to millions from coast to coast your own Gracie Fields. With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits.

(MORE)

HANCOCK:  
CONT'D

First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, protects your throat!

MUSIC:

(UP SLIGHTLY) FADE FOR:)

GRACIE:

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

(APPLAUSE)

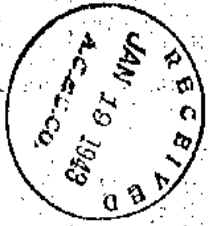
MUSIC:

(MUSIC WITH SIGNATURE. FADE FOR CUE:)

ANNR:

Gracie Fields comes to you from Hollywood.

THIS IS THE BLUE NETWORK.





As Broadcast

**RUTHRAUFF & RYAN Inc. ADVERTISING**

**RADIO DIVISION**

**CLIENT:** AMERICAN C. & C. COMPANY  
PAUL MALL

**BROADCAST:** #6

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

**DATE:** MON. 1/18/43

**NETWORK:** BLUE

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HANCOCK: *Here we go for Victory!*

SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling America! *FOR VICTORY!*

SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling from coast to coast *FOR VICTORY!*

PAUL MALL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields.

MUSIC: (FUJ, WITH THEME AND PADE FOR:)  
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Over here when a girl is going to be married she buys a hope chest and ~~fills it with all the little things which are dear to a bride's heart.~~ <sup>But</sup> Well, in England the girls ~~don't have hope chests. Instead they use the bottom drawer of <sup>Mother's Drawn</sup> the bureau~~ and that's what I'm going to sing about now. "My little Bottom Drawer".

SONG: ("MY LITTLE BOTTOM DRAWER")  
(APPLAUSE)

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

MUSIC: FULL WITH INTRO TO "LOVELY WEEKEND", FADE BACK FOR:

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

GRACIE: ~~I'm going to sing a song called: "Lovely weekend". It is very popular in England, and I want to dedicate it to the army and navy wives all over the world - those quiet, loyal women who are doing so much to keep up the morale of their loved ones in the armed forces.~~  
 Of course some weekends don't end as <sup>happily</sup> lovely as anticipated....as was the case with little Corporal Atkins, who finished his weekend leave in a battle royal with his six foot <sup>wife</sup> red haired, <sup>MIND WAMMIN</sup> cockney wife. Describing it later to his buddy, he said?  
 "When I finished showin' 'er who was <sup>the</sup> boss, the "Doctor" had to take three stitches in 'er bloomin' <sup>head!</sup> head!"  
 "I amme! <sup>and</sup> You so little and 'er so big, an' <sup>the Doctor</sup> really had to take three stitches in 'er?  
~~Corporal Atkins nodded.~~ <sup>That's right!</sup>  
 "Then 'E looked me over and said <sup>BLIMEY!</sup> "As anyone got a sewin' machine?"

(LAUGHTER - APPLAUSE AFTER JOKE)

SONG: "LOVELY WEEKEND" MEDLEY

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call with a medley of Norway's favorite marching and folk songs and the Norwegian National Anthem. Gracie Fields salutes - Norway!

MUSIC: (PANPARE TYPE INTRO. FADE FOR BACKING)

GRACIE: In the cold reaches of the North Atlantic lies Norway - land of the midnight sun. Land of icy fjords and brave, warm-hearted people. In April, nineteen hundred and forty, the conquest ridden Nazi armies descended upon this peaceful country and, with ruthless, brutal fury, occupied it. They occupied it - yes - but they will never conquer it. For no concentration camp can quell the flaming spirit of a free people, nor can the blazing guns of quisling firing squads still the beating of loyal Norwegian hearts. Norway fights on! Fights on till that victorious day when the shadow of the Nazi beast shall forevermore be lifted from her homeland. Tonight, with "Friends of Norway" and "Yes, We Love Our Native Land," (PUNCH IT) People of Norway, we salute you!

MUSIC: (ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF NORWEGIAN MEDLEY AND NATIONAL ANTHEM.)  
(APPLAUSE)

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

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

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

GRACIE: ~~Every war produces at least one great song. A song that men on the fighting front and those on the home front take to their hearts and call their own. The present conflict has given us such a song, and I'm going to sing it for you now. Praise the Lord and Pass the Ammunition.~~

SONG: ("PRAISE THE LORD AND PASS THE AMUNITION" - WITH GRACIE AND QUARTETTE.)  
(APPLAUSE)

MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin!! And let's all sing together.

SONG: ("ALL FOR ONE" FADE ON CUE: CONTINUE UNDER)

HANCOCK: Listen in again tomorrow at this same time when PELL MELL Famous Cigarettes, the cigarette of 'Modern Design', presents to millions from coast to coast your own Gracie Fields. With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke protects your throat!

MUSIC: (UP SLIGHTLY. FADE FOR:)

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

(APPLAUSE)

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE:)

ANNR: Gracie Fields comes to you from Hollywood.

THIS IS THE BLUE NETWORK.



[Faint, illegible text throughout the page, likely bleed-through from the reverse side of the document.]

(CIVILIAN USE)

*As Broadcast*

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY  
 PALL MALL

BROADCAST: 2ND REV. #7

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

DATE: TUES. 1/19/43

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...- ...- ...-

HANCOCK: CALLING AMERICA FOR VICTORY!

SOUND: TONE SIGNAL ...- ...- ...-

HANCOCK: Calling from coast to coast for Victory! PELL MELL  
 FAMOUS Cigarettes, the cigarette of Modern Design,  
 brings to millions from coast to coast your own  
 Gracie Fields!

MUSIC: (FULL WITH THEME AND FADE FOR:)  
 (APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with  
 songs and a bit of a story for you. <sup>But</sup> First I'm going to

*actor who had a* ~~sing a song about "A Couple of Ducks".~~ <sup>I love her and</sup>  
*that finally when he did get an offer to play the palace the poor fellow*  
*had to win back* ~~did you hear what one duck said to the other? He~~ <sup>and by the way,</sup>  
~~"I'm sorry I can't accept it - I've eaten the act!"~~ <sup>social security (PAUSE) Don't you get it?</sup>  
~~(PAUSE) Well, you won't till you're sixty-five.~~

~~(WHISTLE)~~

SONG: ("A COUPLE OF DUCKS")  
 (APPLAUSE)

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

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

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

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

GRACIE: ~~A song called "Sally". It's the first song I ever sang in a film and I've been identified with it ever since. In fact, I used to close every program with it in England. I rather thought I'd <sup>got</sup> get away from it when I came over here, but it seems <sup>a couple of Americans have</sup> ~~that all the English~~ heard it and they've asked me to sing it, so here it is!~~ <sup>But speaking of the of</sup> boys and girls in America like to hear it, so I'll sing it for them now. Hearing that name "Sally" makes me think of the time I was living in the English countryside and ordered a load of hay from an old Lancashire farmer down the road. Just before dinner he arrived to tell me <sup>got</sup> the whole load had tipped over as he was driving into my barn. "Never mind", I said, "Come in and <sup>will</sup> have dinner and then we'll decide what to do about the hay." He hesitated, saying, "I'm afraid my wife, Sally, will be mad if I do, but he came in just the same. As we were finishing dessert I said, "Now aren't you glad you stayed?" "Yes, mum", ~~he replied,~~ <sup>will</sup> "But I still think Sally'll be mad." I said, "Why should she be?" ~~he said,~~ "Well...I wasn't goin' to tell ye, mum, but she's under the hay!"

(LAUGHTER AND APPLAUSE)

SONG: ("SALLY")

(APPLAUSE)



HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL, UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a medley of marching songs of World War II, and the National Anthem, Gracie Fields salutes - China!

MUSIC: (FANFARE TYPE INTRO FADE FOR BACKING:)

GRACIE: Many of us are apt to think that this war began in September, nineteen hundred and thirty-nine, when the Nazis over-ran Poland. But it didn't, really It actually began ~~more than five years ago~~ when the treacherous Japanese attacked China. At first the Japs contemptuously referred to their invasion as 'the China incident.' But now they sing a different tune. Outgunned but never outfought, often with no weapons but raw courage and the everlasting will to victory, the armies of China have fought the invader of their country with a fury and determination that has won the admiration of the civilized world. In years to come, wherever men gather to speak of deeds of valor, the heroic exploits of the magnificent people of China will warm the hearts and lift the spirits of those who believe in liberty and justice for all mankind. Tonight, with the ~~stirring~~ <sup>Song</sup> "March of the Great Wall", "March of the Volunteers" and <sup>The Chinese National Anthem</sup> ~~"Our Aim Shall Ever Be"~~ (PUNCH IT) People of China, we salute you!

MUSIC: (ORCHESTRA AND QUARTETTE.....FULL PRODUCTION NUMBER OF CHINESE MEDLEY AND NATIONAL ANTHEM.)  
(APPLAUSE)

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

MUSIC: (FULL WITH INTRO. TO "THREE JAP PLANES". FADE BACK FOR:)

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

GRACIE: ~~Here's a song that was written especially for me and I think it expresses very well the spirit of our time. It's called "Three Jap Planes" and I want to dedicate it to the American flyers who are doing such a magnificent job on all the fighting fronts.~~

SONG: ('THREE JAP PLANES" WITH GRACIE AND QUARTETTE) *no quartet!*  
(APPLAUSE)

MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin'! And let's all sing together.

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK: Listen in again tomorrow at this same time when  
PELL MELL Famous Cigarettes, the cigarette of "Modern  
Design", presents to millions from coast to coast your  
own Gracie Fields. With music arranged and conducted  
by Harry Sosnik. And smokers, remember - PELL MELL'S  
Modern Design gives you two important benefits. First,  
PELL MELL'S greater length travels the smoke further,  
gets rid of heat and bite on the way. Second, PELL  
MELL'S greater length filters the smoke, protects  
your throat.

MUSIC: (UP SLIGHTLY. FADE FOR:)

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

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE:)

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

*As Broadcast*

**RUTHRAUFF & RYAN Inc. ADVERTISING**

**RADIO DIVISION**

CLIENT: AMERICAN C. & C. COMPANY  
PAUL MALL

BROADCAST: *RWT* #8

DATE: WED. 1/20/43

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

NETWORK: BLUE

*Hancock - How we go for Victory*  
SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling America! *for Victory!*

SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling from coast to coast! *for Victory!*

PELH. MELL Famous Cigarettes, the cigarette of "Modern Design", brings to millions from coast to coast your own Gracie Fields.

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Did you hear the ~~song~~ about the Irishman who was passing through a graveyard when he saw the words, "I Still Live" written on a tombstone. He looked a moment and then he said:

"Bejabbers if I was dead I'd own up to it". Well, *now I'm going to sing you a little song about a man like that. It's called, "He's Dead But He Won't Lie*

*Down."*

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

(APPLAUSE)

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

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

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

GRACIE: <sup>Bill, Don</sup> All of us during these days of war are looking forward to the time when we shall have peace again. When there shall be no more gunfire and no more air raids. There's a song which expresses this feeling we have about the better days to come after the war is over. It's called "When They Sound The Last All Clear". And I <sup>going</sup> ~~would like~~ to sing it for you <sup>with a crowd.</sup> ~~now~~ <sup>my</sup> ~~but~~ speaking of better days <sup>and wishful thoughts</sup> brings to mind a story that <sup>my</sup> ~~is~~ making the rounds of the British Army camps <sup>right</sup> ~~now~~. It seems <sup>Bill</sup> Alf ~~and Bert~~ were sitting around the barracks one day...philosophizing.

(MORE)

GRACIE:  
(CONTD.)

*Bill*  
"Alf", said ~~Bert~~, "Suppose there was only three women left in the whole world...wot d'ya s'pose they'd be doin'?"

*Well,* "My guess is that two of 'em would be off in a corner... talkin' about the other one!"

*Hum, yah, that's all right!*  
"Righto! But now s'posin' there was only three men left in the world...wot would they be doin'?"

"They'd be runnin' their blinkin' legs off tryin' to find the three women!"

(LAUGHTER...APPLAUSE)

SONG:

("WHEN THEY SOUND THE IAST ALL CLEAR")

(APPIAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL..UNDER:)

HANCOCK: Tonight, on her United Nations Roll Call, with ~~an~~ <sup>a</sup> ~~folk song of the Islands~~ <sup>unpublished Tagalog Love Song</sup> and The National Anthem, Gracie Fields salutes - the Phillipines!

MUSIC: (FANFARE TYPE INTRO.. FADE FOR BACKING:)

GRACIE: A little more than a year ago, when someone mentioned the Phillipines, many ~~Americans~~ <sup>people</sup> were likely to say: "Oh yes, the Phillipines. They're somewhere in the South Pacific, aren't they?" Then came Pearl Harbor,

and Joe American whose main street ended in the pine scented woods of Vermont, found himself in a foxhole in Bataan with Joe Phillipeno whose main street ended in a tangled growth of jungle. And mighty glad he was to have Joe Phillipeno with him, for ~~as General MacArthur has said: "There is no better fighting men anywhere in the world."~~

<sup>him</sup> The hell of Bataan taught Joe American that he and Joe Phillipeno were very much alike. They laughed when they were happy, they suffered in silence when they were hurt, they loved their wives and their babies, and they fought with the God given strength of the right.

~~the~~ <sup>people of the Phillipines, the whole</sup> ~~civilized world has learned to love and respect you.~~ <sup>of the United Nations Pledge that we will not rest</sup>

~~and we pledge you this: We shall not rest till every last Jap has been driven from your shores. We shall not rest~~ till the tides of victory have washed from the

sovereign soil of your country, the footprints of the <sup>Sampa Guita</sup> ~~ruthless invader.~~ Tonight, with <sup>"Oh hands to sword"</sup> ~~"Marching"~~ and

<sup>Pearl of the Orient Seas</sup> (PUNCH IT) <sup>People of the Phillipines, we salute you."</sup>

*Sampa Guita #8*

(ORCHESTRA & QUARTETTE: MEDLEY.. "PAGING" AND "NATIONAL ANTHEM"...PRODUCTION NUMBER.)

(APPLAUSE)

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

MUSIC: (FULL WITH INTRO. TO "THE YANKS ARE COMING AGAIN"... FADE BACK FOR:)

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

GRACIE: ~~You all remember the lines from that great song of the last war, "Over There." The lines went like this: (SING) For the Yanks are coming, the Yanks are coming.. And we won't come back till it's over over there. Well, now I'm going to sing a song of this war which has the same spirit behind it. It's called: "The Yanks Are Coming Again."~~

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



MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin'! And let's all sing together.

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK: Listen in again tomorrow at this same time when PELL  
MELL Famous Cigarettes, the cigarette of "Modern Design,"  
presents to millions from coast to coast your own  
Gracie Fields. With music arranged and conducted by  
Harry Sosnik. And smokers, remember - PELL MELL'S  
Modern Design gives you two important benefits. First,  
PELL MELL'S greater length travels the smoke further,  
gets rid of heat and bite on the way. Second, PELL  
MELL'S greater length filters the smoke, protects  
your throat!

MUSIC: (UP SLIGHTLY. FADE FOR:)

GRACIE: Good night, everybody...And God Bless you!

(APPLAUSE)

MUSIC: (FULL WITH SIGNATURE. FADE FOR CUE:)

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

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*Q Broadcast*  
REV. #9

CLIENT: AMERICAN C. & C. COMPANY  
PAUL MALL

BROADCAST: THURS. 1/21/43

PROGRAM: GRACIE FIELDS

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: (FILTER) Calling America for Victory!

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

HANCOCK: (FILTER) Calling from coast to coast for Victory!

PELL MELL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields!

MUSIC: (FULL WITH THEME AND FADE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. I'm going to sing a little song about "One of those old fashioned ladies" ~~... I'm very fond of old fashioned ladies - especially when they have young ideas.. (WHISTLES) and this one has -- she's my Aunt!~~ Well, the one I'm going to sing about is modern and right. If you went looking for her, for all I know you'd find her riding a riveting machine or doing a bit of spot welding at Lockheed, God bless her!

SONG: ("ONE OF THOSE OLD FASHIONED LADIES.")

(APPLAUSE)

ATX01 0230982

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

MUSIC: (FULL, WITH INTRO. TO "A CENSORED LETTER" FADE BACK FOR)

HANCOCK: What are you going to sing now, Gracie?  
 Gracie: *A little song about a very important letter - Don.*

GRACIE: *Andrew* I'm going to sing a song about the letters that wives and sweethearts receive from their loved ones at the front. We all realize that censorship is necessary and that it saves many lives in time of war. And yet, those who wait on the home front for a letter bursting with news, cannot help but feel a bit disappointed when they receive instead... "A Censored Letter".

*(after start to intro. song)*

~~This story isn't really about a censored letter but it's worth telling just the same.~~

*But first I have a story for you*  
 Because of his bibulous habits, Mr. Reginald Meekins was finally ordered out <sup>*of his house*</sup> by his long suffering ~~and~~ wife. A couple of days later he met a friend ~~in the~~ neighborhood ~~pub~~.

(MORE)

REV. #9  
has thrown

GRACIE:  
(CONTD.)

"Hi' Reggie... I 'ears as 'ow your old woman ~~throw~~ you  
outta your 'ouse an' 'ome!"

"Ayeh an' <sup>of that night</sup> here's a letter she just wrote sayin' as 'ow  
she don't want me back, neither, but ~~same~~... she don't  
mean it." " 'ow do you know she don't?"

"<sup>well</sup> ~~cause~~ right 'ere on the envelope it says - return  
in five days!"

(LAUGHTER...APPLAUSE)

After stay go back to intro. to  
song on preceding page

SONG:

("A CENSORED LETTER") (Quartet)

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on hor United Nations Roll Call, with the  
~~Netherlands National Anthem~~ and a medley of Holland  
Dutch Folk Songs, <sup>and the National Anthem</sup> Gracie Fields salutes - The  
Netherlands!

MUSIC:

(FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE:

In May, nineteen hundred and forty, the Nazi hordes  
invaded Hollard. With brutal disregard of all the  
rules of human decency, they bombed the defenceless  
city of Rotterdam, and in just seven and one half  
minutes killed or wounded thirty thousand innocent men,  
women and children. The people of the Netherlands will

see that - you pay for it, ~~Hitler!~~ <sup>Nazis</sup> You and your  
vultures of the sky! You may bomb their cities and  
murder their women and children, but they fight on as  
free people always do - fight on against the ~~Nazi~~ <sup>Axis</sup>  
oppressors of their native land, against the Jap,

<sup>crawling</sup> ~~sithering~~ snakelike through the rice paddies of the  
Dutch East Indies. Listen, ~~Hitler!~~ <sup>Dictators</sup> Listen ~~To~~ <sup>to</sup> The  
people of the Netherlands have a message for you. (MOR)

GRACIE:  
(CONT'D)

"It is later than you think, Dictators -- later than you think!" Tonight, with <sup>a Netherlands war song</sup> "Agnes" and "William of Nassau"

(PUNCH IT) People of the Netherlands, we salute you!

MUSIC:

(ORCHESTRA AND QUARTET - FULL PRODUCTION NUMBER OF NETHERLANDS MEDLEY AND NATIONAL ANTHEM.)

(APPLAUSE)

HANCOCK:

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

MUSIC:

(FULL WITH INTRO. TO "THE SMITHS AND THE JONES." FADE BACK FOR)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

~~Here's a song called, "The Smiths and the Jones" -- a song which I believe expresses the true spirit of democracy. The spirit which makes all races and creeds in this great melting pot, America, work together and fight together in the common cause. And so, I'm going to sing it tonight for all the boys and girls on the fighting fronts and on the home front.~~

SONG:

("THE SMITHS AND THE JONES" .. WITH GRACIE AND QUARTET)

(APPLAUSE)

MUSIC: (CLOSING VAMP)

GRACIE: CHINS UP! KEEP SMILIN'! AND LET'S ALL SING TOGETHER.

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER)

HANCOCK: Listen in again tomorrow at this same time when PELL MELL  
Famous Cigarettes, the cigarette of 'Modern Design',  
presents to millions from coast to coast your own Gracie  
Fields. With music arranged and conducted by Harry  
Sosnik. And smokers, remember - PELL MELL'S Modern  
Design gives you two important benefits. First, PELL  
MELL'S greater length travels the smoke further, gets  
rid of heat and bite on the way. Second, PELL MELL'S  
greater length filters the smoke, protects your throat!

MUSIC: (UP SLIGHTLY. FADE FOR)

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

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE:)

ANNR: Gracie Fields comes to you from Hollywood.  
This is the Blue network.



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**PROGRAM:** GRACIE FIELDS

**BROADCAST:** REV. #10  
**DATE:** FRI. 1/22/43  
**NETWORK:** BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling America for Victory!

*Signal ran into  
announcement*

SOUND: TONE SIGNAL ... ..

HANCOCK: (FILTER) Calling from coast to coast for Victory!

PELL MELL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields!

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. You know, in England we have an odd sort of <sup>will</sup> ~~tree~~ <sup>Aspidastras</sup>. You have them here, too, only you call <sup>them</sup> ~~it~~ rubber plants. But <sup>we call them</sup> ~~in~~

*we* ~~in~~ England we call it an Aspidastras. *(which is)*

SONG: ("THE BIGGEST ASPIDASTRA IN THE WORLD")

(APPLAUSE)

ATX01 0230988



HANCOCK:

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

MUSIC:

(FULL WITH INTRO. TO "AN OLD VIOLIN"...FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

Gracie:  
GRACIE:

*Will,* ~~A little song about a violin, Dad~~  
Some time ago a chap who worked for a music publisher came to me and said: "Gracie, here's a song called 'an old violin' - and I wish you'd sing it for me on the air. It isn't published by our firm, <sup>and</sup> ~~so~~ if you do sing it, I'll probably get the sack. But it ~~will~~ <sup>it will</sup> be worth it. ~~Will you sing it for me?~~" Well, I promised him I would, and now I'm going to keep my promise - and I <sup>only</sup> ~~do~~ hope he doesn't get the sack. *I'm sure he won't*

*After show  
as intro to  
song*

(LAUGHTER...APPLAUSE)

GRACIE: *But first*

There's a story told in England about an old violin that ~~did all right~~, until it fell into the hands of a *little* cockney violinist who used to give concerts in the small ~~villages~~ <sup>and</sup> hamlets... ~~where~~ <sup>and</sup> his talent wasn't always appreciated. *So* One day a friend said to him....

(MORE)

GRACIE:  
(CONTD)

*Assault*  
"I say, 'Erbert, ~~don't~~ it make you nervous when the audiences start walkin' out on you?"

*Will* *The audience are* *not when*  
"It is not when ~~they're~~ walkin' out on me that I get nervous," said 'Erbert, "it's when they starts walkin'

Gracie:  
SONG:

*towards me!*  
*Intro to song on preceding page.*  
("AN OLD VIOLIN")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL. UNDER:)

HANCOCK:

Tonight, on her United Nations Roll Call, with a medley of some of America's best loved melodies,

Gracie Fields salutes - ~~America!~~ *The United States.*

MUSIC:

(FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE:

*seventeen hundred & seventy - A.D.*  
In ~~1776~~ a new republic came into being, born of freedom and dedicated to the inalienable rights of man -- the United States of America. Protector of the weak, avenger of the oppressed, she stands today a mighty bulwark against the forces of evil which have ~~been~~ loosed upon the world. In factories and on farms, in training camps and on every fighting front, millions of her people work and struggle and give their lives that men and women and children the world over may, once again, be free. The torrent of supplies which she sends <sup>To</sup> her United Nations allies; the rivers of men which flow to the front lines everywhere, fast becomes a raging flood. For the United States is a nation of rugged individuals <sup>into</sup> welded together in a common cause - that government of the people, by the people, and for the people, shall not perish from the earth.

MUSIC:

*Stars a Strip Together - Arkansas Traveler*  
(ORCHESTRA AND QUARTET ... FULL PRODUCTION NUMBER OF  
"HOME ON THE RANGE" - "AMERICA THE BEAUTIFUL" MEDLEY)

(APPLAUSE)

HANCOCK:

Tonight we have an important message for women, from the Government of the United States. Haven't you often wished that you could play a really vital part in the war? Well, here is your opportunity. Right now your country desperately needs more nurses here at home. Nineteen thousand new student nurses are needed for February Classes alone. As a student nurse, you start working in a hospital right away. Thus, you free a graduate nurse for service overseas....you help to save the lives of our fighting men on every front. Your profession is admired -- looked up to. It assures you an excellent living after the war. It equips you to be a better wife and mother. Scholarships for part or all of the training costs are available. Act now! -- write to: Student Nurses, Box 88, New York, New York.

MUSIC:

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

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

~~You know, in all the reports which come from the front lines in a war, the Generals and the other high ranking officers get a lot of credit, but the poor Second Lieutenant is usually left out of it. I think something ought to be done about that, so now I'm going to sing a song about the "Second Lieutenant". And I hope all you Shavetails are listening.~~

SONG:

("SECOND LIEUTENANT...WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC:

(CLOSING VAMP)

GRACIE:

Chins up! Keep smilin'! And let's all sing together.

SONG:

("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK:

Listen in again Monday at this same time when PELL MELL Famous Cigarettes, the cigarette of 'Modern Design', presents to millions from coast to coast your own Gracie Fields. With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, protects your throat!

MUSIC:

(UP SLIGHTLY, FADE FOR)

GRACIE:

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

(APPLAUSE)

MUSIC:

(FULL WITH SIGNATURE....FADE FOR CUE)

ANNR:

Gracie Fields comes to you from Hollywood.

THIS IS THE BLUE NETWORK

*As Broadcast*  
RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL  
PROGRAM: GRACIE FIELDS

BROADCAST: #11  
DATE: MON. 1/25/43  
NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL . . . . .

HANCOCK: Calling America for Victory!

SOUND: TONE SIGNAL . . . . .

HANCOCK: Calling from coast to coast for victory! PELL MELI.  
Famous Cigarettes, the cigarette of "Modern Design"  
bring to millions from coast to coast your own  
Gracie Fields!

MUSIC: FULL WITH THEME AND FADE FOR:  
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. You know, since  
I've been out here <sup>people</sup> in Hollywood <sup>off wall</sup> I've found that half the  
people are trying to get into the movies and the other  
half are trying to keep them out. <sup>I tried to get in there</sup>  
~~once, and this is what happened to me~~ well, I got into  
~~them, and didn't I have a time, though!~~ <sup>(WHISTLES)</sup> *uff*  
~~I'm going to sing you a little song about what~~  
happened.

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

HANCOCK:

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

MUSIC: (FULL WITH INTRO TO "CHARMAINE - DIANE". FADE BACK FOR:)

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

GRACIE: <sup>Wot</sup> ~~It's~~ always seemed to me that some songs are like wine - they improve with age. I'm thinking of two songs ~~which date back a good many years~~ - "Charmaine" and "Diane". ~~Yep people like to hear them today just as much as they did when they were first published.~~

~~So I'm going to sing them for you tonight.~~ The name Charmaine brings to mind the story of Corporal Judkins....Just back from a furlough. He's describing to a buddy a statuesque posing act he witnessed in a London theatre.

"An' so 'elp me, Bertie, there's a beautiful girl called Charmaine 'co's supposed to be a goddess or sumfin'... and instead of wearin' clothes she <sup>is</sup> ~~just as herself~~ painted all over wiv gold paint, for a novelty!"

<sup>Wot,</sup> "She just wears gold paint? For a novelty? Blimey! Aint she liable to be arrested?"  
Not unless the novelty wears off!"

(LAUGHTER - APPLAUSE)

SONG:

("CHARMAINE" - "DIANE")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a song which Englishmen everywhere have taken to their hearts and made their own, Gracie Fields salutes - England!

MUSIC: (FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE: It's easy for me to talk about England, <sup>because</sup> ~~for~~ I know her so well. I know her rich green fields and quiet streams, her ancient castles and her teeming cities. I know the voice of Big Ben - booming through a foggy London night. I know the spirit of her people. A spirit which will endure so long as an Englishman lives to breathe her name. For she has proved through three years of blood, sweat and tears that there'll always be an England.

MUSIC: (ORCHESTRA AND QUARTETTE...FULL PRODUCTION NUMBER OF "THERE'LL ALWAYS BE AN ENGLAND")  
(APPLAUSE)

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

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

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

GRACIE:

very  
~~At this moment, somewhere on the high seas, convoys  
 are plowing ahead, bringing supplies to our fighting  
 forces - supplies which may well mean the difference  
 between life and death, between victory and defeat.  
 Somewhere, at this very moment, grim, brave men are  
 risking their lives that the convoys may go through.  
 And it is to them, to the heroic guardians of our sea  
 lanes, that I gratefully dedicate this song - "The  
 Convoy Must Go Through".~~

SONG:

("THE CONVOY MUST GO THROUGH" WITH GRACIE & QUARTETTE)

(APPLAUSE)

MUSIC:

(CLOSING VAMP)

GRACIE:

Chins up! Keep smilin'! And let's all sing together..

SONG:

("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK:

Listen in again tomorrow at this same time when  
 PELL MELL Famous Cigarettes, the cigarette of 'Modern  
 Design', presents to millions from coast to coast your  
 own Gracie Fields. With music arranged and conducted  
 by Harry Sosnik. And smokers, remember - PELL MELL'S  
 Modern Design gives you two important benefits. First,  
 PELL MELL'S greater length travels the smoke further,  
 gets rid of heat and bite on the way. Second, PELL  
 MELL'S greater length filters the smoke, protects your  
 throst!

MUSIC:

(UP SLIGHTLY. FADE FOR)

GRACIE:

Good night, everybody..and God bless you!

(APPLAUSE)

MUSIC:

(FULL WITH SIGNATURE: FADE FOR CUE)

ANNR:

Gracie Fields comes to you from Hollywood.

THIS IS THE BLUE NETWORK.



At this moment, somewhere on the high seas, they are plotting ahead, bringing supplies to our fighting

forces - supplies which may well save the difference

between life and death, between victory and defeat.

Remember, at this very moment, while you are

reading this, that the convoys are still being

run. And to them, to the heroes and heroines of our

forces, I especially dedicate this hour.

Remember, at this very moment, that the convoys are



GRABBER

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY

BROADCAST: #12

DATE: TUES. 1/26/43

PROGRAM: GRACIE FIELDS

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America for Victory!

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

HANCOCK: Calling from coast to coast for Victory!

PELL MELL Famous Cigarettes, the cigarette of "Modern Design" brings to millions from coast to coast your own Gracie Fields.

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a big of a story for you. *I want to see a film the other evening - oh! It was wonderful. I never noticed something very strange since I've been going to the firm theatres over here. I see ever so many women take out their handkerchiefs and cry as though their hearts would break. And then, when the show is over, they turn to each other and say: "Wasn't the picture wonderful? I can't remember when I've enjoyed myself so much!"*

SONG: ("I NEVER CRIED SO MUCH IN ALL MY LIFE")

(APPLAUSE)

ATX01 0230998

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

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

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

GRACIE: I'm going to sing the "Woodpecker Song." It's ~~quite~~ <sup>I know</sup> old <sup>and</sup> ~~and I used to sing it often when I was in England.~~ <sup>whiskers on it but it's a favorite song of mine.</sup> And since I've been over here I've had ~~many~~ <sup>well</sup> many letters asking me to ~~do~~ <sup>sing</sup> it on the air. ~~that~~ I'm going to answer those requests tonight. And while we're on the subject of woodpeckers, have you heard this one? Following a recent air raid over England, a detonation crew headed by Alf, a cockney sergeant, were cautiously approaching a Nazi delayed-action bomb. Suddenly a woodpecker flew in from nowhere, perched on the rim of the bomb and started beating its familiar tattoo right on the percussion cap. Sergeant Alf quickly withdrew to a safe distance and then called out:  
 "Keep knockin', m'lad, and that door's goin' to open right in your blinkin' face!"  
 (LAUGHTER - APPLAUSE)

"GRACIE FIELDS"  
TUES. 1/26/43

-3-

REV.#12

SONG: ("WOODPECKER SONG")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with the National Anthem and a stirring guerilla <sup>marching</sup> song, Gracie Fields salutes - Greece!

MUSIC: (FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE: In March, nineteen hundred and forty-one, the monstrous Nazi military machine surged across the Greek border and began to write, in letters of blood, one of history's blackest pages. For today, thousands of men, women and children lie dying of starvation in the streets of Athens - innocent victims of the inhuman Nazi invaders. Yet - in the remote fastnesses of the Grecian hills where free men gather - guerilla bands of dauntless Greeks resist the Axis tyrants. Descendants of those ancient heroes who fell at Marathon and Thermopylae, they hold aloft the torch of liberty - in the sure knowledge that the day will soon dawn when the oppressor will be driven from their soil, and they will know once more the glory that was Greece. Tonight, with <sup>The Cleft Mm</sup>

And "Hail, Hail Oh Liberty", the ~~National Anthem~~, and the ~~guerilla song, "Mountain Men"~~, people of Greece, we salute you!

MUSIC: (ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF GREEK MEDLEY)

(APPLAUSE)

ATX01 0231000

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

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

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

GRACIE: Now I'm going to sing "Be a Good Soldier" to all the little boys <sup>and girls who are</sup> ~~whose fathers are~~ with the armed forces. <sup>I'm sure being good</sup> ~~Soldiers while your daddies are away proving every day~~ <sup>You know, lads, your daddys are proving every day that</sup> ~~that they are good soldiers. I'm singing this song~~ <sup>they are good soldiers, and I want all of you to be</sup> ~~especially for you children~~ <sup>good soldiers, too. So I hope you'll listen carefully,</sup> ~~because I'm singing this song especially for you.~~

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

MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin'! And let's all sing together..

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK: Listen in again tomorrow at this same time when PELL MELL Famous Cigarettes, the cigarette of "Modern Design", presents to millions from coast to coast your own Gracie Fields. With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, protects your throat!

MUSIC: ( UP SLIGHTLY. FADE FOR:)

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

( APPLAUSE)

MUSIC: (FULL WITH SIGNATURE. FADE FOR CUE:)

ANNR: Gracie Fields comes to you from Hollywood.

THIS IS THE BLUE NETWORK.



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #13

DATE: WED. 1/27/43

PROGRAM: GRACIE FIELDS

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America for Victory!

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

HANCOCK: Calling from coast to coast for victory! PELL MELL  
Famous Cigarettes, the cigarette of "Modern Design"  
bring to millions from coast to coast your own Gracie  
Fields.

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody everywhere! This is me again with  
some songs and a bit of a story for you. <sup>You hear,</sup> I often wish  
that I was a boy <sup>and!</sup> but you do, too, <sup>Some of you girls,</sup> Life is so much more of a problem  
for us girls, isn't it just? (GIGGLES) We're always  
having to make decisions. And now, ~~I'll sing you a~~  
~~little song to show you what I mean. It's called:~~  
~~"Shall I be an old man's darling, or shall I be a young~~  
~~man's slaver?"~~

SONG: ("OLD MAN'S DARLING")

(APPLAUSE)

ATX01 0231004



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

MUSIC: (FULL WITH INTRO TO "GOOD NIGHT, CHILDREN, EVERYWHERE."  
FADE BACK FOR:)

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

GRACIE: A song which I used to sing to the children in England at the time <sup>when</sup> they were being evacuated from London so they would be safer from air raids. The song is called: "Goodnight, Children, Everywhere", and I'd like to sing it to all the refugee children all over the world to let them know that their daddies <sup>and mummies</sup> are thinking of them tonight. Incidentally, do you remember our cockney friend, Mrs. Henry Huggins? Well, one night after she had said "Goodnight" to her young son ~~hopeful~~ and tucked him into bed, she hurried out across town and intercepted the doctor who was just coming out of an imposing-looking home. <sup>Sh.</sup> Good evenin', doctor. <sup>humm!</sup> I guess ~~as~~ <sup>see</sup> how you're gettin' a good <sup>lookin'</sup> thing out of <sup>tendin'</sup> ~~this 'ere rich Uppington kid.~~

*after those rich Uppington Kids, eh? (laugh)*

(MORE)

GRACIE:  
(CONTD.)

*Uh* Well, yes, Mrs. Huggins, I am getting a rather good fee. *But why?*

~~Why?~~

"Well.....I just 'opes you won't forget <sup>*that*</sup> it was my Willie ~~not~~ <sup>*that*</sup> threw the brick that 'it 'im!"

(LAUGHTER - APPLAUSE)

SONG: ("GOODNIGHT, CHILDREN, EVERYWHERE")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with *the* ~~National Anthem of the country~~ *and a folk song* Gracie Fields salutes - Belgium!

MUSIC: (FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE: The most densely populated country in Europe, Belgium has always been in the Vanguard of those nations which fight for justice and liberty. Who will ever forget the heroic defense of Liege during the last war? And who among us will forget that there are hundreds of men fighting with the United Nations today who owe their lives to the courageous Belgians who risked death to help them escape through the German lines during the dark days of World War One. As the Belgians were then, so are they now - their heads bloody but unbowed - fighting with every means at their disposal for a free and decent world. Tonight, with *ha Babocaux & Esclois* ~~of the~~ *gloria*, People of Belgium, we salute you!

MUSIC: (ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF \_\_\_\_\_)

(APPLAUSE)

HANCOCK:

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

MUSIC:

(FULL WITH INTRO. TO "SAME BOAT NOW". FADE BACK FOR:)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

Some of the world's greatest songs have come out of wars. Who can forget those stirring numbers of World War One - "It's a Long Way to Tipperary" and "Over There"? And the hit songs of the present conflict which have done so much to build morale at home - "There'll Always Be An England", and don't forget <sup>our</sup> "All For One". Now I'm going to sing a song which I <sup>hope</sup> ~~think~~ may become as popular - "We're All In The Same Boat Now".

SONG:

("WE'RE ALL IN THE SAME BOAT NOW" - WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin'! And let's all sing  
together....

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK: Listen in again tomorrow at this same time when PELL  
MELL Famous Cigarettes, the cigarette of 'Modern  
Design', presents to millions from coast to coast  
your own Gracie Fields. With music arranged and  
conducted by Harry Sosnik. And smokers, remember -  
PELL MELL'S Modern Design gives you two important  
benefits. First, PELL MELL'S greater length travels  
the smoke further, gets rid of heat and bite on the  
way. Second, PELL MELL'S greater length filters the  
smoke, protects your throat!

MUSIC: (UP SLIGHTLY. FADE FOR:)

GRACIE: Good-night, everybody... and God bless you!  
(APPLAUSE)

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE)

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



(Faint, mostly illegible text, possibly a letter or report, with some words like 'RECEIVED' and 'JAN 28 1949' visible in the stamp area.)

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL,

BROADCAST: #14  
DATE: THURS. 1/28/43

PROGRAM: GRACIE FIELDS

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ....- ....- ....-

HANCOCK: Calling America for Victory!

SOUND: TONE SIGNAL ....- ....- ....-

HANCOCK: Calling from coast to coast for victory!

PELL MELL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields.

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with

some songs and a bit of a story for you. <sup>Well, here</sup> ~~What happened~~  
~~I am again all our way - Kooly, girls, what~~  
~~to the poor little girl I'm going to sing about~~  
~~happened to us shouldn't happen to a dog. I'll~~  
~~shouldn't happen to a dog. It makes me feel terrible.~~  
~~Tell you all about it.~~  
~~Just to think about it, but I'm going to sing the song~~

~~anyway~~ and perhaps we can all have a good cry, eh?

~~Have you got your handkerchiefs ready? All right then,~~

~~here we go with "HE FORGOT TO COME BACK".~~

SONG: ("HE FORGOT TO COME BACK")

(APPLAUSE)

ATX01 0231010

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

MUSIC: (FULL WITH INTRO TO "SONG OF THE BELLS" FADE BACK FOR:)

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

GRACIE: An old <sup>Song</sup> number I used to sing in England at ~~Christmas~~ <sup>time</sup>. ~~It's called: "SONG OF THE BELLS" and it's very~~ <sup>our of my mother's family. We usually sing it on Sunday evenings when we have our family get-together with kids. much the same type of song as the lovely "BELLS OF SAINT MARY'S."</sup>

There are many kinds of bells, including the one Miss Agatha Tweedle rang. Miss Tweedle was a cockney maiden-lady who was stopping overnight at a small London hotel.. and she rang the bell to summon the manager to her room.

"It's a bloomin' outrage, that's wot it is, when a respectable maiden-lady wot minds 'er own business, has to be insulted this way!"

"What's wrong, Miss Tweedle?"

"What's wrong? <sup>That</sup> man across the way is shavin' with just his pajamas on...without pullin'down the blind on his window!"

"But Miss Tweedle...his window is a floor above yours. You can't see into it from this ~~room~~ <sup>window</sup>."

"No? Just try it standin' up on that <sup>there</sup> trunk!"

(LAUGHTER - APPLAUSE)

SONG:

("SONG OF THE BELLS") *Quartet*

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight with the National Anthem and a native song, on her United Nations Roll Call *with a native folk song and* Gracie Fields salutes -

*The National Anthem Panama.*

MUSIC:

(FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE:

Almost exactly on the equator, the connecting link between Central and South America, is the Republic of Panama. Long aware of the Axis menace, the loyal and alert peoples of Panama declared war upon Japan on December 8th, 1941 - and followed with a declaration of war again Germany on December 12th. Thus, with the United States, Panama was <sup>*Among the*</sup> ~~the~~ first nation in the western hemisphere to challenge the Axis aggressors. Fortunate it is indeed that the Panama Canal, so vital to the United Nations war effort, traverses the land of the liberty-loving people of our sister Republic. For she has proved, by her every word and deed, that she stands shoulder to shoulder with the free people of the world in their fight against the Axis dictators.

Tonight, with the ~~Panama~~ *"Du Tour of Happiness"* Anthem and ~~El Tamber~~ *"Our United We Reach the Goal"*

*people of Panama, we salute you!*

MUSIC:

(ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF PANAMA MEDLEY)

(APPLAUSE)



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

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

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

GRACIE: Now I'd like to sing a little song for you which was <sup>that our boys in</sup> ~~Canada and England have sung ever since the~~ very popular in Canada as well as in England at the ~~war began. After all, they want you to say~~ beginning of the war. ~~The title of it is "WISH ME LUCK"~~ "good-bye" with a will, so they sing -- ~~and I want to sing it for the men in our armed forces~~ to let them know that we're all wishing them the very best luck in the world.

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

MUSIC: (CLOSING VAMP)

GRACIE: Chins up! Keep smilin'! And let's all sing together...

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK:

Listen in again tomorrow at this same time when PELL MELL Famous Cigarettes, the cigarette of 'Modern Design', presents to millions from coast to coast your own Gracie Fields. With music arranged and conducted by Harry Sosnik. And smokers, remember - PELL MELL'S Modern Design gives you two important benefits. First, PELL MELL'S greater length travels the smoke further, gets rid of heat and bite on the way. Second, PELL MELL'S greater length filters the smoke, protects your throat!

MUSIC:

(UP SLIGHTLY. FADE FOR:)

GRACIE:

GOOD NIGHT, EVERYBODY...AND GOD BLESS YOU!

(APPLAUSE)

MUSIC:

(FULL WITH SIGNATURE: FADE FOR CUE:)

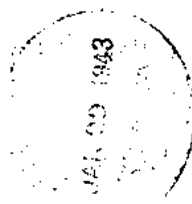
ANNOUNCER:

Gracie Fields comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

Labels to which reference is made in this report

(INVERSE)

The following information was obtained from the  
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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** #15  
**DATE:** FRI. 1/29/43  
**NETWORK:** BLUE

**PROGRAM:** GRACIE FIELDS

HANCOCK: Here we go for victory!

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

HANCOCK: Calling America for victory!

*wrong signal*

SOUND: TONE SIGNAL ~~...\_~~ ...\_ ...\_

HANCOCK: Calling from coast to coast for victory!

PELL MELL Famous Cigarettes, the cigarette of "Modern Design" bring to millions from coast to coast your own Gracie Fields.

(MUSIC: FULL WITH THEME AND FADE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. And for my first song I'm going to sing a little ditty which I'm

SONG: *lot of letters from girls who are busy making resolutions. Our girl wrote "THINGUMMYBOB" and said she was making a "thingummy bob" but her friend said it looked more like an "explosive" (laughter)*  
sure is familiar to all of you. *In fact, I've had a*  
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen - there's ~~is~~ no question about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos. PELL MELL'S greater length travels the smoke further....<sup>it</sup> gets rid of heat and bite on the way.

(MORE)

ATK01 0231016

HANCOCK: Smokers of America, when you buy cigarettes, remember ..  
 (CONTD) PELL MELL'S Modern Design filters the smoke ... protects  
 your throat.

MUSIC: (FULL WITH INTRO TO "CHRISTOPHER ROBIN IS SAYING HIS  
 PRAYERS" FADE BACK FOR)

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

*Gracie:* *One of my special songs (This is my)*  
 GRACIE: Well, you know there is something about seeing a child say his prayers  
 that touches the heart of all of us. So I'd like to  
 sing a song about Christopher Robin, a little English  
~~boy~~ <sup>boy</sup> who is kneeling beside his bed, ~~saying goodnight to~~  
~~the~~ The song is called "Christopher Robin Is Saying  
 His Prayers" But first there's a little war story I  
 want to tell you...about Private Bertie Sykes, a little  
 cockney with his majesty's forces in North Africa. He's  
 been trudging across the desert for three days when  
 suddenly he turned to his corporal and said: "I never  
 saw so much sand in all me blinkin' life! When do we  
 reach the ocean?" "Ocean?? There <sup>isn't an</sup> ~~ain't no~~ ocean within  
 a thousand miles o' here!" "Then all I got to say is...  
 This <sup>is</sup> ~~was~~ a silly place to put this bloomin' beach!"  
 (LAUGHTER - APPLAUSE)

SONG: ("CHRISTOPHER ROBIN IS SAYING HIS PRAYERS"  
 (APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a  
 stirring Yugoslavian battle song, and the National  
 Anthem, Gracie Fields salutes - Yugoslavia!

MUSIC: (FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE:

High in the rugged mountains of Yugoslavia an army of patriots, a hundred thousand strong, fights on. They call themselves the Chetnicks, and they are pledged to die rather than surrender. Hiding by day in caves and in secret meeting places in the forest, they go forth at night to wreak vengeance on the axis descrators of their homeland. Suddenly, in the stillness of the night -

MUSIC:

(ROLL OF KETTLE DRUMS - AS IF IN DISTANCE)

GRACIE:

Do you hear that, Hitler, Mussolino, ~~Stalin~~? That means that another Axis troop train has been blown into bits. Listen, dictators!

MUSIC:

(ROLL OF KETTLE DRUMS, COMING TO CRESCENDO)

GRACIE:

(QUIETLY) Do you know what that is, you ~~perj~~<sup>wicked</sup> ~~souled~~ destroyers of human decency? It is the voice of a free people. (PUNCH IT) It is the voice of liberty, ringing 'round the world! (NORMAL) Tonight, with the "~~Song of~~  
"Chetnick Song" the Chetnicks" and "The Yugoslavian Hymn" (PUNCH IT)  
People of Yugoslavia, we salute you!

MUSIC:

(ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF "SONG OF THE CHETNICKS" AND "YUGOSLAVIAN HYMN")  
(APPLAUSE)

HANCOCK:

Smokers, no scientific proof is needed to show <sup>you</sup> the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected.

(MORE)

HANCOCK:  
(CONTD)

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

MUSIC:

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

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

Now I'm going to sing a little song that's ~~is~~ filled with the spirit of cheerful determination of all the men in <sup>The</sup> service on all of the fighting fronts.

SONG:

("HOLD YOUR HATS ON") - With Gracie and Quartette  
(APPLAUSE)

MUSIC:

(CLOSING VAMP)

GRACIE:

Chins up! Keep smilin'! And let's all sing together..

SONG:

("ALL FOR ONE" FADE ON CUE FOR - CONTINUE UNDER)

HANCOCK: Listen in again next Monday at this same time when  
PELL MELL Famous Cigarettes, the cigarette of  
'Modern Design', presents to millions from coast  
to coast your own Gracie Fields. With music  
arranged and conducted by Harry Sosnick. And  
smokers, remember - PELL MELL'S Modern Design  
gives you two important benefits. First, PELL  
MELL'S greater length travels the smoke further,  
gets rid of heat and bite on the way. Second,  
PELL MELL'S greater length filters the smoke,  
protects your throat!

MUSIC: (UP SLIGHTLY. FADE FOR)

GRACIE: (GOOD NIGHT, EVERYBODY....AND GOD BLESS YOU!  
(APPLAUSE)

MUSIC: (FULL WITH SIGNATURE. FADE FOR CUE:)

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



FEBRUARY

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: REV. #16

DATE: MON. 2/1/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

MUSIC: (BEETHOVENS FIFTH SYMPHONY - 1ST TWO PHRASES)

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

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. *Well, you know*  
~~I'm still chasing that old Walter. I haven't caught~~  
~~heard of my friend Walter, back in England. He's been~~  
~~him yet and goodness knows if I ever will.~~  
~~pursued by a spinster lady for years and years, but she~~  
~~hasn't been able to catch up with him. Oh, it's a sad~~  
~~case.~~

SONG: ("WALTER, WALTER")

(APPLAUSE)

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

(MORE)

ATX01 0231022

HANCOCK:  
(CONTINUED)

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

MUSIC: (FULL WITH INTRO. TO "IF I SHOULD FALL IN LOVE AGAIN"... FADE BACK FOR:)

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

GRACIE: I'm going to sing <sup>a Bill's English song called</sup> "If I Should Fall in Love Again". ~~It was written in England but it reminds me very much of the songs you hear in musical comedies in this country.~~

*And speaking of love,*

That word "love" brings to mind the story of our two cockney friends, Alf and Bill, who were in the barracks one night waiting for mess call when Alf said: "Bill...I'll bet <sup>ya</sup> ~~ten~~ ten shillin's I can tell what you're thinkin' right now."

"It's a bet", said Bill, "wot am I thinkin'?"

"You're thinkin' that <sup>bein' as 'ow</sup> ~~bein' as 'ow~~ I'm on sentry duty tonight, you're goin' to sneak out and make love to my girl."

"Take <sup>the</sup> ~~that~~ money", said Bill.

"Then that was what you were plannin' to do?"

"No", said Bill, "but <sup>the</sup> ~~that~~ idea's worth ten shillin's of anybody's money!"

(LAUGHTER...APPLAUSE)

SONG: ("IF I SHOULD FALL IN LOVE AGAIN")

(APPLAUSE)

GRACIE FIELDS  
MON. 2/1/43

-3-

REV. #16

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL UNDER)

HANCOCK: Tonight on her United Nations Roll Call, with a Marching Song and the National Anthem, Gracie Fields salutes the Union of South Africa.

MUSIC: (FULL OPENING ENDING IN MUSICAL V. DROP FOR BACKING)

GRACIE: In nineteen hundred and forty, patriots <sup>of</sup> the <sup>the</sup> occupied countries began to scrawl the letter V on walls and on the sidewalks. That year, too, the letter V first appeared on the back of every package of Fell Mell cigarettes. The letter V -- symbol of Victory. A victory which the Union of South Africa and her United Nations allies are bringing ever closer. For the Union of South Africa has been making a tremendous contribution to the war effort. ~~aside from the huge quantities of gold, diamonds, coal, copper and tin which are mined there, she has supplied armored cars for the early Ethiopian Campaign, and boots and shoes for the British armies in North Africa.~~ And on the battle fronts.

MUSIC: (LOW SUSTAINING TENSION CHORD)

GRACIE: Addis Abbaba. South Africans drove the Italian invaders from the Capitol of Ethiopia.

MUSIC: (PROGRESSIVE SUSTAING CHORD. STEP HIGHER)

GRACIE: Halfya Pass! South African troops were first to take this important North African position.

MUSIC: (PROGRESSIVE SUSTAINING CHORD...STEP HIGHER)

ATK01 0231024

GRACIE: Tobruk! South Africans were among the first to relieve the British in this beleaguered city. Thus, on home front and on fighting front, South Africans served the cause of freedom loyally and well. Tonight, with "Marching To Pretoria" and "The Voice of South Africa", people of the Union of South Africa, on to Victory.

MUSIC: (PRODUCTION NUMBER...ORCHESTRA AND QUARTETTE)

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

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

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

GRACIE: Some songs seem to catch the mood and <sup>the</sup> spirit of a country. One ~~such~~ <sup>South African</sup> is the <sup>the</sup> "Trek Song" of South Africa which I'm going to sing for you now. I'll sing ~~the~~ <sup>half of it</sup> first part in Africanus, <sup>and the other half in</sup> the ~~language~~ <sup>English.</sup> in which it was written. ~~Then I'll finish in English.~~

SONG: ("THE TREK SONG")

(APPLAUSE)

MUSIC: (CLCSING VAMP)

HANCOCK: Here we go for Victory!

SCUND: TONE SIGNAL ...\_ ...\_ ...\_

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

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER:)

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

MUSIC: (UP SLIGHTLY. FADE FOR:)

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

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE:)

ANNR: Gracie Fields comes to you from Hollywood with music  
arranged and conducted by Harry Sosnik. ✓  
THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

Cas. Broadcast

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #17

DATE: TUES. 2/2/43

PROGRAM: GRACIE FIELDS  
(7:15 - 7:30 PWT)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

MUSIC: (BEETHOVEN FIFTH SYMPHONY. FIRST TWO PHRASES)

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

MUSIC: (FULL WITH THEME AND FADE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. ~~I know you know in~~ *Well, you know, this is*  
~~weathers Tuesday but there's our thing you'll still have our~~  
~~England whose name was Cecil. He was an only child and~~  
~~the restaurant rumus, and that's ducks. And that's what~~  
~~his family spoiled him very badly. So now I'm going to~~  
~~do we going to tell you about tonight... a couple of 'em.~~  
~~tell you what happened when he was inducted into the army.~~  
~~A Couple of Ducks.~~  
~~("DON'T MUCK ABOUT WITH OUR CECIL")~~

SONG:  
Gracie:  
HANCOCK:

~~Got down very well.~~  
Gracie will be back with more songs in just a moment.

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

ATX01 023102B



MUSIC: (FULL WITH INTRO. TO "A CHAPEL ON THE THAMES" ... FADE BACK FOR)

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

GRACIE: ~~A little chapel somewhere is always in the dreams of~~

~~those who are planning to be married.~~ But In England, it is a chapel on the Thames which is the land of heart's desire to all the boys and girls who are in love. And

has only two thoughts in mind - victory for the United Nations and a little chapel somewhere

unfortunately there are some marriages that don't work out too happily that reminds me of our hen-pecked ~~husband~~ friend, Alf, who

was hiding from his wife in an air-raid shelter. His friend Bill was with him, discussing how, as time goes by, the mechanical age is setting in. "Why, Alf", he said,

<sup>After the war is won</sup>  
~~"When the lights come on again they're openin' one of them American mechanical restaurants over 'ere...an Automat I think they calls it."~~ "Oh", "ow does it work?" "You just

drops your money in blinkin' slots. You drop in a <sup>six</sup> ~~three~~ pence and get a crumpet...you drop in a <sup>six</sup> ~~three~~ pence and get a pot o' tea...lumme! <sup>wouldn't</sup> ~~wouldn't~~ it be wonderful if you could drop in a <sup>six</sup> ~~three~~ pence and get a wife?"

haha! "Wouldn't it be wonderful", said Alf, "If you could drop in your Wife and get a <sup>six</sup> ~~three~~ pence!"

(LAUGHTER .... APPLAUSE)

SONG: ("A CHAPEL ON THE THAMES")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with \_\_\_\_\_ and the Cuban National Anthen, Gracie Fields salutes - Cuba!

GRACIE FIELDS  
TUES, 2/2/42

-3-

REV. #17

MUSIC: (PANFARE TYPE INTRO, FADE FOR BACKING)

GRACIE: Today Victory is spelled with one letter....."V"!  
Today "V" is the symbol of Victory. That's why long  
before <sup>W2</sup> ~~America~~ entered the war my Pell Mell Cigarettes  
carried the "V" for Victory on the back of every package.  
I'm proud of that "V" because it symbolizes the coming  
victory of all the United Nations. Nations like Cuba,  
our sister republic, Pearl of the Antilles! ~~Those who~~  
~~have visited this lovely country know the beauty of her~~  
~~stately royal palms, the richness of her tropic vegetation,~~  
~~and the warm friendliness of her people.~~ Alert to the  
dangers of Axis aggression, the liberty loving people of  
Cuba were quick to champion the cause of freedom by  
declaring war on Japan on December ninth, nineteen  
hundred and forty-one - just two days after Pearl Harbor.  
There followed a declaration of war <sup>on Italy</sup> ~~upon Germany~~ and  
<sup>Germany</sup> ~~Italy~~ on December eleventh - and the Cuban government  
moved swiftly to <sup>round up</sup> ~~eradicate~~ the axis elements within her  
borders. Today Cuba stands as a bulwark against the  
forces of evil which seek to envelope the world.  
Grateful indeed are we <sup>(to the)</sup> of the United Nations to have as  
an ally and friend... <sup>as a</sup> ~~The Republic of Cuba~~... Tonight, with  
← "The ~~Cuban~~ National Anthem" and <sup>Say</sup> ~~Let~~, Si, Si, people of  
Cuba, on to victory!

MUSIC: (ORCHESTRA AND QUARTETTE, FULL PRODUCTION NUMBER OF  
CUBAN MEDLEY AND NATIONAL ANTHEM)  
(APPLAUSE)

HANCOCK: Smokers, there's no secret about the advantage you get  
from smoking PELL MELL Famous Cigarettes. It's Modern  
Design that makes the big difference. Modern Design  
means PELL MELL is longer. Modern Design means  
your throat is protected. (MORE)

ATX01 0231030

HANCOCK:  
(CONTD)

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

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

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

GRACIE: You all remember the lines from "Over There" - that great song of the last war. They went like this, "For the Yanks are coming, the Yanks are coming ... and we won't come back till it's over over there". Well, now I'm going to sing a song of this war which has the same spirit of *victory* behind it. It's called "The Yanks Are Coming Again"!

SONG: ("YANKS ARE COMING AGAIN")  
(APPLAUSE)

MUSIC: (VAMP INTO SIGNATURE)

HANCOCK: Here we go for Victory!

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

GRACIE: On to victory! Chins up! Keep smilin'! And let's all sing together

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER)

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

MUSIC: (UP SLIGHTLY. FADE FOR)

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

MUSIC: (FULL WITH SIGNATURE. FADE FOR CUE)

ANNR: Gracie Fields comes to you from Hollywood with music  
arranged and conducted by Harry Sosnik.  
(THIS IS THE BLUE NETWORK)

[Faint, mostly illegible text, possibly a letter or report body]



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST:

REV.  
#18

DATE:

WED. 2/3/43

PROGRAM: GRACIE FIELDS  
(7:15 - 7:30 PWT)

NETWORK:

BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from coast to coast for Victory!

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

MUSIC: (BEETHOVEN FIFTH SYMPHONY... 1ST TWO PHRASES)

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

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. <sup>well,</sup> These days we all have to make <sup>little</sup> sacrifices to help win this war. So if you've been making a cook's tour of the markets ~~trying~~... <sup>and</sup> trying to find a pound of coffee or a dab of butter..

here's a bit of advice for you. *Sing* going to use a, too

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

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment, ladies and gentlemen, your own eyes will tell you how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters' the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

ATX01 0231034

HANCOCK:  
(CONTD.)

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

MUSIC:

(FULL WITH INTRO. TO "LOVE IS EVERYWHERE"....FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, even <sup>a</sup>~~the~~ war can't stop love. I guess that's why so many of our boys are getting married just before they go over seas. It helps them to do a better job, because they know that the sooner the victory is won the sooner they'll be home with their loved ones. ~~The chap who was my accompanist for many years wrote a song about love and I'd like to sing it for you now.~~

Well, Speaking of love reminds me of the time ~~my~~ ~~mechanics~~, Bertie and Alf, were sitting around the ~~longer~~ <sup>h-u-v</sup> discussing that all important topic. "Before you falls in love, Bert," says Alf, "I want to tell you somethin' I read in the paper wot's got a moral to it. A bloke in London just broke his engagement to a girl ...She sued 'im for a broken heart and collected a thousand pounds."

"So wot?"

"So this... Another bloke got in a fight with his girl.. She sued 'im for three broken ribs and only collected a hundred pounds."

"So wot's the moral to that?"

"The moral is...never break their hearts, Bert, break their ribs....it's cheaper!"

(LAUGHTER...APPLAUSE)

SONG: ("LOVE IS EVERYWHERE:)  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER:)

HANCOCK: Tonight, on her United Nations Roll Call, with a spirited march and the National Anthem, Gracie Fields salutes - Czecho-slovakia!

MUSIC: (FANFARE TYPE INTRO. BASED ON BETHOVEN'S FIFTH)

*Cut down to two Phas.*

GRACIE: For the past three years the letter "V" has been a symbol of Victory to millions of men and women in our armed forces across the seas and at home. That's why it's been printed on the back of every package of ~~PELL MELL~~ PELL MELL cigarettes ~~since 1940~~, and that's why you see it scrawled on the sidewalks of the country we salute tonight. <sup>for</sup> In nineteen hundred and thirty-nine, the Nazis invaded Checho-slow-vakia and began a campaign of persecution and brutality which has not been surpassed in ~~world~~ history. Fighting back at every opportunity, Checko-slow-vakian patriots killed the ~~Nazi~~ Nazi overlord...Rinehard Highdrick. Then, in murderous fury, Hitler's Gestapo descended upon the peaceful village of Leed-it-say, <sup>and</sup> shot every ~~man~~ <sup>Man,</sup> ~~inhabitant,~~ shipped every woman to a concentration camp, placed every child in an institution, and reduced the town to rubble. ~~The world has heard of that infamy, but few knew that the blood-drunk Gestapo later marched into the town of Leed-it-say, burned it to the ground, and murdered every man, woman and child who lived there.~~ <sup>But you cannot destroy the spirit of a freedom-loving people, and all America knows that</sup>  
(MORE)

*Portion of Tribute  
not broadcast in  
New York because  
of last air raid  
signal.*



GRACIE:  
(CONTD.)

~~██████████~~, a city in the State of Illinois bears the name  
Leed-it-say. The name still lives...as will the  
republic of Checho-slow-vakia to take its place once  
more among those nations whose ideals are liberty and  
justice for all mankind. Tonight, with the Sokol March,  
and ~~the National Anthem~~ <sup>Oh, Native Land</sup>, people of Checko-slow-vakia,  
on to Victory!

MUSIC:

(ORCHESTRA AND QUARTETTE...FULL PRODUCTION NUMBER OF  
SOKOL MARCH AND THE CZECHOSLOVAKIAN NATIONAL ANTHEM)  
(APPLAUSE)

*(a hot number) I run fast (always) on every cigarette*

HANCOCK:

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

MUSIC:

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

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

Fierce and utterly fearless, the eagle has long been  
the emblem of freedom...of American independence.

*It's quite  
excited tonight to sing a new song written by an Englishman in honor of  
America's Fighting Eagle Squadron.*

SONG:

("WHEN EAGLES FLY"...WITH GRACIE AND QUARTETTE:)  
(APPLAUSE)

HANCOCK: Here we go for Victory!

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

MUSIC: (CLOSING VAMP)

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

SONG: ("ALL FOR ONE"....FADE ON CUE FOR: CONTINUE UNDER:)

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

MUSIC: (UP SLIGHTLY. FADE FOR:)

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

MUSIC: (FULL WITH SIGNATURE...FADE FOR CUE:)

ANNR: Gracie Fields comes to you from Hollywood with music  
~~and~~ and conducted by Harry Sosnik.

THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C; & C; COMPANY  
PALL MALL

BROADCAST: REV. #19

DATE: THURS. 2/4/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

MUSIC: (BETHOVEN FIFTH SYMPHONY.:FIRST TWO PHRASES)

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

MUSIC: (FULL WITH THEME AND FADE FOR:)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. You know, people used to keep their money and jewels in their safes. But not any more. You know what they keep there now? <sup>well,</sup> Their butter! <sup>I keep mine there but</sup> (WHISTLES) I'm going to sing a little song about it. <sup>please leave My Butter</sup> ~~Please leave My Butter~~ Alone".

SONG: ("PLEASE LEAVE MY BUTTER ALONE")

(APPLAUSE)

HANCOCK:

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

MUSIC:

(FULL WITH INTRO. TO "I JUST KISSED YOUR PICTURE GOODNIGHT". FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

One of <sup>The latest</sup> ~~my special~~ favorites, Don! But first have you heard about <sup>These</sup> ~~the~~ three British soldiers, Bert, Alf, and Bill, who were spending their three day <sup>leave</sup> ~~furlough~~ strolling through the beautiful English countryside! Suddenly they came upon a roadside artist who was painting from a living model....a beautiful girl in a one piece bathing suit...But most of her was hidden behind a large umbrella she was holding in front of her.

(MORE)

GRACIE:  
(CONTINUED)

Our three cockney <sup>lads</sup> ~~friends~~ stood staring at her a moment and then Bill said; - "I wish it was 'Edy Lamarr".

Bert said: - "I wish it was Dotty Lamour".

And Alf said: - "I wish it was rainin'!"

(LAUGHTER - APPLAUSE)

GRACIE:

*W!* Now, I'm going to sing a little song called, "I Just Kissed Your Picture Goodnight". Because that's what millions of wives and mothers and sweethearts are doing these nights while their loved ones are with the armed forces helping to defeat the Axis powers.

SONG:

("I JUST KISSED YOUR PICTURE GOODNIGHT")  
(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL...UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a <sup>favorite</sup> ~~pop~~ marching song and the National Anthem, Gracie Fields salutes - New Zealand!

MUSIC:

(FANFARE TYPE INTRO. FADE FOR BACKING:)

GRACIE:

To free thinking people everywhere, the letter V symbolizes the coming victory of the United ~~States~~ <sup>Nations</sup>. That's why I'm proud that my PELL MELL cigarettes carry the V for Victory on the back of every package. and that's why I'm proud to salute the people of New Zealand who are doing so much to bring victory closer. New Zealand, which lies in the South Pacific, some twelve hundred miles east of Australia, is a rich, magnificent land - a land of broad plains and rugged mountains.

(MORE)

GRACIE:  
(CONTINUED)

Rugged as her mountains are her people whose contribution to the war effort has been great and varied. On the home front, she supplies the United Nations with vast quantities of wool, butter, cheese and frozen meats -- the sinews of victory which sustain our soldiers in the field. And on the fighting fronts, her armies have distinguished themselves by their courage, initiative, and everlasting will to win. Thus, the name of New Zealand ranks high among those nations which serve the cause of liberty and justice. Tonight, with "We're the Boys from Way Down Under", <sup>and "God Protect Our Zealand"</sup> people of New Zealand -- on to Victory!

(SONG)

MUSIC:

(ORCHESTRA AND QUARTETTE...FULL PRODUCTION NUMBER OF NEW ZEALAND MEDLEY AND NATIONAL ANTHEM.)

(APPLAUSE)

HANCOCK:

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

MUSIC:

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

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

If there is <sup>an</sup> song that expresses the spirit of Victory it is the song I'm going to sing for you now. Born of this war, our armed forces at home and on the fighting fronts have made it, their own - "Praise the Lord and Pass the Ammunition"!

SONG:

("PRAISE THE LORD AND PASS THE AMMUNITION"...WITH GRACIE AND QUARTETTE.)

(APPLAUSE)

HANCOCK:

Here we go for Victory!

SOUND:

TONE SIGNAL ... ..

MUSIC:

(CLOSING VAMP)

GRACIE:

On to Victory! Chins up! Keep smilin'! And let's all sing together.

SONG:

("ALL FOR ONE"...FADE ON CUE FOR: CONTINUE UNDER:)

HANCOCK:

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

MUSIC:

(UP SLIGHTLY. FADE FOR:)

GRACIE:

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

(APPLAUSE)

MUSIC:

(FULL WITH SIGNATURE: FADE FOR CUE:)

ANNR:

Gracie Fields comes to you from Hollywood, with music arranged and conducted by Harry Sosnik.

THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: REV. #20  
DATE: FRI. 2/5/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

MUSIC: (BEETHOVEN'S FIFTH SYMPHONY - 1ST TWO PHRASES)

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

MUSIC: (FULL WITH THEME AND FADE FOR:)  
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, I guess you know we have some things in England we call *off* aspidastras. Some day one of them may finish that blighter Hitler. I hope so anyway.

SONG: ("ASPIDASTRA")  
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen..you can be your own judge and jury about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

ATX01 0231044



HANCOCK:  
(CONTINUED)

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

MUSIC:

(FULL WITH INTRO TO "A CENSORED LETTER". FADE BACK FOR:)

HANCOCK:

What you going to sing now, Gracie?

GRACIE:

*you'll find out*  
~~I'll tell you~~ in a minute, Don, but first *I'd like to tell you* ~~have you heard~~

*a*  
~~the~~ story about ~~the~~ little cockney maid who was employed by a friend of mine in London. One day my friend sent for her and said: "<sup>*Sally*</sup>Sally..I saw the milkman kiss you when you took in the milk this morning. From now on I shall take in the milk myself."

"Very well, mum," ~~said Sally,~~ "but it won't do you no good..he promised he wouldn't kiss nobody but me!"

(LAUGHTER..APPLAUSE)

GRACIE:

*Oh* Well, I guess we all realize that censorship's necessary when we're out to win a war because it saves thousands of lives and brings Victory much closer. So *now* I'm going to ~~sing~~ *tell* you about "A Censored Letter."

("A CENSORED LETTER"...WITH GRACIE AND QUARTETTE)

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a *marching* ~~stirring~~ song of ~~freedom~~ Gracie Fields salutes - Luxemburg!

MUSIC:

(FANFARE TYPE INTRO. FADE FOR BACKING.)

GRACIE:

For the past three years the letter "V" has been the symbol of Victory to millions of men and women in our armed forces across the sea and at home. That's why the V for Victory has been printed on the back of every package of ~~the~~ Pell Mell Cigarettes. And that's why you see it scrawled on the sidewalks of the country we salute tonight. Smaller than the State of Rhode Island, with a population of three hundred thousand and an armed state force of <sup>only</sup> ~~but~~ two hundred and fifty men, the grand duchy of Luxemburg is <sup>the tiniest</sup> ~~smallest~~ of the United Nations. <sup>apt</sup> ~~Tiny in size,~~ she produced enormous quantities of iron and steel, had compulsory education for children from six years of age to fourteen, and enjoyed universal suffrage. We use the past tense in describing Luxemburg, for into this peaceful country - on May 10, nineteen hundred and forty - poured the armed might of the Nazi armies. They set up a Nazi administration, reorganized life on a basis <sup>Such as exists</sup> ~~comparative~~ to that in the Reich, <sup>tried to</sup> ~~destroyed~~ the last vestige of those things which were Luxemburg. ~~But brute force cannot annihilate the spirit of a free people -~~ <sup>but</sup> ~~for~~ the government of Luxemburg, in exile in Canada, <sup>still</sup> ~~carries on to the end~~ that once more, <sup>knowing that</sup> ~~in the not too distant future,~~ she will take her place <sup>once more</sup> among those nations which have always stood for peace and the decency of human relationship. Tonight, with "For Liberty," people of Luxemburg, ~~we salute you!~~ *On to Victory*

MUSIC:

(ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF LUXEMBURG SONGS.)

(APPLAUSE)

HANCOCK: Ladies and gentlemen, you know there is nothing your soldier or sailor overseas enjoys so much as a letter from home. But do you know that your letter gets to him much faster the "V-MAIL" way? Why, "V-MAIL" has come from Australia in seven days! It's the safest way, too. Out of ten million "V-MAIL" letters, not a single one has been reported lost. "V-MAIL" weighs only one-sixty-fifth as much as ordinary mail -- so you're helping to save cargo space, too. Get the special "V-MAIL" forms at your post office free. Or buy them at department and stationery stores. Remember -- "V-MAIL" is for overseas letters only. It costs only a three-cent stamp, and is the fastest and safest way to reach loved ones overseas!

MUSIC: (FULL WITH INTRO. TO "WE'RE ALL IN THE SAME BOAT NOW"  
...FADE BACK FOR:)

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

GRACIE: *Yes, because* Teamwork is what wins Victories on a cricket field or a on a baseball diamond and teamwork is what wins a war too. *that's why* And that's what we of the United Nations have. *pulling together for victory because we're*  
~~We're~~ All In The Same Boat Now!

SONG: ("WE'RE ALL IN THE SAME BOAT NOW"...WITH GRACIE AND  
QUARTETTE:)  
(APPLAUSE)

HANCOCK: Here we go for Victory!

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

MUSIC: (CLOSING VAMP)

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


SONG: ("ALL FOR ONE" .. FADE ON CUE FOR: CONTINUE UNDER:)

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

MUSIC: (UP SLIGHTLY. FADE FOR:)

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

MUSIC: (FULL WITH SIGNATURE..FADE FOR CUE:)

ANNR: Gracie Fields comes to you from Hollywood, with music arranged and conducted by Harry Sosnik.   
THIS IS THE BLUE NETWORK.

RECEIVED  
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A.C.S. CO.

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*as Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: REV. #21

DATE: MON. 2/8/43

PROGRAM: GRACIE FIELDS  
(7:15 - 7:30 PWT)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... ..

HANCOCK: Calling American from Coast to Coast for Victory!

SOUND: TONE SIGNAL ... ..

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

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

MUSIC: (FULL WITH THEME AND FADE FOR:)  
(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. <sup>Well</sup> When you go to buy gasoline or sugar or coffee <sup>an our shoes</sup> these days they always ask you to tear <sup>off</sup> a little <sup>bit of a</sup> coupon out of <sup>your</sup> a book. <sup>That's what we sell</sup> They ~~sell~~ it rationing. <sup>We've</sup> I'm ~~sure~~ <sup>sure</sup> you've all heard about it. <sup>Well, but</sup> now I'm going to tell you about something <sup>that</sup> they can't ration. *(Cough)*

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

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

(MORE)

ATX01 0231050

HANCOCK:  
(CONTD)

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

MUSIC:

(FULL WITH INTRO. TO "WHEN THE LIGHTS GO ON AGAIN ALL OVER THE WORLD." FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, I'm going to look ahead a bit - but right now I've got a little story to tell you about Bill Blivens... his wife Daisy..and his mother-in-law. Promising to save herself only for him, Daisy saw him off one day on a British troop-transport sailing for North Africa..and all was well until one day her mother came bristling in, angrily waving a picture post-card. "I've just 'eard from that worthless usband o' yours...and when 'e gets back 'e'll get a good piece o' my mind 'e will! <sup>Why will</sup> 'ot's 'e done now?" Look at this blinkin' post-card 'e sent me from h'Africa. It's got a picture of King Tut's tomb...and under it 'e writes <sup>it was yours</sup> "Wish you ~~was~~ 'ere!" <sup>well well I nearly weaked mine that one up - didn't I)</sup>

(LAUGHTER - APPLAUSE)

<sup>well now let's</sup> ~~As I said~~ - look ahead a bit to the time when we've beaten the Axis -- to the time when we won't be hearing the sound of guns and bombe and the tramp of marching feet...

SONG:

("WHEN THE LIGHTS GO ON AGAIN ALL OVER THE WORLD")  
(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a *most popular* ~~spirited~~ *the country's* samba Gracie Fields salutes -- Brazil!

MUSIC: (FANFARE TYPE INTRO BASED ON BEETHOVEN'S FIFTH)

GRACIE: Three years ago, V was just another letter of the alphabet. But today it is the symbol of victory to millions of men and women in our armed forces at home and across the sea. That's why my PELL MELL Cigarettes carry the V for Victory on the back of every package. And V means Victory, also, to the nation we salute tonight - Brazil. For, on August twenty-second, nineteen-forty-two, this great powerful, friendly country joined the United Nations by declaring war on the Axis aggressors. Standing ever firm beside those who believe in liberty and the rights of man, she threw onto the scales of freedom the great weight of her natural resources and armed ~~might~~ *might*. While her navy hunts down axis submarines, supplies of coffee, cotton, canned meat and other precious materials flow to her United Nations allies - and her many air fields lend speed to the wings ~~for~~ *for* of victory. Thus, proudly and gratefully, we of the United States extend the warm hand of friendship to our great sister republic. Tonight, with ~~the popular~~ ~~samba~~ "Brazil", people of Brazil - on to Victory!

MUSIC: (ORCHESTRA AND QUARTETTE - FULL PRODUCTION NUMBER OF "BRAZIL")  
(APPLAUSE)



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

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

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

GRACIE: During War times any song that gives you a lift, and helps you to have that "Chins up" feeling is a good morale builder. Well, that's ~~just~~ <sup>a</sup> the kind of song I'm going to sing for you now!

MUSIC: ("HOLD YOUR HATS ON" WITH GRACIE AND QUARTETTE.)  
(APPLAUSE)

HANCOCK: Here we go for Victory!

SOUND: ... ..

~~MUSIC: (CLOSING VAMP)~~

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

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER)

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

MUSIC: (UP SLIGHTLY. FADE FOR)

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

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE)

ANNR: Gracie Fields comes to you from Hollywood, with  
music arranged and conducted by Harry Sosnik.  
THIS IS THE BLUE NETWORK.

RECEIVED  
FEB 8 1943  
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Faded, illegible text, possibly a letter or report, with some words like "received" and "copy" visible.

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #22  
TUES. 2/9/43

PROGRAM: GRACIE FIELDS  
(7:15-7:30 PWT)

DATE: BLUE  
NETWORK:

HANCOCK: Here we go for Victory!

SOUND: ...\_ ...\_ ...\_

HANCOCK: Calling America From Coast To Coast For Victory!

SOUND: ...\_ ...\_ ...\_

MUSIC: (BEETHOVENS FIFTH SYMPHONY - FIRST TWO PHRASES)

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

MUSIC: (FULL WITH THEME AND FADE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, <sup>what</sup> with so many <sup>girls</sup> ~~women~~ working in munition plants these days, <sup>who</sup> ~~it's~~ all had to do a lot of ~~travelling~~ <sup>travelling</sup> around to get to work, nice to know that Heaven will protect an honest girl.

~~And girls, I speak from experience because~~ I went out into the world to seek my fortune and this is what happened to me. (hum)

SONG: ("HEAVEN WILL PROTECT THE WORKING GIRL")

(APPLAUSE)

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

(MORE)

ATX01 0231056

HANCOCK:  
(CONT'D)

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

MUSIC:

(FULL WITH INTRO. TO "LULLABY TO A HERO". FADE BACK FOR)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

I'm going to sing <sup>a song</sup> "Lullaby To A Hero". <sup>will view</sup> And I'd like to dedicate ~~it~~ <sup>this song</sup> to all those wives whose husbands are serving with the armed forces, because I think this song <sup>it's called "Lullaby To A Hero"</sup> will have a special meaning for them. <sup>But not all our</sup> ~~heroes are with the armed forces - and that brings up~~

after stay as in the Ti song

← after told you

the story of Mr. Harry Hoskins who was pushing an enormous baby carriage along a London street one Sunday afternoon. In the carriage were triplets...three baby girls. As Mr. Hoskins turned a corner he almost ran over an old boyhood friend. "Well if it ain't 'Arry 'Oskins!" " 'Ow are you, Bert." (GLUMLY) "Tip top, 'Arry, and 'ow are YOU?" "Oh, awl right." (STILL GLUMLY) "Say, 'Arry...didn't you marry that little girl you used to take <sup>out</sup> walkin' in the moonlight? That little telephone operator?" "I did," ~~said Harry,~~ "and that's why I'm pushin' bloomin' TRIPLETS around. She even gave ME the WRONG NUMBER!"

(LAUGHTER-APPLAUSE)

SONG:

("LULLABY TO A HERO")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a ~~lively~~ <sup>lively</sup> ~~folk melody~~ <sup>waltz</sup> Gracie Fields salutes - El Salvador!

MUSIC: (FANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE: All over the world, wherever the ruthless heel of the conqueror has tread, the letter V has been the hope of oppressed people. They have scrawled it on walls, on sidewalks, and on windows, expressing their faith in the coming victory of the United Nations. ~~I am~~ proud that on the back of every package of my PELL MELL cigarettes this living symbol is carried -- this V for Victory -- a victory which the republic of El Salvador and her United Nation Allies are bringing ever closer. Alert to the Tempo of the times, El Salvador declared war on Japan the day after Pear Harbor -- and immediately every able bodied man from eighteen to fifty years of age became available for military service. She is a true good neighbor, for sixty two per cent of her exports of coffee, rubber, sugar, fruits - and other valuable products - go to the United States. Smallest of the Central American Republics in size, her heart and spirit are great -- for she works to the limit of her resources to supply her United Nations allies with those materials

*Sousa's Stirling waltz "Stars & Stripes Forever"*  
*backbone* which are the very ~~stems~~ <sup>stems</sup> of victory. Tonight, ~~with~~ <sup>as we play</sup> ~~we join you in saying~~ people of El Salvador, on to Victory!

MUSIC: (FULL PRODUCTION NUMBER OF EL SALVADOR MEDLEY. WITH ORCHESTRA AND QUARTETTE.)  
(APPLAUSE)

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

MUSIC: (FULL WITH INTRO. TO "THE SMITHS AND THE JONES". FADE BACK FOR)

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

GRACIE: Have you ever stopped to think why those Axis blighters can't beat us? It's because, in free countries like this, everybody pulls together for victory. People like the Smiths and the Jones and the Kellys and Cohens ~~that~~ ~~film going to sing about now.~~

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

HANCOCK: Here we go for Victory!

SOUND: ... ..

MUSIC: (CLOSING VAMP)

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

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER)

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

MUSIC: (UP SLIGHTLY. FADE FOR)

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

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE)

ANNR: Gracie Fields comes to you from Hollywood, with music  
arranged and conducted by Harry Sosnik!

THIS IS THE BLUE NETWORK.



# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*As Broadcast* **REV**

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** #23

**DATE:** WED. 2/10/43

**PROGRAM:** GRACIE FIELDS  
(7:15 - 7:30 PWT)

**NETWORK:** BLUE

HANCOCK: Here we go for Victory!

SOUND: ...\_ ...\_ ...\_

HANCOCK: Calling America From Coast To Coast For Victory!

SOUND: ...\_ ...\_ ...\_

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

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

MUSIC: (FULL WITH THEME AND FADE FOR)

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. <sup>well</sup> Now I'm going

to tell you about ~~our~~ <sup>my brother</sup> "Cecil". He's mother's favorite <sup>absolutely Polly. I'm going to tell you</sup> he drives my sisters and me <sup>and here's what</sup> <sup>what's</sup> happened <sup>him</sup> when he was inducted into the army.

SONG: ("DON'T MUCK AROUND WITH OUR CECIL")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen, you don't have to guess about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

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HANCOCK:  
(CONTD)

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

MUSIC: (FULL WITH INTRO. TO "MY BOY" FADE BACK FOR)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

*well* ~~One of my favorite songs, Don,~~ but first I'm going <sup>to</sup> tell you about Mrs. Higginbottom whose husband, in the Royal Navy, ~~was rather a queer bird.~~ Having just received a letter from him she's <sup>gossiping</sup> "back fencing it" with her neighbor, Mrs. <sup>walks</sup> Pettisingle. "And he says as 'ow three times 'e's been torpedoed an' 'ad to swim through 'ole SCHOOLS of man eatin' sharks!" "Then why didn't they eat 'em?" <sup>ha</sup> "Cause 'e's smart...that's why. 'E's got tattooed on 'is back 'FOR A SQUARE DEAL SEE ADOLF HITLER and 'e says even' a shark can't swallow that!"

(LAUGHTER-APPLAUSE)

GRACIE: *well*

Our armed forces are full of fine men who are helping to win a smashing victory for the United Nations. But to their mothers, these men are still little boys. For <sup>wz can</sup> ~~a~~ mother never quite believe<sup>z</sup> that <sup>her</sup> ~~her~~ <sup>son</sup> ~~son~~ <sup>has</sup> grown up.

SONG:

("MY BOY")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

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

MUSIC:

(PANFARE TYPE INTRO. FADE FOR BACKING)

GRACIE:

Every time the ruthless Nazi sees the letter V for victory scrawled on sidewalks, walls, and windows, HE knows it symbolizes the hope of the conquered in the coming Victory of the United Nations. It is at once the seal of faith and the sign of his doom. That's why I'm so proud that on the back of every package of ~~THE~~ PELL MELL cigarettes, this great V appears. It means Victory for the United Nations - nations like the republic of Haiti which we salute tonight. Discovered by Columbus in fourteen hundred and ninety two, ~~the republic of Haiti embraces the western portion of the island of Hispaniola, second largest of the greater~~ ~~islands~~. The liberty loving people of Haiti won their independence in eighteen hundred and four, and have maintained it ever since. With no <sup>Army</sup> ~~armed forces~~, <sup>but</sup> a state <sup>force</sup> ~~constabulary~~ of twenty-five hundred officers and men, Haiti challenged the might of the Axis by declaring war upon Japan the day after her treacherous attack on Pearl Harbor. A declaration of war against Germany and Italy followed four days later. Thus, the spirit of freedom and independence <sup>with</sup> ~~for~~ which she fought in eighteen hundred and four flames fiercely in the hearts of her people today - as they stand firm with their United Nations allies against the Axis hordes. Tonight as we play one of Sousa's stirring marches, "El Capitan," people of Haiti we join you in saying on to Victory!

MUSIC:

(ORCHESTRA - FULL PRODUCTION NUMBER OF "EL CAPITAN")

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

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

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

GRACIE: Here's a song that was written for me by my accompanist who is now somewhere with the British Armed Forces overseas. I first sang it when war was declared <sup>back</sup> in nineteen thirty nine and our English lads were joining up to take a fall out of Hitler!

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

*Music*  
HANCOCK: (APPLAUSE)  
*Crowd Vamp*  
Here we go for Victory!

SOUND: ... ..

MUSIC: (CLOSING VAMP)

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

SONG: ("ALL FOR ONE" FADE ON CUE FOR: CONTINUE UNDER)

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

MUSIC: (UP SLIGHTLY. FADE FOR)

GRACIE: Goodnight, everybody ... and God bless you!  
(APPLAUSE)

MUSIC: (FULL WITH SIGNATURE: FADE FOR CUE)

ANNR: Gracie Fields comes to you from Hollywood, with music  
arranged and conducted by Harry Sosnik.

THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #24

DATE: THURS. 2/11/43

PROGRAM: GRACIE FIELDS  
(7:15 - 7:30 PWT)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory.

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. <sup>Will</sup> I have an auntie who's very old fashioned, but she's got young ideas, bless her. Any day now I expect to find her in a plane factory, riding <sup>a</sup> herd on a riveting machine or doing a bit of <sup>a</sup> spot <sup>of</sup> welding.

SONG: ("ONE OF THOSE OLD FASHIONED LADIES")  
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen there's nothing mysterious about how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

ATXOT 0231066

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

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

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

GRACIE: *Well,* You'll find out in a minute, Don - But before I sing..  
 I've got a story for you. (GIGGLE) It's about our friend  
 Mr. Wimbley who was strolling through the local cemetery  
 one Sunday morning admiring some new tulip beds that  
 the caretaker had set out when an April shower <sup>was</sup> ~~threatened~~ <sup>ing</sup>.

*Oh, draw* "I hope it don't rain," said Mr. Wimbley.

*Well,* "I hope it does," said the caretaker. "April showers  
 make things just spring up out of the ground."

*Oh* "Don't say that," said ~~Mr. Wimbley~~, nervously, "I've got  
 three wives buried here."

(LAUGHTER..APPLAUSE)

GRACIE: *Well* You know, there's something about a smile that always  
 gives you a lift. ~~And it's a good idea to remember that~~  
*and* with so many of our boys leaving for the fighting fronts,  
 it's a good idea to remember that a smile will help them  
 to keep their chins up and do a good job.

SONG: ("SMILE WHEN YOU SAY GOODBYE")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

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

MUSIC: (FANFARE INTRO. ENDING IN BEETHOVEN FIFTH; FADE FOR BACKING)

GRACIE: When the monstrous Nazi military machine roared across the Polish borders in 1939 they launched upon a campaign of persecution and oppression which shocked the world. They had laid their plans well but they had failed to take into account one thing, the unquenchable spirit of people who were born to be free. Today that spirit is symbolized by the letter "V". And I'm proud that ~~my~~ Pell Mell cigarettes carry the V for Victory on the back of every package as a token of the coming victory of the United Nations - which the country we now salute is bringing so much closer. East of Haiti, on the island of Hispaniola in the Greater Antilles, lies the rich, fertile Dominican Republic. Long a subscriber to those ideals of human relationship for which the United Nations fight, tolerance and justice have ever been her watchwords. She translated her ideals into action by opening her lands to colonization by refugees from Europe - long before the Western Hemisphere was actively at war. The first of those who fled the Axis tyrants arrived on May eighth, nineteen hundred and forty..and now some seventy five thousand acres of fertile land have been made available to them.

(MORE)



GRACIE:  
(CONTD)

Thus, the Dominican Republic not only fights shoulder to shoulder with her United Nations Allies, but she stands forth as a living example of those things for which free men everywhere struggle and give their lives. Tonight as we play one of Sousas stirring marches, "The Washington Post March," people of the Dominican Republic, we join you in saying, On To Victory!

MUSIC:

(ORCHESTRA ..... PRODUCTION NUMBER OF "WASHINGTON POST MARCH.")  
(APPLAUSE)

HANCOCK:

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

MUSIC:

(FULL WITH INTRO. TO "THREE JAP PLANES"..FADE BACK FOR:)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

~~There are four words you hear these days whenever the Japs have met our American Flyers, the fact is all the way from the Solomon's to Okinawa our fighters have taken it right on the chin. They asked and you will know how they've wanted them for it, and now they're getting it. So I'd like to say Axis fleets have been wiped from the seas dedicated this song to the American pilots and bombardiers who are doing such a magnificent job on all the the fighting front.~~

MUSIC:

~~("THREE JAP PLANES"....WITH GRACIE AND QUARTETTE)~~  
"Here comes the Navy"

(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

124

(A: FIAUER)

(FULL BANNER THEME AND DOWN FOR:)

Here we go for Victory!

TONE SIGNAL

On to Victory! China up! Keep smiling! And let's all

sing together!

("ALL FOR ONE" ... FADE ON OUR BARKING)

Later in again tomorrow night to the Grace Fields

Victory Show! And smokers, remember - FRANK WELLS

Modern Design gives you two important benefits. First,

FRANK WELLS' greater length travels the smoke further,

gets rid of heat and bite on the way. Second,

FRANK WELLS' greater length filters the smoke - protects

your throat!

Goodnight, everybody... and God bless you!

(FULL SIGNATURE WITH GRACE AND APPLAUSE: FADE ON OUR

... and conducted by

... to the

... CO.



VIDEO:

HANCOCK:

SOUND:

GRAPHIC:

TEXT:

HANCOCK:

GRAPHIC:

VIDEO:

RUTHRAUFF & RYAN Inc. ADVERTISING.

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #25

DATE: FRI. 2/12/43

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

NETWORK:

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... ..

HANCOCK: Calling America <sup>*From Coast To Coast*</sup> for Victory!

SOUND: TONE SIGNAL ... ..

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. You know the ~~meonest~~ <sup>I don't know</sup> ~~type~~ <sup>type</sup> in the world used to be the one who stole pennies ~~from a blind Scotchman.~~ <sup>from a blind Scotchman.</sup> Well, the blighter's still in it. hah! The lady out door came in for a yob today and ~~stealing butter from people.~~ <sup>stealing butter from people.</sup> I know ~~what my bit.~~ <sup>what my bit.</sup> hah! I wish they'd leave it alone. ~~I've been having a bit of trouble with mine.~~

SONG: ("PLEASE LEAVE MY BUTTER ALONE")  
 (APPLAUSE) *(After Song)* I'm not kidding, with me I wish they would leave it alone.

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

MUSIC: (FULL WITH INTRO. TO "GOODNIGHT, CHILDREN, EVERYWHERE"  
 FADE BACK FOR:)

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

Well, Doc, we're starting. I've had so many requests to ~~replay~~ <sup>replay</sup> a

GRACIE: ~~I'm going to sing a song to all the refugee children~~  
~~Song that I sang last week, and I'm going to play it again for you tonight.~~  
~~everywhere.~~ But first I've got a little story to tell

about sergeant Alf Appleby who took Miss Phoebe Dingwell home from a canteen dance, and stopped in the vestibule to say goodnight, ~~As~~ he looked into her eyes,

Suddenly he grabbed her in his arms and kissed her ~~passionately~~ <sup>passionately</sup>

"How dare you!" said Phoebe, slapping his face.

"Why, Honeybunch, didn't I <sup>just</sup> see the lovelight shining in your eyes?"

"What you saw," ~~said Miss Dingwell as she slammed the~~  
~~door in his face,~~ "Was the stop light!"

(LAUGHTER... APPLAUSE)

GRACIE: Well, now, ~~let's talk about those children, this little song I'm~~  
~~going to sing was written for the children who were being evacuated from~~  
~~London back in 1940 to keep them safe from the terrible bombings,~~  
~~and I'm going to sing it tonight for all the refugee children in~~  
~~Canada, America and everywhere to let them know that their~~  
~~daddies and mummies are thinking of them.~~  
~~and to those yet unborn, a heritage of peace and decency~~  
~~and freedom from aggression.~~

SONG: ("GOODNIGHT, CHILDREN, EVERYWHERE")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL... UNDER)

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

MUSIC: (FANFARE TYPE INTRO. ENDING IN BEETHOVEN V. FADE FOR BACKING:)

GRACIE:

*power*

In all the unoccupied countries of the United Nations groups millions of men and women ~~hurry~~ by day and night from their homes <sup>and into</sup> factories where they make planes and guns and bullets for our armed forces. That is the spirit of Victory at work. The spirit of Victory which is symbolized by the letter "V" on the back of every pack~~age~~ of ~~the~~ PELL MELL cigarettes. As it does to all free men, so does the letter "V" signify to the people of Guatemala the coming Victory of the United Nations which they are helping to assure. Most northern of the central American republics, once the seat of the ancient Mayan civilization, Guatemala is today a thoroughly modern and progressive country. A network of five thousand miles of motor roads, leads in all directions from her capital, Guatemala city...and air fields have been hewn from the tropic jungles. For the people of Guatemala stand shoulder to shoulder with those nations which are fighting for a free and decent world. They fight, not with planes and guns, but with those raw materials without which there could be no planes and guns. Chickpea, coffee, sugar, rubber, dyewoods...these are the tools of war with which Guatemala supplies her United Nations allies. Thus, without fanfare and the blowing of trumpets, Guatemala loyally takes her stand against the axis aggressors. Tonight as we play ~~one of~~ Sousa's stirring ~~marches~~, ~~the~~ U.S. Field Artillery, March, people of Guatemala, we join you in saying "On to Victory"!

MUSIC:

(ORCHESTRA ..FULL PRODUCTION NUMBER OF U.S. FIELD  
ARTILLERY MARCH)  
(APPLAUSE)

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

MUSIC: (FULL WITH INTRO. TO "ALL FOR ONE". FADE BACK FOR:)

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

GRACIE: Ever since we've been on the air we've been closing our program with ~~the~~ <sup>a part of the</sup> chorus of "All For One". I think the words of the song express the victory thoughts of all of us who belong to the United Nations, so tonight I'm going to sing the entire song for you.

SONG: ("ALL FOR ONE".....WITH GRACIE AND QUARTETTE),

(APPLAUSE)

(AFTER LAST SONG)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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



<sup>-6-</sup>  
*Tuesday*

#25

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by  
Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

ATX01 0231077

#52

Listen in again to the Gracie Fields

HANCOCK

And smokers, remember - PELL MELL'S

Modern Design gives you two important benefits. First,

PELL MELL'S greater length gives the smoke a longer

gets rid of heat and bits on the way. Second, PELL

PELL'S greater length filters the smoke's particles.

Your throat,

today, everybody, and Old Blue too!

GRACIE

PELL MELL'S WITH GRACIE'S SINGING PAGE BY PAGE

GRACIE

Gracie Fields, with music written and conducted by

Ernest H. Riddle, comes to you first!

PELL MELL'S WITH GRACIE'S SINGING PAGE BY PAGE



ATX01 0231078

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
FALL MALL

BROADCAST: #26

DATE: MON. 2/15/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... *from Coast to Coast*

HANCOCK: Calling America for Victory!

SOUND: TONE SIGNAL ...

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. <sup>well</sup> I went through an airplane factory last week and I saw a girl working on a <sup>very</sup> queer-shaped machine. "Look, Gracie," she said, "this machine measures things to one thousandth of an inch." <sup>Good heavens</sup> ~~"Strike me pink, says it"~~ "and how many thousands are there in an inch?"

SONG: <sup>hah</sup> "I don't know, Gracie, but there must be millions of 'em <sup>then she called me would I give the 'thingummy-bob' for</sup> (THINGUMMY-BOB) <sup>hvc, so hvc it is,</sup>  
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment. Ladies and gentlemen...you don't need any complicated proof of how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design.

(MORE)

ATX01 0231079

HANCOCK:  
(CONTINUED)

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

MUSIC: (FULL WITH INTRO TO "LOVE IS EVERYWHERE". FADE BACK FOR:)

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

GRACIE: *Well, my little Donald Duck*  
I'm going to sing about the most popular thing in the

world, L-U-V, love. But first I've got a little story for you. It's ~~the story~~ *DM About* of Alf, who was sitting in the barracks one day ~~regaling~~ *telling* Bert with lurid tales of *his* former campaigns.

"And Bert...one day I landed on a blinkin' island in the South Seas and guess wot? There's nothin' on it but wild women!"

"Wild women?"

*That's right!* "An' not only that but they ain't got no tongues."

"No tongues?", ~~said Bert~~, "then 'ow can they talk?"

"They can't," ~~said Alf with a chuckle~~, "that's what makes 'em WILD!" *Will, you're going to sing, you that little boy about love, and you know, love is helping*

SONG:

("LOVE IS EVERYWHERE")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call! *The boys and girls in our armed forces who carry love have the best reason in the world to want to win a quick victory so they can get back home to the one who is waiting*

MUSIC:

(DRUM ROLL - UNDER.)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes - Nicaragua! *for them*

MUSIC:

(V TYPE FANFARE. FADE FOR BACKING.)

GRACIE: In Ancient times, the Greeks had a word for it. The word today was Victory. The word which we of the United Nations/ spell with one letter -- "V". For "V" is now the living symbol of the coming United Nations Victory. That's why I'm proud that my PELL MELL cigarettes carry the V for Victory on the back of every package. You know, many of us are apt to think of the war in terms of guns, planes and men - and to forget that supplies are the lifelines that keep our guns and planes and men in action on the fighting fronts. And it is nations like our good neighbor, Nicaragua, which are doing such a fine job of keeping these lifelines going - by supplying her United Nations Allies with the materials which oil the wheels of Victory. At home, she has kept pace with the ever changing war picture - by increasing the size of her army and by building commercial and military airports ~~at a rapid rate~~. She has further cemented her friendship with the United States by making the teaching of English a "Must" in her public schools. Thus, in her contribution to the war effort and in the promotion of western hemisphere solidarity, our sister republic proves that she is both a good neighbor and a good friend. Tonight, as we play one of Sousa's stirring marches, "The Thunderer", People of Nicaragua we join you in saying 'On To Victory!'

MUSIC: (ORCHESTRA AND QUARTETTE - PRODUCTION NUMBER OF "THE THUNDERER".)  
(APPLAUSE)

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

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

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

GRACIE: These days we must keep our chins up on the home front as well as on the fighting fronts. We don't need to worry about our boys overseas. They're doing a <sup>grand</sup> ~~tip-top~~ job of ~~putting Hitler and company into military bankruptcy.~~ <sup>but</sup> SO I think we owe it to ~~these~~ <sup>them</sup> boys to be as good soldiers as they are. And all you <sup>little</sup> children who are listening in <sup>tonight</sup> that means you, too.

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

(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

HANCOCK:

Listen in again tomorrow night to the Gracie Fields  
Victory Show! And smokers, remember - PELL MELL'S

Modern Design gives you two important benefits. First,  
PELL MELL'S greater length travels the smoke further,  
gets rid of heat and bite on the way. Second, PELL  
MELL'S greater length filters the smoke - protects  
your throat.

GRACIE:

Goodnight, everybody...and God bless you!

MUSIC:

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

ANNR:

Gracie Fields, with music arranged and conducted by  
Harry Scsnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.



Faint, mostly illegible text, possibly a letter or report, with some words like 'received' and 'sent' visible.

ENCLOSURE



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #27  
DATE: TUES. 2/16/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with

some songs and a bit of a story for you. You know, <sup>well,</sup>  
there's a young lad from ~~havercastr~~ <sup>havercastr</sup> who's joined the RAF and he's over here  
right now ~~there's no brings we can be sure of death and~~  
talking his training. He wrote a letter and said, "Gracie,  
will you sing ~~It's a sad but he won't lie down. It's been my favorite~~  
song since I ~~got~~ <sup>first</sup> heard you sing ~~and happy landings.~~ <sup>and happy landings.</sup> Well here it is, faddie,  
and happy landings. I hope you're listening

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

ATK01 0231085

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

MUSIC: (FULL WITH INTRO. TO "CHARMAINE - DIANE". FADE BACK FOR:)

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

GRACIE: Well, Don, I'm going to sing <sup>those</sup> two old favorites of mine. But not until after I've told you the story <sup>about</sup> of Daisy May Wiggins who was on her way to <sup>a</sup> the little chapel to be united in matrimony to her soldier sweetheart, whom she had met at a London canteen.

"Before the ceremony," she said to her bridesmaid,

~~who was a life long friend~~

"Before the ceremony I'm goin' to play fair wiv 'im.

I'm goin' to tell 'im about every other man I've ever

kissed."

*Oh Don, Don*

~~Don't~~ ejaculated the bridesmaid.

"You mean wot an idea?"

*hah! Smear*  
"No....wot a MEMORY!"

(LAUGHTER - APPLAUSE)

GRACIE: Well, now I <sup>'m going to sing you these</sup> ~~am~~ tell you about those two songs, "Charmaine" and "Diane". I know they're old <sup>Songs</sup> ~~ones~~ but I've always liked them. And I guess other people do too, because <sup>she</sup> ~~we~~ had a lot of letters asking <sup>me</sup> ~~us~~ to sing them again. They became very popular after we <sup>id</sup> won the last war, and people will <sup>still</sup> be singing them after we <sup>we</sup> ~~have~~ won this war. <sup>on 2</sup>

SONG: ("CHARMAINE - "DIANE")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V TYPE FANFARE. FADE FOR BACKING)

GRACIE: I watched two little boys having a friendly scuffle the other day. When one of them had put the other little lad down, he jumped up and held up two fingers in the signal - V. Yes, today the letter V means Victory to children as well as to grown-ups. That's why I'm proud that this Universal symbol of the coming United Nations Victory is carried on the back of every pack <sup>of</sup> my PELL MELL cigarettes. And the nation we now salute is helping immeasurably to bring this victory closer. For ~~the~~ <sup>the</sup> republic of Costa Rica has proved herself ~~more than~~ ~~a good neighbor. She is a good friend. She has opened~~ ~~all of her best air bases to the United States. She~~ sends us almost all of her output of coffee, sugar -- and ~~vital~~ <sup>very</sup> important ~~rubber~~. This rubber comes to us at the expense of her own people who go without tires, themselves, so that our great war production machinery may keep rolling. ~~Costa Rica contributes to her United Nations Allies in other ways, too. Her~~ her Navy patrols the coast line while her armed forces guard air bases and other vital objectives. Thus, our sister republic bears her full share of the war load, and helps to speed the day when the Axis will have been crushed - and free men everywhere can claim again their heritage of peace and justice. Tonight, as we play one of Sousa's stirring marches, "Semper Fidelis", people of Costa Rica, we join you in saying On To Victory!

MUSIC: (ORCHESTRA AND QUARTETTE - PRODUCTION NUMBER)  
(APPLAUSE)

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

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

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

GRACIE: It has been said that you can't find a better fighting man than the Australian soldier. And the boys from "down under" are proving it every day they see action.

*that started us*  
on the fronts -- Well, here's a little song ~~they like~~  
~~to sing -- so I'd like to dedicate it to them~~  
~~our~~  
~~unnumbered song -- so I'd like to dedicate it to them~~  
~~our fighting allies, the Australians~~  
*England, Switzerland, Canada, America, and wound up by giving the Australians' fighting allies, the Australians*

SONG: ("BLESS 'EM ALL" - WITH GRACIE AND QUARTETTE.)  
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

FOR:)  
*(NOT heard above music and applause)*  
ANNR: ~~Gracie Fields with music arranged and conducted by~~

Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

#28

BROADCAST: WED. 2/17/43

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

DATE: BLUE

NETWORK:

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. *Well, you see lots of*

*Changes these days what with so many people leaving their old jobs and going into war work. I have a friend who used to design jewelry but now he's working as a welder. He's an iron worker, but he can't help it, poor fellow. He's developed indigestion because he eats too fast, but he and from force of habit, he bolts his food down.*

(GIGGLES) And that reminds me that we're going to have point rationing of food in a few days. If you're worried about it, here's a bit of advice for you.

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

*can't help it poor fellow. Since he's been at the steel works from force of habit he bolts his food down. (whistle) Joke over.*

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

MUSIC: (FULL WITH INTRO. TO "NINETY-NIGHT LITTLE SAILOR BOY")  
FADE BACK FOR)

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



GRACIE:

Well, Don, first I'm going to tell you a little story, and then - well, we'll see.

~~Tomie~~ Jimmy had never been on the ocean in his life..but he joined the Royal Navy..and as luck would have it, his first night at sea a terrific storm arose..that tossed the ship about like a cork. Poor ~~Tomie~~ Jimmy turned white.. then green and got sicker and sicker <sup>and sick</sup>..but he stuck it out 'till his watch was over. As he finally staggered below he met a ship's officer just coming up.

"I say, m'lud, said the officer, "had<sup>s</sup> the moon come up yet?"

~~Tomie~~ Jimmy gulped.

"It 'as, sir, if I SWALLOWED it!"

(LAUGHTER - APPLAUSE)

*Will now, about that song. We all know*

GRACIE:

~~I'm sure~~ that the fathers who are with our armed forces <sup>are thinking constantly</sup> must think very often about the <sup>is</sup> children they have left behind at home. ~~And I'm sure that~~ <sup>and</sup> the thoughts of their little ones must help them to keep their chins up and do a better and a quicker job of bringing a complete and final victory to the United Nations.

SONG:

("NIGHTY-NIGHT")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

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

MUSIC:

(V TYPE FANFARE. FADE FOR BACKING)

GRACIE: Victory is in the air these days - the coming victory of the United Nations. You see it ~~everywhere~~ in the eyes of our soldiers and sailors and marines, <sup>you see it in each new</sup> ~~in the reports~~ <sup>power rolls off the assembly line</sup> ~~which come from the fighting fronts~~ - and you see victory symbolized by the letter V wherever you look about ~~the~~. And I'm proud ~~that~~ you see the V for victory on the back of every pack <sup>of</sup> ~~of~~ Bell Mell cigarettes. Yes, victory is on the way - and you don't have to look any further than the Republic of Honduras to see why we're going to win. Let's examine the record and you'll see what I mean.

(MUSIC: LOW SUSTAINING TENSION CHORD)

GRACIE: Honduras broke off diplomatic relations with the Axis three months before Pearl Harbor.

(MUSIC: SUSTAINING TENSION CHORD - A STEP HIGHER)

GRACIE: Honduras was the second Latin-American country to declare war on the Axis: The day after Pearl Harbor.

(MUSIC: SUSTAINING TENSION CHORD - A STEP HIGHER)

GRACIE: Honduras has placed her airplane hangars and repair shops at the disposal of the United States Air Corps. That's co-operation. That's teamwork - the kind of teamwork that wins wars. That's an example of the kind of United Nations unity which spells the final, complete, and unconditional surrender of the Axis. Tonight, as we play one of Sousa's stirring marches, "King Cotton", people of Honduras we join you in saying on to victory!

(MUSIC: ORCH & QUARTETTE - PROD. KING COTTON MARCH)

(APPLAUSE)

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

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

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

GRACIE: Here's a little song <sup>*It was popular in France at the beginning of this war, and it has been as popular in Canada as well as in England at the beginning of the war.*</sup> that ~~was popular in Canada as well as in England at the beginning of the war.~~ It was

written for me ~~in nineteen hundred and thirty nine~~ by the chap who was my accompanist for many years - and who is now with the British armed forces somewhere overseas, helping to put ~~the~~ Hitler in his place. The song is called; "Wish Me Luck" - and that's what <sup>*we wish*</sup> ~~it's~~ <sup>*for all our lads*</sup> ~~like to wish its author, now.~~ "Good Luck, <sup>*boys*</sup> Harry, and a safe return".

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

(APPLAUSE)

(MUSIC: FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

(TONE SIGNAL ... ..)

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

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

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

GRACIE: Goodnight, everybody...and God bless you!  
(MUSIC: FULL SIGNATURE WITH GRACIE AND APPLAUSE: FADE ON CUE FCR:)

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.



[Faint, mostly illegible text, possibly a memorandum or report body]

MEMORANDUM

(SUBJECT: "VIT. FOR ONE," "EVID. ON QTR. FOR WORKING")

DATE: FEBRUARY 18, 1943

TO: SAC, [illegible]

FROM: [illegible]

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** 2ND REV.  
#29  
**DATE:** THURS. 2/18/43  
**NETWORK:** BLUE

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

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

ATX01 023109B

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well....I got a letter the other day that began like this "Dear Gracie - I'm an army nurse. I was in the Phillipines when the Japs came over but I'm back here now for a little while. I heard you sing a <sup>little</sup> silly little song one night about a hope chest...I think you called it "The Little Bottom Drawer"...and I wish you'd sing it again. You see, I'm going to be married in a few days to the finest man in the world." Well....those are the kind of letters we like to get... So here goes, Marion... I'm going to answer you right now.

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

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

MUSIC: (FULL WITH INTRO. TO "YOU WERE MY BOY". FADE BACK FOR:)

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

GRACIE: <sup>well</sup> We'll get to that in just a minute, Don. But first, I want to tell you about - our old friend Horace Higgins' little boy whose intentions were the very best -- but that's another story!

GRACIE:  
(CONTINUED)

It was April Fool's Day and little Willie Higgins decided to play a joke on his Mother. Looking very much excited he ran upstairs and said... "Oh, Mama... there's a strange man with his arms around Julia the hired girl...and he's kissing her like ANYTHING!"

"Indeed," said his mother, starting for the stairway, "I'll put a quick stop to THAT!"

"Oh, April Fool," said Willie, "It's not a strange man at all...it's only ~~some~~ Daddy (9199/2)"

(LAUGHTER - APPLAUSE)

GRACIE:

Well...now I'm going to sing a little song called "My Boy". So many mothers have sons who are serving with the armed forces these days that I'd like to dedicate it to them...in the hope that soon they'll all be together again.

SONG:

("YOU WERE MY BOY")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a stirring March, Gracie Fields salutes - Ethiopia!

MUSIC:

(V TYPE FANFARE. FADE FOR BACKING)



GRACIE: A thousand years ago the Arigua Indians of Venezuela began to paint the letter V on their faces as a token of victory. Today, it is the symbol of Victory to all free men - and I'm proud that the V for Victory appears on the back of every package of my Pell Mell cigarettes. The people of the nation we salute tonight know what Victory means, for they've been fighting since nineteen hundred and thirty-six. It was then that Mussolini against the wishes of the Italian people forced his Fascist armies against the peaceful people of Ethiopia. The Ethiopians didn't have much equipment, but they had fighting hearts <sup>and</sup> they had Meki Massawa. Meki was a tribesman from the wild Lake Tsana region. His only weapon was a spear. But when the advancing Fascists established a machine-gun nest and began killing his friends, Meki decided to do something about it. Gripping his spear, he crawled off - snake fashion - toward the rear of the enemy. Suddenly the machine-gun stopped its chattering. Meki's fellow tribesmen rushed forward. They found him with four of Mussolini's Fascist soldiers. Three of them were dead and the other stood with his hands raised in surrender. Meki took it all in his stride. Said ~~he~~ to his chief - "I think we do better now. We have a gun." And they did do better. For, with the help of their United Nations allies, the enemy has been driven beyond the border, and Emperor Hailie Selassie sits once more on the throne of Ethiopia - a living reminder that justice and the right must eventually prevail. Tonight, as we play Sousa's stirring march "Manhattan Beach" people of Ethiopia we join you in saying - On to Victory!

MUSIC: (ORCHESTRA - PROD. NUMBER "MANHATTAN BEACH" MARCH)  
(APPLAUSE)

ATX01 0231101

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

MUSIC: (FULL WITH INTRO TO "SMITHS AND THE JONES" - FADE BACK FOR)

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

GRACIE: The United States is the melting pot of the world - because here you will find people of every race and creed. But, now, the differences of race and religion are forgotten, and they are all welded together by one common purpose - to win the war and bring about the unconditional surrender of the Axis.

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... ..

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood. THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

AS BROADCAST

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: 2ND REV.  
#30

DATE: FRI. 2/19/43

PROGRAM: GRACIE FIELDS  
(7:15 - 7:30 PWT)

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. <sup>Well, here's a little</sup> ~~Well, girls,~~ song I used to sing in the Army camps in England and in France when ~~you should never trust a man who says he loves you~~ the war first started. It's about advice to a young girl just going better than any girl in the world. When he says that, out into the world. ~~it proves he's been experimenting.~~ But don't let it ~~worry you. Heaven will protect an honest working girl.~~  
(GIGGLES) ~~I ought to know, because I went out into the world and this is what happened to me.~~

SONG: ("HEAVEN WILL PROTECT THE WORKING GIRL")  
(APPLAUSE)

ATX01 0231104

HANCOCK:

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

MUSIC:

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

HANCOCK:

What are you going to sing now, Gracie?

GRACIE: Well, Don, I'm going to sing "When They Sound The Last All Clear".  
But here's a little story first.  
~~But first I want to tell you about - Mrs. Horace Atkins.~~  
You know --- a lot of things can happen before the last "ALL CLEAR" sounds, which was what was worrying Mrs. Horace Atkins..whose daughter Daphne wouldn't stay home, blackouts or no blackouts! "You'll learn a lesson one o' these days...runnin' around in blackouts." "I've already learned one! Last night in the blackout I bumped into the tallest, strongest soldier...he threw both arms around me and kissed me and kissed me and kissed me!" <sup>Well,</sup> /Why didn't you 'oller for 'elp?" "I did.. ..and he stopped and ran away." "Well, wot lesson did you learn from THAT?" "Never holler for help!!!"  
(LAUGHTER-APPLAUSE)

GRACIE:

Well, now, about that song "When They Sound the Last All-Clear".  
~~The only happy thought about a war is the realization~~  
~~Some songs have a different meaning to every person who hears...~~  
~~that, one day, it will be over. And I know that all~~  
~~then, but this one tells about the time we're all looking forward~~  
~~of us are looking forward to that day when the United~~  
~~to - when the war is over and Victory is won.~~  
~~Nations will have forced the Axis into an unconditional~~  
~~surrender - and we can return to the normal, peaceful~~  
~~life we all love.~~

SONG: ("WHEN THEY SOUND THE LAST ALL CLEAR")  
 (APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V TYPE PANFARE. FADE FOR BACKING)

GRACIE: In the windows of thousands of homes, you see little  
 hanging.  
~~stars~~ stars ~~on them~~. They mean that some one from  
 each of those homes is serving with our armed forces...  
~~Fighting to bring a complete and final victory for the~~  
~~United Nations.~~ To these men and women who serve our  
 cause...The letter V is the living symbol of the coming United  
 Nations victory. It is this V for victory which appears on  
 the back of every package of my Pell Mell cigarettes.  
 I'm proud of it...as I'm proud tonight to welcome Iraq  
 into the United Nations Victory group. ~~For...~~  
~~January 16th of this year...the newest of our cities~~  
~~took her stand against the Axis aggressors by declaring~~  
~~war. Iraq produces enormous quantities of what Hitler~~  
~~needs most...oil and he schemed to get it by sending~~  
 Hitler wanted Iraq's oil and sent  
~~Hitler's agents~~ agents into the country to stir up revolt.  
 Several of them approached Feza Ghali...Leader of the  
 Rualla Tribesmen...~~whose home is the Euphrates Valley~~

GRACIE:  
(CONTD)

"When we give the signal...fight for us" they said.  
 "We will pay you well". "But we have no guns", said  
 Feza Ghali. "We will get them for you...fifty  
 thousand rifles. At the proper moment...you and your  
 men ride against the British and Iraq soldiers." The  
 Nazis delivered the guns and the Rualla Tribesmen rode  
 forth...straight to ~~British and Iraq~~ <sup>Allied</sup> headquarters...  
 where they exposed the whole plot...turned in the  
 German rifles...and offered their services to fight  
 against the Nazis. That is poetic justice...Arab style.  
 Tonight...as we play one of Sousa's stirring Marches...  
 "The High School Cadets"  
~~"The Crusaders"~~ people of Iraq we join you in saying...  
 on to Victory.

MUSIC:

(ORCHESTRA - PROD. NUMBER <sup>"THE HIGH SCHOOL CADETS"</sup>  
~~"THE CRUSADERS"~~)  
 (APPLAUSE)

HANCOCK:

Ladies and Gentlemen -- ~~Do you know what our soldier  
 and sailor boys like next to a good meal? Believe it  
 or not, it's a good book! And so, from now until  
 March 5th a drive is on to collect millions of books  
 for our fighting men at home and overseas. What kind  
 of books? Practically every kind -- best-sellers,  
 novels, mystery stories. And don't overlook technical  
 books that may help a fellow advance in the service.  
 Remember -- you don't have to buy books to contribute.  
 Give books from your own bookshelf -- books you've  
 already read and enjoyed. ~~Of course, all books must  
 be in good condition.~~ Just wrap them up and take them  
 to the local U.S.O., Red Cross, public library, or to  
 collection boxes in stores, theatres, banks and other  
 public buildings. Keep that V for Victory in mind and  
 gather your books together now - tonight!~~

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

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

GRACIE: Somewhere, at this very moment, ~~convoys are plowing~~  
~~ahead, bringing precious supplies to our armed forces~~  
~~on the fighting fronts - supplies that will mean our~~  
~~ultimate victory. Somewhere, at this very moment,~~  
grim, brave men are risking their lives that the  
and their precious cargoes  
convoys/may go through. And it is to them - ~~to the~~  
~~heroic guardians of our sea lanes,~~ that I gratefully  
dedicate this song - ~~"The Convoy Must Go Through"~~

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

SONG: ("ALL FOR ONE" WITH AUDIENCE - ONE CHCRUS. FADE ON CUE  
FOR BACKING)

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by  
Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

AS BROADCAST

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #31

DATE: MON. 2/22/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. You know, when I was a little girl I had a jolly hard time of it learning to dance. All the boys at the dancing school used to call me "Mustard". I don't know why, except (LAUGH) Well, never mind. they said I was always on their dogs. (WHISTLES) Well, ~~Nothing would give me more pleasure than dancing on Hitler's dogs. I've been practising up on my waltzing lately - and now~~ The way things are going it looks like we'll all be dancing on them soon. ~~I'm going to tell you why.~~

SONG: ("I'VE ALWAYS WANTED TO WALTZ IN BERLIN")

(APPLAUSE)

ATK01 0231109

Gracie will be back with more songs in just a moment.

HANCOCK:

Ladies and gentlemen.....it's as simple as A-B-C... how

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

MUSIC:

(FULL WITH INTRO. TO "WOODPECKER'S SONG.")

(FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

A very special favorite of mine, Don. But first,

I'd like to tell you about -

Sergeant Higgins and Corporal <sup>MacIntosh</sup>~~Higgins~~ who met

somewhere in North Africa the other day. They hadn't seen one another in a couple of years and sat down for a good old homey chat.

"How's your Uncle Jerry wot used to drink all the time?"

Oh, "He got arrested and had to promise the judge he'd never take another."

<sup>Ugh!</sup>  
~~"Primey!~~ That must be pretty hard on him!"

<sup>not</sup>  
"It's ~~aint~~ so bad the way he works it out."

Every evenin' he cooks a piece o' ham in some Scotch... a piece of beef in some Rye and a Pork chop in some Gin.... then he sits up all night with the gravy!"

(LAUGHTER - APPLAUSE)

GRACIE: Well, now ~~I'm going to tell you~~ about that favorite song of mine. We've been getting a lot of letters asking us to sing some of the older songs. Songs that were popular during the last war and will still be popular after we've put ~~the~~ Hitler in his place. This little tune isn't quite that old, but it's got a few ~~whiskers~~ <sup>but I like it because I like to whistle.</sup> on it - ~~just the same.~~

SONG: ("WOODPECKER'S SONG")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

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

MUSIC: ("V TYPE FANFARE. FADE FOR BACKING)

GRACIE FIELDS  
MON. 2/22/43

REV.  
#31

GRACIE;

In Germany the word is "verboten"...forbidden.  
as you please, as you please  
Forbidden to think...to talk...to act as you please.

But to free men the word is "Victory"...and its symbol  
is the capital letter V...the V for Victory you see on  
the back of every package of my PELL MELL cigarettes.

the anniversary of  
Today, we're observing/George Washington's birthday...

and I'd like to

tell you ~~and here's~~ a little story about him. One/night, ~~while~~

~~travelling with his staff of eight officers...~~ he came  
Samuel The law those days forbade travelling on Sunday, so  
to Tafts Inn near Oxbridge in Massachusetts. Washington

~~and his staff~~ put up for the night at the Inn. ~~It was a~~

~~poor little place...all the Taft family pitched in to~~

Little 10-year old Mercy Taft

her  
worked hard to help make ~~their~~ distinguished visitor comfortable. ~~and~~

~~little ten year old Mercy Taft worked hardest of all.~~

his  
She made Washington's bed...washed his dishes...shined  
On Monday he proceeded on his way and on the next post came a  
his shoes. ~~After the party had left...~~ a letter for

Mercy Taft. It was from General George Washington...and

with it ~~was twenty five dollars in gold and two pieces~~  
for

of chintz which he had picked out/himself for her to  
make dresses of. Thus...in the midst of a war...George

Washington took time to think of a little girl whom he

saw only once. ~~Like all great men...~~ he had a great

heart. He thought of the little people/who are the ple  
led by men like George Washing-  
backbone of these United States...who/.have made it the ton

great nation it is today. Tonight as we play Sousa's

stirring "Stars and Stripes Forever"...people of the

United States...on to Victory.

ATX01 0231112

SOUND: (MARCHING FEET - DRUMS)

MUSIC: (PRODUCTION NUMBER OF SOUSA'S MARCH "STARS AND STRIPS FOREVER")  
(APPLAUSE)

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

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

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

GRACIE: It is always a pleasure and an honor to salute a branch of our armed services. And it is a special privilege to be able to do so on the anniversary of George Washington's birthday. So, ~~with~~ with a deep feeling of gratitude ~~that~~ we say a musical cheer to the boys of the Army Air ~~Forces, with~~ <sup>Forces, with</sup> "The Army Air Corps Song."

SONG: ("THE ARMY AIR CORPS SONG" - WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

AS BROADCAST

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #32

DATE: TUES. 2/23/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!  
SOUND: TONE SIGNAL ...\_ ...\_ ...\_ (.. ...-) wrong signal

HANCOCK: Calling America from Coast to Coast for Victory!  
SOUND: TONE SIGNAL ...\_ ...\_ (...\_) omitted

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. You know, in England we like to watch the changing of the palace guards. They are great big strapping fellows and wonderful fighting men. But they're always very solemn <sup>very, very</sup> and/dignified. Well, one day, one of them forgot himself and started to croon a popular song and this is what happened.

SONG: ("SERGEANT MAJOR") <sup>Also called</sup> "When the Guardsman Started Crooning on Parade"  
(APPLAUSE)  
Gracie will be back with more songs in just a moment.

HANCOCK: Ladies and gentlemen, you don't have to believe...you can actually see how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design!

(MORE)

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HANCOCK:  
(CONTINUED)

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

MUSIC:

(FULL WITH INTRO TO "LOVELY WEEK-END". FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, <sup>me little darling</sup> first I'm going to tell you a little story and then I'm going to sing a song about - well, I'll tell you that after I've told my story.....

One of His Majesty's submarines had come up for air... and ~~Alf and Bill~~ were sprawled out on deck...trying their hand at writing verse to pass the time. Bill scribbled furiously for a <sup>moment</sup> ~~minute~~ and then said:

"How's this for a poem, Alf? --

I once knew a girl named Florence Keys,

Who went in the Ocean up to her ankles,"

"Who went in the Ocean up to her ANKLES? The blinkin' thing don't rhyme!"

"It will," said Bill, "when the tide comes in!"

(LAUGHTER-APPLAUSE)

GRACIE:

And now, here's that little song I was telling you about. You know, there are many ways to spend a happy week-end. Some people like to go to the mountains or to the beach -- ~~and~~ others like myself just like to kick off their shoes and relax at home. But to girls who are married to soldiers the loveliest week-end of all is when their husbands come home on leave.



SONG: ("LOVELY WEEK-END", ) and "A NIGHTINGALE SANG IN BERKELEY SQUARE"  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL: UNDER)

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

MUSIC: (V TYPE FANFARE. FADE FOR BACKING:)

GRACIE: When allied planes go on bombing raids, they fly in V formation. And people of the occupied countries look sky-ward and know that V is the living symbol of the coming United Nations Victory. The capital letter V appears on the back of every package of my PELL MELL cigarettes - and I'm proud of it. For V means Victory even to children - as this story illustrates. ~~A little~~

~~boy was fishing by a ruined village in one of the~~  
country, a little boy is fishing  
In an occupied countries, when a group of thirty-two Nazi soldiers, carrying two machine guns, ~~come~~<sup>comes</sup> along. The ~~officer in command ordered the~~<sup>They</sup> ~~leader~~<sup>him</sup> to direct them ~~to~~<sup>leads</sup> to the next town. He ~~took~~ them through a deep forest, ~~and~~ when they ~~got~~<sup>reach</sup> to the middle of it, he ~~blew~~<sup>draws</sup> a whistle out of his pocket - a whistle with which he imitates ~~bird~~<sup>blows</sup> calls. Thirty-two times he ~~blew~~ like a nightingale, and twice like a cuckoo. ~~The Nazis were amazed.~~<sup>the Germans.</sup> It means nothing to ~~them~~. But to the band of guerrilla ~~is~~<sup>is</sup> patriots hiding in the woods it ~~was~~ a signal that ~~was~~<sup>are</sup> thirty-two Nazis with two machine guns ~~were~~ coming.

(MORE)

GRACIE:  
(CONTINUED)

Suddenly the little boy darts into the underbrush, and there is a burst of gunfire. When the smoke cleared away, the guerrilla patriots counted thirty-two dead German soldiers, and the little boy goes back to fish for more Nazis. Tonight, as we play one of Sousa's stirring marches, <sup>The</sup> "Corcoran Cadets?...people of Czechoslovakia, we join you in saying - on to Victory!"

SOUND: (MARCHING FEET)

MUSIC: (PRODUCTION NUMBER OF SOUSA'S "CORCORAN CADETS")  
(APPLAUSE)

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

MUSIC: (FULL WITH INTRO TO "PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG". FADE BACK FOR:)

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

GRACIE: Here's a song our boys used to sing in the last war as they marched out to teach the Kaiser the same lesson the United Nations are ~~going to~~ teaching Hitler and his gang now. It's a <sup>so the boys and I are</sup> wonderful old song ~~going to~~ going to sing it for you tonight.

SONG: ("PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG" - WITH GRACIE AND QUARTETTE")  
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.



THE UNITED STATES OF AMERICA

DEPARTMENT OF COMMERCE

OFFICE OF FOREIGN TRADE DEVELOPMENT

WASHINGTON, D.C.

FOR THE EXPORT OF COMMERCE

REGULATIONS

SECTION 1

1. The purpose of these regulations is to

provide a uniform procedure for the

export of commodities and technical

data under the Export Administration

Act, 1949, and the International

Trade Administration Act, 1950.

2. These regulations shall be known as

the Export Administration

Regulations, and shall apply to all

persons and entities who are

subject to the jurisdiction of the

United States of America.

(1949)

(1950)

(1951)

(1952)

(1953)

(1954)

(1955)

(1956)

(1957)

(1958)

(1959)

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL.

BROADCAST: REV. #33  
DATE: WED. 2/24/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, here in

America ~~you~~ <sup>we</sup> drink ~~our~~ <sup>our</sup> coffee out of cups - but in <sup>China</sup> ~~China~~ <sup>they</sup> drink ~~our~~ <sup>their</sup> tea out of doors. (WHISTLES) And <sup>you know</sup> ~~that~~ <sup>part</sup> ~~reminds~~ <sup>hit me</sup> me. If you've been missing that second <sup>cup</sup> ~~cup~~ of coffee you haven't been getting lately, don't worry about it...

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

(APPLAUSE)

HANCOCK: <sup>Gracie will be back with 12 songs in just a moment.</sup> Ladies and gentlemen, you see the evidence with your own eyes -- evidence of how PELL MELL protects your throat. Notice PELL MELL'S greater length. That's Modern Design! PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE).

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HANCOCK:  
(CONTINUED)

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

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

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

GRACIE: Well, Don, this is where I always tell my little story so I'll do that first. And then I'm going to sing the African Trek Song for you. Tonight my story is about Herbert Hanford, gunner's mate in the Royal Navy, <sup>who</sup> had just returned from a trip to the States and was having his first cup o' tea with <sup>his</sup> the wife.

"Tell me, Herbie...how's business in America?"

*My Goddys!*  
~~Damn~~ Every blighter's got a job and business has improved so <sup>much</sup> that even the crooks are advertisin' for help."

"Oh, <sup>Stop your Kidning!</sup> ~~quit yer spoofin'~~ How could crooks advertise for help?"

"Well they do over there. Every Post Office I went into had a sign up..."Man Wanted for Mail Robbery!"

(LAUGHTER - APPLAUSE)

GRACIE: And now about that Trek Song. It's the marching song, our fighting allies, the South Africans, sing <sup>as they swing along</sup> It's To Victory. written in the native language - Africaans, So ~~fill~~ <sup>Some</sup> Sing along sing ~~the first part~~ of it in that tongue and then ~~I'll~~ <sup>The other</sup> finish in English.

SONG: ("TREK SONG".)

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

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

MUSIC: (V TYPE FANFARE. FADE FOR BACKING:)

GRACIE: Today you see the letter V wherever you look. You see it pasted on store windows, attached to automobile licenses, pinned on women's dresses - and you see it on the back of every package of my Pell Mell cigarettes. You see it because, to all free men, the letter V is the symbol of the coming United Nations Victory. And Victory is being brought closer by team work. Team work like this. ... Several weeks before the Marines took Guadalcanal, a solitary Australian civilian was put ashore on the Jap base at Bougainville Island. He hid in the jungles within sight of the Jap airfield, and his rations were a handful of rice - when he could get it. But he had a walkie talkie radio set with which he kept in touch with the Marine Commander. He knew when they took Guadalcanal -- and he knew when a squadron of Jap bombers took off to attack them. His little radio set barked a message to the Americans - "You have thirty minutes". It was enough - and the Jap attack failed. That's a fine example of free peoples working together in the common cause, and our hats are off to that nameless Australian civilian. *And all his countrymen.*  
(BUGLE CALL...MARCHING FEET)

Tonight, as we play Sousa's stirring "Beau Ideal March" people of Australia we join you in saying on to Victory.

SOUND: (MARCHING FEET - DRUMS)

MUSIC: (PRODUCTION NUMBER OF SOUSA'S "BEAU IDEAL" MARCH.)  
(APPLAUSE)

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

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

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

GRACIE: Tonight it is our special privilege to salute the United States Navy. <sup>Aud</sup> what a magnificent job they've been doing in every theatre of the war. When the Axis has been defeated, a large share of the credit will go to the boys who manned our fighting ships. So, hats off to you, <sup>lads</sup> as we sing "~~anchors aweigh~~".

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL .... .i. ....



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

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

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

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

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

ANNR: Gracie Fields with music arranged and conducted by Harry Sosnik, comes to you from Hollywood. THIS IS THE BLUE NETWORK.

ON TO VICTORY! (Slogan) Keep smiling! And let's

(Slogan) "I'll be back" (Slogan) (Slogan)

later in again tomorrow night on the (Slogan) fields

to you (Slogan) (Slogan) (Slogan) (Slogan) (Slogan) (Slogan)

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

"AS BROADCAST"

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #34  
DATE: THURS. 2/25/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...- ...- ...-

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ...- ...- ...-

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

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

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

GRACIE: Hello , everybody, everywhere! This is me again with some songs and a bit of a story for you. <sup>well,</sup> I'm sure you all know about my friend Walter <sup>in still</sup> A spinster lady has been <sup>she been chasing him</sup> ~~in love with him~~ for years, but so far he escaped <sup>my</sup> ~~her~~ clutches. <sup>Perhaps</sup> ~~Maybe~~ he's gone in the army, <sup>the Coward</sup>

SONG: ("WALTER, WALTER")

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

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MUSIC: (FULL WITH INTRO TO "TULIPS ARE TALKING TONIGHT" FADE BACK FOR:)

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

GRACIE: *Well now I'm going to sing*  
A little song about Holland, Don, that gives a promise of happier times to come. *I'm not going to sing it* But not until after I've told my little joke. ~~It's~~ about Mr. Perkins, who for three days had been watching a demolition squad digging into the ruins of a house that had been bombed on the outskirts of London. At the end of the three days, he was the only spectator left, and the squad foreman's curiosity was aroused.

"See 'ere, Mister," he said, *haven't* "Ain't you got anything better to do than watch us work."

"Well, you see," said Mr. Perkins, "I'm special interested *to know* on account of this is *my* old home you're diggin' into..or it was, before *the* they bomb *hit* it."

*how!* "Lumme," said the foreman, *(whistle) hi, lads! Check up.* "Peek-up, boys. This 'ere's the blinkin' *follow* gent we been diggin' for."

(APPLAUSE - LAUGHTER)

GRACIE: And now about that song. They say that flowers have a language of their own, and perhaps they do. *Well, anyway this*

SONG: ("TULIPS ARE TALKING TONIGHT")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL ., UNDER)

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

MUSIC: (V TYPE FANFARE. FADE FOR BACKING:)

*little song is about the tulips who are talking in Holland tonight, nodding their heads and whispering about the time when their country will be free again.*

GRACIE:

When you see a man wearing a button with the letter V on it, you don't have to ask him what it means. For all free men know that V symbolizes the coming victory of the United Nations. And that is why this symbol, this V for Victory, is carried on the back of every package of my Pell Mell Cigarettes. The people of Belgium not only chalk the letter V in public places, but they have other ways of letting the Nazis know their time is short. Here is the story. General Von Falkenhausen is the brutal Prussian officer whom the Nazis have placed in charge of policing Belgium. He is the ~~monster~~ <sup>man</sup> who invented the shooting of innocent hostages. Yet, ~~in~~ <sup>on</sup> his ~~mail~~ <sup>desk</sup> every morning, he finds a copy of "Free Belgium" - the underground newspaper whose editor calls himself "Peter Pan". If ~~you~~ <sup>Belgians</sup> are found in ~~possession~~ <sup>with</sup> of a copy of it, the ~~minimum~~ <sup>death</sup> penalty is ~~twelve years in solitary confinement~~. Yet, the paper is widely distributed, has never missed an issue - and ~~first copies off the press always go to high Nazi officials. In spite of offers of reward, in spite of the numberless shootings of innocent hostages,~~ Von Falkenhausen, as he opens his mail, never fails to come face to face with "Free Belgium." Thus ~~do~~ <sup>do</sup> the Belgian ~~continue~~ <sup>underground</sup> to fight - with chalk and with newsprint. Tonight, as we play one of Sousa's stirring marches, "National Fencibles," people of Belgium, we join you in saying- on to Victory!

SOUND: ( MARCHING FEET )

MUSIC: ( PRODUCTION NUMBER - SOUSA'S "NATIONAL FENCIBLES" MARCH. )

HANCOCK: Smokers... nothing could be clearer than the advantage you get when you smoke PELL MELL Famous Cigarettes.

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

MUSIC: (FULL WITH INTRO TO "THE YANKS ARE COMING AGAIN."  
FADE BACK FOR:)

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

GRACIE: In nineteen hundred and seventeen the Yanks came over and the Germans didn't like it. And the Nazis and the Japs don't like it any better this time. They took it on the chin then - and they're going to take it again now. ~~and~~ this time we're <sup>it's going to stick</sup> going to make it stick.

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

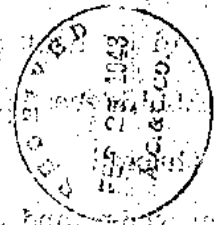
GRACIE: Goodnight, everybody..and God bless you!

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

1950

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# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*As Broadcast*

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** #35

**DATE:** FRI. 2/26/43

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

**NETWORK:** BIUR

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL :::\_ :::\_ :::\_

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, I've got an uncle who's very absent minded. The other night he put out his wife, wound up the cat and got intebed with the clock. (GIGGLES) My boy friend's

absent minded too. *Oh, well, well*  
*He forgets to come back. Could be he's fallen in love with a WHAC, I'll pass him if he has.*  
~~(HE FORGOT TO COME BACK)~~

SONG:

(APPLAUSE)

HANCOCK:

*Gracie will be back with her songs in just a moment.*  
#35-  
Ladies and gentlemen - there's no question about how

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

MUSIC:

(FULL WITH INTRO: TO "DANNY BOY". FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don - I'm going to sing a little song that many people have written in and asked <sup>for</sup> for. I'm glad they have, because it's one of my special favorites too. But first, here's <sup>the</sup> little story for you.

Mrs. Atkins ~~was~~ was proudly strolling through a London park, wearing her first real fur coat...when her friend Mrs. Harrington hailed her from one of the benches.

*My goodness*  
~~Blimey~~ if you don't look <sup>just</sup> like a bloomin' aristocrat, dearie. And I must say that's a beautiful fur coat."  
"Yes," said Mrs. Atkins, "and just imagine...it came from a Skunk."

"I know what you mean, dear ~~me~~...I feel the same way about MY husband!

(LAUGHTER - APPLAUSE)

GRACIE: Well now about that favorite <sup>old</sup> song of mine. Most of the letters asking <sup>me</sup> us to sing it have come from the boys who are in the service. Well, lads, we're always glad to answer your requests. So here goes with "Danny Boy".

SONG: ("DANNY BOY")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL...UNDER)

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

MUSIC: (V TYPE FANFARE. FADE FOR BACKING:)

GRACIE: All the peoples of the United Nations are welded together in a common cause - the destruction of Hitlerism and all that it stands for. The symbol of our cause is the letter V, and I'm proud that my Pell Mell cigarettes carry the V for Victory on the back of every package. The people of Yugoslavia know what that V means. Anna Furlan knew it that day when she led a band of Partisan patriots against the Axis in the Bosnian Hills. You see, Anna had an idea she was ~~willing to die for - a free federation of South Slavic peoples. She and her little band had decided that this time fighting was not enough. They must achieve it or die. The Axis troops advanced under cover of Stuka dive bombers.~~ Anna and her Partisans fought fiercely and fell back only when they saw that by doing so, they could draw the Axis forces into a narrow defile where they could be cut off and destroyed.

(MORE)

GRACIE:  
(CONTD.)

It was a simple plan, but it meant that Anna's troops would eventually be trapped themselves ~~and fall into the hands of the enemy.~~ But they didn't hesitate. Entrenched in a cave, they fought till every one was wounded, when Axis reinforcements drew near, Anna took a tommy gun, killed all her wounded men, then shot herself. Of such as the heroic Anna Furlan and her comrades, is freedom born. Tonight as we play one of Sousa's stirring marches - "The Crusader" - People of Yugoslavia, we join you in saying - On to Victory!

SOUND: (MARCHING FEET - DRUMS)

MUSIC: (PRODUCTION NUMBER OF SOUSA'S "THE CRUSADER" MARCH)  
(APPLAUSE)

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

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

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

GRACIE: <sup>(W:)</sup> ~~And~~ now I'm going to sing one of the great songs of World War One. It is songs like this which help our ~~boys~~ <sup>lads</sup> to keep going and come out on top. So here we go with - "It's A Long Way To Tipperary!"

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL, ...\_ ...\_ ...\_

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

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SECRET

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*On Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #36

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

DATE: MON. 3/1/43  
NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Well, I see  
that we've finally got point rationing - but it doesn't  
bother me. When I went to <sup>the</sup> market this morning I took  
along my little coupon book and a pad and pencil - and  
a friend who's good at arithmetic. And didn't we  
have fun, though? <sup>oh, well</sup> (GIGGLES) We've nothing to complain  
about, because there's one thing they can't ration - and  
that's L-U-V...love.

SONG: ("YOU CAN'T RATION LOVE")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.  
Ladies and gentlemen, - there ~~is~~ no mystery about how  
PELL MELL protects your throat. Notice PELL MELL'S  
greater length. That's Modern Design!

(MORE)

ATX01 0231140



HANCOCK:  
(CONTINUED)

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

MUSIC: (FULL WITH INTRO. TO "THERE ARE SUCH THINGS". FADE BACK FOR:)

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

GRACIE: Well, Don, you <sup>must</sup> ~~just~~ be patient and you'll find out - because I ~~do~~ got a little story to tell you first. Our old friends Horace and Bertie <sup>they</sup> were having a wee spot of gin and bitters in an English <sup>bar</sup> ~~pub~~ one night when they noticed a man, standing in a corner, with a frightened expression on his face. Horace turned to the pretty bar-maid and said:  
"Wot's wrong with <sup>that wau</sup> ~~the bloke~~ in the corner? He's been standin' there ever since we come in and he <sup>hasn't</sup> ~~ain't~~ moved a muscle."

Oh, "He's been standin' there like that since last night," she said. "He's got himself in a FIX!" (9/1/2)

"Wot kind of a fix?"

"Well...last night, on a bet, he swallowed an egg whole... shell and all."

"Wot's that got to do with it?"

"He's afraid if he moves about he'll break it and if he sits down he'll hatch it!"

(LAUGHTER APPLAUSE)

MUSIC: (SWELLS ROLL - FADES FOR BACKING)

GRACIE: Well, now about that song I'm going to sing. There's not much I can say about it because you all know it. It's one of our most popular tunes - and it's a special favorite with the boys in the service. So tonight, I ~~like to sing it for them.~~ <sup>was going to sing.</sup> *There are such things!*

SONG: ("THERE ARE SUCH THINGS")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: It began shortly after the Nazis invaded the low countries - the scrawling of the letter V on <sup>the</sup> sidewalks and walls and windows. The same symbolic V for Victory which you see on the back of every package of my PELL MELL Cigarettes. Many interesting true stories about the V for Victory have come from the occupied countries, and here is one of the best. A crowded bus threads it's way along a street in Holland's great city, Rotterdam. In it, people talk in undertones about the hated Nazis - ~~about the time when they will be free again.~~ Suddenly the bus driver calls out: "Be careful what you say. The man waiting on the next corner is an agent of the Gestapo". The bus stops and the man boards it. He cannot find a seat, so he stands - crowded among those who hate him.

(MORE)

GRACIE:  
(CONTINUED)

Conversation continues, but it is ~~an~~ innocent talk about commonplaces. The man reaches his destination. As he leaves the bus, those on it turn to each other and laugh. For on his back, in white chalk, someone has scrawled the letter V. Thus do patriots express their confidence in the coming United Nations Victory. Tonight, as we play one of Sousa's stirring marches, "Our Flirtations", people of the Netherlands, we join you in saying - on to Victory!

MUSIC:

(PRODUCTION NUMBER OF SOUSA'S MARCH, "OUR FLIRTATIONS")  
(PRECEDED BY DRUM MARCHING FEET EFFECT UNDER GRACIE'S LAST SENTENCE.)  
(APPLAUSE)

HANCOCK:

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

MUSIC:

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

HANCOCK:

Here she is again, your own Gracie Fields.

GRACIE: Here's a little song about a lad we all know. He lives just down the block, and we never think much about him until we read that he's joined the army and has won a medal for bravery in action. Then we say, rather proudly, "Why that's Jimmy Jones! I know him!"

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ... ..

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

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

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

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

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

ANNR: Gracie Fields with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.



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RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

AS BROADCAST

CLIENT: AMERICAN C. & C. COMPANY  
FALL MALL

BROADCAST: REV.  
DATE: #37

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

NETWORK: TUES. 3/2/43  
BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL... \_ ' ...\_ ...\_

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. We all like  
those nice, sentimental songs. You know, girls? -  
The kind that make you think of your boy friend who's  
away in camp. Well, here's a new one that will make  
your heart ache. I know it made mine ach.

SONG: ("WIND ROUND MY HEART")

(APPLAUSE)

ATX01 0231146

HANCOCK:

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

MUSIC:

(FULL WITH INTRO. TO "I'VE GOT A JOB TO DO FOR UNCLE SAM". FADE BACK FOR:)

HANCOCK:

What are you going to sing now, Gracie?

GRACIE:

Well, Don, we'll get to that in just a minute - but first I ~~must~~ <sup>have to</sup> tell you the story Alf told Bill. It's about the trick he played on the General...~~his first year in the army~~. "This General was a tee-totaler, he was...had never tasted the stuff...and he came over to have dinner with the Colonel.

I, bein' the Colonel's bat boy, was waitin' on table - and when the General ordered a glass of milk, I ~~slips~~ <sup>put</sup> a good shot of rum in it, and he drinks it right down, rum and all.

*Well, Rum's all and "Wot happened?"*

"He just puts down the glass, smacks his lips and says, "My word! What a cow!"

(LAUGHTER - APPLAUSE)

MUSIC:

(SWELLS FULL....FADES FOR BACKING)

GRACIE: ~~Well, now I want to tell you what happened one day last week.~~ <sup>well</sup> A young lad I know called me up. <sup>last week and said</sup> ~~He was very~~ ~~happy and excited, and he said,~~ "Gracie, this is Tom.

I just passed my physical, so I'm going to work for Uncle Sam. I'm leaving for Camp tomorrow and I wanted to say goodbye". Well, I wished him luck and told him I knew he'd make a good job of it. And he will, too, like all of our other boys.

SONG: ("I'VE GOT A JOB TO DO FOR UNCLE SAM")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight on her United Nations Roll Call, with a stirring march, Gracie Fields, salutes - the Union Of South Africa!

MUSIC: ( V FANFARE. FADE FOR BACKING)

GRACIE: There is no letter V in the Japanese language. But the United Nations will put one there, for V is the symbol of our coming Victory. You see the V for Victory on the back of every package of my PELL MELL Cigarettes - and I'm proud of it - as I'm proud, tonight, to tell you <sup>(that this)</sup> this true story of two of our fighting Allies from the Union Of South Africa.

SOUND: (SNEAK IN PLANES ACK-ACK)

GRACIE: It is during Rommel's drive for Egypt. Flying West of Derna - Strafing Nazi ground columns - is South African fighter pilot, Captain Hendrik Liebenberg. Behind him flies his friend, Pilot Pat Patterson. Ack-Ack shells burst all around them. Suddenly there's a lucky hit. Liebenberg, ~~flying at less than one hundred feet..his~~ motor shot away, ~~flattens out to a crash landing.....~~ <sup>crashes a force</sup>



SOUND:

(PLANE CRASH)

GRACIE:

As he crawls from his plane unhurt, a squad of Nazis advance. Liebenberg whips out his service gun - keeps them at bay.

SOUND:

(HAS SNEAKED PLANE LANDING OFF - NOW SWELLS WITH PLANE TAXING ...MOTORS IDLE)

GRACIE:

Suddenly he hears the sound of a plane near him. His friend, Patterson, has seen his plight and has landed to try to rescue him. Liebenberg runs for the plane, jumps in just as the Nazis charge at him.

SOUND:

(ROAR OF MOTORS AS PLANE TAKES OFF. FADES IN DISTANCE UNDER DIALOGUE)

GRACIE:

There is a roar of the motor as Patterson gives his plane the gun - and he and Liebenberg are off - off to fly again against the Nazi aggressors..

SOUND:

(PLANE ZOOMS ...BUGLE CALL AND SNEAK MARCHING FEET)

GRACIE:

Tonight, as we play one of Sousa's stirring marches, Sabra and Spurs, People of the Union of South Africa, we join you in saying - on to Victory!

MUSIC:

(PRCD. NUMBER OF SOUSA MARCH - PRECEDED BY MARCHING FEET.)

(APPLAUSE).

HANCOCK:

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

MUSIC:

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

HANCOCK:

Here she is again, you own Gracie Fields.

GRACIE:

Here's a song you'll hear wherever the guns are roaring on the fighting fronts - wherever the boys of the United States Field Artillery are on the march. For it is their song. So, tonight, I'm going to sing it especially for them. Good luck, lads, - and keep 'em rolling.

SONG:

("THE CAISSONS GO ROLLING ALONG" - WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC:

(FULL FANFARE THEME AND DOWN FOR:)

HANCOCK:

Here we go for Victory!

SOUND:

TONE SIGNAL ... \_ ... \_ ... \_

GRACIE:

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

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

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

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

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

ANNR: Gracie Fields with music arranged and conducted by  
Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

AS BROADCAST

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: 2ND REV.  
#38

DATE: WED. 3/3/43

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

NETWORK: BLUE

---

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with  
Well,  
some songs and a bit of a story for you. You know, my  
a very healthy lad, but lately he and all his  
cousin Bertie ~~is an engineer on a railroad in England.~~  
buddies have been playing sok and trying to get into the hospital.  
~~All day long he hauls munitions and all day long he~~  
I never knew why until I went over there and saw those cute little  
~~whistles at crossings.~~ Well, he got sick last week and  
nurses, then I knew. They were all shouting --  
~~had to go to the hospital. He can't whistle at crossings.~~  
~~- so all day long he whistles at nurses.~~ (WHISTLES)

SONG: ("NURSIE - NURSIE!")  
(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.  
Ladies and gentlemen, your own eyes will tell you how  
PELL MELL protects your throat. Notice PELL MELL'S  
greater length. That's Modern Design! PELL MELL'S  
greater length filters the smoke naturally over a twenty  
per cent longer route of PELL MELL'S traditionally fine  
tobaccos.

(MORE)

ATK01 0231152

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

MUSIC: (FULL WITH INTRO TO "WHEN A BOY FROM ALABAMA MEETS A  
 GIRL FROM GUNGA-GAI", FADE BACK FOR:)

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

GRACIE: Well, Don! we got a new song for you, ~~well~~. But first, here's a  
 little story.

This is the short, sad story of Miss Abigail Pinkum, ~~a~~ little  
 English maiden-lady, who was attending her first  
 horse-race...As she was standing in the crowd by the rail,  
 waiting for the horses to line up for the start, she  
 suddenly clutched at her waistline and turned pale,  
 rummaging through her bag with her free hand. Not  
 finding what she was looking for she turned to ~~the~~ woman  
 who was <sup>next to her</sup> ~~standing next~~ and whispered hoarsely:

"I've got to have a safety pin, quick! I'm losin'  
 somethin'!"

Just then the crowd hollered "They're OFF!"..and she  
 fainted!  
 (LAUGHTER...APPLAUSE)

MUSIC: (SWELLS FULL. FADES FOR BACKING)

GRACIE: Well, you know, when our boys from here go overseas,  
 they meet girls from all over the world. And this  
 little song is about a boy from Alabama who meets a girl  
 from Gunga-Gai. And just in case you don't know where  
 that is - it's <sup>a little town</sup> ~~in~~ Australia. I didn't know myself until  
 I looked it up.

SONG: ("WHEN A BOY FROM ALABAMA MEETS A GIRL FROM GUNGA-GAI".)  
 (APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations roll call, with a stirring march, Gracie Fields salutes - Cuba!

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: The letter V in Roman numerals means five. But it has a much greater significance. For ~~it~~<sup>V</sup> is the victory symbol of thirty nations which are united to crush the Axis. And I'm proud that this V for Victory appears on the back of every package of my PELL MELL cigarettes.

MUSIC: (SNEAK IN LOW RHUMBA BACKGROUND)

GRACIE: One of those thirty nations we salute tonight - Cuba. Cuba, the land of laughter and song - and the rhumba!

MUSIC: (SWELLS TO FULL: SMEAR CHORD ON BRASS WIPES IT OUT )  
(SNEAK MARCHING FEET UNDER DIALOGUE TO FOLLOW)

GRACIE: December seventh, nineteen hundred and forty one. Pearl Harbor! And the people of Cuba changed their dancing shoes for army boots as thousands of young men began to train for the first overseas army in Cuba's history. ~~But~~ soon you will see Cuban soldiers on the fighting fronts.

MUSIC: (SWELL BRIEFLY WITH DRUM BEAT OF MARCHING FEET. OUT OF WHICH COMES PLANES DIVING AND ZOOMING)

GRACIE: **Young** Cuban fliers are training on United States air fields - training so that they may lead their own air corps against the Luftwaffe. Thus does our sister republic prepare to take an active part in the fight against aggression. Tonight, as we play one of Sousa's stirring marches, "Jack Tar", people of Cuba, we join you in saying - on to Victory!

MUSIC: (PRODUCTION NUMBER OF SOUSA MARCH. PRECEDED BY  
 MARCHING FEET EFFECT)  
 (APPLAUSE)

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

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

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

GRACIE: Many of us remember the last war and the songs that  
 were sung then. Songs like "Over There" and "It's  
 a Long, Long Way To Tipperary". Well here's a song  
 from this war. It was born of Pearl Harbor and All  
 America has taken it to their heart. ~~So here we go,~~  
 Praise the Lord and Pass  
 the Ammunition.

SONG: ("PRAISE THE LORD" -- WITH GRACIE AND QUARTETTE)  
 (APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL... ..

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

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

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

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

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

ANNR: (<sup>not on mike</sup> Gracie Fields) with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*  
2ND REV. #39

CLIENT:

AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST:

THURS. 3/4/43

PROGRAM:

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

DATE:

BLUE

NETWORK:

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL ' ...\_ ...\_ ...\_

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, now I'm going to sing you that little song about my brother Cecil who went ~~in~~ the army. (GIGGLES)  
I have to <sup>Swg again</sup> ~~do~~ it because my mother likes it.

SONG: ("DON'T MUCK ABOUT WITH OUR CECIL.")  
(APPLAUSE)

ATX01 0231157

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

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

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

GRACIE: Well, Donald, I'm going to sing a little song about  
 that thing called love - L-U-V...But <sup>first</sup> I've got a story  
 for you ~~first~~...  
 Private <sup>Tommy</sup> ~~Thomas~~ Atkins was up before the Captain charged  
 with over-indulgence in spiritous liquors. <sup>(Lion)</sup> The Captain  
 turned to the Sergeant who had made the arrest and said:  
 "Sergeant, can you prove this man was drunk?"  
 "No, sir" said the Sergeant, "I can't prove he was  
 drunk 'cause I didn't see him drinkin'...but when he  
 didn't report at roll call this mornin' I went in his  
 tent and woke him up."  
 "And what happened to make you suspicious?"  
 "Well, sir...he staggered to his feet and reached for his  
 hand-mirror but picked up his hair-brush instead. Then  
 holdin' it up before his eyes - bristle side toward him -  
 he rubbed his face and said "Wow! Do I need a SHAVE!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS FULL, FADE FOR BACKING)

GRACIE: And now about that thing called love. ~~That thing that happens when a boy meets a girl and he looks at her, and she looks at him, and well, that's it. They're in love.~~ And, you know, in spite of the war and the bombings in London, you still see boys and girls holding hands in Hyde Park and telling each other that nothing else matters very much.

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

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight on her United Nations roll call, with a stirring march, Gracie Fields salutes - Russia!

MUSIC: ("V" FANFARE. FADE FOR BACKING)

GRACIE: There's a world of difference between hope, and faith. Once the letter "v" was only <sup>a</sup> faint hope to conquered Europe. Now it represents absolute faith in the United Nations Victory. And I'm proud that this "v" for Victory is carried on the back of every package of my PELL MELL cigarettes. We all know what a magnificent job our allies, the Russians, are doing on the fighting fronts - but here's a true story of what happens in the territory still occupied by the Nazis. It is night.

SOUND: (SNEAK IN MOTOR CAR - OFF)

A lone Nazi on a rail motor car comes down a railroad track, nervously glancing from side to side. He passes a small clump of trees - ~~disappears~~ safely down the track into the night.

(SOUND FADES AWAY)

GRACIE: The railroad is intact. As the noise of the rail car dies away, a shadowy Russian figure creeps from the woods, busies himself at the rails -- then vanishes.

SOUND: (SNEAK IN APPROACHING TRAIN)

GRACIE: Presently a Nazi troop train approaches. As it reaches the spot where the shadowy figure has been -

SOUND: (EXPLOSION. ON. SOUND OF GUNFIRE. OFF)

GRACIE: There is a loud explosion as the train leaves the rails .... ~~followed by a burst of gunfire from the woods.~~ *Piled up in a tangled mass of wreckage* And that means that one thousand Nazi officers and men will fight no more for Hitler.. Thus do the courageous Russians fight - Not only in the front lines - but behind them. Tonight, as we play one of Sousa's stirring marches, "Hands Across The Sea", people of Russia we join you in saying - on to Victory!

MUSIC: (PRODUCTION NUMBER OF SOUSA MARCH. PRECEDED BY MARCHING FEET EFFECT)

(APPLAUSE)

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

(MORE)

HANCOCK:  
(CONTD)

So, smokers ... when you buy cigarettes, remember  
PELL MELL'S greater length filters the smoke ...  
protects your throat.

MUSIC:

(FULL WITH INTRO TO "LET - THE BANDS PLAY", FADE BACK  
FOR)

HANCOCK:

Here she is again, your own Gracie Fields!

GRACIE:

Well, you know, we all like to hear a band play -  
especially when we see the flags flying as our boys go  
marching <sup>on to victory</sup> ~~by~~. So here goes. Let's all march along with  
them in spirit ~~as the bands play~~.

SONG:

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

MUSIC:

(FULL FANFARE THEME AND DOWN FOR)

HANCOCK:

Here we go for Victory!

SOUND:

tone signal ... \_ . . . \_ . . . \_

GRACIE:

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

SONG:

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

HANCOCK:

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

GRACIE:

Good night. everybody ... and God bless you!

MUSIC:

(FULL SIGNATURE WITH GRACIE AND APPLAUSE, FADE ON CUE

ANNR: Gracie Fields, with music arranged and conducted  
by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

CCNY .YEN

-8-

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ATX01 0231163

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

AS BROADCAST

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: 2ND. REV.  
#40

DATE: FRI. 3/5/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, now, I'm going to sing a <sup>new</sup> little song that's never been on the air before. It's about <sup>children</sup> twins - and it reminds me of the time a friend of mine, who was in the Royal Navy, got a cable from his wife which said: "Just had twins - more by mail." <sup>Was he worried!</sup> (WHISTLES)

SONG: ("MRS. BINN'S TWINS'S")

(APPLAUSE)

ATX01 0231164



HANCOCK: Gracie will be back with more songs in just a moment.

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

MUSIC:: (FULL WITH INTRO TO "LONG LONG WAY FROM HOME"  
FADE BACK FOR)

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

GRACIE: Well, Don, ~~first I'm going to tell my little joke~~ <sup>one of the</sup> ~~and then I'm going to sing an old song - a real old~~ ~~timer with whiskers on it.~~ but first I'm going to tell you this story I told several months ago.

~~This is about Mr & Mrs Many stories have come out of the bombing of Britain..~~  
~~Mr. and Mrs. Harry Hawkins were sound asleep in their~~  
~~second floor bedroom. Suddenly Mrs. Hawkins was~~  
~~awakened by a terrific explosion.~~  
~~"Hey, come on, love, be quick, hurry~~  
~~up, be sharp, how long are you! Wake up!" she screamed, "The blinkin' Jerry's~~  
~~are bombin' us! We gotta get to the cellar quick!~~  
~~Well, what do you think -- and she made a dash for the stairs. When she got to~~  
~~the first floor she looked back but Harry wasn't in~~  
~~sight. Meantime the explosions were getting closer and~~  
~~closer. In a panic she shouted up the stairs.~~  
~~"Harry, Harry, you will be killed! What are ya doin'?"~~  
~~"I'm looking for me teeth!"~~  
~~"What do you think they're throwin' -- SANDWICHES!"~~

MUSIC: (SWELL FULL) FADES FOR BACKING)

GRACIE: Well, now about that old song. ~~You know I guess we all get a little homesick now and then when we're away from home, I know I do, and the letters we get from the boys in the service tell us that too. Many of them have asked us to sing about that lonesome feeling, so we've reached into our songbag and came up with "When You're A Long, Long way From Home."~~ <sup>Way</sup> So here you are, lads. <sup>for</sup> *I hope*

SONG: ("LONG, LONG WAY FROM HOME") *you won't be too miserable*  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V.FANFARE. FADE FOR BACKING)

GRACIE: In the eighteen nineties there was a football formation called the flying wedge. It was shaped like the letter "V", and it crossed many a goal line. Today the letter "V" means that the United Nations will cross the axis goal line. That's why I'm proud that the "V" for Victory appears on the back of every package of my FELL MELL cigarettes. But now I'd like to tell you <sup>what</sup> ~~about~~ a certain Norwegian army officer, working behind the line, did to bring our victory much closer. ~~I can't tell you his name for his family is still in Norway, but this is what happened.~~ It is a crisp clear night. The night of January tenth, nineteen hundred and forty-two.

MUSIC: (SNEAK IN LOW TENSION CHORDS WHICH SWELL TO EXPLOSION)

GRACIE: One hundred Nazi transports lie quietly at anchor in five different Norwegian ports. The hands of Norwegian clocks point to midnight. Suddenly - in the stillness of the night -----

SOUND: (RUMBLING ROAR OF AN EXPLOSION COMING TO CRESCENDO)

GRACIE: *Pandemonium*  
~~All hell~~ breaks loose. And when the panic and the shouting and the confusion is over, there are no more Nazi ships. There is nothing but oil and wreckage and the cold, grey Atlantic beating against the shore. This is the work of the Norwegian Army officer and his comrades. How they did it must remain their secret, but History records that <sup>a</sup> ~~one~~ hundred Nazi ships in five different ports were blown to bits at the same moment. Thus do patriots fight the invaders of their homeland. Tonight, as we play one of ~~Sousa's~~ *Boyz's* stirring marches, "National Emblem," people of Norway, we join you in saying - on to Victory!

MUSIC: ( PRODUCTION NUMBER OF SOUSA MARCH. PRECEDED BY MARCHING FEET EFFECT) (APPLAUSE) .

HANCOCK: Ladies and gentlemen on every far-flung battlefield in this world today where you find American fighting men, there also will you find the American Red Cross. ~~And many a wounded American boy's heart has brimmed with pride and gratitude to see those Red Cross workers courageously advancing to help him through a terrible rain of death. The Red Cross fights on many fronts and in many ways.~~

(MORE)

HANCOCK: (CONTD) Not with guns, but with medicine for the injured, recreation for the lonely, food and clothing for Americans who are prisoners - of war, and many, many other services. Thousands are contributing all their time and all their efforts to this work. It's up to the rest of us to contribute our dollars. Decide right now to send the biggest contribution you can to your local Red Cross headquarters tonight.

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

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

GRACIE: Here's a song I'd like to dedicate to one of the most important branches of our service - the Coast Guard. They are the lads who patrol our shore line - and what a grand job they've been doing. So here goes with their own song - "The Coast Guard Forever."

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by  
Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

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# RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #41

DATE: MON. 3/8/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Well, you  
know, I'm feeling a bit sad tonight. It's on account  
of my little Brother Herbert. We were all very <sup>very</sup> fond  
of him. But he's disgraced us, he has. So we've had  
to turn his picture to the wall. Poor Herbert! He'll <sup>He was a fine kid</sup>  
be a dead pigeon if my mother ever catches him.

SONG: ("TURN HERBERT'S FACE TO THE WALL.")

(APPLAUSE)

ATX01 0231171

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

MUSIC: (FULL WITH INTRO. TO "THREE JAP PLANES." FADE BACK FOR:)

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

GRACIE: Well, Don, after I've told <sup>you</sup> my little story, I'm going to sing a song about the lads who are flying the planes for Uncle Sam. But right now I want to tell you about Mr. Henery Hawkins who was <sup>a little way</sup> only four feet eleven <sup>and had a violent temper...</sup> and <sup>his wife</sup> Mrs. Hawkins was no Dove of Peace herself! <sup>will, our day</sup> ~~On this certain foggy day in London~~ they were arguing so loud they didn't hear the air raid warning. "This time," shouted ~~Mr.~~ Hawkins, "I'm leavin' you for good!"

As he slammed the door a bomb landed nearby and the whole house collapsed.

A half hour later, as a rescue party dug him out of the ruins, one of them said: "Blimey, but you're a little feller, ain't ya?"

(MORE)



GRACIE: ~~Mr.~~ Hawkins looked ~~dazedly~~ around at the wreckage of  
(CONTD.) his home. *Said -*

"I may be little," ~~he said~~, "but can I slam a DOOR!!!"  
(LAUGHTER- APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: *Well, now* Here's the ~~the~~ song I was telling you about. We've had a  
lot of requests for it since I sang it several  
weeks ago. And tonight, I'd like to dedicate it to  
those American fighter pilots who are proving to the  
Japanese Air Force that a zero means - nothing!

SONG: ("THREE JAP PLANES")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations roll call, with a  
stirring march, Gracie Fields salutes - Greece.

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: Premier Venezelos was the outstanding statesman of  
Modern Greece. His name began with the letter V. The  
letter V which now symbolizes the coming United Nations  
Victory. It is this V for Victory which is carried on  
the back of every package of my PELL MELL Cigarettes *And*  
I'm proud of it, as I'm proud, tonight, to tell this  
true story of what the Greeks are doing to assure our  
Victory. There is thunder over Crete - the thunder of  
Nazi dive bombers. The man made fury strikes Greek  
soldier Louis Zaimis, passes on - leaving his broken  
body lying in the dust. Months later, a crippled  
beggar approaches Greek civilians on the streets of  
Athens. (MORE)

GRACIE:  
(CONTD.)

*that information.*

Nazi bullets have done their evil work, no one can recognize him as Louis Zaimis who has recovered and made his way back to the Mainland. He is not begging. *As has* He knows ~~where~~ <sup>that</sup> the British <sup>had</sup> hidden a large supply of guns and ammunition in the ~~Greek~~ <sup>before they were forced to</sup> Hills. And he <sup>evacuate</sup> is telling loyal Greeks where to find it, recruiting <sup>Greeks in</sup> them into the patriotic Intelligence Service against <sup>April, 1941</sup> the time when the United Nations surge across from Africa. Thus, under the very noses of their Axis oppressors, do loyal Greeks fight on.

MUSIC: (BUGLE CALL. MARCHING FEET EFFECT)

GRACIE: Tonight, as we play one of <sup>Biglow's</sup> Sousa's stirring marches, "Our Director," People of Greece, we join you in saying -On to Victory!

MUSIC: (DRUM ROLL INTO SOUSA'S MARCH)  
(APPLAUSE)

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

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

HANCOCK: Here she is again your own Gracie Fields!

GRACIE: I wonder if there's anybody who doesn't love a parade.  
 I know that when the bands ~~start~~<sup>begin</sup> to ~~play~~, my heart  
 beats a little faster and I want to ~~get into the line~~<sup>start marching with them.</sup>  
~~of march.~~ So let's all join our boys tonight as they  
 swing down the road to Victory.

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields with music arranged and conducted by  
 Harry Sosnik, comes to you from Hollywood.  
 THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

**CLIENT:**

AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:**

#42

**DATE:**

TUES. 3/9/43

**PROGRAM:**

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

**NETWORK:**

BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere. This is me again with some songs and a bit of a story for you. Well, you know my family always blames me for everything that goes wrong. Even when I was a baby, Mother used to pin things on me. (WHISTLES). ~~And I remember when I had a birthday, Scotch boy. I'm eight years old. I've had a birthday I used to feel a lot like the little boy I'm going to tell you about now.~~ *Well, I thought I'm a naughty little boy. And I'm very fed up. (suff)*

SONG: ("WHAT'S THE GOOD OF A BIRTHDAY")  
(APPLAUSE)

ATK01 0231176

HANCOCK: Gracie will be back with more songs in just a moment.

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

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

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

GRACIE: Well, Don, first I'm going to tell my little <sup>Story</sup> ~~fake~~, and then I'm going to -- No, I <sup>don't think I'll</sup> ~~won't~~ tell you. <sup>I'm going</sup> ~~I feel like~~ <sup>to be</sup> being stubborn. Just like a woman, isn't it? (GIGGLES)

*well, well* While waiting for mess call to sound, Alf and Bill were sitting around the barracks philosophizing. "I'll bet," said Alf, "that Mussolini thinks more of his blinkin' handkerchief than anything else he owns."

"You must be balmy! Why should he think more of his blinkin' handkerchief?"

"'Cause it's the only thing he can stick his bloomin' nose in ~~in~~ without first gettin' an Okay from HITLER!!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE FIELDS  
TUES. 3/9/43

REV. #42

GRACIE: "Well now that my little joke is over, <sup>I want to</sup> tell you about the song I'm going to sing. It's called: "WHEN THE LIGHTS COME ON AGAIN ALL OVER THE WORLD." And it gives promise of the good times to come when the Axis powers who put the lights out - have been put out themselves.

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

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: Vega is the brightest star in the northern hemisphere. And the bright star of the United Nations is the letter V. For it symbolizes our coming victory. That's why I'm proud that the V for Victory appears on the back of every package of my Pell Mell cigarettes. Each United Nation is doing its share to bring our victory closer. Take Panama, for instance. Mr. X, a plantation owner of German birth, has lived there for many years. Shortly after Panama entered the war, he approached government officials. He would like to buy some jungle land, clear it, and plant it in cotton. ~~Will he be granted permission to do so? He is, apparently,~~ ~~a peaceful, lawabiding citizen~~ but the government officials are cautious. A clearing in the jungle might well be used by enemy planes. So close to the canal, that would be fatal. But finally they grant Mr. X permission to clear the land. When he has done so, they ~~will~~ become even more helpful.

(MORE)

ATX01 0231178

GRACIE: At government expense, irrigation ditches are dug across  
 (CONTD) it to provide water for the cotton - and to make it utterly  
 useless as a landing field. Mr. X disappears - a silent  
 admission of his guilty intentions. And Panama has struck  
 another blow for victory by outwitting a Nazi agent.

MUSIC: (BUGLE CALL. MARCHING FEET EFFECT)

GRACIE: Tonight, as we play ~~Gladiator~~ Sousa's stirring ~~Gladiator~~  
 Gladiator, <sup>March</sup> people of Panama, we join you in saying - on  
 to Victory!

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

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

MUSIC: (FULL WITH INTRO TO "SING AS <sup>WE</sup> YOU GO." FADE BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields!

GRACIE: Well, here's a little song that's <sup>GET</sup> a good title. <sup>To J</sup> It's  
 called, "SING AS YOU GO, <sup>Good</sup> A song always seems to make things  
 easier whether we're working on an assembly line <sup>what we work</sup> or on the  
 march. So let's all get together as we swing along to  
 Victory and ~~sing as we go!~~

SONG: ("SING AS <sup>WE</sup> YOU GO." WITH GRACIE AND QUARTETTE)  
 (APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*  
REV:

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #43

DATE: WED. 3/10/43

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

NETWORK: BLUE

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HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Well, my  
uncle always used to say that the best after dinner  
speech in the world is: "Waiter, bring me both checks".  
But since we've had point rationing, he's not worried  
about money. Now, it's what can he buy with it? Oh,  
well, if we eat less, we'll all reduce and maybe  
people will stop laughing at our expense. (*hoo! hoo!*)  
Oh, mother! *I can hit it now*

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

ATX01 0231181

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

(FULL WITH INTRO TO "I'LL WALK WITH YOU MAJOR")

(FADE BACK FOR)

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

GRACIE: Well Don, ~~after I tell my little story~~ I'm going to sing about one of those lads in the army you never hear much of. ~~But he's important just the same,~~  
<sup>So</sup> and we'll talk about him after I've told you about ~~the~~  
<sup>the</sup> a Yorkshire Farmer who ~~before the war~~ had never  
<sup>and</sup> been to the big city in his life, had to make a trip to the States, <sup>before the war</sup> with stop-overs in New York, Philadelphia and Washington. As he came off the pier at New York a Red Cap said "Carry your bag, sir?" He shook his head "NO" and walked on. As he arrived in Philadelphia a Red Cap said "Carry your bag, mister?" He again shook his head and walked on.

(MORE)

GRACIE FIELDS  
WED: 3/10/43

-3-

REV.  
#43

GRACIE:  
(CONTD.)

But when he arrived in Washington and a Red Cap said  
"Carry your bag, Mister?" ... he got mad.

"Look here," ~~he said~~, "I told ye NO in New York and I  
told you NO in Philadelphia...now quit followin' me  
AROUND!"

(LAUGHTER - APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE:

Well, now about that Army lad of ours. He's the one  
with the single gold bar on his shoulder, the 2nd  
Lieutenant. He's ~~been doing a grand job but he's~~ not  
been getting much credit, and I think we ought to do  
something about it. So right now we'll say a musical  
cheerio to all the shavetails. Good luck lads - ~~and~~  
~~God bless you.~~

SONG:

("I'LL WALK WITH YOU MAJOR")

(APPLAUSE)

HANCOCK:

The United Nations Roll Call!

MUSIC:

("DRUM ROLL" - UNDER)

HANCOCK:

Tonight, on her United Nations Roll Call, with a  
stirring march, Gracie Fields salutes Luxembourg!

MUSIC:

(TWO PHRASES BEETHOVEN FIFTH. FADE FOR BACKING)

GRACIE:

It was Victor De Laveleye who first urged Belgians to  
scrawl the letter V on sidewalks, walls and windows as a  
token of the coming United Nations Victory. Today, it  
has become a universal symbol, and I'm proud that my  
Pell Mell Cigarettes carry the V for Victory on the  
back of every package.

(MORE)

ATX01 0231183

GRACIE:  
(CONTD)

People in occupied Luxembourg still carry on for victory even though they cannot fight with guns and bullets. ~~There are other ways, as this story shows.~~ Gustav Moselle - the name is fictitious - worked as an oiler in the railroad machine shops which serve the great steel mill near Esch. He had a comfortable home, a wife, and a baby named Hugo who liked to play in a box of sand Gustav had brought him. Then came the Nazi invasion. The people of Luxembourg were forced to turn out more steel for Hitler. Dozens of extra trains puffed into the yards where Gustav Moselle worked at his job of oiling the locomotives. But many of them never reached Germany again. They stand on sidings - their cylinders pitted and their gears useless. Gustav Moselle looks innocent. But he knows that the sands of time are running short for the Nazis - and he knows that the sand in little Hugo's sand box is running very short indeed.

MUSIC: ("BUGLE CALL" - MARCHING FEET)

GRACIE: Tonight, as we play ~~one of~~ Sousa's stirring ~~marches~~,  
"Free Lance", <sup>march</sup> people of Luxembourg, we join you in saying - on to Victory!

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

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

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

HANCOCK: Here she is again your own Gracie Fields!

GRACIE: Once again it is our privilege to salute a branch of our Armed ~~Forces~~ <sup>Service</sup> - the Army Air ~~Corps~~ <sup>Force</sup>. No one needs to tell us what a magnificent job they've been doing on all the fighting fronts. So tonight we'll say it with music as we sing the Army Air Corps Song!

SONG: ("ARMY AIR CORPS" - WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

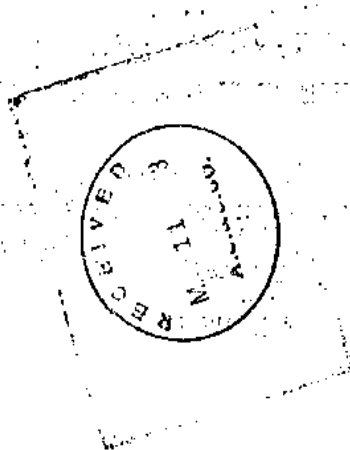
GRACIE: Goodnight, everybody.....and God bless you!

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

ANNR: Gracie Fields, with music arranged and conducted  
by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

1964

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# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*As Broadcast*

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** REV. #44  
**DATE:** THURS. 3/11/43  
BLUE

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

**NETWORK:**

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL . . . . .

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL . . . . . *wrong signal*

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, I have a farmer friend who sells eggs to the army. But he used to waste a lot of time hunting for them. So he crossed parrots with his hens, and now they come up to him and say: "I've just laid an egg. Go get it."  
(WHISTLES) *will* That joke just laid *ou 2* ~~an egg. Come and get it, Mother.~~ *oh* Well, I'm wondering if my uncle shouldn't have tried that with his ducks. He'd have been better off.

SONG: ("A COUPLE OF DUCKS.")  
(APPLAUSE)



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

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

HANCOCK: What are you going to sing now Gracie?

GRACIE: Well, Donald, If you'll just be patient you'll find out - because I've got my little story to tell first. Although Mrs. Scroggins son ~~Lumme~~ <sup>Lumme</sup> had been stationed somewhere between Sydney and Melbourne for over a year... and although he wrote her every week she still missed him terribly...and worried about him. To take her mind off it, her friend Mrs. Boggs, suggested a visit to the London Zoo. As they strolled about looking at the various animals they suddenly came to a ~~little clearing~~ where several Kangeroos were hopping about, ~~sitting on their tails,~~ <sup>leaping wildly into the air</sup> ~~and one or two~~ <sup>and</sup> were carrying babies in their pouches. All went well until Mrs. Scroggins' eye lit on a sign that read "Natives of Australia." For a moment she stood transfixed...then she said in a horrified tone:- "Natives of Australia! Lumme! And ~~Lumme~~ <sup>Lumme</sup> just wrote me he MARRIED one of those!!!"

GRACIE FIELDS  
THURS. 3/11/43

-3-

REV. #44

(LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: You know, lots of songs have been written about smiles, and I'm going to sing one of them now. I like this little song because it has some good advice for all of us who are saying goodbye these days to our boys as they leave to join the armed forces.

SONG: ("SMILE WHEN YOU SAY GOODBYE")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: Not long ago, when you saw boys on college campuses wearing sweaters with the letter V, you knew the V meant Varsity. But today, we know the letter V means Victory - the coming Victory of the United Nations. And I'm proud that this symbol - this V for Victory, is carried on the back of every package of my Pell Mell cigarettes. Our great sister Republic, Brazil, is helping to assure our Victory, for she has always <sup>subscribed to</sup> ~~fought for~~ the ideals and principles for which the United Nations stand firm. Let's take a look at the record.

MUSIC: (LOW SUSTAINING TENSION CORD)

GRACIE: In World War 1, Brazil declared War against Germany on October 26th, 1917.

MUSIC: (SUSTAINING TENSION CORD. A STEP HIGHER)

ATX01 0231190

GRACIE: In World War II, Brazil declared war <sup>against</sup> on the Axis on August 22, 1942 and followed up the declaration with men, planes and guns.

MUSIC: (SUSTAINING TENSION CORD. A STEP HIGHER)

GRACIE: Thousands of Brazilians are going into the jungle regions of the upper Amazon, risking Malaria and untold hardships, to search for wild rubber trees for the United Nations war effort. This is a mass movement - a vast, volunteer mass movement to speed the defeat of the Axis. It is another telling answer to the ruthless aggressors challenge.

MUSIC: (BUGLE CALL. MARCHING FEEL.)

GRACIE: Tonight, as we play <sup>R.V. Hall's</sup> ~~Sousa's~~ stirring ~~march~~ <sup>March</sup> "New Colonial", people of Brazil, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO SOUSA BAND NUMBER.)

(APPLAUSE)

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

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

HANCOCK: Here she is again your own Gracie Fields!

*One of the most famous*

GRACIE: And now I'm going to sing ~~the greatest~~ <sup>one of the most famous</sup> songs that was ever written by ~~that great artist~~ the late George M. Cohan. It was to this song that our boys marched to Victory in 1918 and it is to them and ~~to~~ their sons who are marching to Victory today that ~~we~~ <sup>we</sup> gratefully sing *this great song of World War One.*

SONG: ("OVER THERE")

(APPLAUSE)

MUSIC: (FULL PANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

CLIENT: AMERICAN C. & C. COMPANY  
PALL MAIL

BROADCAST:

REV.

#45

DATE:

FRI. 3/12/43

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

NETWORK:

BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory.

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Oh dear, I don't think I'll ever be married. I'm not old enough for the young men and I'm not young enough for the old men.

I'm in an awful fix. <sup>I don't know what to do</sup> ~~Mother, what will I do?~~ <sup>you know,</sup> ~~So would I.~~  
S'it you'd like to know how old I am. <sup>So would I.</sup>  
SONG: ("OLD MAN'S DARLING")

(APPLAUSE)

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

ATK01 0231193

"GRACIE FIELDS"

FRI. 3/12/43

-2-

REV.

#45

MUSIC: (FULL WITH INTRO TO "GOODNIGHT, CHILDREN, EVERYWHERE".

FADE BACK FOR:)

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

GRACIE: Well, Don, I'm going to sing a song that was very popular in England ~~and Canada~~ back in 1940, but first ~~I've got~~ <sup>here's</sup> a little story for you. The days drilling and work was over and the soldiers were ~~lounging around,~~ comparing notes on what they used to do ~~in civilian life~~ before joining the army.

Well "I was a window trimmer in a department store", said ~~Bertie~~ <sup>Patty</sup>, "and ~~another~~ <sup>John</sup> good one, too, - until they gave me my walking papers."

Well "If you ~~was~~ <sup>were</sup> so good, why did you get your walking papers?"

Oh, "I made a bit of a mistake, that's all. Right in the front window I put a sign on a bath tub that should have gone on a lady's sports coat."  
~~"What did the sign say?"~~ <sup>Instead of on the sports coat you put it on the bath tub.</sup>

"It said -- how would you like to see your best girl in this?"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: And now about that song. It's ~~called~~ called "Goodnight, Children, Everywhere", and it was written for the children who were being evacuated from London at the time of the Nazi bombings. But, tonight, I'd like to sing it for all the refugee children everywhere, ~~God~~ ~~bless 'em.~~

SONG: ("GOODNIGHT, CHILDREN, EVERYWHERE".)

(APPLAUSE)

ATX01 0231194

HANCOCK: The United Nations Roll Call.

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V FANFARE, FADE FOR BACKING)

GRACIE: Valor and Victory go hand in hand. They both begin with the letter V, and I'm proud that my Pell Mell cigarettes carry the V for Victory on the back of every package.

For it is the symbol of the coming United Nations victory which is being assured by men like Pilot Officer E. A. White. He is a peace loving man, a former Montreal school teacher. But, when the Nazis threatened to over-run Europe, he left his classrooms to enlist in the flying corps. Early last year he was a member of a Whitley bomber crew flying over the English Channel - their objective, Ostend. Half way there, he stumbled, fell through the plane's bomb hatch, managed, somehow, to catch on with his legs. His comrades were preoccupied, did not notice. Hanging head downward as the plane flew on, he clung to the bomb release trigger. Over Ostend, he pressed it, released his bombs on the target. It was not until the plane was on it's homeward flight that his buddies saw his plight and pulled him to safety. Canadian Pilot Officer ~~White~~ White no longer teaches children. He is busy now teaching the Nazis that valor and Victory go hand in hand.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play one of Sousa's stirring marches, "The Diplomat", people of Canada, we join you in saying-  
On To Victory!

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

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

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

HANCOCK: Here she is again your own Gracie Fields!

GRACIE: *Will* Here's a song <sup>*They're singing*</sup> ~~that's very popular~~ <sup>*and Canada*</sup> in England, and tonight I'd like to dedicate it to <sup>*the*</sup> a group of R A F lads who are over here putting on shows for the benefit of the American Red Cross and <sup>*United Nations*</sup> ~~British War Relief~~. You'll never find a more worthy cause, and you'll never meet a finer gang than those R A F boys. They'll be going back overseas again before long, so good luck to you, lads, and Happy Landings!

SONG: ("BLESS 'EM ALL" WITH GRACIE AND QUARTETTE:)  
(APPLAUSE)



MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood. THIS IS BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #46

DATE: MON. 3/15/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from coast to coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Well, my  
cousin Alf got his medical discharge from the Army the  
other day, and went back to work on his farm. He was  
milking a cow, when a soldier came by and called out:  
"You slacker! Why aren't you at the front?" Alf looked  
at him and said: "Because there isn't any milk at that  
end." (GIGGLES) <sup>has the cow. You'll see</sup> Isn't he the one though? Well, these  
days everything <sup>and scarce & scarce</sup> is getting scarcer, ~~but we'll all get~~  
~~used to it.~~

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

(APPLAUSE)

ATX01 0231198

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

MUSIC: (FULL WITH INTRO TO "A CENSORED LETTER." FADE BACK FOR:)

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

GRACIE: Well, Don, we'll get around to that after a bit. But first I'd like to tell <sup>you about</sup> ~~my little story.~~ Bill Simms, <sup>he was</sup> a stoker on a British cruiser, was back in England after spending a week in New York ....~~where his ship had put in for a few minor repairs.~~ As he sat down to dinner, his first day home, his wife said:  
 "I hear they've got food rationin' in America now."  
 "Aye."  
 "And has it pushed the prices up?"  
 "Well..my first day ashore there I dropped in a restaurant. The waiter said "Will you have the dollar dinner?" I said, "Listen, chum..I've been six months at sea and I've got all my back pay right here in my pocket!" He said "how about the two dollar dinner?" I said "I came here to really eat..bring me the five dollar dinner!" He : said, "Yes sir..how will you have it..on white or rye!"  
 (LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING.)

GRACIE: (V) Now I'm going to be serious for a minute. You know, there's nothing our boys, over seas like to get so much as a letter from home telling them all about their families and friends. They'll send us a reply with all the news the censor will let pass. So let's write to the boys early and often, and let's not wait. <sup>Courtesy,</sup> Let's do it now.

SONG: ("A CENSORED LETTER.")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: When Nazi troops march along the streets in the occupied countries, people who watch, stand in V formation - a silent affirmation of their faith in the coming United Nations Victory. And I'm proud that this symbol - this V for Victory - is carried on the back of every package of my Pell Mell Cigarettes. Now, let's turn back the clock for a moment as I tell you this true story of how China fights to assure our victory. The Japs are at the gates of Changsha. To General Haueh Yueh falls the task of defending the city. The Japs attack with a new weapon - a mortar that throws a heavy shell of liquid fire ~~which bursts into fragments so hot that they destroy light arms.~~ (MORE)

GRACIE:  
(CONTD)

Greatly outnumbered, and faced by this scorching assault, the Chinese fall back. A ranking officer informs General Hsueh of the desperate situation. "What do we do now?" he asks. General Hsueh does not hesitate. "We advance," he answers with a smile - and walks steadily toward the enemy. The Chinese troops rally behind him, put the Japs to rout and save Changsha. So it is through the heroism of Chinese General Hsueh Yueh that the United Nations win their first major victory in the Pacific.

MUSIC:

(BUGLE CALL - MARCHING FEET. *Sousa's*)

GRACIE:

~~Tonight~~, as we play stirring "Sesquecentennial" march, people of China, we join you in saying - on to Victory!

MUSIC:

(DRUM ROLL INTO BAND NUMBER )

(APPLAUSE)

HANCOCK:

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

MUSIC:

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

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

GRACIE: I got a letter from a little six year old boy the other day. ~~His mother wrote it for him, of course, but~~ He wanted me to know that he's being a good soldier while his daddy is overseas. He said he'd heard me sing a song about that a few weeks ago and he asked me to please sing it again. So here it is - and I hope you're listening, Johnnie.

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

(APPLAUSE)

MUSIC: (FULL FA:FARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL... ..

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #47

DATE: TUES. 3/16/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from coast to coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again

with some songs and a bit of a story for you. Well, you know  
*Butter is so hard to get these days. I've been hanging out a quarter of a pound of*  
*it for days. This morning it was so strong I got up and walked around the*  
*table to pay "hello" to the coffee. (Hum) but the coffee was too weak to answer.*  
*Oh well, I can't keep any fresh butter because everybody pinches mine. It's a*  
*dirty trick but that's just how it is.*  
~~pinching mine. It's a dirty trick, that's what it is.~~

SONG: ("PLEASE LEAVE MY BUTTER ALONE")

(APPLAUSE)

GRACIE FIELDS  
TUES. 3/16/43

-2-

REV. #47

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

MUSIC: (FULL WITH INTRO TO "LOVE IS EVERYWHERE- FADE BACK FOR:)

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

GRACIE: Well, Donald, I'm going to sing another song about love. That little four letter word that keeps the song writers busy. But I've got a story for you first. During the war restaurants have their <sup>troubles</sup> ~~problems~~, too. Bill Sykes was in the British Navy and as big and as tough as his <sup>key could</sup> ~~name sake in "Oliver Twist."~~

He had come to the restaurant especially to get himself a good steak and the one they served him was so tough he could hardly get his fork in the gravy. Calling the waiter over he said:

(MORE)

ATX01 0231204



GRACIE:  
(CONTD)

*hey,*

"Look here you ... take this steak back and ram it down the cook's blinkin' throat! An' I mean just that -- ram it down his throat!"

The waiter picked up the steak and hurried into the kitchen. When he returned Bill said:--

"Well, did you ram it down his throat like I told you?"

"Not yet, sir ... there's three mutton-chops ahead of your order!"

(LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADE FOR BACKING)

GRACIE: You know the dictionary says that love is "a feeling of strong personal attachment." Perhaps Mr. Webster is right, but whatever it is, it is all around us. It is what gives hundreds of thousands of our boys the courage to go overseas with their chins up to fight for the country they love and the people they love. So whatever you call it, I'm <sup>all</sup> for it.

SONG: ("LOVE IS EVERYWHERE")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: In the State of California, the automobile license plates for nineteen-forty-three consist of a small piece of metal on which is stamped the letter V.

(MORE)

GRACIE FIELDS  
TUES. 3/16/43

REV.  
#47

GRACIE:  
(CONTD)

For V signifies the coming United Nations Victory,  
and I'm proud that this symbol - this V for Victory,  
appears on the back of every package of my PELL MELL  
cigarettes. Victories are won behind the lines as  
well as on the battlefields, and here is a case in  
point. The head of the classified advertising  
department of a Nicaraguan newspaper was puzzled.  
The advertisement he had just accepted read: "Wanted  
fifty Tractors." It was signed El Ranch Sosiego.  
~~The manager know that the ranch was operated by a citizen  
of German birth who had lived in Nicaragua for many  
years. But he was also aware that the ranch was not  
large enough to have use for fifty tractors, so he went~~  
*Fifty tractors for a 300 - acre ranch. The manager*  
to the authorities. They thanked him, and when he  
had left they went into action. They knew that copies  
of the newspaper were sent to neutral countries where  
they might easily fall into the hands of axis agents,  
~~And this apparently innocent advertisement might well  
be a code message.~~ So they kept their eyes open, and  
when, several months later, a ship docked at bluefields  
bearing fifty crates consigned to El Rancho Sosiego,  
they boarded it. The crates were labeled tractors <sup>all right</sup> but  
when they were opened they were found to contain fifty  
dismantled German Messerschmidt Fighting planes. Thus  
was another Nazi plot blocked by an alert newspaperman  
and the astuteness of the Nicaraguan authorities.  
Tonight, as we play one of Sousa's stirring marches,  
"The Gallant Seventh" people of Nicaragua, we join you  
in saying - on to Victory!

BUGLE CALL  
MARCHING FEET

ATX01 0231206

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

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

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

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

GRACIE: During that rainy spell we had a couple of weeks ago, I gave a young Sailor lad a lift in my car. He was back on leave from the South Pacific, and he asked me when I was going to sing another song about the Navy. I told him I'd sing one tonight if he'd promise to listen in. He said he would - so here you are, Sailor.

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL . . . . .

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

REV.

#48

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST:

DATE:

WED. 3/17/43

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

NETWORK:

BLUE

HANCOCK: Here ~~we~~ go for Victory!

SOUND: TONE SIGNAL . . . . .

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL . . . . .

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Well, my  
cousin Harriet came running up to me the other day  
and <sup>she</sup> said - "Oh Gracie, I've ~~just~~ got engaged to an  
Irish soldier" - "Oh, really," says I. "No, O'Riley". *Says she*  
(WHISTLES) Well, there's one thing they haven't  
rationed yet and that's I-U-V ... LOVE. Wouldn't it  
be awful if they did, ~~girls?~~ *Don't think they could do it*  
*It's impossible.*

SONG: ("YOU CAN'T RATION LOVE")

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

MUSIC: (FULL WITH INTRO TO "DANNY BOY" FADE BACK FOR)

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

GRACIE: Well, Don, I'll give you three guesses, and while you're guessing I'll tell my little story. <sup>former O'looper</sup> It was shortly after December ~~the~~ seventh and ~~Bill Hawkins,~~ <sup>Bill Hawkins,</sup> ~~full of patriotism and 'arf-an-arf~~ had just enlisted and was waiting to be classified. The Sergeant looked him over appraisingly, "Do you think you could handle a Jeep?" "Well," said <sup>Bill,</sup> "I ~~ain't~~ never raised me hand to a woman except in self defense, but ju-jits or ~~so~~ ju-jits, if she needs it I'll handle her!" "Wot the blinkin' blazes are you talkin' about! A

Jeep is an Army car."  
<sup>Sh glow bz!</sup> ~~Bill~~ said <sup>and</sup> Bill, "I thought a Jeep was a female Jap!"

(LAUGHTER APPLAUSE)

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

GRACIE: Well, here it is March Seventeenth - St. Patrick's Day. So, for all the fine Irish lads who are with our Armed Forces helping to take the "hit" out of Hitler, we're going to sing a song that's an old favorite of all the Irish - "Danny Boy".

SONG: ("DANNY BOY")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL ... UNDER)

HANCOCK: Tonight, on her United Nations roll call, with a stirring march, Gracie Fields salutes - Mexico.

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: When a Patriot in one of the occupied countries wants to summon a waiter, he taps ~~out on the table~~, the letter "V" in code. <sup>on the restaurant table.</sup> For "V" is the universal symbol of faith in the coming United Nations Victory. And I'm proud that my PELL MELL cigarettes carry this "V" for victory on the back of every package! ~~I'm proud tonight I'd like to tell you one of the many ways in which Mexico is helping to defeat the Axis what our sister republic, Mexico, is doing to help~~ defeat the axis. The Mexican State of Baja California, which adjoins our southern border, is wild and rugged, sparsely settled - an ideal hiding ground for Axis agents. But, under General Rico, hundreds of ~~patriotic~~ Mexican civilians have volunteered to search it's towering mountains and sandy plains. They receive neither rations nor pay for their work, are completely self-sustaining.

(MORE)



GRACIE:  
(CONTD)

Many parties of searchers have become lost, have nearly died of starvation and hardship before airplanes have located them and dropped food and directions. Japanese short wave radio sets have been found and destroyed, as well as secret caches of food and munitions. Thus, a potential danger spot is being rendered harmless <sup>by</sup> ~~through~~ the loyalty and devotion of these <sup>volunteer patriots</sup> ~~freedom-loving citizens~~ of Mexico, ~~and our hate are off to them.~~

MUSIC: (BUGLE CALL - "MARCHING FEET")

GRACIE: Tonight, as we play Sousa's stirring march, "The Black Horse Troop", people of Mexico, we join you in saying - On to Victory.

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

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

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

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Some songs seem to have a special appeal to the boys in the armed services - songs like the one we're going to sing now. It was written at the time Great Britain entered the war, and I think it reflects the chins up spirit of all the lads who are going overseas to fight the Axis aggressors.

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

SOUND: Tone Signal ...\_ ...\_ ...\_

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

REV#1

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #49  
DATE: THURS. 3/18/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Well, did  
I tell you about the time I got into the movies?  
They asked me if I'd had any experience. I told  
them that once I'd had my arm in a cast so they  
hired me. You should have heard what the critics  
wrote about the picture. One of them said: "Pictures  
are making great progress. First they moved, then  
they talked, and now this one smells." <sup>Oh well!</sup> ~~is~~ I had an  
awful time.

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

ATX01 0231215

GRACIE FIELDS  
THURS 3/18/43

-2-

#49

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

MUSIC: (FULL WITH INTRO TO "MY BOY"... FADE BACK FOR)

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

GRACIE: Well, we've had a lot of letters, Don - asking <sup>me</sup> ~~us~~ to sing "My Boy" again. So that's what I'm going to ~~do~~ <sup>sing</sup> after I've told my little joke.

It was a dull Sunday in camp and Alf and Bill were lying in their bunks philosophizing. *Again.*

"Blimey, Bill! I just got a blinkin' idea worf <sup>half a</sup> million pound!"

<sup>why,</sup> "Wot is it?"

"'Ow to solve the bloomin' unemployment problem we'll have when the war's over."

<sup>Oh,</sup> "An' how would YOU do it?"

"Just put all the men on one continent and all the women on the other. Then everybody would be busy in no time!"

(MORE)

ATX01 0231216

GRACIE FIELDS  
THURS. 3/18/43

-3-

REV.  
3/49

GRACIE:  
(CONTD)

"Busy doin' wot?"

~~Boat~~ Buildin' Boats!

(LAUGHTER APPLAUSE)

MUSIC:

(SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE:

~~And~~ now we'll get back to our singing. I'd like to dedicate this song to all those mothers whose sons are overseas fighting to win a United Nations Victory. Those mothers are serving too for they are with their boys in thought and prayer every minute.

SONG:

("MY BOY")

HANCOCK:

(APPLAUSE)

The United Nations Roll Call!

MUSIC.

(DRUM ROLL - UNDER)

HANCOCK:

Tonight, on her United Nations roll call, with a stirring march, Gracie Fields salutes ~~England.~~ Great Britain

MUSIC:

(V FANFARE. FADE FOR BACKING)

GRACIE:

Victoria was the name of one of England's best loved Queens. Victoria means Victory - just as today the letter V symbolizes the coming Victory of the United Nations. <sup>And it's proud that</sup> ~~It is~~ this V for Victory <sup>is carried on the</sup> ~~that you see on the~~ back of every package of my Pell Mell cigarettes. We've told you many stories of heroes, so tonight I'd like to talk about a Heroine. She is Lady MacRobert, the widow of Alexander MacRobert of Aberdeen, Scotland. She had three sons. One by one they enlisted in the R A F -- and one by one <sup>she</sup> ~~lady MacRobert~~ <sup>word</sup> ~~received telegrams~~ telling of their death in action. ~~She did not flinch.~~

(MORE)

ATX01 0231217

GRACIE:  
(CONTD)

*Finally*  
~~But~~ she had nothing left with which to fight the  
 Nazis <sup>-nothing</sup> except her ~~example~~ <sup>Courage</sup> and her checkbook. So she  
 sent twenty-five thousand dollars to the Air Ministry  
 and with it went this message: "I want to make a  
 mother's reply in the same way that my boys would reply  
 - 'Attack, straight at the mark'." Soon, over Germany,  
 there roared a giant Sterling bomber which bore the  
 name "MacRobert's Reply". It is not ~~only~~ <sup>also</sup> to our soldiers  
 in the field but ~~it is to the dauntless courage of~~

To women like Lady MacRobert that we will owe our final  
and complete victory.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play one of Sousa's stirring marches,  
"The Invincible Eagle," people of <sup>Great Britain</sup> ~~England~~, we join  
you in saying - on to Victory!

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

HANCOCK: Smokers, you don't have to accept anyone's "say so" about  
the advantage you get when you smoke PELL MELL Famous  
Cigarettes. It's Modern Design that makes the big  
difference. Modern Design means PELL MELL is longer.  
Modern Design means your throat is protected. PELL  
MELL'S greater length filters the smoke naturally over a  
twenty per cent longer route of PELL MELL'S traditionally  
fine tobaccos.

(MORE)

GRACIE FIELDS  
THURS. 3/18/43

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#49

HANCOCK:  
(CONTD)

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

MUSIC: (FULL WITH INTRO TO "THE SMITHS AND JONES". FADE  
BACK FOR)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Here's a little song we sang a few weeks ago. I've  
been asked to repeat it tonight, because it  
expresses the true spirit of democracy - where every  
one is pulling together for Victory.

SONG: ("THE SMITHS AND JONES" WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

ATX01 0231219

GRACIE FIELDS  
THURS. 3/18/43

-6-

#49

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

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

ANNR: Gracie Fields, with music arranged and conducted by  
Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

ATX01 0231220



# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*  
REV.

CLIENT: AMERICAN C. & C. COMPANY  
FALL MALL

BROADCAST: #50

DATE: FRI. 3/19/43

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

NETWORK: BLUE

HANCOCK: Here we go to Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory.

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. You know, when my Uncle Bertie was just a boy, his greatest ambition was to wear long pants. Well, he's got his wish. He says if anybody in the world wears pants

any longer than he does, <sup>I'd</sup> he'd like to see 'em. <sup>Oh, well, that's</sup> ~~you, enough for that or anyhow.~~

(WHISTLES) ~~Don't hit me, Mother. Well,~~ now I'm going to tell you what my ambition is.

SONG: ("I WANT TO WALTZ IN BERLIN")

(APPLAUSE)

ATX01 0231221

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

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

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

GRACIE: I've got a song about fliers, Don. And I'll sing it right after I've told my little story.

Well Mrs. <sup>Johnson</sup> ~~Dumphy~~ caught up with her former neighbor, ~~the~~ Sally Stebbins, as she was hurrying across a London Street.

"I hear you're workin' awfully hard these days, Sally. They say you're workin' day and night." "And for a good reason, too," replied Mrs. <sup>Sally</sup> ~~Stebbins~~, .....

"I'm under bond to keep ~~the~~ peace for breakin' a china spittoon over the head of that worthless husband o' mine -- and the Magistrate said if <sup>we did it</sup> I ~~fold~~ ~~me~~ hands ~~on him~~ again he'd fine me forty shillin's."

Oh, "An your workin' day and night to keep out o' mischief?" <sup>Saw not.</sup> "Not much! I'm workin' day and night to save up <sup>for</sup> the fine!"

(LAUGHTER -APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Here's a song that was written by an Englishman to honor the fliers of the American Eagle Squadron in England. So I'm going to sing it especially for those American lads who are doing such a <sup>grand</sup> fine job of knocking the Luftwaffe out of the sky.

SONG: ("WHEN EAGLES FLY.")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations roll call, with a stirring march, Gracie Fields salutes - the Philippines.

MUSIC: (V FANFARE. FADE FOR BACKING)

GRACIE: To the millions of men and women in our Armed Forces, as well as to the millions of people who live under the ruthless heel of oppression in the occupied countries, the letter V is the living symbol of the coming United Nations Victory. That's why I'm proud that you see the V for Victory on the back of every package of my PELL MELL Cigarettes. Of all our allies who have United to bring our Victory closer, none have fought more fiercely and bravely than the people of the Philippines. Take mess Sergeant Jose Calugas, for instance. As the Jap invaders were pressing into Bataan, he was in the thick of the battle.

(MORE)

GRACIE FIELDS  
FRI. 3/19/43

2ND REV.  
#50

-4-

GRACIE:  
(CONTD)

Suddenly, he noticed that a machine gun of another battery was out of action - with all its crew killed. It was not his job to do anything about it. The gun didn't belong to his battery, and he was not a gunner. Yet risking death at every step, he raced across a thousand yards of open field which was bursting with shells and bombs, manned the gun, and was instrumental in halting the Jap attack. For his heroism, Mess Sergeant Jose Calugas received the congressional medal of honor. The congressional medal of honor - and the undying gratitude of all free people

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring ~~music~~ "GEORGE WASHINGTON BICENTENNIAL MARCH", people of the Philippines, we join you in saying - on to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

HANCOCK: Women of America! You have asked what you can do to help speed our Victory in this war. Here's ~~is~~ your Government's answer. There aren't enough men to do the job -- and every idle machine may mean a dead soldier. Approximately FIVE MILLION more American women must enter war work before the end of the year. Apply tomorrow at your nearest United States Employment Service Office. You'll find the address in your local telephone book. There's no charge, no fee, no favorites.

(MORE)

ATX01 0231224

HANCOCK:  
(CONTD)

Whether you are skilled or unskilled, there is a place for you in war work today. But here is a word of warning: Do not move to a crowded war center in search of a war job. Stay where you are, in your own home town. Simply apply immediately to your local U. S. Employment Service Office and help speed our Victory!

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

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: I'm very fond of the little song the boys and I are going to sing for you now. It's got a lot of zip and zing to it and the lyrics express the feeling of unity and victory which we of the United Nations have. ~~So here we go with -~~

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

HANCOCK;  
(CONTD)

Second, PELL MELL'S greater length filters the smoke -  
protects your throat!

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

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

ANNR: Gracie Fields, with music arranged and conducted by  
Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*W Broadcast*

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** #51

**DATE:** MON. 3/22/43

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

**NETWORK:** BLUE

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL . . . . .

HANCOCK: Calling America from Coast to Coast for Victory!

SOUND: TONE SIGNAL . . . . .

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Did I ever tell  
you about my ~~great uncle, Throckmorton?~~ <sup>Grandfather</sup> Well, when he  
was a young man, he shaved one day and used flour  
instead of talcum powder - and when he got hot, he  
broke out in biscuits. (GIGGLES) He looked like a <sup>Just</sup>  
plate of french pastry, <sup>and really anyway</sup> so he decided to grow a beard,  
and I'll tell you what happened then.

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

HANCOCK: Gracie will be back with more songs in just a moment.  
Ladies and gentlemen...it's as simple as A-B-C...how  
PELL MELL protects your throat. Notice PELL MELL'S  
greater length. That's Modern Design.

(MORE)

ATX01 0231227

"GRACIE FIELDS"  
MON. 3/22/43

REV.  
#51

-2-

HANCOCK:  
(CONTINUED)

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

MUSIC: (FULL WITH INTRO TO "LOCAL BOY MAKES GOOD" FADE BACK FOR:)

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

GRACIE: Well, Don, I've <sup>old</sup> a little song that I've never sung on the air before, and I'll tell you about it in just a minute. But now, I've got a story <sup>About</sup> ~~to tell you.~~  
Corporal Hodges, who had burned up his trousers while trying to press them, <sup>and he</sup> was trying to borrow Private Higgins' for the evening...but Private Higgins, ~~a~~ ~~little cockney~~, was holding out. After using up every other argument the Corporal said:

"See 'ere, 'Iggins...our future friendship depends on your lendin' me them pants for tonight. Now which do ya think th' most of -- my friendship or your pants?"

"Well," said Private Higgins, "there's a lot of places I can go without your friendship!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

ATX01 0231228



GRACIE: Well, like so many other people, I come from a small town where we know all our neighbors and don't see anything very unusual about them. We don't, that is, until one of our local boys comes home wearing a uniform with a medal pinned on it. When that happens, the band gets together and we all go down to the station to welcome the lad who has put our town on the map!

SONG: ("LOCAL BOY MAKES GOOD")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER.)

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

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

GRACIE: Valetta, the capital of Malta, is the most bombed city in the world. Yet it has emerged the victor from every Axis attack. Valetta, you will note, begins with the letter V - the universal symbol of the coming United Nations victory. And it is this V for Victory which you see on the back of every package of my PELL MELL cigarettes. This war is being fought and won behind the lines as well as on the fighting front, as this story shows. When war came to the Western Hemisphere, ~~in~~ ~~December nineteen forty-one~~, several German cargo ships were interned in the ports of El Salvador. ~~In the~~ ~~harbor at La Libertad~~, the largest of these rode at anchor while stevedores loaded it with supplies for the officers and crew.

(MORE)

ATX01 0231229

GRACIE:  
(CONTINUED)

As he worked, one of the stevedores kept glancing at the Nazi ship's captain; and when he returned to shore, he sought out the port manager, ~~went into a huddle with~~ ~~him~~. Soon the freighter swarmed with officials who searched it, unearthed cases of explosives and a well planned plot to scuttle all the <sup>German</sup> Nazi ships. For the alert stevedore had recognized the captain as a former coffee plantation owner whose Nazi sympathies were notorious and who had left the country suddenly, months before war was declared. And so, because of the quick thinking of a citizen of El Salvadore, these former Nazi freighters now serve the United Nations' cause.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight as we play ~~one of~~ Sousa's stirring marches ~~the~~ "STARS AND STRIPES FOREVER", people of El Salvador, we join you in saying - on to Victory!

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

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

MUSIC: (FULL WITH INTRO TO "THE HALLS OF MONTEZUMA". FADE BACK FOR.)

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

GRACIE: And now, it is our privilege to salute another branch of our armed forces - the Marines. Whenever you hear this song, you may be sure that the marines have landed and have the situation well in hand.

SONG: ("THE HALLS OF MONTEZUMA" WITH GRACIE AND QUARTETTE.)  
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.



# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: 7/52

DATE: TUES. 3/23/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my boy friend Henry <sup>his</sup> ~~is~~ a farmer and he's very absent-minded. One day I saw him looking <sup>very</sup> puzzled. He had a piece of rope in his hand and when I asked him what was the matter, he said: "I've either found a piece of rope or I've lost a horse." (WHISTLES)  
Well, <sup>will</sup> that's not the worst of it. <sup>you</sup> Wait till <sup>you hear</sup> ~~you~~ ~~hear~~ ~~what~~ he's done now.

SONG: ("HE FORGOT TO COME BACK")

(APPLAUSE)

ATX01 0231233

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

MUSIC: (FULL WITH INTRO TO "I'VE GOT A JOB TO DO FOR UNCLE SAM")  
(FADE BACK FOR)

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

GRACIE: Well, Donald, after I've told my little story, I've got a song about a cowboy who had a very important job to do. And now here's a story you probably won't believe, but I'll tell it anyway. They say ~~that~~ in England they have stressed super-production so much that even the cows and chickens have got <sup>into</sup> ~~the~~ the spirit ... ~~with butter, milk and eggs.~~ At any rate ... a certain rooster was strutting across an English farm yard one morning when he spied a football that one of the children had painted white. He did a bit of quick thinking, then with a loud crow he called all the hens around him.

(MORE)

GRACIE:  
(CONTD)

"Ladies", he said, pointing to the big white football ... "I don't want to say I'm dissatisfied with your work -- but I just want you to see what some of the other girls are doing!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Well, thousands of our young lads are joining our armed forces every day. They come from all over - from farms, from the cities, and from ranch houses out on the lone prair-ee. So now I'm going to sing a little song about a cowboy who's gone to ride herd on Hitler..

SONG: ("I'VE GOT A JOB TO DO FOR UNCLE SAM")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

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

GRACIE: Valhalla is the legendary hall to which, it is said, go the souls of heroes who give their lives in battle. It is fitting that the name of this storied hall begins with the letter V - for valor and victory go hand in hand. It is the symbolic V for Victory which is carried on the back of every package of my Pell Mell cigarettes, and I'm proud of it, as I'm proud tonight to tell you this true story of one of New Zealand's heroes.

(MORE)

GRACIE FIELDS  
TUES. 3/23/43

REV. #52

-4-

GRACIE:  
(CONTD.)

He is Sergeant Myer Zimon and he was stationed near ~~the~~ Malena Airdrome in Crete. When the mechanized might of the invading Nazi Hordes serged upon Greece, he was given the job of blowing up a bridge ~~at~~ ~~Syranvos~~. His unit had suffered heavy casualties. So he volunteered to stay behind until his comrades had safely crossed the bridge ahead of the advancing Nazis. Hiding himself beneath it, Sergeant Zimon waited. Strapped to his body were sticks of dynamite attached to a short fuse. When the bridge was crowded with Nazi Troops, he lighted the fuse, <sup>and</sup> blew himself and the enemy troops to bits. There must have been great rejoicing in Valhalla that day when ~~the heroic~~ Myer Zimon knocked upon its gates.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play ~~some~~ Sousa's stirring ~~marches~~ - <sup>march</sup> "Semper Fidelis", people of New Zealand, we join you in saying - on to Victory!

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

HANCOCK: Smokers -- it's there for you to see -- the advantage you get when you smoke PELL MELL Famous Cigarettes. It's Modern Design that makes the big difference. Modern Design means PELL MELL is longer. Modern Design means your throat is protected. PELL MELL'S greater length filters the smoke naturally over a twenty per cent longer route of PELL MELL'S traditionally fine tobaccos.

(MORE)

ATKOT 0231236



HANCOCK:  
(CONT'D)

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

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

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: You know, there's nothing like a band to give you that chins up feeling that makes you want to get on with your job and get done with it. Well, we've all got an important job to do these war days - so ~~music~~ *here we go!*  
~~maestro, please.~~

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by  
Harry Sosnik, comes to you from Hollywood.

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: 2ND REV. #53

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

DATE: WED. 3/24/43  
NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my cousin Alf <sup>he's a jockey, and he says he's</sup> thought he had found a way to beat the races. ~~He just~~ <sup>He just</sup> whispers in his horse's ear <sup>in his horse's ear</sup> this little poem - "Roses are red, violets are blue, <sup>so no matter how she came in, he'd</sup> horses that lose are turned into glue." <sup>(GIGGLES)</sup> ~~But it didn't work out, because the horses he followed always followed the other horses.~~

*Oh,* Well, you know what's winning this war for us, don't you? It's that thing that's called the "Thing Uummy Bob"

SONG: ("THING UUMMY BOB")  
(APPLAUSE)

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

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

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

GRACIE: I've <sup>Two</sup> grand old songs for you <sup>Tonight</sup> Don, and I'll sing <sup>Three</sup> it right after I've told my story about <sup>your</sup> Little Alice.

Although they had said goodnight to her several times, little seven year old Alice insisted on hanging around the parlour door and watching her big sister and <sup>her</sup> a new gentleman friend who were holding hands on the sofa.

Finally the young man said:

"Alice....I'll buy ya a pretty new bracelet if you'll go up to bed and leave us alone.?"

"I don't want a bracelet," ~~said Little Alice.~~

"I'll buy ya a pretty gold ring."

"I don't <sup>ta</sup>wanna ring either."

"Then lumme! What do ya want?"

"I wanna watch!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Well, now let's be serious for a moment. I've noticed that many of the letters we get from the boys in the service ask <sup>me</sup> us to sing the more sentimental type of song. So, tonight, we've chosen ~~the late Victor Herbert's lovely ballad, "Sweethearts."~~ <sup>A waltz of</sup> "Sweethearts" and <sup>"Will you Remember"</sup> ~~"Sweethearts."~~ Here you are, ~~lads.~~

SONG: ("SWEETHEARTS")  
(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - under)

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

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

GRACIE: The new three cent Victory stamps bear the letter V and the slogan "Win the War". It is this V for Victory that you see on the back of every package of my PELL MELL cigarettes, and I'm proud of it because it symbolizes the coming Victory of the United Nations. Tonight I'd like to tell you a story of what Haiti is doing to help win the war. Near Cap Haitien, there was a small factory which manufactured fruit extracts. It was owned by a mild mannered little man who had lived in Haiti for many years. There was nothing odd about him, except that his employees noticed that he always kept a certain drawer of his desk securely padlocked and eventually the story reached the ears of Haitian officials.

(MORE)

GRACIE:  
(CONTD.)

The day after war was declared, a stranger applied for work at the factory, was hired as night watchman. Shortly ~~thereafter~~<sup>afterwards</sup>, the owner was arrested and the plant was closed down. For the secret of the locked drawer had been revealed. In it was a plain, square box containing cultures of the deadly typhus and cholera virus. The night watchman has gone back to his work as agent for the Haitian Bureau of Investigation, and so long as he and others of his kind are on the job, Axis agents like the mild mannered little factory owner will find the going very rough indeed.

MUSIC: (BUGLE CALL. MARCHING FEET)

GRACIE: Tonight, as we play ~~one of~~ Sousa's stirring ~~marches~~<sup>march</sup>, "U.S. Field Artillery", People of Haiti, we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

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

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

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: All over the world today our boys are on the march against the Axis. When their job is done, they'll come sailing home and there ~~will~~ be Victory parades in every city in the land. So, it is with an eye to the future that we sing -

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: (TONE SIGNAL ...\_ ...\_ ...\_

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

UNITED STATES DEPARTMENT OF JUSTICE

FEDERAL BUREAU OF INVESTIGATION

WASHINGTON, D. C. 20535

MEMORANDUM FOR THE DIRECTOR

FROM: SAC, NEW YORK (100-100000)

SUBJECT: [Illegible]

RE: [Illegible]

DATE: [Illegible]

CLASSIFICATION: [Illegible]

REFERENCE: [Illegible]

ACTION: [Illegible]

ADMINISTRATIVE: [Illegible]

OTHER: [Illegible]

APPROVED: [Illegible]

SPECIAL AGENT IN CHARGE

[Illegible]

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** #54

**DATE:** THURS. 3/25/43

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

**NETWORK:** BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from coast to coast for Victory!

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

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

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

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

(APPLAUSE)

GRACIE: Hello, everybody, everywhere! This is me again with

some songs and a bit of a story for you. Well, you know,

*hours like the rubber plant:* in England we have <sup>that little</sup> a plant we call the aspidestra <sup>you remember,</sup> We

put it in <sup>living room</sup> our windows and dust it every day. And on

Saturday, we give it a bath - if there's any water left

after we <sup>got</sup> get through taking ours.

SONG: ("ASPIDESTRA")

(APPLAUSE)

HANCOCK: Gracie will be back with more songs in just a moment.

Ladies and gentlemen - you don't need any long

explanation about how PELL MELL protects your throat.

Notice PELL MELL'S greater length. That's Modern Design!

PELL MELL'S greater length filters the smoke naturally

over a twenty per cent longer route of PELL MELL'S

traditionally fine tobaccos.

(MORE)

ATX01 0231245

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

MUSIC: (FULL WITH INTRO TO "SERGEANT MAJOR." FADE BACK FOR:)

HANCOCK: What are you going to sing now Gracie?

GRACIE: Well, Don, we've had several letters asking <sup>me</sup> us to sing  
 that song about the sergeant major and the guardsman  
 again. So that's what <sup>we're going to sing</sup> we'll do after I've told my  
 little story. Well, <sup>James</sup> Private Hawkins, who ~~was noted for~~  
<sup>had a very bad</sup> ~~his poor~~ memory, was going to London on leave. <sup>So</sup> His  
 friend Harry, who was seeing him off, said:

"When you get there be sure and look up my friend  
 Miss Lummock. You can remember her name on account of  
 Lummock <sup>rhymes</sup> with stomach. Just <sup>you</sup> think of ya stomach!"  
 When Private Hawkins returned a few days later he said:  
 "D'Y'know, I tried and tried but <sup>for the life of me I couldn't</sup> ~~blimey~~ if I could find  
 that Miss Kelly!"

(LAUGHTER -APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Now about that sergeant major. You know, people who  
 visit London usually like to watch the changing of the  
 Palace guards. It's a very impressive sight because the  
 guardsmen are <sup>very strong</sup> big, dignified lads who take their jobs  
 seriously. Well, this little song tells what happened  
 when one of them forgot himself and started to croon  
 a popular tune while they were on parade.

SONG: ("SERGEANT MAJOR.")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

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

GRACIE: The Polish word for freedom is volny. And the United Nations word for it is the single letter V, for V is the symbol of our coming victory. It is this V for Victory which is carried on the back of every package of my FELL MELL cigarettes; ~~and I'm proud of it, as I'm proud tonight~~

*I'm happy*

to tell you the true story of a young Polish girl whom we'll identify only as Sophie ~~E~~ because her mother is still in Poland, Sophie lived near the city of Gdynia on the Baltic Sea. She hated the Nazi invaders who had placed her country in bondage, and she determined to escape at all costs. And so, with her brother and a young friend of his, she secretly began to build a tiny boat in the cellar of her house. It was a poor affair, made from bits of driftwood, pieces of packing cases and other odds and ends, but finally it was completed. It was on a black moonless night that Sophie and her comrades launched the ~~the~~ frail little craft set out for England. They had rations for only two weeks--but it was not till six weeks later that, more dead than alive, they landed at Peterhead, Scotland. Somewhere in Iran, today, three thousand Polish women are in training for war service. It is the first time in history that women have been a part of the Polish Army. ~~They call them themselves the Peski, or Women's Auxiliary Service,~~ and one of the most active members of the group is Sophie ~~G~~ who risked her life to join the fight for freedom.

ATX01 0231247

MUSIC: (BUGLE CALL, MARCHING FEET)

"Satan Spurs"

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

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

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

MUSIC: (FULL WITH INTRO TO "PACK UP YOUR TROUBLES" FADE BACK FOR:)

HANCOCK: Here she is again your own Gracie Fields!

GRACIE: Now, I'm going to sing another grand old marching song, and I'd like to dedicate it to all the allied veterans of World War One. For it was to this tune that they swung along to victory back in nineteen eighteen just as many of them are swinging along again today.

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.  
THIS IS THE BLUE NETWORK.

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REMARKS:

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #55  
DATE: FRI. 3/26/43

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

NETWORK: BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with  
some songs and a bit of a story for you. Well, did you  
ever notice that back in the gay nineties very few  
girls went in for athletic sports? They couldn't,  
poor things, they were bustle bound. (WHISTLES)

Well, Joke's over. ~~well~~, my Auntie is one of those old  
fashioned ladies and here's a little song about her.

SONG: ("ONE OF THOSE OLD FASHIONED LADIES")  
(APPLAUSE)

ATX01 0231251

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

MUSIC: (FULL WITH INTRO TO "A BOY FROM ALABAMA". FADE BACK FOR:)

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

GRACIE: It's a secret, Don - so you'll just have to be patient and wait till I've told my little story. After joining the British Navy Al <sup>just</sup> disappeared! Two years later he reappeared at the local Pub ... on shore-leave...wearing a very sour expression. He's confiding his troubles to his old friend Bill. "I <sup>am</sup> ~~ain't~~ none too happy in the Navy, Bill."

*Why* "Wot's wrong?"

"Well...you know I joined up to see the World and when six months went by and we hadn't even left port, I went to the Higher-Ups and said 'See here, gents, I joined this bloomin' Navy to see the world and I'd like to see some of it!'"

"An' wot did they say?"

(MORE)



GRACIE:  
(CONTD.)

"They said, 'How'd you like to go Down Under?' Well, I always wanted to see Australia so I said 'Fine!' ... and I've been Down Under ever since."

"In Australia?"

"NO -- in a blinkin' Submarine!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Well, <sup>she</sup> we've been asked to repeat a little song <sup>I</sup> we first sang on the air several weeks ago. It tells about a boy from Alabama who joined the Army and went to Australia where he met a girl from a town called Gunda - Gai. And the American lads and the Australian lasses must like each other, because this is what happened.

SONG: ("A BOY FROM ALABAMA")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

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

*The Stuart*  
GRACIE:

Vanadium is a strategic material which is helping us to win the war. And the chemical symbol for it is the letter V - the letter V which has become the universal symbol of the coming United Nations Victory. It is this V for Victory which you see on the back of every package of my PELL MELL Cigarettes. Tonight I have a story which shows how the people of Guatemala protect the United Nations cause. You never can tell what will happen next during war times so it pays to be on the alert every minute. That's what the Guatemalan cable and telegraph censor <sup>thought</sup> as he sat in his office reading a cable addressed to a mahogany plantation in the rugged Peten district. "That outfit is certainly doing a good business since the war started," said the censor to himself as he <sup>stuck</sup> stuffed the message in his pocket and walked from his office. One week later the plantation wasn't doing any business at all, for large caches of guns, ammunition, and dismantled planes had been found hidden on it and its owners were all under arrest. <sup>Yes, it was</sup> ~~So~~ chalk up a ~~Victory~~ for the watchful censor who had taken the message to be decoded and had found that beams meant cases of ammunition, planks meant planes, and logs meant guns. Thus, <sup>by doing more than his job.</sup> another plot by Axis agents and their sympathizers to ~~start a revolt and create~~ trouble in the Western hemisphere, had been frustrated.

MUSIC: (BUGLE CALL. MARCHING FEET)

Souza's

GRACIE: Tonight, as we play R. V. Hall's stirring march "The  
1st Captain's March  
Tenth Regiment", People of Guatemala, we join you in  
saying - on to Victory!

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

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

MUSIC: (FULL WITH INTRO TO "STRIKE UP THE BAND." FADE BACK  
FOR:)

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Here's another little song about a band, and I think it's  
~~is~~ one of the best. So, tonight, I'd like to dedicate  
it to all our lads who are on the march against the  
Axis overseas. Good luck, lads, and a safe return.

SONG: ("STRIKE UP THE BAND" WITH GRACIE AND QUARTETTE)  
(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: Tone Signal: ...\_ ...\_ ...\_

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

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

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

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

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

ANNR: Gracie Fields, with music arranged and conducted by Harry Sosnik, comes to you from Hollywood.

THIS IS THE BLUE NETWORK.

152

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# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

As Broadcast

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST:

REV.

#56

DATE:

MON, 3/29/43

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

NETWORK:

BLUE

HANCOCK: Here we go for Victory! .

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you! You know, I ~~had a friend named Aigie who was always boasting about his ancestors. "I sprang from a long line of peers," he'd say. Well, I looked up my family tree and all I could find was an uncle who jumped off a dock.~~

(GIGGLES) Well, when I started out to make my way in the world my Mother took me aside and said, "Gracie, <sup>how,</sup> be careful of those men in the big city, ~~always~~ remember that coffee isn't the only thing that's fresh when dated." Well, I didn't worry because I knew that Heaven would protect ~~av~~ <sup>and</sup>, honest girl.

SONG: ("HEAVEN WILL PROTECT THE WORKING GIRL")

ATX01 0231258

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

MUSIC: (FULL WITH INTRO TO "THREE JAP PLANES")  
(FADE BACK FOR:)

HANCOCK: What are you going to sing now Gracie?

GRACIE: I'm going to sing that song about <sup>the</sup> Three Jap Planes, Don. That's the one where the audience joins us with the Ack-Ack noises <sup>you know</sup> But first, here's a little story <sup>about</sup> ~~for you:~~

*Mr.* Cyril Alastaire Bellington-Bibbs <sup>(what a name)</sup> was up before the bar of Justice .. charged with over imbibing. <sup>his</sup> The <sup>my father calls it beggie.</sup> magistrate addressed the constable. "Where did you find the prisoner?" "In Trafalgar Square, sir." "And what made you suspect he was intoxicated?" "Well sir, when he merely threw his walkin' stick into the public fountain, I hesitated -- but then when he patted one of the stone lions on the head and said "Fetch it, boys" --- I closed in!"

(LAUGHTER-APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: Well now, let's get along with that Ack-Ack song.

It's real title is the "Machine Gun Song". And I'd

like to dedicate it to <sup>all</sup> the fighter pilots of the ~~Army~~ <sup>United</sup> Nations. ~~First I'll sing the American version, then~~  
~~Air Force. When Jap planes are reported approaching~~  
~~these lads I'll ask how many there are - all they~~  
~~will do is for the British Boys.~~

~~want to know is where they are.~~

SONG: ("THREE JAP PLANES")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

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

GRACIE: On the left coat sleeve of some R.A.F. Flyer's uniforms are the initials V.R. They mean volunteer reserve.

These lads volunteered for victory - and the symbol is the letter V. That's why I'm proud that the V for victory appears on the back of every package of my Pell Mell cigarettes. And now let's see what Costa Rica is doing to bring the United Nations victory closer.

MUSIC: (SUSTAINING TENSION CHORD)

GRACIE: When Hitler started on the march in nineteen-thirty-nine, the far-sighted Republic of Costa Rica began to plant rubber trees.

MUSIC: (TENSION CHORD - A STEP HIGHER)



GRACIE: Before the smoke cleared at Pearl Harbor, Costa Rica was at war with the Axis - five hours ahead of the United States' declaration.

MUSIC: (TENSION CHORD - A STEP HIGHER)

GRACIE: When the Japs took the Dutch East Indies, the United Nations' supply of precious quinine was cut off. But the Costa Rican Government is now planting twelve million cinchona trees - enough to supply Quinine for all the Americas. Thus does our sister Republic do her full share to bring a final and complete Victory.

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight as we play Sousa's stirring "Washington <sup>Post</sup> ~~Pet~~" march, people of Costa Rica, we join you in saying - on to victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

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

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

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: You know, I believe that singing helps us to express our moods and feelings as nothing else does. And here's a little song that seems to say "come on, folks, we've got a job to do - let's get along with it." So, whatever our jobs may be these war days, let's sing as we go.

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

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

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

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

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

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

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

ANNR: *victory show*  
Gracie Fields comes to you From Hollywood.  
THIS IS THE BLUE NETWORK.

# RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

*Cas Broadcast*  
REV.

**CLIENT:** AMERICAN C. & C. COMPANY  
PALL MALL

**BROADCAST:** #57

**DATE:** TUES. 3/30/43

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

**NETWORK:** BLUE

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, my Uncle Bert used to say to me: "Gracie<sup>how</sup> thirty years ago I started out alone to make my way in the world. All I had was <sup>one</sup> a dollar bill and an ambition to make a million dollars. Today, I still have my ambition and fifty cents in change." (GIGGLES) Poor Uncle Bert, he tried so hard. Well, now I'll tell you what my ambition is.

SONG: ("WALTZ IN BERLIN.")  
(APPLAUSE)

ATX01 0231263

TO: DIRECTOR, FBI  
 FROM: SAC, NEW YORK  
 SUBJECT: [Illegible]

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RE: [Illegible]  
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RADIO DIVISION  
 COMMUNICATIONS SECTION

HANCOCK:

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

MUSIC:

(FULL WITH INTRO TO "TULIPS ARE TALKING TONIGHT."

FADE BACK FOR:)

HANCOCK:

What are you going to sing now Gracie?

GRACIE:

Well, Don, we've had a number of letters asking <sup>me</sup> us to sing that song about the tulips again, so I'm going to sing it tonight. But first, ~~here's a little story for you~~ <sup>let me tell you about Bill and Alf who were in handover on a furlough.</sup>

~~Alf and Bill had been wandering about London for three days on a bit of a furlough.~~ They stopped in front of the window of an antique shop ~~and looked in.~~ <sup>Bill</sup> There was a sort of an oversized couch, ~~with a canopy over it,~~ labeled "Marie Antoinette's bed."

"What I know about that girl!" said Bill.

"Wot girl?"

"That Marie Antoinette. She ~~ain't~~ <sup>isn't</sup> no good!"

"How do you know she ain't?"

"'Cause I saw that sign yesterday ~~or how~~ <sup>Saying</sup> this was her bed..and you know when I left you last evenin'?"

"Yes."

"Well, I sneaked back here and guess wot? She didn't come home all night!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY..FADES FOR BACKING)

GRACIE: And now, ~~will~~<sup>will</sup> get back to ~~my~~<sup>our</sup> singing for a bit. You know, I'm rather fond of this little song because its lyrics tell a real story. And tonight, I'd like to sing it for our allies, the valiant people of Holland, in the firm belief that the time is not far off when their country will be free again.

SONG: ("TULIPS ARE TALKING TONIGHT.")

(APPLAUSE)

HANCOCK: The United Nations Roll Call!

MUSIC: (DRUM ROLL - UNDER)

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

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

GRACIE: When you ring the doorbell of a patriot's house in one of the occupied countries, the bell will chime the letter "V" in code. For "V" is the universal symbol of faith in the coming United Nations victory. It is this "V" for Victory that you see on the back of ever package of my PELL MELL cigarettes, and I'm proud of it, as I'm proud to tell you this true story of how patriotic Ethiopians helped to outwit the Fascists who had invaded their country. It was back in nineteen forty one, at Gallabat on the Sudan border that thirty thousand British soldiers found themselves confronted by three hundred and twenty-five thousand enemy troops.

(MORE):

GRACIE FIELDS  
TUES. 3/30/43

-4-

REV.  
#57

GRACIE:  
(CONTD)

The situation was desperate. But at that moment, a group of Ethiopians presented themselves to the commandant and offered to enter the Fascist lines and spread the report that heavy British re-inforcements had arrived. Meanwhile, the British were to execute a series of forced marches and counter marches to create the impression of large troop movements. The plan worked and when the British army attacked, the fascists fell back. Thus by working hand in hand with their allies, the people of Ethiopia achieved another victory for the United Nations.

MUSIC: (BUGLE CALL - MARCHING FEET)

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

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

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

MUSIC: (FULL WITH INTRO TO "ALL IN THE SAME BOAT NOW." FADE  
BACK FOR:)

ATX01 0231267

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Here's a little song we haven't sung for several weeks. It's called "We're All In The Same Boat Now." And tonight, I'd like to dedicate it <sup>all</sup> to the ~~thirty~~ United Nations who are welded together by one common purpose - to achieve a final and complete victory over the Axis.

SONG: ("ALL IN THE SAME BOAT NOW")

(APPLAUSE)

MUSIC: (FULL FANFARE THEME AND DOWN FOR)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL....

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

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

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

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

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

ANNR: Gracie Fields, <sup>Victory Show</sup> comes to you from Hollywood.

THIS IS THE BLUE NETWORK.





# RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

*As Broadcast*

CLIENT: AMERICAN C. & C. COMPANY  
PALL MALL

BROADCAST: #58  
WED. 3/31/43

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

DATE: BLUE  
NETWORK:

HANCOCK: Here we go for Victory!

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

HANCOCK: Calling America from Coast to Coast for Victory!

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

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

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

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

GRACIE: Hello, everybody, everywhere! This is me again with some songs and a bit of a story for you. Well, I'm sorry to say ~~that~~ my little brother Cecil isn't a very brave lad. ~~He's so afraid of lightning he'd run down in the cellar and hide when there was a storm. I use to tell him "that's no use. If lightning's going to hit you, it's going to hit you no matter where you are."~~  
~~"I know, Gracie," he'd say, "But if it's going to hit me, let it come and look for me."~~ (GIGGLES). Poor Cecil! He's ~~was~~ so timid he always went out with blondes because he was afraid of the dark. <sup>Oh</sup> Well, now I'm going to tell you what happened when he went into the army.

SONG: ("DON'T MUCK ABOUT WITH OUR CECIL")  
(APPLAUSE)

ATX01 0231270

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

MUSIC: (FULL WITH INTRO TO "THE GRANDEST SONG OF ALL." FADE BACK FOR:)

HANCOCK: What are you going to sing now Gracie?

GRACIE: Well, Don, I have a ~~little~~ song I've never sung on the air before and I'll sing it for you right after I've told my little story.

This story is for you people who are planning to buy one of those "midget" automobiles to save gas.

I think you've all seen ~~these little Austin automobiles~~ ....those very small cars so many people drive in England.

Well....the last time I was over there I took my first ride in one -- and the chap I was with broke a traffic law before we'd gone a block. He drove under a bus without sounding his horn.

A mounted policeman saw it and blew his whistle...but my friend drove back under the bus the other way -- circled a tram-car and suddenly everything got dark. (MORE)

GRACIE:  
(CONTD.)

I said "Where are we.....in a tunnel?"

He said "No...I'm just hiding from that mounted policeman."

So I said "Where IS the mounted policeman?"

He said "Not so loud -- we're under his horse!"

(LAUGHTER - APPLAUSE)

MUSIC: (SWELLS BRIEFLY. FADES FOR BACKING)

GRACIE: ~~And~~ now, I'd like to be serious for just a moment.

You know, there's one place I think we always remember, no matter how far away from it we go, and that place is - home. So tonight, I'm going to sing this song for all the fine lads and <sup>lassies</sup> girls who are far away, overseas. And I sing it with the hope and prayer that they may all be coming home again soon - very soon.

SONG: ("THE GRANDEST SONG OF ALL,")

(APPLAUSE)

HANCOCK: The United Nations! Roll Call!

MUSIC: (DRUM ROLL - UNDER)

HANCOCK: Tonight, on her United Nations Roll Call, with a stirring march, Gracie Fields salutes <sup>The</sup> Dominican Republic.

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

WED. 3/31/43

GRACIE:

School children who study latin learn that Veni, Vide, Vici" meant "I came, I saw, I conquered." Today, we say it with the single letter V. For the letter V has become the universal symbol of the coming Victory of the United Nations - and I'm proud that this V for Victory is carried on the back of every package of my PELL MELL Cigarettes. ~~Some people believe that war~~

~~cannot touch the Western Hemisphere, but here is a story which proves that it not only can but does.~~ Just after

Pearl Harbor, a Dominican Republic Coast Patrol Cutter plowed through the waters of the Caribbean. <sup>(of the Caribbean)</sup> Presently,

the skipper sighted a Japanese fishing vessel - <sup>The</sup> Taiyo Maru. He ordered her to heave to, went on board, sought

out the captain, and asked him to explain his presence in Dominican waters. "So sorry, please," ~~grinned the Jap,~~ "We

are just fishing." <sup>Oh</sup> Just fishing, ~~etc~~. The patrol boat

skipper investigated further, found no fish, not even <sup>(what did)</sup> any bait with which to catch fish. ~~But~~ what he did

find was complete equipment for laying mines. The Jap fishing boat, which had a cruising radius of five

thousand miles, was seized and its crew interned -

~~thanks to the vigilance of the Dominican Republic's Coast Patrol.~~ <sup>That's the sort of</sup> ~~turn of the Dominican Republic Coast Patrol.~~ <sup>That wins victories, and our hats are off to the</sup>

MUSIC: (BUGLE CALL - MARCHING FEET)

GRACIE: Tonight, as we play Sousa's stirring march "The Crusader", people of the Dominican Republic, we join you in saying - On to Victory!

MUSIC: (DRUM ROLL INTO BAND NUMBER)

(APPLAUSE)

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

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

HANCOCK: Here she is again your own Gracie Fields.

GRACIE: Two weeks ago I sang a song called "When Eagles Fly." It was written by two Englishmen in honor of the American flyers in England. Well, tonight, I'm going to sing a brand new song which was written by two Americans <sup>Harold Adamson & Harry Rus</sup> to honor the lads of the R.A.F. They ~~we~~ ~~called their song~~ "The Wings of England."

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

MUSIC: (FULL FANFARE THEME AND DOWN FOR:)

HANCOCK: Here we go for Victory!

SOUND: TONE SIGNAL ...\_ ...\_ ...\_ (off with 2)

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

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

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

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

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

ANNR: Gracie Fields <sup>Victory Show</sup> comes to you from Hollywood.  
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Blue Moon Ends

ATX01 0231276