

RADIO
CONTINUITY

LUCKY STRIKE

LET'S TALK
HOLLYWOOD

JULY - SEPT.
1948

0798593-006

ATX01 0311092

JULY

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Client: THE AMERICAN TOBACCO CO.

Product: LUCKY STRIKE

Date: X JULY 4, 1948 - #1

AS BROADCAST

Network: NEO

Broadcast: 7:00 - 7:30 PM PDST ✓

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9:30 - 10:00 PM PDST

(By Transcription)

"LET'S TALK HOLLYWOOD"

LET'S TALK HOLLYWOOD
JULY 4th, 1948
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(AS BROADCAST)

Let's Talk Hollywood
AVERBACK: / That brand new, that different, that exciting program ... Yes! "LET'S TALK HOLLYWOOD". Featuring that Metro-Goldwyn-Mayer star, George Murphy, as our master of ceremonies and our special guests for tonight, ^{*Edith Kuyper*} ~~Erskine Johnson~~, Hollywood reporter, ^{*David Butler*} ~~Eddie Bracken~~, ~~Bore Schary~~, famous executive producer, and lovely film star, ~~Jane Bryan~~, and Jimmy Stewart. "Let's Talk Hollywood", presented by Lucky Strike.

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FIRST COMMERCIAL

RIGGS: (CHANT. -- 57 to 59 -- AMERICAN)

ANNOUNCER: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN.

MUSIC: THEME

ANNOUNCER: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

ANNOUNCER: More independent tobacco experts smoke Lucky
strike regularly than the next two leading
brands combined. So...light up a Lucky. Puff
by puff, you'll see.... LS - MFT, LS - MFT.
Lucky Strike means fine tobacco. So smoke the
smoke tobacco experts smoke ... Lucky Strike!

MUSIC: THEME

ANNOUNCER: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: BRIDGE

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ANNOUNCER: And here's your master of ceremonies...GEORGE
MURPHY! (APPLAUSE)

MURPHY: Thank you. Thank you Hy Averbach and good evening ladies and gentlemen. Tonight we have four famous Hollywood personalities who are going to try to answer questions about Hollywood sent in by you listeners. Now, in order to win you have to stop all four. For example, if Jimmy Stewart misses the answer to a question and Eddie Bracken answers it that counts in favor of our board of master minds. However, if our master minds fail to answer your question, you'll receive a certificate entitling you and a guest to one year's admission to your favorite home-town theatre, the finest television set which RCA Victor makes, with a big 15 x 20" screen and the exclusive RCA Victor eye-witness picture synchronizer. This set will be installed for you and you will receive a one year's service guarantee. This set retails for approximately \$1,000 installed or, if you prefer, instead of the television set, you can have RCA's famous Crestwood radio-phonograph combination plus a hundred dollars worth collection of the finest RCA Victor records. And that's far from all friends. Thousands of those fine Lucky Strike
(MORE)

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MURPHY:
(Cont'd)

cigarettes will be sent by Lucky Strike, with your compliments, to a veterans' administration hospital...each pack specially banded with your name and address. So I ^{id} ~~would~~ say it's certainly worth your while to submit your questions to "Let's Talk Hollywood".

ANNOUNCER: And don't forget, George, that each person whose question is used on this program will receive a five-year subscription to Photoplay Magazine. So, don't forget to send your questions about Hollywood and the movies to "Let's Talk Hollywood", Box 100, Hollywood, California. Now don't worry about writing your questions in final form; our editors will take care of that and be sure to include the name of your favorite home-town theatre with each question. All questions and answers become the property of "Let's Talk Hollywood" and may be edited to fit the program. We will select for use on the program those questions which, in our judgment, are suitable and interesting. And now, George Murphy, Let's Talk Hollywood.

MURPHY:

Here we go! Get set Miss ^{George} ~~Winn~~ and Gentlemen. Here's our first question...thumbnail biographies of Hollywood celebrities. Mr. Cecil Wilson from Sherman, Texas has won a five-year (MORE)

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MURPHY:
(Cont'd)

subscription to Photoplay Magazine for sending them in. You have to answer all three parts correctly, master minds. Are you ready? Here we go. Here's the first part.....What Hollywood star is this? Scout discovers young girl operating elevator in Marshall Field's department store - brings her to Hollywood - she is now a motion picture star! I see four hands up. Mr. Butler?

BUTLER: Dorothy Lamour.

MURPHY: Dorothy Lamour is correct. Absolutely right. Now the second part of the question. What Hollywood star is this? She broke into show business dancing at the Farm Club in Tiawana, Mexico. Her first picture was "Dantes Inferno" in 1935. Since then she has become one of the most publicized actresses in America. Uh...Miss ^{Lamour} Winn?

^{Lamour}
WINN:

Rita Hayworth?

MURPHY: Rita Hayworth is absolutely correct. You know the name of her latest picture, Miss ^{Lamour} Winn?

^{Lamour}
WINN:

"Lady From Shanghai"?

MURPHY: "Lady From Shangai", from Columbia -- that's right. Now for your last thumbnail biography-- you'll have to really bear down. What Hollywood personality is this? This is really a tough one. Eddie, be on your toes.

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BRACKEN: Yes, sir.

MURPHY: Started his career in vaudeville in an act called the Six Musical Mascots. Later toured with a troupe called the Four Nightingales. Later he went into pictures and now he does a single act. He is rated as one of the best guitar players in the country (LAUGHS FROM AUDIENCE) And uh...Oh! yes...just as a sideline...generally when you see him in pictures he always manages to surround himself with a bevy of beautiful blondes. Now...
Loyann
Miss ~~Winn~~?

Loyann
WINN:

Could that be Groucho Marx?

MURPHY: It not only could be, but it is, Miss *Loyann* ~~Winn~~.
(APPLAUSE) That is absolutely right.

AVERBACK: And George, that is a victory for the master minds. They came up with the right answers on the thumbnail biographies.

MURPHY: They're really sharp today, aren't they Hy?
Hy: They are
Well, here we go. This question from Mrs. Earl O'Callahan from Chicago, Ill. should be a lot of fun for everybody. That is, everybody except the master minds. Now this is the idea. Hy... Averback here has handed each of the master minds a slip of paper containing some dialogue and the name of a Hollywood star. Now, as I

(MORE)

ATX01 0311100

MURPHY:
(Cont'd)

call on you master minds, you will each read your dialogue but the trick is to read it in the style of the star so that the other master minds will be able to name the star. Is that clear? Now, don't pass ^{the} names along. ^{the} Now you understand -- you read the dialogue in the manner of the name of the star that ^{is} ~~is~~ designated there. ^{-uh-} Are you ready? Mr. Butler, will you start us off please, and give us a reading of the dialogue on your paper?

BUTLER: Don't worry, honey, I'll be around. So if you want anything, just whistle.

MURPHY: Mr. Stewart.

STEWART: Lauren Bacall...Lauren Bacall.

MURPHY: Lauren Bacall is right. Number 2, ~~now~~ ^{now} that brings us to you.....

BRACKEN: (INTERRUPTS) Sounded more like Humphrey Bogart.

MURPHY: Uh, no. ^{-2- Humphrey} Humphrey ^{said it} but Lauren Bacall was the one. Now, Miss ^{Winn} ~~Winn~~, will you give us your reading please?

^{Winn} ~~Winn~~: Nah, I'm not afraid of those big guns. Nah, they can dish it out but they can't take it, see. Nah, Nah.

MURPHY: Jimmy?

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STEWART: Uh...Robinson? Edward G. Robinson.

MURPHY: Edwin G. Robinson is right.

Winn
~~WINN~~: (cont.) That must be an actor.

MURPHY: Hey, we're really hot today. Really hot. Already now.... Now, #3, Mr. Bracken. We're ready for your reading please.

BRACKEN: Well - I don't know. I met a lot of girls and once in a while I take one out....
(LAUGHS INTERRUPT)

MURPHY: Just a minute, give us a little more of that.

BRACKEN: Huh?

MURPHY: Give us a little more of that, will you Mr. Bracken?

BRACKEN: You want more of it?

MURPHY: Yeah - just a little more.

BRACKEN: Move the mike closer.

MURPHY: Alright.

BRACKEN: Well -- it's kind of hard for some fellows.....

MURPHY: (INTERRUPTS) I see Miss *Winn* has her hand up,
Miss *Winn*?

Winn
~~WINN~~: That would have to be Jimmy Stewart.

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MURPHY: That's right. And now it's your turn Mr. Stewart.
Would you give us your reading?

BRACKEN: I thought it was Helen Stewart you wanted me to do.

MURPHY: No....it's Jimmy.

STEWART: Let's see now.

MURPHY: Jim, take your time with this now.

STEWART: Uh---

MURPHY: Don't hurry now, Jim, don't hurry.

STEWART: Nyah, uh, Nyah, Mammy. Uh, (SINGS) I'm coming
back to you, don't you recognize me, Mammy?
When April Showers, come your way. Flowers....

MURPHY: (INTERRUPTS) I see a hand up -- Mr. Butler?

BUTLER: Larry Parks.....oh, no.

BRACKEN: Georgie Jessel.

MURPHY: Uh -- what is that Eddie Bracken?

BRACKEN: George Jessel.

MURPHY: No, it's not George Jessel -- I'm sorry.

BRACKEN: His Goat?

MURPHY: Close, but no cigar.

ATX01 0311103

BRACKEN: It wasn't his goat?

Wynn
~~WYNN~~: It's his stand-in, Al Jolsen.

MURPHY: Al Jolsen, that's right, that's right. That's Jolsen imitating Parks, who imitated Jolsen.

AVERBACK: And once again, George, our guests have covered themselves with glory on the dialogue...they guessed them all.

MURPHY: Well, now we come to a favorite topic...music in the movies. The question was sent in by Miss Louise Martin of New York City and you master minds should answer all 3 parts correctly. Alright now, our lovely lady of song, Miss Marion Morgan, assisted by Harry *Sullivan* at the piano, will sing a tune from a new musical picture. You listen and then tell us what's happening in the picture at the time this song is being sung. Is that clear? What's happening in the picture.
(SONG)

MURPHY: Miss *Wynn* ~~Wynn~~?

Wynn
~~WYNN~~: That's "Friendly Mountains" from "Emperor Waltz".

MURPHY: That's ^{is} right.

Wynn
~~WYNN~~: Oh, you're supposed to say what he is doing.

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MURPHY: Then answer the question.

Wynn
WINN: He's strolling the Alps looking for Joan Fontaine.

MURPHY: Uh-huh!

BRACKEN: Who wouldn't.

Wynn
WINN: Bing Crosby.

MURPHY: That's ^{is} absolutely correct.

BRACKEN: Uh - I, I remember that because Joan Fontaine is riding along in a car, ^{in - a - car} and uh, he sees her.... uh, she sees him a little bit later on. Isn't that right?

He's attracted by his singing
MURPHY: Do you remember what kind of a car it was, Mr. Bracken?

BRACKEN: What kind of a car?

MURPHY: Yes.

BRACKEN: It looked like Jack Benny's Maxwell.

MURPHY: He took that to Europe with him. Now let's go on to the second part of the question. Uh...let's all relax and imagine we're sitting in one of the old-time nickelodeons watching a good, old silent picture. The pianist is banging away on the piano and I want you to tell us what ^{is} happening on the screen as the pianist gives out with this.

MUSIC:

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MURPHY:

Gwynn
Miss Winn?

Gwynn
WINN:

I'm crazy to answer this but wasn't that when the nasty villain snuck up on the heroine.

MURPHY:

That's ^{his} exactly when the nasty villain snuck up on the heroine. Do you remember the name of that music? No, I know you don't....

Gwynn
WINN:

Even if I did I wouldn't tell.

MURPHY:

It's properly named -- I think it's called *ah-a-* Mysterioso #1. Now what screen action does this represent?

MUSIC:

MURPHY:

Mr. Stewart.

STEWART:

when the uh, the
Well, when the uh, leading lady is...comes back to her lover or vice versa

MURPHY:

appropriate
I see, I see. I think it's more probably when the leading lady is coming back. Or it is sometimes used when the western sheriff says goodbye to his horse for the last time. Now...*lets' boot it out of home*
(LAUGHS FROM AUDIENCE)

BRACKEN:

Got yourself a horse-laugh that time.

ATX01 0311106

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MURPHY: I beg your pardon, Mr. Bracken?

BRACKEN: That's alright, go ahead.

MURPHY: *ah* Now, who is arriving in the nick of time when you hear this type of music, this particular tune in an old-type movie.

MUSIC:

MURPHY: *Gwynn*
Miss Winn?

Gwynn
WINN: Oh, that would be the posse or the Cavalry coming to the rescue.

MURPHY: Which would you prefer?

BRACKEN: *St.* Henry Fonda.

Gwynn
WINN: Oh, the Cavalry, I think.

MURPHY: As they did in "Fort Apache"...that picture with Hank Fonda. I think that's absolutely correct. Now, here's part three, the last part of the question. And this is a little tough. Miss Marion Morgan will sing a song from a picture dealing with the life of what famous composer. Now what's the name of the composer?

MUSIC: "BY THE LIGHT OF THE SILVERY MOON"

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MURPHY: Oh, that's pretty. Very pretty, isn't it, David?

Bracken:
BUTLER: I know who directed it.

MURPHY: Mr. Butler?

BUTLER: Ernest Ball?

MURPHY: No -- no, not Ernest Ball.

BRACKEN: Dave Butler is doing the picture and doesn't
know the name -- how do you like that?

MURPHY: Is that the truth?

BRACKEN: That's the truth.

MURPHY: Have you any idea, master minds?

BRACKEN: Would it be George M. Cohan?

MURPHY: No -- ^{no} "By the Light of the Silvery Moon". I'll
give you a little hint --- (SINGS) "When Irish
Eyes Are Smiling".

BRACKEN: Ah, yes, yes. That's a good hint.

MURPHY: Do you get it?

BRACKEN: It wasn't Dick Haymes,

MURPHY: Not Dick Haymes, no. It wasn't ^{not} Frank Sinatra.
It wasn't George Jessel.

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STEWART: Now wait a minute..... (HUBBUB OF VOICES) who
wrote it?

MURPHY: I want to know the name of the composer.

STEWART: Oh---

MURPHY: He was also, also a singer.

BRACKEN: "When Irish Eyes Are Smiling", also?

STEWART: So, the same fellow that wrote it is singing it!

MURPHY: That's right.

BUTLER: Em -- Chauncey Alcott?

MURPHY: That's right, Chauncey Alcott.

BRACKEN: Who? (IN THE MIDST OF BUTLER'S LAST SPEECH)

MURPHY: Absolutely correct.

BRACKEN: Well, Dave Butler got it.

(APPLAUSE)

MURPHY: Did Dave say that? I beg your pardon; Mr. Butler gets credit for the win. I didn't hear him when he said it. He's chewing gum so fast over there I couldn't understand him.

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BUTLER: (LAUGHS)

AVERBACK: Well, after some difficulty, our master minds had their musical ears with them tonight. George, they came up with all the right answers.

MURPHY: Oh - they're very sharp. Sharp as tacks. And now the next questions which deals with a very important item in our industry, ---motion picture advertising. Miss Illona Leslie from Ontario, California received a five-year subscription to Photoplay Magazine for this question. Here's the first part. Here we go. What brand new picture is currently being advertised like this? "Bergman Enslaved - Boyer Killed". Miss Winn?

Wynn

WINN: "Arch of Triumph"?

MURPHY: That's ^{is} absolutely right. Mr. Bracken, do you know, uh, who played in that picture?

BRACKEN: What's that?

MURPHY: The picture that Miss Winn just identified - "ARCH OF TRIUMPH".

BRACKEN: "Arch of Triumph"?

ATX01 0311110

MURPHY: Yes. Uh, I'll give you, I'll give you a clue again. "Bergman Enslaved, Boyer Killed". (PAUSE) Wait, let me give you a.....

BRACKEN: (INTERRUPTS) Oh, I know Greer Garson and Clark Gable.

MURPHY: Mr. Bracken, let me give it to you again. INGRID BERGMAN enslaved...CHARLES BOYER killed. Uh, now do you....

BRACKEN: (INTERRUPTS) Enslaved and killed? Uh -- they're not the two stars, are they?

MURPHY: No, no, I mean the people who played in it.

BRACKEN: I would say...uh...^{- a -}Boyer, Charles Boyer?

MURPHY: That's right! That is right.

BRACKEN: Charles Boyer and Ingrid Bergman!

MURPHY: And Ingrid Bergman. You're right. Now this should be very easy. Listen very carefully. What picture slogan was this? "If you were Dotta, Dotta would you keep your mouth shut?" Of course, the Dotta, Dotta I put in. I could have said "If you were hum-hum, hum-hum...." be just the same thing. (LAUGHTER AND HUBBUB OF VOICES) Mr. Bracken, do you have your hand up.

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BRACKEN: Dotta, Dotta.

MURPHY: Mr. Stewart.

STEWART: There are too many Dotta, Dottas. (INTERRUPTED
BY LAUGHTER) Uh - if you were Mildred Pierce,
isn't it?

MURPHY: No - No - that's close, but not quite right.
The rhythm's right but the names are wrong.
"If you were Dotta, Dotta, would you keep your
mouth shut".

BRACKEN: I know I certainly would.

MURPHY: You would? I assume ^{you are, you are} you're stuck. Ladies and
Gentlemen, I'll give you 10 seconds.

BRACKEN: It isn't Mildred Pierce.

MURPHY: No, what isn't it?

BRACKEN: Mildred Pierce, it isn't.

MURPHY: No - no - I'm afraid we've missed. It's Nora
Prentiss.

BRACKEN: Nora Prentiss!

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MURPHY: Nora Prentiss -- starring Ann Sheridan and Kent Smith. Now for the third part of the question. Test your memory on this one. What picture used this slogan? "Don't say it - sign it." Miss Winn.

George
WINN:

Scheherazade.

MURPHY: That is absolutely right. Yvonne De Carlo and Brian Donlevy. And now, uh, see what you can do with this. This is the fourth part of the question. A recent Hal Wallis production used the line on the billboards and the ads ~~that~~ went like this -- quote-- "Two things I can handle, baby, guns and dames." Mr. Bracken.

BRACKEN: "I Walk Alone"?

MURPHY: That's right. Do you remember who starred in this picture?

BRACKEN: Ahh, yes. Charles Boyer and Ingrid Bergman.
(LAUGHS)

MURPHY: No, no. Well, Hy, how are we doing?

AVEBACK: Well, George, the master minds didn't have the right answers on motion picture advertising so Lucky Strike sends Miss Ilona Lesie of Ontario, California a certificate for two good for one year to her favorite motion picture theatre and the finest RCA Victor television set made or,
(MORE)

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OVERBACK:
(Cont'd)

if she prefers, the famous RCA Victor Crestwood radio-phonograph with one hundred dollars worth of RCA Victor records and to all the 3215 patients in the Hines Veterans Administration Hospital of Hines, Illinois we are sending with Miss Leslie's compliments 65,000 Lucky Strike Cigarettes.

ATX01 0311114

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(SECOND COMMERCIAL)

AVERBACK: Ladies and gentlemen, you are listening to the
new program "Let's Talk Hollywood" presented by

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

AVERBACK: More independent tobacco experts smoke Lucky
Strike regularly than the next two leading brands
combined.

ANNOUNCER: There you have the findings of a recent impartial
survey which reveals the personal smoking preference
of the men who really know tobacco -- auctioneers,
buyers and warehousemen.

AVERBACK: The survey shows Lucky Strike ...

MUSIC:

ANNOUNCER: First again with tobacco men.

Music

AVERBACK: So, for your own real deep down smoking enjoyment,
light up a Lucky. Light up a really fine
cigarette and puff by puff, you'll see....

ANNOUNCER: LS - MFT
LS - MFT

ATX01 0311115

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--B--

SECOND COMMERCIAL (Cont'd)

AVERBACK: Lucky Strike means fine tobacco. So round, so firm, so fully packed. So free and easy on the draw. So smoke the smoke tobacco experts smoke ...
Lucky Strike.

MUSIC:

ANNOUNCER: First again with tobacco men.

MUSIC:

GIRL: (SINGS) First again with tobacco men.

GIRL: And with me too. Which reminds me, I'd better get a carton of Luckies.

ATX01 0311116

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Averback
ANN:

Eugene
And now back to Edith ~~Winn~~, David Butler,
Eddie Bracken, Jimmie Stewart and the man in
the middle, George Murphy.

MURPHY: Thank you, Hy, and now here ^{is} a very interesting
question sent by Mrs. Virginia Dunkell of Reading,
Pa. This question has to do with movie titles.
You are to identify the title from the sound
effect that you hear. Now, is that clear? You
will hear a sound effect from which we want you
to identify the title of the picture. All ready?
Now these sound effects should help you name a
recent picture made from a best selling book.

(SOUND EFFECTS)

MURPHY: AH - Mr. Butler -

BUTLER: Chicken Every Sunday.

(AUDIENCE LAUGHS)

MURPHY: No, I'm sorry. Miss Winn--

Eugene
WINN: The Egg and I.

MURPHY: The Egg and I is right.

BRACKEN: I thought it was "The Horn Blows at Midnight".

(AUDIENCE LAUGHS)

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MURPHY: No, I can understand how you would have been misled by the sound of that falling egg, but this was The Egg and I. Ah - now the second part the second sound effect. Will you give your movie title. Now pay attention. Here it comes -

(SOUND EFFECTS)

MURPHY: Shhh, please, no help from the audience.

MURPHY: Ah - Mr. Stewart.

STEWART: Sorry, Wrong Number.

MURPHY: No, no I'm sorry that's the wrong answer. No, sorry.

STEWART: Isn't that right?

MURPHY: Ah - Mr. Bracken, did you have any luck.

BRACKEN: Will, I had "Sorry, Wrong Number" and so did the audience.

MURPHY: No, that is not, that is not right.

STEWART: Would you mind repeating the question.

MURPHY: Repeat the clue again please. - - - listen -

(SOUND EFFECTS)

STEWART: Northside 777.

MURPHY: Absolutely right. Now, what picture does this sound suggest to you.

(SOUND EFFECTS)

MURPHY: Mr. Butler, you should know that.

BUTLER: "Chicken Every Sunday"

(LAUGHS)

MURPHY: No, no. Miss Winn--

Wynn
WINN: Nightmare Alley.

MURPHY: I beg your pardon?

Wynn
WINN: Nightmare Alley.

MURPHY: No, not "Nightmare Alley". Mr. Bracken.

BRACKEN: Well, I, I don't know. I couldn't tell you on that one. It sounds like one of my pictures, only there's an audience.

Murphy: Should you like to hear it again?
STEWART: Let's have it, let's have it again.

M
MURPHY: A little more clue please.

(SOUND EFFECTS)

STEWART: "Behind the Closed Door."

MURPHY: No, no, no. I - I'm afraid we have missed. It was "Scudda-Hoo Scudda Hay!" That was the sound of the two donkeys. I'm sorry, I didn't make the sound, I only have it written down here, "Scudda-Hoo Scudda Hay!"

BRACKEN: (MUMBLES)

MURPHY: I beg your pardon.

BRACKEN: They sound like pigs.

(AUDIENCE LAUGHS)

MURPHY: Yes, donkeys with a little pig running through. What picture is this. Now, at this point I begin acting. I know this is our first morning together snookm-wookm. Lambie-pie -- but really, your coffee is lousy.

(SOUND EFFECTS)

(LAUGHS)

MURPHY: Over here Jim. Do you have any idea of the title of the picture?

STEWART: Could they repeat that please.

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MURPHY: It would take them fifteen minutes to set them up again, but they'll be glad to do it.

(SOUND EFFECTS)

MURPHY: Mr. Brackon.

BRACKEN: "Breakfast In Hollywood".

MURPHY: No - Miss ^{Gwynn} Winn, have you any idea. Not the slightest? Well, I'll have to tell you and I'm afraid we have missed. That was from "The Bride Goes Wild" starring June Allyson and Van Johnson.

ANNOUNCER: Well, yes George they did miss so Lucky Strike sends Mrs. Virginia Dunkell of Reading, Pa. a certificate for two, good for one year to her favorite motion picture theatre and the finest RCA Victor television set made, or if she prefers, the famous RCA Victor Crestwood Radio-phonograph with \$100.00 worth of RCA Victor records. And to all 3,547 ^{patients} in the Veterans' Administration Hospital in Los Angeles, California we are sending with Mrs. Dunkell's compliments 70,000 Lucky Strike cigarettes. Each package will be especially banded with her name and address. So enjoy that fine tobacco, fellows, and there's a lot of deep-down enjoyment for you.

MURPHY: Aw - that's wonderful. Congratulation Mrs. Dunkell.

ATX01 0311121

MURPHY: Now here's a question that's a new twist on an old thing. Whodunits are always popular so Mr. Ward Baker of Leary, Ohio wants our master minds to give us some answers on how they did it in the Whodunits. I feel you master minds should bear down and come up with the correct answers to all four parts. Here's the first part. In the new chiller-diller, "The Big Clock", how does that dictatorial old *ad-* publisher, Charles Laughton, meet his well-deserved finish? How did they finish Laughton in "The Big Clock"?

STEWART: You mean how ^{he} ~~he~~ gets killed?

MURPHY: He got killed yes but how, Jim? What was the method?

(AD LIBS)

(LAUGHS)

MURPHY: *Gwynn*
Miss Winn:

Gwynn
WINN: I think the method was murder.

MURPHY: Yes, the method was murder -- but there was a method of murder.

Bracken Did they choke him to death?
Murphy. Mr. Bracken?

BRACKEN: He was choked to death.

MURPHY: No, no, he was not.

Swynn.
WINN: Knifed?

MURPHY: No.

BRACKEN: 'Course I didn't see the picture. I'm going out and see it.

MURPHY: Well you should see it because it's really a wonderful picture and it's very apparent that you people didn't remember. He fell down an open elevator shaft. Do you remember that? The first step got him. You remember that Mr. Butler, I'm sure.

(LAUGHS)

MURPHY: Now the second part of the question. In "Double Indemnity", Fred MacMurray and Barbara Stanwyck kill her husband. How did they plan to collect the double indemnity? (PAUSE) Mr. Stewart?

STEWART: Well...they ^{kill -} killed him and then faked...ahh, ahh, (AD LIBS) an accident.

MURPHY: Do you remember how they faked the accident?

STEWART: Well...somebody...they faked a fellow with a broken leg ... with crutches ... on ...

MURPHY: No..... That's right. You're on the right track.

Wynn
-WYNN: On a train.

STEWART: He was on a train, and they killed the fellow beforehand and they put him on the tracks. *and - ah*

(AD LIBS)

MURPHY: That's right, they put him on the railroad tracks and MacMurray was to go on the train and impersonate her husband. That's absolutely right. Now the third part of the question. Crime is brought to justice and gets paid off in full in *crime is brought to justice & gets paid* pictures. However, in "The Woman in the Window" *paid* Edward G. Robinson kills a man and gets away with it. How did he escape serving justice?

STEWART: Oh, I know.

MURPHY: Do you remember that, Mr. Stewart?

STEWART: Because it was a dream.

MURPHY: That's absolutely correct. Jim, you're hotter than a depot stove today.

(LAUGHS)

MURPHY: Here's the fourth part of the question. The last part. How was it done? In the picture, "Undercurrent", how was Robert Taylor finally departed from this earth? (PAUSE) Mr. Stewart?

STEWART: Kicked in the head with a horse, wasn't he?

MURPHY: That is right. Mr. Stewart, you apparently have all the dope on modern pictures. How are we doing here, Hy?

AVERBACK: Well George despite Mr. Stewart's fine answers, the Master minds missed on the "How they done it" question so Lucky Strike sends Mr. Ward Baker of Leary, Ohio a certificate for two good for one year to his favorite motion picture theatre and the finest RCA Victor television set made or, if he prefers, the famous RCA Victor Crestwood radio-phonograph with \$100.00 worth of RCA Victor records. And to all 1436 patients in the Veterans Administration Hospital at Memphis, Tennessee, we are sending with Mr. Baker's compliments 30,000 Lucky Strike cigarettes. Each package will be especially banded with his name and address. So enjoy that fine tobacco, fellows. There's lots of deep down smoking enjoyment for you.

MURPHY: Now for the next question. Mr. Andrew Gallason of Haywood, Wisconsin sends this question about spirits in pictures. I think you should get them all right. Here's number 1: Robert Donat starred in "The Ghost Goes West." Tell us master minds, where did the ghost start from, and how did he go west -- "The Ghost Goes West", where did he start from and how did he go West.

BRACKEN: Did he hitch-hike?

MURPHY: No, he did not. Mr. Bracken, if you got that it might help you to the rest of the question.

BRACKEN: If you got what?

MURPHY: Where did he start from -- "The Ghost Goes West."

BRACKEN: He started east.

MURPHY: Where did he start from, Mr. Bracken?

BRACKEN: Uh -- New York?

MURPHY: No, -- no, -- I'm sorry -- I --

BRACKEN: At the beginning.

MURPHY: At the beginning -- no he didn't start at the beginning, he started from England and he came west with a castle that was moved to the United States. He came on a ship. Do you remember that?

BRACKEN: No.

MURPHY: Second part of the question. In the picture "Blithe Spirit", it started out with one spirit in the picture. How many spirits did it end with?

BRACKEN: Two, wasn't it? --- three.

MURPHY: Three -- Mr. Bracken is absolutely right. Three is right. Now the third part of the question. In the "Ghost and Mrs. Muir", Gene Tierney falls in love with a ghost -- Rex Harrison, played by Rex Harrison. What was the ghost's profession before he passed on? Ah -- Miss Winn^{Winn}---

Winn
WINN:

He was a sea-captain.

MURPHY: Sea-captain is right. Fourth part of the question. In the picture "Wonder Man", Danny Kaye is a shy, timid bookworm who is suddenly transformed into a fearless, and spirited nightclub dancer. Master minds, would you tell us what caused Danny's transformation.

BRACKEN: Day-dreaming?

MURPHY: No, no -- I'll have to help you -- the spirit of his twin brother took his body.

LEWIS TALK HOLLYWOOD
JULY 4th, 1948

--C--

(CLOSING COMMERCIAL)

WEBERBACK: I'm sorry, George, you'll be back in just a moment with another question, but first --

RIGGS: (CHANT - 57 to 59 -- AMERICAN)

ANNOUNCER: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC:

FIRST AGAIN WITH TOBACCO MEN.

MUSIC:

WEBERBACK: A recent impartial survey shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined. Yes Lucky Strike -

MUSIC:

ANNOUNCER: FIRST AGAIN WITH TOBACCO MEN.

WEBERBACK: First again with the men who can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

ANNOUNCER: That's what the survey shows. Now, listen to a statement made by Mr. Bryan Williams, twenty-five years a tobacco auctioneer from Harris, Kentucky.

(MORE)

ATX01 0311128

LET'S TALK HOLLYWOOD
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-C-

CLOSING COMMERCIAL (Cont'd)

MR. WILLIAMS: Season after season, I've seen the makers of
Lucky Strike buy ripe, mild, sweet-smoking
tobacco, tobacco that can't be beat for real
smoking quality. I've smoked Luckies sixteen
years.

AVERBACK: So, for your own real, deep-down smoking
enjoyment, light up a Lucky. Puff by puff,
you'll see --

ANNOUNCER: LS - MFT
LS - MFT

AVERBACK: Lucky Strike means fine tobacco. So smoke
the smoke tobacco experts smoke, Lucky Strike.

MUSIC:

ANNOUNCER: FIRST AGAIN WITH TOBACCO MEN.

MUSIC:

ATK01 0311129

LET'S TALK HOLLYWOOD
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AVERBACK: Well, it looks like times up for our questions tonight, George.

MURPHY: Well, the master minds look weary and limp from the grilling so lets call it cut. And how did we stand for tonight, Hy?

AVERBACK: Well, tonight, Lucky Strike has sent three certificates for one year's admission to a favorite home-town theatre and three television sets. Don't forget, ladies and gentlemen, send in your questions to "Let's Talk Hollywood", Box 100, Hollywood, California. Be sure to include the name of your favorite home town theatre with each set of questions, because if our board of master minds fails to answer your question, you will receive that certificate for you and your guest good for one year's admission to your favorite theatre, plus the finest RCA Victor Eyewitness Television set being made or the RCA Victor Crestwood Radio-phonograph, together with \$100.00 worth of Records,

MURPHY: That's right Hy. ^{Hy continues} (And in addition, thousands of those Lucky Strike Cigarettes will be sent with your compliments to an important Veterans Administration Hospital, each pack especially banded with your name and address. ^{Murphy:} Tonight we sent 165,000 Lucky Strike Cigarettes to
(MORE)

ATX01 0311130

LET'S TALK HOLLYWOOD
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MURPHY:
(Cont'd)

three Veterans Administration Hospitals with the compliments of three of the contestants who stumped our master minds. ^{No 5's thousands of the same} Yes, Lucky Strike ^{cigarettes}. So light 'em up, fellas, and enjoy them. ^{that are} This ^{first} is George Murphy saying goodnight for now. ^{again with} ^{blacks men.}

(APPLAUSE)

AVERBACK:

And don't worry about whether your questions are in final form. Our editors will take care of that. Each person whose question is used on this program will receive a five-year subscription to Photoplay magazine. So send your questions about Hollywood and the movies to Let's Talk Hollywood Box 100, Hollywood, California. All questions and answers become the property of "Let's Talk Hollywood", and may be edited to fit the program. We will select for use on the program, those questions which in our judgment are most suitable and interesting. And be sure to tune in next week for another session of "Let's Talk Hollywood" with George Murphy, Eddie Bracken, Erskine Johnson, Dore Schary and Jane Wyman as guests.

THIS IS NBC -- THE NATIONAL BROADCASTING COMPANY

ATX01 0311131

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

Client: THE AMERICAN TOBACCO CO.

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00 - 7:30 PM EDST

Repeat: 8:30 - 9:00 PM PST

Date: JULY 11, 1948 - #2

9:30 - 10:00 PM PDST
(By Transcription)

"L E T ' S T A L K H O L L Y W O O D"

LET'S TALK HOLLYWOOD
JULY 11, 1948

-A-

FIRST COMMERCIAL

ORGAN: LUCKY DAY (16 BARS UP, ESTABLISH FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... that brand new, that
different, that exciting program! (MUSIC OUT)
(HIT HARD) Yes, Let's Talk Hollywood ...
featuring that popular movie star, George Murphy
as our Master of Ceremonies ... and our special
guests tonight ...

Let's Talk Hollywood -- presented by Lucky Strike!

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: More independent tobacco experts smoke Lucky Strike
regularly than the next two leading brands
combined! So light up a Lucky. Puff by puff,
you'll see:

RUYSDAEL: LS - MFT
LS - MFT

(MORE)

ATX01 0311133

LET'S TALK HOLLYWOOD
July 11th, 1948

-A-

FIRST COMMERCIAL (Cont'd)

LAING: Lucky Strike means fine tobacco! So smoke the
smoke tobacco experts smoke -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

LET'S TALK HOLLYWOOD
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(AS BROADCAST)

HY: And here's our Master of Ceremonies - George
Murphy.

MURPHY: Thank you, thank you very much Hy and good evening
ladies and gentlemen. Tonight we have four
famous Hollywood personalities who are going to
try to answer the questions about Hollywood sent
in by you listeners. However, if our master
minds fail to answer your question, you will
receive a certificate entitling you and your
guest to one year's admission to your favorite
home-town movie theatre, the finest eye-witness
television set which R.C.A. Victor makes with a
big 15 x 20 inch screen. This set will be
installed for you, and you will receive a one
year's service guarantee. This set retails for
approximately \$1,000 installed or, if you prefer,
instead of the television set, you may have
R.C.A.'s famous Crestwood radio-phonograph
combination, plus a \$100 collection of the finest
R.C.A. Victor records.

HY: And that's not all, George. Thousands of those
fine Lucky Strike Cigarettes will be sent, by
Lucky Strike with the winner's compliments, to
a Veterans Administration Hospital, each pack
specially banded with his or her name and
hometown, so I'd say it's certainly worth your
while to submit your question to LET'S TALK
HOLLYWOOD.

ATX01 0311135

MURPHY: It certainly is, Hy. Last week we had four winners -- the fourth whom we did not have time to announce was Mr. Andrew Gullison of Hayward, Wisconsin. Mr. Gullison here's a bit of good news for you --- a television set is on its way and a certificate entitling you and your guest for admission for one year at your favorite movie theatre. For the patients of the Veterans Administration Hospital of Bedford, Massachusetts 37,000 Lucky Strike Cigarettes will be sent, with your compliments, each pack specially banded with your name and home town.

HY: And don't forget, George, that each person whose question is used on this program will receive a five year's subscription to Photoplay Magazine. So send your questions about Hollywood and the movies to LET'S TALK HOLLYWOOD, Box 100, HOLLYWOOD, CALIFORNIA, and don't worry about writing your questions in final form. Our editors will take care of that and be sure to include the name of your favorite home-town movie theatre with each question. And now George Murphy - LET'S TALK HOLLYWOOD.

MURPHY: Thank you, Hy, and here we go. Sittin' across from me tonight is our panel of master minds. There's the beautiful and talented Jane Wyman; Perc Westmore, of the famous House of Westmore, the nationally known make-up artist; Erskine Johnson, whose column appears in newspapers throughout the country; and our own, he'll be happy to pitch for both sides in any baseball game, Eddie Bracken. So let's get under way tonight with this question from Mr. Joe Bernstein, of Albuquerque, New Mexico. He wants you master minds to identify some animals in motion pictures. Now, I will give you the animal's name, and you will please tell me what kind of an animal I refer to and what picture it appeared in. Are you ready? Here we go. The animal's name is Asta. I see Mr. Johnson has his hand up.

JOHNSON: The- the- dog in the Thin Man Series.

MURPHY: The dog is right- Would

JOHNSON: A terrier.

MURPHY: Would you identify the dog?

JOHNSON: A terrier.

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BRACKEN: (Interrupts) It's a thin dog.

MURPHY: As a matter of fact, he's a very well-fed fox terrier and that is right. The answer is correct. Would you identify this animal. Flag? Oh, you would know that. Jane Wyman.

WYMAN: The deer in "The Yearling."

MURPHY: That is exactly right. The deer in "The Yearling".

BRACKEN: That was Jane Wyman, wasn't it?

MURPHY: They had two deers in "The Yearling" and the dearest one of all was Jane Wyman, I am sure. Now - will you - this one is a little tougher and so you'll have to be on your toes. I want you to identify Croder and Moonbeam.

BRACKEN: Give us that again.

MURPHY: Identify Croder and Moonbeam. I give you the names of the animals -- Mr. Johnson.

JOHNSON: The two mules in Scudda Hoo and Scudda Hay.

MURPHY: That is absolutely correct.

(APPLAUSE)

(MORE)

ATX01 0311138

MURPHY:
(Cont'd)

Now Photoplay Magazine is happy to send a five year's subscription to Mrs. J.W. Humperville of Chicago, Illinois for sending in this question. I will hand each of you master minds a slip of paper containing the lyric songs featured in a recent outstanding picture. Now as I call on you, you will each have the choice of singing, humming or whistling the song so that the other master mind can name the picture. Now is that understood? You have to sing, hum or whistle a song so that the other master mind can give me the name of the picture. All right, Erskine Johnson will you go first? You can either sing, or hum, or whistle the lyrics on your card; or if you happen to have a harmonica handy, you can use that, too. Mr. Johnson, if you please.

JOHNSON: I'm trying to read these lyrics - they're a little difficult. If Miss Wyman will look at these.

MURPHY: I, see. If Miss Wyman looks at 'em then she's apt - very apt to know and therefore be disqualified. She'll know the question. Can you read them now?

JOHNSON: (SINGS) Pooralooralooral. It's a Hepburn picture.

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MURPHY: I see. That's a fair translation. That's from the Sanscript. Actually, it should be Too-Ra - Loo - Ra - Loo - Rai. I didn't want to take advantage of Mr. Johnson's not being able to read - ah, that particular part.

BRACKEN: (Interrupts) He's a young columnist.

MURPHY: Yes he is. Miss Wyman, I see your hand up.

WYMAN: Well, was that from "Going My Way"?

MURPHY: That is exactly right. Remember who sang the song?

WYMAN: Bing Crosby.

MURPHY: That is absolutely right. Now Perc Westmore you look as though you're bursting with song. Would you let's-- let us - hear yours please.

WESTMORE: (Sings) You must remember this--
A kiss is still a kiss
A sigh is still a sigh.

MURPHY: That's wonderful. Miss Wyman?

WYMAN: Casablanca.

MURPHY: Yes.

ATK01 0311140

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WYMAN: Ingrid Bergman

MURPHY: That's right - that's exactly right. You remember who the fellow was in that picture? There always has to be a fella with Ingrid Bergman.

WYMAN: Bogart.

MURPHY: That is exactly right.

WYMAN: Henry.

MURPHY: Casablanca is the---

BRACKEN: (Interrupts) You know, Perc Westmore is the only guy who can whistle and sing at the same time.

MURPHY: We discover all sorts of hidden talents here. That's the wonderful thing about this program. And now, I know you fellas are all dying for this moment. Janie Wyman will you please sing, hum, or whistle the--

WYMAN: Ah-ah (Sings)
Clang, clang, clang went the trolley
Ding, ding, ding went the bell.

MURPHY: I'd like to hear more of that-- that's wonderful.

ATX01 0311141

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WYMAN: Clang, clang, clang.

MURPHY: Mr. Bracken, I see you have your hand up.

BRACKEN: That's the Trolley Song, and Judy Garland sang it. I believe it was "Meet Me in St. Louis".

MURPHY: That's exactly right, Mr. Bracken, that is exactly right. Now, Mr. Bracken it-- it comes to your turn. Would you let us have the lyric on that song?

BRACKEN: Would you mind giving me the key of C?
(MUSIC- of Key C) That's too low.

(Sings) Somewhere over a rainbow
Way up high--
I'd rather whistle it. (WHISTLES)

MURPHY: Yes, Miss Wyman?

WYMAN: Wizard of Oz - Judy Garland--

MURPHY: That's right. Do you remember the name of the song?

WYMAN: "Somewhere Over a Rainbow".

ATX01 0311142

MURPHY: That's exactly right. Exactly right, and that was sung by Judy Garland in "Wizard of Oz". Our master minds know all the questions. Incidentally, ladies and gentlemen, I just saw, last night, Judy's new picture with Fred Astaire-- an MGM picture, music written by Irving Berlin, called "Easter Parade," and I can recommend it. This is really a wonderful picture.

WYMAN: It's wonderful.

MURPHY: I'm glad to see Miss Wyman has seen it.

BRACKEN: (Interrupts) It's great. Also "A Girl From Jones' Beach". I'm in that.

MURPHY: Oh now cut it out. Now for our next question. Our next question is from Miss Rose L. Smith of San Francisco - sent this question for you master minds to tustle with. It has to do with unusual items in pictures. This unusual happening started all the excitement in the picture, "The Miracle of Morgan's Creek." Yes, Mr. Bracken, I'm glad to see you remember.

BRACKEN: Um--- I think Betty Hutton had six children all at once.

MURPHY: That is exactly right. Sixtuplets? That's right. Mr. Bracken you had something to do with that picture, didn't you?

BRACKEN: My mother told--- Actually, I didn't. It was a fella by the name of Mr. Ignatsisi.

MURPHY: Well, he resembled you when I saw the picture. Of course, they may have changed it later. In the picture Laura there was-- ah-- very prominently featured a grandfather's clock. Now, of what importance to the plot of the picture was the grandfather's clock. In the picture Laura.

BRACKEN: Something was hidden inside of it.

MURPHY: You're on the right track.

JOHNSON: The plot, the plot!!

MURPHY: Miss Wyman.

WYMAN: Was it a knife that was hidden?

MURPHY: No, it was not a knife.

MURPHY: Mr. Johnson?

WYMAN: It was a gun.

BRACKEN: It was a shotgun.

JOHNSON: Shotgun.

MURPHY: That is exactly right. It was a shotgun. Absolutely correct. Now, Mr. John L. Fletcher, Jr. of Atlanta, Georgia, wants you to tell us what profession Bing Crosby played in the following pictures. Now there's four parts in this. The pictures are: "The Bells of St. Mary's", "Road to Rio", "The Emperor Waltz", and "East Side of Heaven". He wants to know what professions Bing Crosby played in the pictures. First of all "The Bells of St. Mary's". Miss Wyman?

WYMAN: A priest.

MURPHY: He played a priest. That's exactly right. The "Road to Rio." Yes, Mr. Johnson.

JOHNSON: Bob Hope's stooge.

MURPHY: Well in a manner of speaking. Anyone who works with Bob is generally stooging. Miss Wyman?

WYMAN: A theatrical manager.

MURPHY: A theatrical manager? Well, not exactly.

JOHNSON: A vaudeville artist.

MURPHY: That's it exactly. He was a vaudeville artist. He was a song and dance man. Now, in The Emperor Waltz. The Emperor Waltz. Oh yes, Miss Wyman?

WYMAN: A salesman.

MURPHY: A salesman is exactly right. Remember what he sold?

WYMAN: No.

MURPHY: Ah-- well, that's not important. It was only phonographs.

BRACKEN: He sold songs.

MURPHY: Yes---he sold phonographs, as a matter of fact. And now this is a very difficult one, I think. What part did he play in the "East Side of Heaven."? Mr. Johnson?

BRACKEN: He played an organist.

JOHNSON: He was in the picture, wasn't he?

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MURPHY: He was in the picture. He was definitely in the picture. When Crosby's in a picture, he really is in the picture.

JOHNSON: I think he played a crooner.

BRACKEN: A street singer wasn't it?

MURPHY: Ah, he was a street singer, he was on the street but that doesn't exactly---

JOHNSON: He had an organ, I remember that.

MURPHY: No, no. Now think a little harder. What profession-- what was his job in the picture?

BRACKEN: It wasn't a monkey grinder?

MURPHY: No, it wasn't. There were lots of monkeys---

BRACKEN: Oh. Hope wasn't in that picture-- ah-- was he-- so anyway--

MURPHY: Uh-- Mr. Johnson.

JOHNSON: It wasn't plugging songs, was it?

MURPHY: No.

JOHNSON: A song-plugger?

MURPHY: No, not exactly, not exactly. He played-- I'm afraid I'll have to help you with this. I'm afraid we failed. He was a taxi-cab driver. I'm sorry Miss Wyman just thought of that in time.

ATXO1 0311147

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BRACKEN: Jane Wyman had that but she was a little too nervous.

MURPHY: I beg your pardon?

BRACKEN: Jane Wyman had that, but she was nervous. Isn't that right, Jane?

WYMAN: Y-- yes.

MURPHY: Well, I don't know. I think-- I think-- Hy.

HY: Well, George, since our board of master minds failed to answer that question correctly, Lucky Strike is sending to Mr. John L. Fletcher, Jr. of Atlanta, Georgia, a certificate for two, good for one year to his favorite home-town motion picture theatre and the finest R.C.A. Victor Television set made, which retails for approximately \$1,000 installed or, if he prefers, the famous R.C.A. Victor Crestwood radio phonograph with 100 of R.C.A. Victor Records, and for all of the patients of the Veterans Administration Hospital in Waco, Texas, we are sending, with his compliments, 45,000 Lucky Strike Cigarettes, each pack banded with his name and home town. So enjoy that fine tobacco, fellas.

ATX01 0311148

MURPHY: And now here's a question from Sidney B. Kolsky of Winfield, Pennsylvania. You are to tell us the title of the picture from the following clues that I will read. I will give you the clues -- you tell me the title. Gregory Peck, as a lawyer representing his client on a murder charge, fell in love with the client and thereby lost the case. I have never seen blanker expressions on four people. Ah! Mr. Erskine Johnson has a flash. Yes?

JOHNSON: The Paradine Case.

MURPHY: That is exactly right. That's the name of the picture. Do you remember who played in the picture?

JOHNSON: Gregory Peck.

MURPHY: Gregory Peck- that's right. Very good, very clever. Directed by Alfred Hitchcock, I believe. Now our next one-- Spencer Tracy, as a small town judge, rebelled against his friends and wife to further honesty and justice. I hear whispering from the audience. Would you please, if you are going to whisper, make it very soft. I have never seen -- ah-- Mr. Johnson has just gotten a flash. Yes, Mr. Johnson.

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JOHNSON: Cass Timberlane.

MURPHY: Cass Timberlane is exactly right. Stay tuned
now.

ATX01 0311150

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COMMERCIAL #2

AVERBACK: Before George Murphy returns with more questions to baffle our master minds, here's a word about America's Number One Cigarette ...

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: First again with tobacco men. More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, Lucky Strike!

RUYSDAEL: First again with tobacco men! And in addition, Lucky Strike alone holds the distinction, as it has for many years, of being America's largest selling cigarettes -- America's largest selling cigarette!

LAING: This leadership of Lucky Strike with smokers like you and me-- and with the experts to -- is a tribute to the fine quality tobacco we purchase for Lucky Strike. So for your own real, deep-down smoking enjoyment, look to the leader! Light up a Lucky and puff by puff, you'll see:

(MORE)

ATX01 0311151

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COMMERCIAL #2 (Cont'd)

RUYSDAEL: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco! And fine
tobacco is an important reason why Luckies are
America's largest selling cigarette. So smoke
the smoke tobacco experts smoke -- Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

ATX01 0311152

- HY: And now back to Jane Wyman, Erskine Johnson, Perc Westmore, Eddie Bracken and the man in the middle -- George Murphy.
- MURPHY: Well here we go again. Miss-- ah-- Grace J. Kinway of Tampa, Florida gets a five-year subscription to Photoplay Magazine for having done a lot of research on Hollywood inside stuff. And with her question, she wants to find out just how much you master minds know about the inside stuff of the picture business. Now as this is stuff that you're really supposed to know-- and I hope you do. Imagine this scene-- a couple of producers are talking about a well-known director. They might talk in this way. I will impersonate the first director. "Yes he always does them in a big, big way-- lots of scope and always a bathtub."
- WESTMORE: De Mille.
- MURPHY: What? Too soon, too soon Mr. Westmore. However, the answer is absolutely correct.
- JOHNSON: We can even tell you who was in the bathtub.
- MURPHY: Cecil B. De Mille, a very fine director. That is absolutely correct. Now, master minds, explain in words so that all of our listeners can understand, what's the inside stuff on this.

(MORE)

MURPHY: Now imagine this scene, taking place on a
(Cont'd) set. They're lighting the set to make a shot
and the camera-- cameraman yells out, "Hey,
gaffer, take the silk off that baby and heat it
up." Now, what did he say-- in English. Miss
Wyman?
WYMAN: Oh, dear, I don't know how to explain this.
Well, it's a light-- a baby is a light, and--
MURPHY: (Interrupts) What kind of a light?
It has a definite name.
BRACKEN: Baby Junior.
WYMAN: A baby junior light.
MURPHY: No it is not a baby junior.
WYMAN: A spotlight.
WESTMORE: (Interrupts) A spotlight.
WYMAN: A baby spotlight.
MURPHY: A baby spotlight-- that is correct.
WYMAN: And the silk is a dress that's over the front
of it-- difusion.

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MURPHY: That's right, it's a filter. Would that be a filter dress-- should we call it.

WYMAN: A filter dress-- yes. (Int) Filter dress.

MURPHY: And a--

BRACKEN: A gapper is an electrician.

WYMAN: It's pretty confusing.

MURPHY: And heat it up-- the last part.

WYMAN: Uh?

WESTMORE: Build the light-up. Bring it up brighter.

MURPHY: That is exactly right. I am glad to see Mr. Westmore knows all about Hollywood.
(APPLAUSE)

And now George H. Moppet of Oakland, California sent us this question dealing with music in the mood. So if you kindly listen as our own lovely lady of song, Miss Marion Morgan sings a very popular song from the new musical picture and then we will go on with the conditions of the question after that. Miss Morgan, if you please.

(MORE)

ATX01 0311155

LET'S TALK HOLLYWOOD
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MURPHY:
(Cont'd)

(Sings)

For every man, there's a woman
For every light, there's a flame
And wise men know, it was ever so
Since the world began.

Thank you very much Miss Morgan. Oh! I see
that Mr. Bracken over there is very anxious to
say something. I don't know whether it is to
meet Miss Morgan or to answer the question.

BRACKEN: I want to get up there and sing the song
with her.

MURPHY: Oh I see. Now that you've heard the song---

BRACKEN: (Interrupts) Toni Martin in Casbah--

MURPHY: Oh you're too fast Mr.--- I don't even get a
chance to ask the questions here. That is
exactly right, however. Toni Martin in Casbah---
Do you know the name--- do you remember the
name of the character that he played.

BRACKEN: Oh, Peppi Lomoko

MURPHY: Peppi Lomoko----- is right-- Yes-- Do you
remember another actor that played Peppi
Lomoko?

ATX01 0311156

LET'S TALK HOLLYWOOD
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BRACKEN: Charles Boyer.

JOHNSON: Boyer.

MURPHY: What was the name of that picture?

BRACKEN: Gregory Peck was in it. -- I don't---

MURPHY: Yes. The picture was called "Algiers". But it was all about the Casbah. Everybody finishes with the Casbah. Now the musical picture "You Were Meant For Me", featured many swell songs from a few years back. Now, will you please listen as Miss Morgan sings one of those songs and then tell us what was the situation in the picture at the time that Dan Daily sang this song?

MURPHY: (Sings)

No one to talk with all by myself
No one to walk with but I'm happy on the shelf
Ain't misbehaving- I'm saving my love for you.
I know for certain the one I love,
It's you I'm flirting with and just you I'm
thinking of

(Interrupts) I'm enjoying this very much,
but I'm amazed that our master minds don't even
seem to be-- oh, there come the hands up.
Thank you very much, Miss Morgan, Miss Wyman,
I believe your hand was up first.

ATX01 0311157

LET'S TALK HOLLYWOOD
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WYMAN: Wasn't it at the prom?

MURPHY: No.

WYMAN: The prom-dance?

MURPHY: No.

WYMAN: No, it wasn't?

MURPHY: Sorry

BRACKEN: Do you want to know what was going on at the
time? Dan Daily was singing.

MURPHY: Yes, that is right. That is right, but we need
a little more. Mr.-- Mr. Johnson?

JOHNSON: And Jeanne Crain was burning.

MURPHY: That is right. I think you're on the right
track. He wasn't--

JOHNSON: (Interrupts) Jeanne Crain was-- she was--
he-- she was in a dance hall, and she wanted to
go to some other dance hall so-- ah-- he wanted to
rehearse a new song.

MURPHY: That's exactly right.

JOHNSON: He started, and she didn't dance.

ATX01 0311158

MURPHY: I see. He learned the song, and she learned that he was busy doing something else.

(APPLAUSE)

Very good, indeed.

Now this question is from Miss Florence Jensen of Chicago, Illinois. A---a-- a favorite source of both and motion picture titles and quotations from well-known sources . Now we have a title -- ah-- "The Voice of the Turtle" - and that is a quotation-- I should like to know where the quotation is from, Mr. Bracken.

BRACKEN: Ah-- the Song of Solomon. It's in the Bible.

MURPHY: That's exactly right.

BRACKEN: Ah--

MURPHY: Could you quote any more of the quotation?

BRACKEN: The Voice of the Turtle shall be heard throughout the land."

MURPHY: That is exactly right. "It is heard in the land."

That's exactly right. Now the next one.

(APPLAUSE)

Oh, Mr. Bracken, you're a bright one--

LET'S TALK HOLLYWOOD
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BRACKEN: I guess I'm the only one here who reads the Bible.

MURPHY: Yes. That's a very healthy sign. Ah-- ah-- now the next is a quotation -- where is this quotation from-- "Leave her to Heaven". That is rather a difficult one

BRACKEN: "Leave her to heaven?"

MURPHY: Leave her to heaven, do you remember that picture starring---

JOHNSON: There's one from Hamlet.

BRACKEN: (Interrupts) Shakespeare--

MURPHY: I beg your pardon Mr. Bracken.

BRACKEN: Shakespeare-- Hamlet.
Mr. Shakespeare is right. Hamlet is exactly correct.

J.O.

ATX01 0311160

LET'S TALK HOLLYWOOD
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-24A-

MURPHY: Here's a-- here's a very interesting question from Ben F. De Siche of San Francisco, California. He writes that in 1933 the British picture Henry VIII won an Academy Award. The first time that such an award had been given to a foreign production. Now, that picture introduced four British personalities, who, have since become stars in American films. Mr. De Siche would like to have you name 3 of those 4 personalities. Miss Wyman---

WYMAN: Charles Laughton.

MURPHY: Charles Laughton is one. That is exactly right.

WYMAN: Robert Donat.

MURPHY: Robert Donat is right.

BRACKEN: Greer Garson.

MURPHY: No, I'm sorry, Miss Garson came a little later than that.

BRACKEN: Didn't she become a star?

MURPHY: Yes, she became a star, but after that. Mr. Johnson?

ATX01 0311161

LET'S TALK HOLLYWOOD
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JOHNSON: Could Binnie Barnes be one.

MURPHY: Binnie Barnes is exactly right and that is the
3 out of 4.

MURPHY: Just for fun. Do you know the 4th one.

JOHNSON: Wendy--

MURPHY: A very great one.

JOHNSON: A girl named Wendy-- Wendy Barry.

MURPHY: And also Merle Oberon. They were all in
that picture together.

(APPLAUSE)

ATX01 0311162

MURPHY: Now here's-- ah-- a group of questions from Mrs. Ethel S. Langley of San Francisco, Calif. and you master minds better be very sharp and very quick. Now I'm gonna read some imaginary newspaper headlines, and you are to tell me the title of the picture that the headlines would bring to mind. I will read the newspaper headlines and you tell me the title of the picture that that headline would bring to mind. Now is that clearly understood? I will read the newspaper headline and you tell me the picture. that it suggests to you. Newspaper headline for a title. Here we go. Erskine you start off what picture does this headline make you think of? Now think real hard. Guardian angel stops citizen from jumping off bridge. No help please. This is Mr. Johnson's---

JOHNSON: Jimmy Stewart's picture "It's A Wonderful Life".

MURPHY: (Interrupts) What is it?

JOHNSON: The Jimmy Stewart picture, "It's A Wonderful Life."

MURPHY: Jimmy Stewart's picture. It's A Wonderful Life is absolutely right. He was about to jump off the bridge when the angel showed him that things might not be as bad as they were painted at that particular time.

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BRACKEN: But it was really Henry Travis.

MURPHY: It was?

BRACKEN: Yeah-- Henry Travis was the actor that played
the angel.

MURPHY: I see. Jimmy Stewart was not the one who
was going to jump off.

BRACKEN: No.

MURPHY: Henry Travis was the actor.. Thank you very much.
I stand corrected. However, Stewart was in
the picture, was he not?

BRACKEN: No it was-- ah-- Gregory Peck.

MURPHY: That Peck is certainly busy today. Busy as a
cat at a fish party. Now, ah-- Eric Westmore.
What movie does this headline bring to your mind.
Sailor teaches mouse king how to dance? Oh--
if you don't guess it, it's going to break
my heart. No, Mr. Bracken, I'm sorry---

WESTMORE: What was it? Sailor--

MURPHY: It's Mr. Westmore's guess-- Sailor teaches mouse
king how to dance-- I'm afraid---

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WESTMORE: No.

MURPHY: I'm afraid Mr. Westmore doesn't remember. It was the MGM picture "Anchors Aweigh".

BRACKEN: (Interrupts) Gene Kelley.

MURPHY: The fellow was Gene Kelley-- the mouse was a mouse. Now your headline Miss Wyman. What does this bring to your mind? Senator walks around streets clad only in pajamas. Please, no help from the audience.

WYMAN: Oh--

MURPHY: Senator, walks around streets clad only in pajamas.

JOHNSON: This was on the screen?

MURPHY: This was on the street?
That is Miss Wyman's headline, please.

WYMAN: Oh dear. I don't know.

MURPHY: You don't know?

WYMAN: No.

MURPHY: Just think. Senator walks around street.
Oh, I'm dying to tell you

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WYMAN: I know. It-- it would be fun.

MURPHY: Let your mind be open and I am sure it will come to you.

WYMAN: Oh dear.

BRACKEN: Gregory Peck was in the picture.

MURPHY: No, no. No, no, I will have to help you, Miss Wyman. "The Senator was Indiscreet" with Bill Powell.

WYMAN: Well, obviously.

MURPHY: Well, I didn't think-- and now Eddie-- government-- here's yours, Eddie-- government owes vaudevillian \$11,000,000,000.

BRACKEN: "If you knew Susie, like I knew Susie".

MURPHY: That is right. That is exactly right.

BRACKEN: Eddie Cantor was in that.

MURPHY: Who was the star of the picture?

JOHNSON: Your Gregory Peck was in that.

BRACKEN: Eddie Cantor and Gregory Peck.

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MURPHY: It was Eddie Cantor and Joan Davis, as a matter of fact. That's a horrible thing--- but the government owes vaudevillian \$11 billion that must be Jack Benny.

BRACKEN: If Gregory Peck is listening in I'm going to charge him.

MURPHY: And now, Erskine, you're next headline is "Carnival gyp goes wild and finds His Sweetheart".

JOHNSON: It wasn't Gregory Peck. It was Tyrone Power.

MURPHY: That's right. What was the name of the picture, please.

JOHNSON: Ah-- now you've got me. Something about an alley--

MURPHY: You're right so far..

JOHNSON: Nightmare Alley.

ATX01 0311167

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HY: Well, George, since our board of master minds failed to answer that question correctly, Lucky Strike is sending to Mrs. Ethel S. Langley of San Francisco, California, a certificate for two; good for one year to her favorite home-town motion picture theatre and the finest R.C.A. Victor Television set made, which retails for approximately \$1,000. installed or if she prefers, the famous R.C.A. Victor Crestwood radio phonograph with 100 of R.C.A. Victor records, and to all of the patients of the Veterans Administration Hospital in Norfolk, New York, we are sending with her compliments 55,000 Lucky Strike Cigarettes, each pack banded with her name and home town. So enjoy that fine tobacco, fellas. George Murphy will be back in just a moment. But first----

ATK01 0311168

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-C-

COMMERCIAL #3

AVERBACK: George Murphy will be back in just a moment
with another question to baffle the master minds.
But first

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE -- FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: A recent impartial survey shows that more
independent tobacco experts smoke Lucky Strike
regularly than the next two leading brands
combined. Yes, Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

LAING: First again with the men who can see the
makers of Lucky Strike consistently select and
buy that fine, that light, the naturally mild
tobacco.

RUYSDAEL: That's what the survey shows. Now listen to a
statement recently made by Mr. Henry Lowdon
Snell, tobacco warehouseman, from Lexington,
Kentucky.

(MORE)

ATX01 0311169

LET'S TALK HOLLYWOOD
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COMMERCIAL #3 (Cont'd)

VOICE: At auction after auction, I've seen the makers
of Lucky Strike buy fine, mild, ripe tobacco ...
tobacco that's tops for a good smoke. I've
smoked Luckies 17 years!

LAING: So for your own real, deep-down smoking enjoyment,
light up a Lucky. Puff by puff, you'll see:

RUYSDAEL: LS - KFT
LS - KFT

LAING: Lucky Strike means fine tobacco. So smoke the
smoke tobacco experts smoke -- Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men."
And with me too. There's always a carton of
Luckies in our home.

ATX01 0311170

- HY: Well, it looks like time for the questions tonight, George.
- MURPHY: Well, Hy. I think you blew the whistle just in the nick of time. Our master minds look just a little tired, tormented, and confused after having all those questions thrown at them. But what is the total score for tonight's activities?
- HY: Tonight Lucky Strike has sent two certificates for one year's admission to a favorite home-town movie theatre and two television sets and don't forget, ladies and gentlemen, send in your questions to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. But be sure to include the name of our favorite home-town movie theatre with each set of questions, because if our board of master minds fails to answer your questions, you will receive that certificate for you and your guest, good for one year's admission, to your favorite movie theatre, plus the finest R.C.A. Victor Television eye-witness set ever made, or the R.C.A. Crestwood radio-phonograph together with 100 dollars worth of R.C.A. Victor records, and in addition, thousands of those Lucky Strike Cigarettes, will be sent, with your compliments to an important Veterans Administration Hospital, each package specially banded with your name and home town.

MURPHY: That's right. Tonight we sent 100,000 Lucky Strike Cigarettes to two Veterans Administration Hospitals with the compliments of two of the contestants who stopped our board of master minds. 100,000 of the same fine cigarettes that are first again with tobacco men. Yes, Lucky Strike -- so light 'em up fellas and enjoy them.

I want to thank Jane Wyman, Perc Westmore, Erskine Johnson, and Eddie Bracken for being with us tonight, and I hope you enjoyed yourselves. Next week, besides our regular attendant Eddie Bracken, we will have Edith Gwynn, Douglas Sheare and Ray Milland, and, of course, yours truly, the man in the middle, George Murphy.

(APPLAUSE)

HY: Send your questions about Hollywood, and the movies to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. All questions and answers become the property of LET'S TALK HOLLYWOOD, and the editors of this program.

(MORE)

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HY:
(Cont'd)

We will select, for use on the program those questions which we consider most suitable and interesting. In any similarity, we will be the sole judge of the question used. There is no limit to the number of questions you may submit. Be sure to tune in Sunday, for another session of LET'S TALK HOLLYWOOD, with George Murphy, Eddie Bracken, Edith Gwynn, Douglas Sheare and Ray Milland.

This is N.B.C.

ATK01 0311173

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

Client: THE AMERICAN TOBACCO CO.

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00-7:30 PM PDST

Date: JULY 18, 1948 - #3

Repeat: 8:30-9:00 PM PST
9:30-10:00 PM PDST
(By Transcription)

"L E T ' S T A L K H O L L Y W O O D"

-A-

THE AMERICAN TOBACCO COMPANY

"LET'S TALK HOLLYWOOD"

7:00-7:30 PM EDT JULY 18, 1948 - PROGRAM #3 SUNDAY

COMMERCIAL #1

ORGAN: LUCKY DAY (16 BARS UP, ESTABLISH FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... that brand new, that
different, that exciting program! (MUSIC OUT)

AVERBACK: (HIT HARD) Yes, Let's Talk Hollywood ... featuring
that popular movie star, George Murphy as our
Master of Ceremonies ... and our special guests for
tonight ... Edith Gwynn, Hollywood reporter;
Douglas Shear, recording technician; Eddie Bracken
and Ray Milland!

Let's Talk Hollywood -- presented by America's
largest selling cigarette -- Lucky Strike!

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: More independent tobacco experts smoke Lucky Strike
regularly than the next two leading brands
combined! So light up a Lucky -- America's
largest selling cigarette -- and puff by puff,
(MORE)

ATX01 0311175

LET'S TALK HOLLYWOOD
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COMMERCIAL #1 (CONT'D)

LAING: you'll see:
(Cont'd)

RUYSDAEL: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco! So smoke the
smoke tobacco experts smoke -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

ATX01 0311176

LET'S TALK HOLLYWOOD
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AVERBACK: And here's our Master of Ceremonies--George Murphy.

(APPLAUSE)

MURPHY: Thank you, thank you, Hy Averback. Good evening ladies and gentlemen. Tonight we have four famous Hollywood personalities who are going to try to answer questions about Hollywood sent in by you listeners, and if your question is used on the program and our masterminds fail to answer it correctly, you will receive a certificate entitling you and a guest to one year's admission to your favorite home-town movie theatre. The finest television set which RCA Victor makes with a big 15 x 20 inch screen and the exclusive RCA Victor eye-witness picture synchronizer. This set will be installed for you and you will receive a one year's service guarantee. This set, incidentally, retails for approximately \$1000 installed. Or, if you prefer, instead of the television set, you can have RCA's famous Crestwood radio phonograph combination, plus a \$100 collection of the finest RCA Victor records.

AVERBACK: And that's not all George. Thousands of those fine lucky Strike Cigarettes will be sent by Lucky Strike, with the winners compliments, to a Veterans Administration Hospital, each pack specially banded with his or her name and home-town. So I'd say it's certainly worthwhile to send your questions to LET'S TALK HOLLYWOOD.

ATX01 0311177

MURPHY: And don't forget, Hy, that each person whose question is used on this program will receive a five year's subscription to Photoplay Magazine.

AVERBACK: So send your questions about Hollywood and the movies to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. Don't worry about writing your questions in final form. Our editors will take care of that. And be sure to include the name of your favorite home-town movie theatre with each question. And now George Murphy LET'S TALK HOLLYWOOD.

MURPHY: Thank you, Hy, and here we go. Sitting across from me tonight in our panel of masterminds, I find Douglas Shear, head of the recording for MGM studios; Miss Edith Gwynn, whose syndicated Hollywood column is read by millions; the star of Paramount pictures, Ray Milland; and our own, he'll be glad to work as baby sitter if the price is right, Eddie Bracken! The panel, like you listeners, has no idea what questions will be used tonight; as a matter of fact, I'm not certain of them myself. And now for the question.

Photoplay Magazine is happy to send Miss Adele Fisher, of Berkeley, California, a five year subscription for sending in this question. Miss Fisher wants you to name the actresses who played the bride in each of the following pictures. She wants to know who played the bride. I will give you the titles

(MORE)

LET'S TALK HOLLYWOOD
JULY 10, 1948

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MURPHY: of the pictures. The first, "The Bride Goes Wild".
(Cont'd) Miss Gwynn?

GWYNN: June Allyson.

MURPHY: June Allyson is correct. Do you remember who the
groom was?

GWYNN: Ah -- Van Johnson.

MURPHY: Van Johnson is right. Ah -- the second picture is
"The Bride Came C.O.D.". Oh, what an empty face.
Miss Gwynn again. My, you're smart today.

GWYNN: Bette Davis.

MURPHY: Bette Davis is right. Bette Davis. And the third
picture, "The Bride Wore Boots."?

BRACKEN: (INT.) The bride of Frankenstein.

MURPHY: I beg your pardon, Mr. Bracken?

BRACKEN: I thought it was the bride of Frankenstein.

MURPHY: No. There was a bride in that picture but she's
not in our question. The third one is "The Bride
Wore Boots." Mr. Milland?

MILLAND: Barbara Stynwyck.

MURPHY: Barbara Stynwyck. Masterminds may I congratulate
you. Your wisdom amazes me.

(APPLAUSE)

(MORE)

ATX01 0311179

MURPHY:
(Cont'd)

Now we go on to the next question, which comes from Technical Sergeant Clifton M. Taylor, stationed in Bakorda Air Force Base, Tamoco, Washington. Sergeant Taylor's question has to do with imaginary classified ads, which identify pictures. Now, Hy Averback will hand each of you masterminds a slip of paper containing an imaginary classified ad, and as I call on you, you will please read the ad and the other masterminds will name the picture the advertisement brings to mind. OK. Is that all clear now. Are you ready? Dough Shear will you please read yours?

SHEAR: "Domestic help wanted. Light housework. Board and attractive room with private bath furnished. Principle item is the care of three adorable children. Pleasant suburban community. Good wages"

MURPHY: Mr. Bracken?

BRACKEN: "Sitting Pretty."

MURPHY: "Sitting Pretty". "Sitting Pretty" is a very good guess Mr. Bracken. You may look a little more certain if you care to because that's the right answer. Do you remember who played in the picture?

BRACKEN: Gregory Peck.

MURPHY: As a matter of fact, it was Clifton Webb, Bob Young, and Maureen O'hara. Miss Gwynn read your
(MORE)

LET'S TALK HOLLYWOOD
JULY 18, 1948

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MURPHY:
(Cont'd)

classified ad, please.

GWYNN:

"Personal. Lorette: will be unable to take you to New Orleans as planned. Cannot find the \$1000 Papa promised to leave on the table in the living room. Signed, Oscar."

MURPHY:

Mr. Bracken has his hand up.

BRACKEN:

"Another Part of the Forest."

MURPHY:

"Another Part of the Forest." Mr. Bracken, I don't know how one person could have so much knowledge. You were wonderful. And now Ray Milland, will you please read yours.

MILLAND:

"Reward for information leading to capture and return of the sign of a prominent Spanish family now believed to be in Mexico. Wanted for heresy. Contact Don Digo de Silva."

MURPHY:

(Int) That's not --

MILLAND:

How would you read it?

MURPHY:

Don Diga de Silva. Now masterminds -- Miss Gwynn I see you have an idea there.

GWYNN:

I haven't the slightest idea.

MURPHY:

Huh?

GWYNN:

I haven't the --

ATX01 0311181

LET'S TALK HOLLYWOOD
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MURPHY: Mr. Bracken?

BRACKEN: "CAPTAIN FROM CASTILE"

MURPHY: Yes. Do you remember who was the fella they were looking for in the picture?

BRACKEN: Yeah, it was Tyrone Power.

MURPHY: I was afraid for a minute you were going to say Gregory Peck again.

BRACKEN: Greg wasn't in that picture.

MURPHY: Now, Mr. Bracken, will you give us yours?

BRACKEN: "Do you want adventure? Help with the construction of the Panama Canal. All elderly gentlemen, who are unattached, please contact two gentle sisters. All replies held in confidence. Signed-- Teddy Roosevelt."
Charge!!!

MURPHY: And what was the name of the picture, Mr. Bracken? What was the name of the picture?

BRACKEN: Oh, I -- You mean I can answer it?

MURPHY: Oh, no -- the question -- you have to answer the question.

BRACKEN: And I can name It!

MURPHY: Can you? I dare you!

ATX01 0311182

LET'S TALK HOLLYWOOD
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BRACKEN: Yes, "Arsenic & Old Lace".

MURPHY: Ah, Mr. Bracken your stimulating answers makes me proud to be a friend of yours.

(APPLAUSE)

MURPHY: Now, now, Photoplay Magazine is happy to send Mr. E. Ray Green of Henderson, Texas for submitting the following questions. Mr. Green points out that several recent pictures use the technique of having the story narrated by a member of the cast. So he would like you to tell us the names of the actors or actresses who narrated the story in the following pictures. The first picture is "I Remember Mama".

BRACKEN: Papa.

MURPHY: No, Papa was there but he didn't narrate. "I Remember Mama"! Mr. Bracken?

BRACKEN: I think it was Barbara Eel Geddes.

MURPHY: Yes, I think -- you are thinking very well today, Mr. Bracken.

BRACKEN: (INT) THANK YOU.

MURPHY: You must have gotten to bed early last night. You complained of a cold on the way in here. But it's done something for him, he's much smarter this week.

ATX01 0311183

LET'S TALK HOLLYWOOD
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BRACKER: These air conditioning theatres. I've been seeing so many movies.

MURPHY: Oh is that it. Who narrated the picture "Lady in the Lake"? Mr. Milland.

MILLAND: Robert Montgomery.

MURPHY: Robert Montgomery is right and in "The Lady From Shanghai" who told the story. "The Lady From Shanghai" Miss Gwynn.

GWYNN: Well I didn't see it but I'd guess it was Orson Welles. He does everything else.

MURPHY: Your conclusion is well taken, Miss Gwynn. It would have to be Orson Welles.

GWYNN: Yes.

(APPLAUSE)

MURPHY: And now here is a question from Rose K. Carrol of Brooklyn, New York. It deals with pictures from Broadway hit plays. The first section -- Ralph Bellamy starred on Broadway in the play "State of the Union". Now Mr. - Miss Rose Carrol would like to know who played the same part in the picture of that title. Ah -- Miss Gwynn.

GWYNN: Spencer Tracy.

MURPHY: Spencer Tracy. The second part of the question.

(MORE)

ATX01 0311184

MURPHY: Gertrude Lawrence was the psychological disturbed
(Cont'd) lady in the play "Lady in the Dark". Mr. Milland
is way ahead of the game.

MILLAND: (INT) I was in it, I should know.

MURPHY: What actress played the title role. And in case
you don't remember you should be ashamed.

MILLAND: Ginger ROGERS

MURPHY: Ginger Rogers. Ginger is right.

BRACKEN: I thought Ray Milland played the title role.

MILLAND: There was a little doubt about it.

MURPHY: No - no. Give up. That's impossible. The Broadway
play - this is a very difficult one - "The Watch
on the Rhine" featured a great part and was played
by a great actor Paul Lukas. I believe the play won
the Pulitzer prize of its year.

MURPHY: Who played the same part in the movie. Ah - Mr.
Milland?

MILLAND: Paul Lukas.

MURPHY: Paul Lukas is exactly right.
(APPLAUSE)
That was one of the fine pictures that Warner Bros.
produced that year. As a matter of fact, they have
just bought another Broadway play called "Key Largo",
(MORE)

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MURPHY:
(Cont'd) which they made into a picture that I have been fortunate to see and I can recommend it highly. Eddie Robinson, Bogart, Bacall and the whole crowd. It's wonderful.

BRACKEN: And "The Girl From Jones Beach". I'm in that.

MURPHY: And the Girl From Jones Beach. Incidentally, have you ever been to Jones Beach, Mr. Bracken?

BRACKEN: Yes, I have.

MURPHY: That's good. I was glad because I could point out some things of interest to you. I was there the day it was open. Now here's the next question from Bruce C. Follack of Syracuse, New York. He wants to test your knowledge of some hit songs that were introduced in Walt Disney feature pictures. So listen to our beautiful lady of song, Miss Ruth Martin, and tell us the name of the Disney production that the song is from. Miss Martin, if you please.

MARTIN: (SINGS) BLUE SHADOWS ON THE TRAIL

MURPHY: (INT) Oh, that's lovely isn't it? Thank you, thank you very much Miss Martin. That was really delightful - ah - Edith I think you had your hand up first, I believe.

MILLAND: Ah

MURPHY: Now Ray be a gentleman. Edith?

ATX01 0311186

- GWYNN: Mr. Milland has been holding his hand up as long as ours. I'd say that it was "Melody Time"? "Melody Time".
- MURPHY: That's exactly right. Do you remember who sang the song?
- BRACKEN: The young lady right here sang it.
- MURPHY: No I mean in the picture, Mr. Bracken. In the picture. It's not part of the question so I can tell you - Roy Rogers & the Sons of the Pioneers. Melody Time is right. In Melody Time, Dennis Day is the voice of a legendary American figure who spent all of his time doing what? Now the question wants to know what legendary American figure used Dennis Day's voice, in the picture, and what did he spend his time doing.
- BRACKEN: Jack Benny putting money in his bank.
- MURPHY: No, no. That's not even close, Mr. Bracken. Dennis Day plays this legendary figure. Oh, look at those blank -- Miss Gwynn.
- GWYNN: Rip Van Winkle.
- MURPHY: No, no, no it wasn't Rip. It wasn't even Van. Well, I'm afraid I'm goin' to help you. I'm afraid we've failed. It was Johnny Appleseed, who spent his time and his life spreading appleseeds clear across the countryside.

BRACKEN: Well, look it could have been Jack Benny because "The Horn Blows at Midnight" spread eggs all over the country.

MURPHY: I see. Well the difference is this, one case it was eggs and the other case it was applescuds. And now I wish you'd listen to Miss Ruth Martin as she sings another number and you are to tell us what Disney production featured this song. Miss Martin if you're ready.

MARTIN: SINGS.

MURPHY: (INT) Edith. Edith. Excuse me. Miss Gwynn.

GWYNN: The Three Caballeroes.

MURPHY: The Three Caballeroes is right - that's exactly correct and by golly, you fooled me. I thought you'd miss that one and you didn't. And now Photoplay Magazine is happy to send a five year subscription to Mr. Earl A. Wolfe of Wilksburg, Pa. who sent us this question about something that rarely happens in Hollywood. A famous star appears in two pictures with absolutely no billing. Name the star and describe the sequences in which he appears.

MILLAND: I wasn't listening. What did you say?

MURPHY: A famous star, a very, very well-known star, one of the biggest stars in pictures, appeared in two

(MORE)

MURPHY: pictures in which he received no billing. They
(Cont'd) want to know the star.

GWYNN: Since he became a star?

MURPHY: No, he was a big star when he appeared in the
pictures.

GWYNN: Oh!

MURPHY: Very big star. Doug?

SHEAR: Was one of them Walter Pidgeon?

MURPHY: No. No, I'm sorry.

BRACKEN: (INT) Was it --

MILLAND: (INT) Jack --

SHEAR: Crosby.

MURPHY: Crosby is right. Remember the pictures?

SHEAR: Both Bob Hope pictures.

MURPHY: That's right. "The Prince and the Pirate" and "My
Favorite Blonde." That's exactly right.

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COMMERCIAL #2

AVERBACK: Before George Murphy returns with more questions to baffle our master minds, a word about America's largest selling cigarette ...

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: First again with tobacco men. More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, Lucky Strike!

MUSIC: THEME

RUYSDAEL: First again with tobacco men! And in addition, Lucky Strike alone holds the distinction, as it has for many years, of being America's largest selling cigarette -- America's largest selling cigarette!

LAING: This leadership of Lucky Strike with smokers like you and me -- and with the experts too -- is a tribute to the fine quality tobacco we purchase for Lucky Strike. So for your own real, deep-down smoking enjoyment, look to the leader! Light up a Lucky and puff by puff, you'll see:

(MORE)

ATX01 0311190

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COMMERCIAL #2 (CONT'D)

RUYSDAEL: LS - MFT
LS - MST

LAING: Lucky Strike means fine tobacco! And fine tobacco
is an important reason why Lucky Strike is America's
largest selling cigarette. So smoke the smoke of
fine tobacco -- Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

ATX01 0311191

AVERBACK: Well, George, in checking our tabulation we find that our board of masterminds failed to answer that one question of Mr. Bruce C. Follack, of 318 Millard Avenue, Syracuse, New York, incorrectly, and we are sending to him a one thousand dollar RCA Victor television set or a RCA Victor Crestwood radio-phonograph plus a certificate good for one year's admission to his favorite home-town theatre. And to all the patients at the Veterans Administration Hospital of Lyons, New Jersey we are sending with his compliments, 48,000 Lucky Strike Cigarettes. Each package will be specially banded with his name and address, so enjoy them fellas with our best wishes. And now, back to Edith Gwynn, Dough Shear, Eddie Eracken, Ray Milland, and the man in the middle, George Murphy!

MURPHY: And here we go again kids for the second half. Mrs. William T. Hassen, of Nashville, Tennessee, receives a five-year subscription to Photoplay Magazine for submitting this question. Mrs. Hassen wants you to name the parents of these children from the following clues. She has written the clues and from the clues you are to name the parents. The parents, at least one parent, in each case, is a well-known picture personality. Now here's the first one. This is quote. "My name is Juliet. I am the daughter of a recent Oscar winner. We live next door to a man who is always borrowing things from us. (MORE)

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MURPHY
(CONT'D)

Mommy and Daddy, and particularly Daddy, get awfully mad at him." Ray?

MILLAND:

Juliet Colman.

MURPHY:

That is right. Juliet Colman, the daughter of Ronald Colman and Benita Huhn. Now, here's the next one.

BRACKEN:

(INT.) He named the child. He didn't name the parents.

MURPHY:

Well, that's right. The name was very easy Mr. Bracken. If you think away back, if you think back, the child's name was at the beginning of the quote. Now here's the second one. "My mother started her career in 1932 and has been a star ever since. My daddy is in pictures, too, and I expect to get started as soon as I learn how to walk and talk. Oh, yes, my name is Linda Sue." Edith?

GWYNN:

Wouldn't that be - the parents would be Shirley Temple and Johnny Agar.

MURPHY:

Shirley Temple and Johnny Agar is exactly right. And this the daughter of what star? "My name is Jane. My father is well-known for collecting antiques, but that isn't what he is doing in New York right now. He is starring in a big play on Broadway. And, oh gee, I missed him when he was away in the Navy." Mr. Bracken?

BRACKEN:

Hum - (laughs) Humphrey Bogart.

MURPHY:

No, not Humphrey Bogart.

ATX01 0311193

BRACKEN: Henry Fonda.

MURPHY: Henry Fonda is right. Do you know the name of the play, Mr. Bracken?

BRACKEN: Yeah "Mr. Roberts."

MURPHY: "Mr. Roberts." Exactly, I saw it in New York and it was one of the finest plays I've ever been privileged to see. It is really fine.

BRACKEN: And "The Girl from Jones Beach" is very good.

MURPHY: Yes, "The Girl from Jones Beach" is not on Broadway though is it Mr. Bracken?

BRACKEN: No. It will be very soon.

MURPHY: I thought it was on Long Island. Mr. Robert Russell of Hempstead, New York, sent the question, which should be right down the alley for Doug Sheer, who is Hollywood's foremost recording technician, but all of you other masterminds can help if you please. Don't hold back on it. Now listen while Parker Cornell, our sound man goes to work. Parker will make certain sounds and we want you to name the motion picture star that the sound suggests. Is that clear -- he will give you the sound and you name the star that the sound suggests. OK, Parker, if you please.

(SOUND)

MURPHY: Edith?

GWYNN: Ella Rains.

MURPHY: That will do fine. That will do fine. Can you think of any more. Mr. Bracken?

BRACKEN: Veronica Lake.

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MURPHY: Veronica Lake - that's quite a noisy lake I should say, Mr. Bracken. Any others. Have you any other ideas?

MILLAND: Claude Rains.

MURPHY: Claude is right. Jack --

BRACKEN: (INT.) Gale Storm.

MURPHY: Gale Storm -- very good indeed.

MILLAND: Ethel Waters.

MURPHY: Ah, Ethel Waters. Oh, we're jumping today. Not James Flood. He was a writer. He's not an actor. I can - we can accept that as correct. Now let's go on with the second part and listen to this sound and it - it should suggest to you the last name of a motion picture star.

(SOUND)

Now Doug Shear this ought to be a cinch for -- how -- incidentally, Doug, how do you like our sound effects. Are they all right?

SHEAR: They're very fine.

MURPHY: You didn't bring your tool kit with you in case you want to fix anything here, did you?

SHEAR: No. But I still say Walter Fidgeon appeared in "Cass Timberlane" without any billing.

MURPHY: Yes, he did. Yes, he did. But he wasn't the one we were in quest of. We are not down to this finale -- Would you like to hear the sound again?

SHEAR: Well, the sound of it -- sounds like Gale Sondenburg's voice sounds.

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MURPHY: No, no. This is not the sound of the voice. The sound should suggest the name of the actor or actress. Let's have the sound again, shall we Parker?
(SOUND)

MILLAND: Oh!

MURPHY: Jack - Jack Milland?

MILLAND: Leo the Lion.

MURPHY: No, no. Some lion. Eddie Bracken?

BRACKEN: Johnny Weismobile.

MURPHY: I think you have a clue there, Mr. Bracken. Could you elaborate on that. I don't think Weismobile is the name of the picture star.

BRACKEN: You don't think that's the name of a picture?

MURPHY: Well, no. That's the name of an aquecade.

BRACKEN: Oh, the name of a picture.

MURPHY: No, a picture star.

BRACKEN: A picture star. Oh, he isn't a star.

MURPHY: I'm afraid our time is about up. I will have to help you. The sound is the sound of an automobile. And some of the names are Kay Kyser, Glen Ford, Marilyn Maxwell, Louis Jordan, Maurice Chevrolet--Chevalier, Walter Ford. They're any number of them. I'm surprised at you, Doug, for not getting that one. Now would you listen to this next sound and tell me what picture star the sound suggests.
(SOUND)

ATK01 0311196

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MURPHY: Oh, you're thinking to hard. It's not as difficult as that really. Jack?

MILLAND: Elise Knox.

MURPHY: That is right. That's exactly right. It could have been Harry Rap, only he's a producer. Would you give us a run down on the score, Hy?

AVERBACK: Well, George, since our board of masterminds failed to answer that question correctly, Lucky Strike is sending to Mr. Robert Russell of 314 Washington Street, Hempstead, New York, a certificate for two, good for one year, to his favorite home-town motion picture theatre and the finest RCA Victor television set made, which retails for approximately \$1000 installed, or, if Mr. Russell prefers, the famous RCA Victor Crestwood radio phonograph. And to the patients of the Veterans Administration Hospital of Knoxville, Iowa, we are sending with his compliments, 39,000 Lucky Strike Cigarettes. Each package will be specially banded with his name and home town. We know you'll enjoy those Luckies, fellas.

MURPHY: Miss Nancy Bell Krat of Pomona, California, wants you masterminds to tell us what was the main clue which lead to the downfall of the villian in the picture "The Big Clock?" Now this may be very embarrassing for Mr. Milland. Sometimes actors forget these things, ladies and gentlemen. Mr. Milland?

ATX01 0311197

MILLAND: Could it be a stained handkerchief?

MURPHY: That is right, Mr. Milland. I congratulate you on your fine memory. Oh, the relief - the look on his face. What was the all important clue in the picture "Northside 777." You will not find it on the ceiling, Miss Gwynn. ah - Edith?

GWYNN: Well, it - it showed up on a police blotter or a police record finally. Oh - the picture - the picture --

BRACKEN: (INT.) The headlines.

GWYNN: The headline of the paper showed that he couldn't have committed the murder on that day.

MURPHY: That's right. Do you remember how they showed it up?

GWYNN: By enlarging it. About 100 times.

MURPHY: That's right. They blew it up to a large size so that they could check the date. That is correct. Now in the picture "A Double Life" what clues lead to the downfall of the murderer. "A Double Life."

BRACKEN: Which murder?

MURPHY: No. This is the murderer - that, that -- the clues that lead to the downfall of the murder. Miss Gwynn?

GWYNN: I think that was a handkerchief too.

MURPHY: No, I'm sorry.

BRACKEN: Ronald Colman.

MURPHY: He was in the picture. Yes. It was not Gregory Peck. Ronald Colman was definitely in the picture.

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BRACKEN: That wasn't the clue?
MURPHY: I'm afraid our time is up.
BRACKEN: (INT) The Oscar.
MURPHY: That's right.
BRACKEN: The Academy Oscar.
MURPHY: No, it wasn't the Oscar. The clue was the waitress' earrings. As you remember, the waitress, played by Shelly Winters, that the earring was the main clue which lead to finding the murderer.
AVERBACK: And again, George, our board of masterminds failed to answer that question correctly, so Lucky Strike is sending to Miss Nancy Bell Krat of 740 North Washington, Pomona, California, a certificate for two good for one year to her favorite home town - motion picture theatre and the finest RCA Victor television set made, which retails for approximately \$1000 installed, or if she prefers the famous RCA Victor Crestwood radio phonograph. And to the patients of the Veterans Administration Hospital of Chillicothe, Ohio, we are sending, with her compliments, 46,000 Lucky Strike Cigarettes. Each pack will be specially banded with her name and home-town. We know you'll enjoy those cigarettes, fellas.

ATX01 0311199

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COMMERCIAL # 3

OVERBACK: George Murphy will be back in just a moment with another question to baffle the master minds. But first ...

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDALE: LUCKY STRIKE -- FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: A recent impartial survey shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined. Yes, Lucky Strike!

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN! First again with the men who can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

LAING: That's what the survey shows. Now listen to a statement recently made by Mr. William D. Whitley, ace tobacco auctioneer, of Henderson, North Carolina.

VOICE: Season after season, I've seen the makers of Lucky Strike buy fine, ripe fragrant tobacco ... that makes a fine smoke. I've smoked Luckies 13 years! So for your own real, deep-down smoking enjoyment, light up a Lucky -- America's largest selling cigarette -- and puff by puff, you'll see:

RUYSDAEL: LS - MFT

LS - MFT

ATX01 0311200

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COMMERCIAL # 3 (CONT'D)

LAING: Lucky Strike means fine tobacco. So round, so
firm, so fully packed, so free and easy on the
draw - Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men."
I almost forgot! First chance I get, I have to
buy a carton of Luckies.

ATX01 0311201

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AVERBACK: Well, it looks like time is up for the questions tonight, George.

MURPHY: Well, Hy, as far as the masterminds are concerned that's the best news they've had this afternoon. However, we did come out even. I ran out of questions just as they seemed to run out of answers. But what is the total score for tonight's activity, Hy?

AVERBACK: Well, George, tonight Lucky Strike has sent three certificates for one year's admission to a favorite home-town theatre and three television sets. Don't forget ladies and gentlemen, send in your questions to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. Be sure to include the name of your favorite home-town movie theatre with each set of questions. If your question is used on the program and our masterminds fail to answer it correctly, you will receive a certificate for you and your guest, good for one year's admission, to your favorite movie theatre, plus the finest RCA Victor television set being made, or the RCA Victor radio phonograph together with \$100 worth of records. And, in addition, thousands of those Lucky Strike Cigarettes will be sent, with your compliments, to a Veterans Administration Hospital, each pack specially banded with your name and home-town.

ATX01 0311202

MURPHY: That's right, Hy. Tonight we sent 133,000 Lucky Strike Cigarettes to three Veterans Administration Hospitals with the compliments of three of the contestants, who definitely and successfully stopped our board of masterminds. So light 'em up fellas and enjoy 'em. Now I want to thank, at this time, Miss Edith Gwynn, Doug Shear, Eddie Bracken, and Ray Milland for being with us tonight. Ray Milland, incidentally, may be seen in the new Paramount picture "So Evil My Love," with Ann Todd, that very popular English actress. It's really a great picture. It's fine and I'm sure you'll enjoy it. Next week, besides our regular attendant Eddie Bracken, we will have the pleasure of entertaining here Erskine Johnson, Celeste Holm, and the very famous and beloved picture star -- Francis X. Bushman. And, of course, your man in the middle, George Murphy.
(APPLAUSE)

MUSIC: THEME

AVERBACK: Don't worry about writing your questions in final form. Our editors will take care of that. Each person whose question is used on this program will receive a five-year subscription to Photoplay Magazine. So send your questions, about Hollywood and the movies to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. (MORE)

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AVERBACK
(CONT'D)

All questions and answers become the property of LET'S TALK HOLLYWOOD and may be edited to fit the program. We will select for use on the program those questions which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the questions used. There's no limit to the number of questions you may submit. Write a letter each week, if you wish. And be sure to tune in Sunday for another session of LET'S TALK HOLLYWOOD, with George Murphy, Celeste Holm, Erskine Johnson, Eddie Bracken and Francis X. Bushman.

(APPLAUSE)

George Murphy appears by arrangement with Metro Goldwyn Mayer, producers of the technicolor musical "A Date With Judy," starring Wallace Berry, Jane Powell, and Elizabeth Taylor.

And Ladies and Gentlemen, travel on our highways is increasing. It is now 11% above the pre-war peak. So, when travelling, obey the law. Don't take a chance and be careful. The life you save may be your own.

ANNOUNCER: THIS IS N.B.C. - THE NATIONAL BROADCASTING COMPANY.

ATX01 0311204

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

AS BROADCAST

Client: THE AMERICAN TOBACCO CO.

Product: LUCKY STRIKE

Date: JULY 25, 1948 - #4

Network:

Broadcast: 7:00 - 7:30 PM EDT

Repeat: 8:30 - 9:00 PM PST

9:30 - 10:00 PM EDT

(By Transcription)

"L E T ' S T A L K H O L L Y W O O D"

-A-

THE AMERICAN TOBACCO COMPANY 8/21/48
"LET'S TALK HOLLYWOOD"
7:00-7:30 PM EDST JULY 25, 1948 --- PROGRAM #4 SUNDAY

COMMERCIAL #1

ORGAN: LUCKY DAY (16 BARS UP, ESTABLISH FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... with MGM star George ...
Murphy as Master of Ceremonies ... Erskine Johnson ...
Eddie Bracken ... Celeste Holm ... and Francis X.
Bushman! (MUSIC OUT)

RUYSDAEL: Let's Talk Hollywood ... presented by America's
largest selling cigarette ... Lucky Strike!

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: More independent tobacco experts smoke Lucky
Strike regularly than the next two leading brands
combined! So for your own real deep down smoking
enjoyment, light up a Lucky -- and puff by puff,
you'll see:

(MORE)

ATX01 0311206

"LET'S TALK HOLLYWOOD"
JULY 25, 1948

--A--

COMMERCIAL #1 (Cont'd)

RUYSDAEL: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco! So smoke the
smoke tobacco experts smoke -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

ATX01 0311207

LET'S TALK HOLLYWOOD
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AS BROADCAST

AVERBACK: And now here's our Master of Ceremonies --
George Murphy!

MURPHY: Thank you, thank you very much, Hy Averback.
Good evening ladies and gentlemen. Tonight we
have four very famous Hollywood personalities who
are going to try to answer the questions about
Hollywood sent in by your listeners. Sitting
across from me is our board of master minds --
Miss Celeste Holm, that lovely and charming
actress, whose great performance in "Gentlemen's
Agreement" won an Academy Award; Erskine Johnson,
sometimes called "Skinny Johnson", whose syndicated
Hollywood column is read by millions; the beloved
Francis X. Bushman, whose name is synonymous with
motion pictures; and our own, he'll play the
ukelele at weddings, wakes, and housewarmings,
Eddie Bracken!

(APPLAUSE)

Stand up, Eddie, and let the folks see you. That's
enough. Now you may sit down. Before I put our
master minds under the hot light and begin the
third degree, Hy Averback here will tell you
listeners how you can participate in LET'S TALK
HOLLYWOOD.

(MORE)

ATX01 0311208

LET'S TALK HOLLYWOOD
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AVERBACK: Well, send your questions about Hollywood and the movies to Let's Talk Hollywood, Box 100, Hollywood, California. If your question is used on this program, Lucky Strike sends you a five-year subscription to Photoplay Magazine and if our master minds fail to answer correctly, you will receive the finest RCA Victor television set, which retails for approximately \$1000 installed, or, if you prefer, a RCA radio phonograph with \$100 worth of records. Also Lucky Strike will award you a year's admission for yourself and guest to your favorite home-town movie theatre.

RUYSDAEL: And, in addition, thousands of those fine Lucky Strike Cigarettes will be sent to a Veterans Administration Hospital with your name and home town specially banded on each package.

AVERBACK: So be sure to send us your questions. And now, George Murphy, LET'S TALK HOLLYWOOD.

MURPHY: Very well. Here we go. We get started by moving right into high gear, because Florence Smearling of Los Angeles, wants us to hit the road and here's the way to do it. If I give you master minds the name of a picture character, you name the street that the character's name assumes in your mind. Now, I will give you the name of a picture character and you give me the street. OK, have you got it straight? Ah - what street do you think of when I say Sherlock Holmes? Oh, look at those faces. Mr. Johnson?

ATX01 0311209

LET'S TALK HOLLYWOOD
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CELESTE: (INT.) Oh dear.

JOHNSON: It has something to do with a bakery.

MURPHY: Would you try a little harder. Now, if you --
I think if you concentrate on that you may get
something.

JOHNSON: Baker Street.

MURPHY: Baker Street. Baker Street, will do very nicely.
Basil Rathborne played Sherlock Holmes in --

BRACKEN: (INT.) I remember I had a bun on that street.

MURPHY: And now here's the next one. Listen carefully.
"George Apley"

CELESTE: Copley Square.

MURPHY: NO.

CELESTE: Tremont Street.

MURPHY: No. You're in the right town but you're on the
wrong street.

CELESTE: The common isn't the street, is it?

MURPHY: Well, this street goes off the common.

BRACKEN: She's mistaken because George Apley was late
getting there, you see.

ATX01 0311210

LET'S TALK HOLLYWOOD
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MURPHY: That's right. That's why they call the book "late."
Can you think. It's a very famous street. I think
that you have it. No more ideas on this street?

BRACKEN: Those are the only streets I can think of.
Commonwealth Avenue.

MURPHY: No. It's not Commonwealth.

JOHNSON: Beacon Street.

MURPHY: Beacon Street is absolutely right. Beacon
Street is right.

BRACKEN: (INT.) Thata boy Skinny.

MURPHY: Ronald Colman gave a great performance in the
picture. And now for the last one. What street
do you think of when I say or name to you
"Jeeter Lester." Miss Holm?

CELESTE: "Tobacco Road."

MURPHY: That's right.

CELESTE: It's not a street - buy anyway --

MURPHY: Well, it's a road. A road or street --

BRACKEN: I should have thought of that because Speedy
Riggs lives on that street.

ATX01 0311211

MURPHY: Yes. I think possibly he could. I must say that you master minds maneuvered those streets very well. You didn't hit one stop light. Now let's see how we do - oh - as a matter of fact you did hit one stop light, didn't you? Hy, what's the situation here?

AVERBACK: Well, I think that Mr. Johnson came up with the correct answer George. It's up to you.

MURPHY: We decided he got in under the wire, is that it?

AVERBACK: I leave that up to you, George.

MURPHY: Well, that suits me. I think he did.

AVERBACK: OK.

MURPHY: Now on this one, Mr. William Ferris of Los Angeles, California, is pinning his hopes for an ECA television set. He really wants one bad. In one of the classic pictures of the past, "Ben Hur", there was a very famous chariot race. Can you name the actor who won the race?

BRACKEN: Johnny Longdon.

MURPHY: It was a chariot race in the picture "Ben Hur."

F.X.BUSHMAN: Ramon Navarro.

LET'S TALK HOLLYWOOD
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MURPHY: Ramon Navarro is absolutely right.

BRACKEN: (INT.) What did he pay? Francis X. Bushman was in that --

MURPHY: Now in this picture -- I beg your pardon. In this same picture. Excuse me --

BRACKEN: In that -- I am trying to find out.

MURPHY: Excuse me Mr. -- Bracken is your name isn't it?

BRACKEN: Yeah.

MURPHY: You reminded me of Gregory Peck there for a minute. In this same picture who was the actor who used every foul despicable tactic that he could think of to try and upset Ramon Navarro. But this actor still lost the race.

BRACKEN: He was a nasty old man -- Francis X. Bushman.

MURPHY: That's right.

BRACKEN: What did Ramon Navarro pay, do you know?

MURPHY: Ah -- No. The price - they - they didn't have the mutuels in those days. Mr. Bushman you were certainly a mean villain. If - if you did that in Hollywood Park, you'd probably be suspended for the rest of the meeting. But tell us how long did it take you to make those, those chariot race scenes?

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F.X.BUSHMAN: About four months.

MURPHY: Four months.

F.X.BUSHMAN: Four months.

MURPHY: And - and - here's an interesting question that came up during the discussion - ah - those chariots - did they -- were they -- pulled by two or four horses?

F.X.BUSHMAN: Four.

MURPHY: Four. Well, I'm glad you said that, because I took that side of the discussion.

CELESTE: Did you keep using the same horses over and over, or did they get a rest?

F.X.BUSHMAN: Well, my horses I used regularly.

CELESTE: I see.

F.X.BUSHMAN: And the others changed them.

MURPHY: I see.

F.X.BUSHMAN: That's why mine were a little more powerful.

MURPHY: I see. Well it might be said that you were the Johnny Longdon of the original colosseum. Is that it. And now here's - here's a tricky question from David Spicer of Kenmore, New York.

(MORE)

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MURPHY:
(cont'd)

It should make you, master minds sit up and really take notice. This one you gotta be careful. As I call off the name of a well-known motion picture animal, you are to identify it, but you have to do it by making the sound that this animal would make.

MURPHY: Got it. Now just for fun.

BRACKEN: (INT.) LAUGHS

MURPHY: I can see that you are anxious to get into this Celeste. Why don't you start us off. What sound would the animal "Uncle Elizabeth" make?

CELESTE: (MEOWS)

MURPHY: Yes. That's exactly right. Do you know the animal?

CELESTE: Yes. He was the cat in "I Remember Mama", and he was very sick.

MURPHY: Oh, yes. He was awfully sick, but he got well, thank goodness.

CELESTE: And Mama got him all better with some chloroform, and she didn't herself know how she did it.

MURPHY: That was really a tough cat. He was on the eighth slice on the end of the picture. (MORE)

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MURPHY:
(cont'd)

He had just seven more to go. Now what about
"Flicka." "Flicka" -- now somebody -- you're
all so anxious. Yes, Mr. Bracken?

BRACKEN:

(NAYS)

(APPLAUSE)

MURPHY:

That's very good indeed, Mr. Bracken.

BRACKEN:

(INT.) Johnny Longdon.

MURPHY:

If you keep that up you'll be walking on all
fours. I think I can get you entered at
Hollywood Park. Now --

CELESTE:

(INT.) That was a 20th Century Fox picture,
wasn't it?

MURPHY:

I beg your pardon.

CELESTE:

That was a 20th Century Fox picture, wasn't it?

MURPHY:

Yes. That's exactly right. Very good.
The next animal is Bugle Anne. Eddie?

BRACKEN:

(BUGLE)

MURPHY:

No. No. Bugle Anne was an animal and I want
you to give the sound that will identify Bugle
Anne.

CELESTE:

I never heard of Bugle Anne.

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MURPHY: Oh, yes you - I'm certain that you did.

F.X.BUSHMAN: I could do it, but I'm a little hoarse.

MURPHY: Well, go on - do it - do it, ah - ah -
Mr. Bushman.

F.X.BUSHMAN: I can't.

MURPHY: No, no - do it a little.

F.X.BUSHMAN: (BARKS)

MURPHY: That's exactly right. It was a hound dog --
a hunting dog. Wonderful picture. Now the
animals "Buttons and Sheherazade"? No help from
the audience, please. No - no - no. "Buttons
and Sheherazade".

CELESTE: Oh, I always see the wrong pictures.

MURPHY: Well, this is a picture you really must see.
This is an excellent picture. It is quite new.

BRACKEN: "Northwest Mounted."

MURPHY: Nope. No.

BRACKEN: You have to name the animal, uhm?

MURPHY: Yes -- no. I don't want you to name the animal.
I want you to give me the sound that will
identify the animal.

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BRACKEN: Oh. I think I know it. I think I know it.
I think I know.

MURPHY: What is it, Mr. Bracken?

BRACKEN: (BARKS)

MURPHY: That's right. That took care of both of them.
One for "Buttons" and one for "Sheherazade."

BRACKEN: (INT.) "The Emperor Waltz."

MURPHY: Those were the two dogs from "The Emperor Waltz".

CELESTE: Oh - "The Emperor Waltz."

MURPHY: That's right. Can you point too, Mr. Bracken?

CELESTE: (INT.) Oh - I misunderstood the question.
That's not fair. I thought it was from the
picture "Sheherazade."

MURPHY: Oh, no, no. I said I'd give you the names of
the animals. "Buttons and Sheherazade." Mr.
Bracken, do you point too, as well as bark?
I'll have to take you hunting next year. Now
that was - I've got a couple more questions
here that Mr. Spencer didn't think of. I'd like
to try them myself just for fun. These I've
thrown in. Now, about the animal "Blueboy."
"Blueboy." Miss Holms?

CELESTE: umh - ah --

MURPHY: That's it.

CELESTE: (GRUNTS)

MURPHY: Better to watch than it is to hear, I'm sure.
That's very good. What about --

(APPLAUSE)

BRACKEN: (INT.) I don't know whether she sounded like
a pig then, but she sure looks like one.

MURPHY: I think she looks rather attractive. I think
she would have trouble looking anything but
attractive under any circumstances.

CELESTE: (INT.) Eddie is so--

MURPHY: What about "Woody Woodpecker."? "Woody
Woodpecker."

BRACKEN: "Woody Woodpecker."?

MURPHY: Yes. Well since this doesn't count, could I
do it, because I'd love to do it.

CELESTE: Oh, yes.

BRACKEN: Yeah. You do it George.

MURPHY: (PECKS)

(APPLAUSE)

MURPHY: Now master minds what do -- what do you know about motion picture theme music? Background music. Ah -- well let's find out the hard way. Mr. G. G. Fuller of Milwaukee, Wisconsin sent in a question dealing with motion picture theme music. He wants you to identify the motion picture in which this was the theme. Now with your kind permission Dave Bascall will play you the theme. Dave, are you ready?

(MUSIC)

BRACKEN: (SCREAMS)

MURPHY: That was wonderful ---

(APPLAUSE)

MURPHY: He got right into character. Celeste what was the picture?

CELESTE: Before Eddie made that noise, I thought it was "Spellbound."

MURPHY: No. Eddie?

BRACKEN: That's when the bat was on the wall in the "Lost Weekend."

MURPHY: "The Lost Weekend." That was the picture. And now if you listen to our --

(APPLAUSE)

MURPHY: Oh, that was very good. I'm a little frightened after that scream. Now listen to our lovely Ruth Martin, and she's goin' sing a song that was the theme of a very very fine picture. Miss Martin.

MARTIN: (SINGS)

MURPHY: (INT.) Isn't that sweet. Isn't that nice. Miss Martin, I'd love to hear you sing the rest of this, but I'm afraid I see so many hands up over there. Skinny Johnson?

JOHNSON: That was the theme song of the picture Sam Goldwyn made. "Best Years Of Our Life." Do you remember who played in the picture?

JOHNSON: Greg --

MURPHY: Gregory Peck? No, no. Myrna Loy, Fredric March, Hoagy Carmichael. It was a wonderful picture.

CELESTE: Hugo Carmichael.

MURPHY: What is it?

CELESTE: Hugo Carmichael?

MURPHY: Hugo Carmichael. That's right. Now, motion pictures fostered some very, very great musical compositions in the past and Harry Sutman, our pianist, 's going to play one now, and you're to tell what picture this beautiful piece of music came from. This is a real tough one.

(MUSIC)

MURPHY Do you think you know it, Miss Holms? Oh, I wish you could see Eddie Bracken's face. He's working. They're putting their hands up and taking them down and --

BRACKEN: It's the "Warsaw Concerto."

MURPHY: What is that?

BRACKEN: It's the "Warsaw Concerto."

MURPHY: Would you say that again, Mr. Bracken.

BRACKEN: "Warsaw Concerto."

MURPHY: That's three times and right all three times! Isn't that wonderful?

BRACKEN: Was that the name of the picture?

MURPHY: No. That's the name of the music. The composition. The picture was the "Suicide Squadron."

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BRACKEN: Oh.

MURPHY: I - I - as a matter of fact, I did some research on that, myself, to find out the man's name who wrote this. Richard --

BRACKEN: (INT.) Richard Adelson.

MURPHY: Yes, I'm glad that you know that. That's wonderful.

CELESTE: Oh --

BRACKEN: Oh - he's a wonderful, wonderful --
He did a play called "Come of Age" one time. It's a wonderful, wonderful thing.

MURPHY: Yes. Ah - uh

CELESTE: (INT.) Did we fail that question?

MURPHY: What do you think, Hy? Did they fail that question?

CELESTE: We didn't name the picture, did we?

MURPHY: Well, we didn't have to.

JOHNSON: He didn't give us time.

MURPHY: No. I think as long as - as long as you named the theme --

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BRACKEN: (INT.) I named the theme.

MURPHY: That - that was necessary. I think that - that would be acceptable. Do you think that would be acceptable, Hy?

AVERBACK: Well, George, the framing of the question was that we must identify the motion picture of which this musical was the theme.

MURPHY: I see.

AVERBACK: And so I leave it up to you.

MURPHY: Well, I hardly give them time. I was so excited that it - the expression on Mr. Bracken's face that I think I should say "mayacouplethreetimes", and we'll admit that as a correct answer.

AVERBACK: Alright, George.

MURPHY: Now, when it comes to movies, I always say everyone to his own taste, or vice versa. Now, some like to go and laugh; some like to cry; and some of us like to go to the pictures to kinda get in the mood and hold hands a little bit. But one thing that's for sure, we all like the cartoon shorts. Which brings us to this question from R. F. Tracy of Chicago, Illinois.

(MORE)

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MURPHY: Now listen to this, master minds, very carefully.
(cont'd) In Sweden he is called "Mousse Pig", in
France - "Michael Sourre", and in Japan he is
called "Mickey Kouchee." What do the Americans
call him?

BRACKEN: Mickey Rooney.

MURPHY: No, Mr. Bracken. I'm terribly sorry.
Miss Holm

CELESTE: 'Mickey Mouse.'

MURPHY: 'Mickey Mouse' is right. 'Mickey Mouse' is
right.

(APPLAUSE)

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COMMERCIAL #2

AVERBACK: Before George Murphy returns with more questions to baffle our master minds, a word about America's largest selling cigarette ...

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: First again with tobacco men. More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, more than the next two leading brands combined!

RUYSDAEL: And, in addition. Lucky Strike alone holds the distinction, as it has for many years, of being America's largest selling cigarette! America's largest selling cigarette!

LAING: This leadership of Lucky Strike with smokers like you and me -- and with the experts, too -- is a tribute to the fine quality tobacco in each and every Lucky Strike cigarette ... So for your own real deep-down smoking enjoyment, ... light up a Lucky and, puff by puff, you'll see ...

(MORE)

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COMMERCIAL #2 (cont'd)

RUYSDAEL: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco! And fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette ... So smoke the smoke of fine tobacco -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

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AVERBACK: And now back to Erskine Johnson, Celeste Holm, Eddie Bracken, Francis X. Bushman, and the man in the middle, George Murphy!

MURPHY: Thank you, Hy. It's theasping time now on LET'S TALK HOLLYWOOD, and I think we are in for a treat. This question, from Irwin Sletzer of Clayton, Missouri, calls for some emoting by our guests and some very sharp remembering by all you master minds. Miss Holm and Mr. Bushman, here are some lines of dialogue. Now will you please read yours first Mr. Bushman, and Celeste you pick up your cue when you feel that the cue has come to you. Mr. Bushman, if you please.

F.X.BUSHMAN: "Look, love, what envious streaks do lure the scowering clouds in yonder East. Nights candles are burned out and jocund day stands tip-toe on the misty mountain tops. I must be gone and leave than stay and die .

CELESTE: "Yon light is not daylight I know, it is I. It is some neator that the sun exhiles. To be to thee this night a torch-bearer and light thee on the way to Manchaua."

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MURPHY: Alright, master minds, what picture is that
 from. Skinny?

F.X.BUSHMAN: (INT.) Romeo and --

MURPHY: Mr. Bushman? He had has hand up first --
 Mr. Bush -

F.X.BUSHMAN: Romeo and Juliet.

MURPHY: Romeo and Juliet is - is absolutely correct.

(APPLAUSE)

MURPHY: And I would like to - I would like to
 compliment both you and Miss Holm for your
 reading. That was very good. Miss Holm?

CELESTE: This was also a play before it was a movie.

MURPHY: Oh, yes, yes. I understand that it was.
 I understand, though, that the original movie
 had additional dialogue written for it.
 Now maybe I should have made that a little
 tougher -- you got it so quickly. Maybe I
 should have had Mr. Bracken read Mr. Bushman's
 lines. Say that's not a bad idea. Mr. .
 Bracken would you read Mr. Bushman's lines.

BRACKEN: I'd be very glad to.

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MURPHY: Give him the paper. Will you - will you please -

BRACKEN: "Look my love -

MURPHY: Did you notice how hard I had to coax him to do this.

BRACKEN: (LAUGHS)

MURPHY: I don't see that written in the script, Mr. Bracken.

BRACKEN: What is that? "What onvious steaks is that" -- Oh, streaks, streaks --

MURPHY: I think that's enough, Mr. Bracken. The way you read it no one and not even Shakespeare --

BRACKEN: (INT.) You don't like it?

MURPHY: I'm afraid would recognize it. Oh, yes -- I love it. But I think it was better the way it was first read.

BRACKEN: The first time Shakesphere ever got a laugh.

MURPHY: But getting but - no, that's not quite true. They're many many humorous passages. Getting back to "Romeo and Juliet". Mr. Skeltzer would you like to name the team which brought Shakesphere's immortal lines to sound pictures. Mr. Johnson?

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JOHNSON: The late Leslie Howard and Norma Shearer.

MURPHY: That is right. That was an MGM picture and
a wonderful picture.

(APPLAUSE)

MURPHY: Now here's a kinda of a cutie from Dr. Harold
D. Rosenbaum of Denver, Colorado. The Doctor
wants to know if you were looking for a man
who owned some race horses, would you contact
Johnny O'Clock, Johnny Eager, Johnny O'Rourke,
Johnny Get Your Gun, or Oh, Johnny, Oh, Johnny,
Oh!?

BRACKEN: I'd contact Johnny O'Crosby.

MURPHY: Johnny O'Crosby - ah - ah- Think real hard.
You want the man that a - that owned race horses.
Johnny O'Clock, Johnny Eager, Johnny O'Rourke,
or Johnny Get Your Gun.

BRACKEN: Is that Salty O'Rourke?

MURPHY: No. Johnny O'Rourke.

BRACKEN: (INT.) In tonight's picture --

MURPHY: Johnny O'Rourke.

ATX01 0311231

AVERBACK: I'm afraid it is Salty O'Rourke.

MURPHY: Salty O'Rourke. Salty O'Rourke. I stand corrected. You're absolutely -- that's Alan Ladd -- that is right. And the Doc want to now find where to get a recipe for making glug. Now this is spelled "g - l - u - g." Should he contact the baker's wife, Tarazan's mate, "The Farmer's Daughter" or Thunderhead or Son of Flicka? Miss Holm?

CELESTE: I can tell him how to make glug.

MURPHY: Well that, I'm sorry, is not the question.

BRACKEN: (INT.) What picture were you in?

MURPHY: Should he contact the baker's wife, Tarazan's mate, "The Farmer's Daughter, Thunderhead or The Son of Flicka? Mr. Johnson?

JOHNSON: Glug is what Esther Williams does when she disappears under the water.

MURPHY: That may be what it sounds like. Yes, Eddie Bracken?

BRACKEN: I think that was from "The Farmer's Daughter" with Loretta Young.

MURPHY: Loretta Young. That is right. Incidentally, Miss Young won an Academy Award for her part in "The Farmer's Daughter" and speaking of Academy Awards --

BRACKEN: (INT.) I thought it was for making plug.

MURPHY: I beg your pardon, Mr. Bracken.

BRACKEN: I thought it was for making plug.

MURPHY: No, No. That may have had something to do with it. But speaking of Academy Awards, Celeste, after seeing "The Snake Pit" over at 20th Century Fox the other night --

CELESTE: Have you seen it?

MURPHY: Yes.

CELESTE: I haven't.

MURPHY: Oh, I see everything. Well, you'll love it. Believe me, you'll love it and everyone within the sound of my voice will love it when they see it. It's a great picture.

BRACKEN: Another Academy Award for Celeste Holm.

MURPHY: That's right. That's right. I sincerely hope so. Now this question, from Mrs. Arleen Jacobs of Santa Monica, California. According to the newspapers, magazine and billboard advertisements, who quote "Destroyed every woman he touched."? Celeste?

CELESTE: Zachary Scott.

MURPHY: Zachary Scott is good. Who said --

CELESTE: (INT.) It's not true, but --

MURPHY: Who said "You--" --I sincerely hope it isn't true. Who said "You can't push my boys around."?

BRACKEN: Leo Durocher.

(APPLAUSE)

MURPHY: No. That Eddie Bracken is marvelous. Now let's think. "You can't push my boys around." Celeste?

CELESTE: "Fighting Father Dunn" - Pat O'Brien.

MURPHY: Pat O'Brien is right. And what people were quote "Trapped on a train of terror." Skinny?

JOHNSON: Everybody over at RKO

(APPLAUSE)

MURPHY: No. I think - I think that you might say there is a little uncertainty, but I don't think they've got to the point that they feel they're "trapped on a train of terror."

JOHNSON: RKO made the picture.

MURPHY: RKO made the picture. Yes.

JOHNSON: Merle Oberon.

MURPHY: Yes.

JOHNSON: Charles Coburn.

MURPHY: Yes. Do you remember the name of the picture?

JOHNSON: "Berlin Express."

(APPLAUSE)

MURPHY: That's good. "Berlin Express." You people really amaze me. You're so smart today. Now -- ah -- William B. Curry of Philadelphia, Pennsylvania, takes us back to the good ole days when pictures were called flickers. When 15 cents bought little Johnny a bag full of peanuts, a pocketful of jaw-breakers, three dill pickels, and a whole afternoon at the corner picture show. Now start thinking back, master minds, remember some of the announcements that were always being flashed on the silent screen. All right. Before they started the picture, the management flashed what announcement on the screen to make it possible for the nagos in the audience to get an unobstructed view. No help please. Mr. Bushman?

F.X.BUSHMAN: "Ladies will please remove their hats."

MURPHY: Yes. I think Mr. Bushman was there.

(APPLAUSE)

MURPHY: Now what slide came on when the man up in the booth took time out to reload the projection machine? What slide did they use for that?

F.X.BUSHMAN: "Just a moment please."

MURPHY: That's right. And they - they - they generally-- they said a little more to it. I think that answer very acceptable. They said "Just a moment please while we change reels." They had no secrets in the movies in those days. They let you know everything that was going on. I think maybe today there are too many secrets. They should let the actors know more about the pictures. And now we come to a hair-raising moment. We see the screaming heroine chained to the tracks on a high trestle. A railroad train is roaring down at her. The box of dynamite is about to blow up and then, suddenly, on the screen is flashed this title. What is it?

BRACKEN: Kilroy was here.

MURPHY: No. Skinny Johnson?

JOHNSON: Errol Flynn will be back next week.

MURPHY: No. No. Think real hard now. This is just before the dynamite goes off. Before the train hits her.. Eddie Bracken?

BRACKEN: To be continued next week.

MURPHY: No. That's pretty close. You have to get the wording of this one. I'm sorry, because the wording was exact. I'm going to give it to you. "Be sure to see the next episode at this theatre." And, Hy, what happens in this case.

AVERBACK: Well the master minds missed that question, George, so from Lucky Strike to Mr. William B. Curry, 234 East Cumberland St., Philadelphia, Pennsylvania goes another RCA Victor television set, which sells for approximately \$1000 installed, or a RCA Victor radio-phonograph combination with \$100 worth of records, and a year's admission to his favorite home-town theatre for Mr. Curry and guest.

RUYSDAEL: And 39,000 Lucky Strike Cigarettes will be sent to all the patients of the Veterans Administration Hospital in North Little Rock, Arkansas. Each pack is specially banded with Mr. Curry's name and home town. Our best wishes go along with those Luckies.

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COMMERCIAL #3

AVERBACK: George Murphy will be back in just a moment with another question to baffle the master minds. But first ...

RIGGS: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE -- FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: A recent impartial survey shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined. Yes, more than the next two leading brands combined!

RUYSDAEL: First again with the men who can see the smokers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. Yes, LUCKY STRIKE -- FIRST AGAIN WITH TOBACCO MEN!

LAING: That's what the survey shows. Now here's a statement recently made by Mr. Fred Leonard Evans, an independent tobacco buyer, from Danville, Virginia:

(MORE)

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COMMERCIAL #3 (cont'd)

VOICE: At every auction I've attended, I've seen the makers of Lucky Strike buy fine, ripe, mellow tobacco you can't beat for smokin' quality. I've smoked Luckies 19 years.

LAING: So for your own real, deep-down smoking enjoyment, look to America's largest-selling cigarette. Light up a lucky end, puff by puff, you'll see:

RUYSDAEL: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco. So round, so firm, so fully packed, so free and easy on the draw - Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men,"
That reminds me -- we need another carton of Luckies.

ATX01 0311239

MURPHY: Now while Hy Averback in getting the finale score, I want to thank Erskine Johnson, Eddie Bracken, Celeste Holm, and Francis X. Bushman for being with us tonight. All right, Hy, how did we do?

AVERBACK: Well, George, the score will be right up. But first a word to our listeners. Here's how you can join in on the fun. Send your questions, with your answers, about Hollywood and motion pictures to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. Be sure to include the name of your favorite home-town movie theatre. If your question is used and the masterminds fail to answer it correctly, you will receive the following awards -- an RCA Victor eye-witness television set worth \$1000 installed, or, if you prefer, a RCA Victor Crestwood radio-phonograph combination with \$100 worth of records and a year's admission for you and your guest to your favorite home-town theatre.

RUYSDAEL: In addition, thousands of those Lucky Strike Cigarettes will be sent with your compliments to a Veterans Administration Hospital.

AVERBACK: Each person whose question is used on this program will receive a five-year subscription to Photoplay Magazine. All questions become the property of LET'S TALK HOLLYWOOD, and we reserve the right to edit your questions to fit the

(MORE)

AVERBACK:
(Cont'd.)

program and will select those questions which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the question used.

MURPHY:

I have just been handed the score and tonight Lucky Strike has sent all our prizes to one winner and to the patients in one Veterans Administration Hospital 39,000 Lucky Strikes have been sent with the winner's name and home town banded on each pocket - packet. That makes a grand total of 477,000 Lucky Strike Cigarettes sent to Veterans Hospitals, so far this season. So be on hand again next week for another session of LET'S TALK HOLLYWOOD, when we will have as our guests Edith Gwynn, Eddie Bracken, Walter Manger and Douglas Fairbanks, Jr. This is George Murphy, your man in the middle, saying goodnight.

RUYSDAEL:

George Murphy appears by arrangement with Metro Goldwyn Mayer, producers of the technicolor musical "A Date With Judy" starring Wallace Berry, Jane Powell, and Elizabeth Taylor. This is Basil Ruysdael speaking for Lucky Strike - America's largest selling cigarette.

(APPLAUSE)

Ladies and gentlemen, one of the greatest privileges anyone can have is to be able to say,

(MORE)

RUYSDAEL:
(Cont'd)

"I saved a life." By now we all know what is
meant by the word CARE - CARE. So let's keep on
sending our contributions to C - A - R - E --
CARE, New York.

ANNOUNCER:

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BATTEN, BARTON, DURSTINE & OSBORN, Inc.

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**AS BROADCAST**

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9:30 - 10:00 PM PDST

(By Transcription)

"LET 'S TALK HOLLYWOOD"

THE AMERICAN TOBACCO COMPANY -1-  
LET'S TALK HOLLYWOOD  
AUGUST 1, 1943

COMMERCIAL #1

ORGAN: LUCKY DAY (16 BARS UP, ESTABLISH FADE TO BG)

OVERBACK: LET'S TALK HOLLYWOOD ... with MGM star George  
Murphy as Master of Ceremonies ... Edith Gwynn...  
Eddie Bracken ... Walter Wanger ... and Douglas  
Fairbanks, Jr.!

(MUSIC OUT)

RUYSDAEL: Let's Talk Hollywood ... presented by America's  
largest selling cigarette ... Lucky Strike!

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

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: More independent tobacco experts smoke Lucky  
Strike regularly than the next two leading brands  
combined!

LAING: So for your own real, deep-down smoking enjoyment,  
light up a Lucky -- and puff by puff, you'll see:

RUYSDAEL: LS - MFT

LS - MFT

(MORE)

ATX01 0311245

LET'S TALK HOLLYWOOD  
AUGUST 1, 1948

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COMMERCIAL NO. 1 (Cont'd)

LAING: Lucky Strike means fine tobacco! So smoke the  
smoke tobacco experts smoke -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

ATX01 0311246

LET'S TALK HOLLYWOOD  
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AYERBACK: And now here's your Master of Ceremonies ...  
GEORGE MURPHY!

(APPLAUSE)

MURPHY: Thank you, thank you very much, Hy Averback.  
Good evening, ladies and gentlemen. Tonight we  
have four famous Hollywood personalities who are  
going to try to answer the questions about  
Hollywood sent in by you listeners. Sitting  
across from me is our board of master minds made  
up of Miss Edith Gwynn whose syndicated column  
appears in newspapers throughout the country;  
Mr. Walter Wanger famous motion picture producer;  
Douglas Fairbanks, Jr. who really needs no  
introduction. He is a great actor and producer  
on his own, and our own "The Boy Nature Overlooked"  
- Eddie Bracken. But before I start tonight's  
questions, Hy Averback will tell you listeners  
how you, too, can participate in LET'S TALK  
HOLLYWOOD.

AYERBACK: Send your questions about Hollywood and the movies  
to LET'S TALK HOLLYWOOD, Box 100, Hollywood,  
California. If your question is used on this  
program, Lucky Strike sends you a 5-year  
subscription to Photoplay Magazine. And if our  
master minds fail to answer correctly, you will  
receive the finest RCA Victor television set

(MCRE)

LET'S TALK HOLLYWOOD  
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AVERBACK: which retails for approximately \$1000 installed. Of if you prefer, an RCA radio phonograph with \$100 worth of records. Also, Lucky Strike will award you a year's admission for yourself and guest to your favorite home town movie theater.

RUYSDAEL: And in addition, thousands of those fine Lucky Strike Cigarettes will be sent to a Veterans Administration Hospital with your name and home town specially bonded on each package.

AVERBACK: So be sure to send us your question. And now, George Murphy, LET'S TALK HOLLYWOOD!

MURPHY: Thank you very much, Hy. Before we start with the first question tonight I would like to say that in the excitement of battle last week you may recall Eddie Bracken came up with the answer naming the Warsaw Concerto. Now we were supposed to name the picture. We didn't and the question was really missed and so I'm very happy to say to Mr. G. G. Fuller of Milwaukee, Wisconsin, Lucky Strike is sending you all the prizes we award. Mr. Fuller; in addition 40,000 Lucky Strike cigarettes, each pack bonded with your name will be sent to the Veterans Administration Hospital in Roanoke, Virginia. And I hope you enjoy the television set.

(APPLAUSE)

ATK01 0311248

LET'S TALK HOLLYWOOD  
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MURPHY: Now to start today's festivities. Our ... our guests, like you visitors, have no idea what questions will be used tonight. As a matter of fact, I have no idea what questions will be used myself. Miss Barbara Sloate of Sacramento, California has sent in a question about little things that played big parts in recent pictures. Now you are to name the picture in which a harmonica which belonged to a wrestler played a very important part. Oh my, look at those blank faces. Mr. Wanger ...

WANGER: "The O'Flynn".

MURPHY: No, Mr. Wanger. It wasn't "The O'Flynn". I'm sure Mr. Fairbanks is happy about the plug.

FAIRBANKS: Thanks for the plug.

BRACKEN: John Garfield didn't play "Body and Soul" on one, did he?

MURPHY: No, he did not. I imagine he could have.

BRACKEN: (LAUGHS)

MURPHY: Miss Gwynn?

GWYNN: HAVEN'T the vaguest idea.

MURPHY: This is a very recent picture, and a very important picture. A harmonica that belonged to

(MORE)

ATX01 0311249

LET'S TALK HOLLYWOOD  
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MURPHY: a wrestler played a very important part in the  
(Cont'd) picture.

BRACKEN: A wrestler? He wasn't a fighter?

MURPHY: No, he was a wrestler.

BRACKEN: It doesn't make any difference. I don't know the  
answer anyway.

MURPHY: Well, it does in this particular case. It does  
make a difference.

GWYNN: A very recent picture?

MURPHY: Well, it's quite recent, I should say.

GWYNN: "Of Mice and Men."

MURPHY: No ... no ...

WANGER: Who was the wrestler?

MURPHY: Oh, this is really embarrassing. I'm afraid we  
didn't warm you up enough tonight. Well, we'll  
go on to the next part of the question. ACTUALLY,  
IT WAS "The Naked City" and the harmonica was the  
clue to the murder if you'll remember. It was  
Mark Hellinger's picture. All right, see if you  
can name the picture in which this was important:  
the odor of onions. Miss Gwynn.

LET'S TALK HOLLYWOOD  
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GWYNN: That's important anywhere.

MURPHY: Yes, it is. But in what particular picture?  
Mr. Fairbanks?

FAIRBANKS: The Secret Beyond the Door.

MURPHY: No. Eddie Bracken.

BRACKEN: The Fuller Brush Man.

MURPHY: No, it was in the picture "Stairway to Heaven".  
David Niven always smelled onions before the  
arrival of the heavenly messenger. Do you  
remember that? Was that right, Mr. Wanger?  
Well, Hy, will you tell us what happens in a  
case like this?

AVERBACK: Well, George, our ... our master minds missed so  
from Lucky Strike to Barbara Sloate, 851 Robertson  
Way, Sacramento, California, goes another RCA  
Victor television set which sells for approximately  
\$1000 installed, or a RCA Victor radio-phonograph  
combination with \$100 worth of records. And a  
year's admission to the Senator Theater in  
Sacramento, California for Miss Sloate and a  
guest.

RUYSDAEL: And 30,000 Lucky Strike cigarettes will be sent to  
all the patients in the Veterans Administration  
Hospital at Palo Alto, California, each package  
(MORE)

ATX01 0311251



LET'S TALK HOLLYWOOD  
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RUYSDAEL:  
(Cont'd)

specially banded with Miss Sloate's name and home town. Our best wishes go along with these Luckies.

MURPHY:

Now, here's a favorite topic of conversation with me -- sleeping. Mrs. Lillian Walsh of New York City wants you to name the picture in which the hero, aided and abetted by a tap on the head, goes to sleep in 19th century New England, wakes up in 6th century old England, and guess what ... guess what ... 20th Century-Fox made the picture. You tell me the name of the picture, please. He went to sleep in the 6th century -- in the 19th century, woke up in the 6th century. He went to sleep in New England, woke up in England.  
Mr. Fairbanks.

FAIRBANKS:

It wouldn't be the "Connecticut Yankee in King Arthur's Court"?

MURPHY:

"THE CONNECTICUT YANKEE" is a very acceptable answer. That is right.

BRACKEN:

Made by Fox. I thought Paramount made that.

MURPHY:

No, they have ... they have just made the last version. The picture was made, I believe, three times. Will Rogers played it, Harry Myers played it and Bing Crosby just made it for Paramount. But the other two pictures which have been

(MORE)

LET'S TALK HOLLYWOOD  
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MURPHY: released, were made by Fox.  
(Cont'd)

WANGER: Mr. Murphy.

MURPHY: Yes, Mr. Wanger.

WANGER: Did you say 20th Century-Fox?

MURPHY: Yes.

WANGER: 20th Century-Fox didn't make it. William Fox Company made it.

MURPHY: Oh, I see. Which ... which company was that?

WANGER: The old William Fox Company.

MURPHY: The William Fox Company.

WANGER: Not 20th-Century.

MURPHY: It later became 20th-Century.

WANGER: But they had nothing to do with making that ...

MURPHY: Oh, I see. It hadn't become 20th Century yet. I stand corrected. And I thank you very much for the information, Mr. Wanger.

ERLICKEN: They now call it Penitentiary Fox.

MURPHY: Yes. And now in a more recent picture, "My Girl Tisa", Lilli Palmer is the hard-working heroine. In one scene she falls fast asleep. Where?

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BRACKEN: In bed.

MURPHY: No, Mr. Bracken. I'm afraid that's not right.  
Miss Gwynn?

GWYNN: I ... I ... I only slept through the picture.  
I'm sorry.

MURPHY: Well, I'm afraid that you missed a very fine  
picture. Have you any idea of where Lilli Palmer,  
the heroine in the picture, "Lisa" slept?

WANDER: Warner Bros.

MURPHY: Studio or theater? No, she fell asleep at the  
sewing machine. And now, we have to name the  
picture in which an important member of the cast  
goes to sleep as a caterpillar and wakes up as a  
butterfly. Miss Gwynn.

GWYNN: "My Friend Carley".

BRACKEN: }  
GWYNN: } That's the original title.

MURPHY: That's right. Well, do you remember the title  
it was changed to? It was changed to?

BRACKEN: Cary Grant was in it.

WANDER: Columbia Pictures ...

GWYNN: Cary Grant ... Janet Blair ...

LET'S TALK HOLLYWOOD  
AUGUST 1, 1946

WANGER: Directed by Al Hall.

MURPHY: Huh?

WANGER: Directed by Al Hall.

MURPHY: Well ...

BRACKEN: "One Upon A Time".

SHYNN: "Once Upon A Time".

MURPHY: "Once Upon A Time" is right, Mr. Bracken. Hy, would you tell us what happens in this event?

AVERBACK: They have failed to answer that question again, so Lucky Strike is sending to Mrs. Lillian Walsh of 27½ Morton Street, New York City, the finest RCA Victor television set being made which retails for approximately \$1000 installed, or a RCA Victor radio phonograph plus \$100 worth of records and a certificate of admission good for an entire year for two at her favorite home-town theater.

BUYSDAEL: And to all the patients in the Veterans Administration Hospital at Tuskegee, Alabama, we are sending 45,000 Lucky Strike cigarettes each package banded with Mrs. Walsh's name and home town. Our best wishes go along with those Luckies.

MURPHY: Now, Mr. Wanger, as a producer I'm sure that

(MORE)

you'll agree that to be successful at the box office, a motion picture must have careful blending of many elements, such as an excellent story, good cast, well-directed, beautiful music, fine photography, and, of course, plenty of hot buttered popcorn available in the lobby. But seriously, a good picture requires action and that's what this question from Mrs. G. Rudnicky of Chicago, Illinois is about -- action as represented by sound. So, master minds, listen to the sound effects and name the picture in which they suggest the principal activity. Now is that clear? You'll hear sound effects and then you name me the picture title that the sound suggests. All right, if you please.

(SOUND)

Miss Gwynn.

Oh ... that's another Gary Grant picture. Wouldn't that be "Mr. Blandings Builds His Dream House"?

Mr. Blandings really builds his dream house. Yes, indeed. Gary Grant and Myrna Loy.

I thought it was a Charlie McCarthy picture.

No, no, but that's a good thought. Now here's... here's a sound that started a lot of action and

(MORE)

LET'S TALK HOLLYWOOD  
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MURPHY: excitement in a picture a few years back. Ah ...  
(Cont'd)

(SOUND)

FAIRBANKS: "The Egg and I".

GWYNN: "The Egg ..."

MURPHY: No -- that's enough, I think.

WANGER: "In Old Chicago".

MURPHY: Ah, Mr. Wanger, that is wonderful. "In Old  
Chicago" - wonderful ..."

BRACKEN: George, I think we could have milked that a  
little longer.

MURPHY: Well, we really didn't have time once you kicked  
that bucket over.

WANGER: That was really two pictures, Mr. Murphy. The  
first half was "Egg and I".

MURPHY: Oh, I see. And the last half was "In Old Chicago".  
I see. Well, they ran them in ...

GWYNN: If you can get eggs from cows, you can make a  
fortune.

MURPHY: Now, listen to a sound which played a very  
important part in a picture that has been made --  
I should say a story that has been made into a

(MORE)

LET'S TALK HOLLYWOOD  
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MURPHY: picture several times. Now listen to the sound.  
(Cont'd)  
(SOUND)

MURPHY: Could we have that sound again please?  
(SOUND)

Would you like to hear it again or .. Miss Gwynn?

BRACKEN: (INT) Just once ...

GWYNN: "The Outlaw".

MURPHY: No.

BRACKEN: Can we hear it once more?

MURPHY: Can we hear it once more please?  
(SOUND)

GWYNN: Pul-leze!

BRACKEN: "Tillie's Punctured Romance".  
(LAUGHTER)

MURPHY: Oh, that's wonderful, Mr. Bracken.

BRACKEN: I had to go back a ways for that.

MURPHY: Have you any idea what the sound is?

GWYNN: Let's hear it again. I love it.

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MURPHY: Once again? Oh, I think you just like that  
sound. Once more ...

(SOUND)

BRACKEN: Virginia Mayo and "The Girl From Jones Beach."

MURPHY: No, it is not "The Girl From Jones Beach",  
Miss Gwynn.

GWYNN: I don't know but someone should write a lyric  
to that.

BRACKEN: How about "Robin Hood"?

MURPHY: "Robin Hood" is right. It took you a long time  
to guess that one, Eddie Bracken, but you finally  
made it.

(APPLAUSE)

Now, when our master minds sailed through a  
question of quotations several weeks ago, Miss  
Helen Arstein of New York City was properly  
impressed and she has dug up a few of her own  
that she thinks might stop you cold. Mr. Wanger,  
as a producer, I imagine that you have to read a  
great deal - scripts and that - so you probably  
will find this question very much to your liking,  
I might say, right down your street. All right.  
"The Little Foxes" is a title of a recent picture.

(MORE)

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LET'S TALK HOLLYWOOD  
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MURPHY: Where is that quotation from? "The Little Foxes".  
(CONT'D)

BRACKEN: Oh ... it's from the Bible.

MURPHY: The Bible is right. That is right. That's an  
acceptable answer, and you can relax, Mr. Bracken.  
Take the strained look off your face ...

GWYNN: He doesn't have to say what page?

MURPHY: No, he doesn't have to say what page. It is from  
the Bible. As a matter of fact, it is from the  
Song of Solomon. "The little foxes that spoil  
our vines, for our vines have tender grapes", I  
believe is the rest of it. Now Earnest Hemingway  
took his title "For Whom the Bell Tolls" from a  
poem. Can you name the author of the poem in  
which we find the line "For whom the bell tolls"?

WANGER: John Donne.

MURPHY: Do you remember -- do you remember any of the  
poem, Mr. Wanger ...

BRACKEN: (INT) "And now therefore ...

WANGER: I'm lucky to remember the author.

MURPHY: Yes, you were. Would you -- would you mind if I  
recited a little?

WANGER: I wish ... I wish you would ...

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BRACKEN: I now therefore do not send to find for whom the  
bell tolls ...

MURPHY: That's pretty close.

BRACKEN: It tolls for thee ...

MURPHY: That's pretty close.

"No man is an island entire of itself  
Every man is a piece of the continent  
A piece of the main.  
If a clod be washed away by the sea  
Any man's death diminishes me  
Because I am involved in mankind and, therefore,  
Never send to know for whom the bell tolls  
It tolls for thee."

(APPLAUSE)

MURPHY: A wonderful thought and a wonderful sentiment.  
I think we should use more of that throughout the  
world today. Now, Miss Kathleen Jones of Portland,  
Oregon is very interested in the motion picture  
bit players of today who might become the stars of  
tomorrow. She wants you to identify a few of the  
actors or actresses who, not too long ago, were  
seen in bit or very small parts and since have made  
their rise to stardom. Now here's the first one.  
A few years ago, this famous actress was discovered  
by a director and given a small part as a

(MORE)

ATX01 0311261

LET'S TALK HOLLYWOOD  
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MURPHY: High-school student in a picture "They Won't  
(CONT'D) Forget".

WANGER: Lana Turner

MURPHY: Ah, yes, do you remember the picture?

WANGER: A Mervyn LeRoy picture.

MURPHY: Do you remember the name of the picture? Oh,  
Mr. Wanger, I'm ashamed of you. That is the  
picture "They Won't Forget".

BRACKEN: (INT) Let's not forget ... Gregory Peck wasn't  
in that.

MURPHY: No, Gregory Peck was not. He was in "The Girl  
From Jones Beach".

BRACKEN: Eddie Morris had the lead I remember that.

MURPHY: This actor came from New York and his rise to  
stardom began when he played a very minor role in  
the picture "Four Daughters".

BRACKEN: That was Eddie Cantor.

GWYNN: John Garfield.

MURPHY: Now, just a minute, now, please. Miss Gwynn, I  
believe you had your hand up first.

GWYNN: John Garfield.

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MURPHY: John Garfield is correct.

BRACKEN: I thought it was Eddie Cantor but he didn't play  
minor role.

MURPHY: No, that's absolutely right. Well, I see we got  
that one correct, didn't we, Hy?

AVERBACK: Absolutely, and before George Murphy returns with  
more questions to baffle our master minds, a word  
about America's largest selling cigarette.

(COMMERCIAL NO. 2)

LET'S TALK HOLLYWOOD  
AUGUST 1st, 1948

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(COMMERCIAL # 2)

AVERBACK: Before George Murphy returns with more questions to baffle our master minds, a word about America's largest selling cigarette ...

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

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LAING: More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, more than the next two leading brands combined!

RUYSDAEL: And in addition, Lucky Strike alone holds the distinction, as it has for many years, of being America's largest selling cigarette! America's largest selling cigarette!

LAING: This leadership of Lucky Strike with smokers like you and me -- and with the experts too -- is a tribute to the fine quality tobacco in each and every Lucky Strike cigarette ... so for your own real, deep-down smoking enjoyment, light up a Lucky. Light up a really fine cigarette -- and puff by puff you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

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COMMERCIAL # 2 (Cont'd)

LAING: Lucky Strike means fine tobacco! And fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette -- So smoke that smoke of fine tobacco -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

ATX01 0311265

RUYSDAEL: And now back to Edith Gwynn, Eddie Bracken, Walter Wanger and Douglas Fairbanks, Jr. - and the man in the middle ... George Murphy.

MURPHY: Well, here we go again. Mrs. Ralph Ricci of Everett, Mass. writes that she has asked this question of a number of her friends and they have failed to answer it correctly, and she hopes to have the same -- hopes that you have the same trouble with the question and I concur. Mrs. Ricci wants you to name Snow White's little helpers the famous seven dwarfs. Now be very careful about this. There are seven of them, and .. Mr. Wanger?

WANGER: Happy, Grumpy ...

MURPHY: Happy ..

WANGER: Grumpy ..

MURPHY: Grumpy ..

WANGER: Sleepy ..

MURPHY: Sleepy ..

BRACKEN: Goofy ..

WANGER: Goofy ..

MURPHY: Ah, no. Miss Gwynn.

BRACKEN: Manny, Moe and Jack.

MURPHY: That is a restaurant I believe down town.

GWYNN: Happy, dopey ...

MURPHY: Ah, just a minute, just a minute. Dopey.

GWYNN: Sleepy.

MURPHY: Sleepy you have.

BRACKEN:  
GWYNN: Sneezzy

MURPHY: Sneezzy is right.

GWYNN: Ah ...

BRACKEN: What was the guy's name that (SNORES)

GWYNN: Dopey

MURPHY: You have five. You have Dopey.

GWYNN: I said Sleepy. Ah...

MURPHY: Would you like me to read the ones You've made.

GWYNN: Gr...gr...grumpy.

MURPHY: You have Grumpy.

GWYNN: Grouchy - Grouchy Marx.

BRACKEN: Read them again.

MURPHY: You have Sleepy, Sneezzy, Happy, Grumpy and Dopey.

GWYNN: That's how many?



MURPHY: That's five.

GWYNN: I can't count.

MURPHY: There are two others.

BRACKEN: There are two others.

MURPHY: Ah,

GWYNN: Two others. The Smith brothers.

MURPHY: This is one that you should know, Mr. Bracken.  
Yes?

BRACKEN: One that I should know?

MURPHY: Yes. Well, I'm afraid I'll have to help you. The  
other two were Doc and Bashful.

WANGER: Ah, yes.

MURPHY: Now ...

GWYNN: He wouldn't know about Bashful.

MURPHY: Now, my personal thanks ... (LAUGHTER) ... my  
personal thanks go ...

AVERBACK: Well, George, ...

MURPHY: Yes, Hy ...

AVERBACK: Our master minds failed to answer that question  
correctly.

LET'S TALK HOLLYWOOD  
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MURPHY: Oh, they definitely failed. It was ignominious the way they failed on that. What happens in the event that they fail like that?

AVERBACK: Well, again Lucky Strike is sending to Mrs. Ralph Ricci of 447 Ferry Street in Everett, Mass., the finest RCA Victor television set being made which retails for approximately \$1000 installed, or an RCA Victor radio-phonograph plus \$100 worth of records and a certificate of admission good for an entire year for two at the Granada Theater in Maldon, Mass.

RUYSDAEL: And to all the patients in the Veterans Administration Hospital at Marion, Indiana, we are sending 39,000 Lucky Strike cigarettes each banded with Mrs. Ricci's name and home town. Our best wishes go along with those Luckies.

MURPHY: We're certainly giving away a lot of things this afternoon...makes me very happy. Now ... (LAUGHTER) ... My personal thanks go to Mr. Emmett C. Hageman of Lake Tahoe, California, because his question gives me a chance to execute a bit of dialogue. This is how it goes. As I do the dialogue, you master minds are to name the actor or actress who spoke the lines on the screen. Now, these lines are pretty well known and if you're all ready, who said this? "When you call me that, partner, smile?"

ATX01 0311269

LET'S TALK HOLLYWOOD  
AUGUST 1st, 1948

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BRACKEN: Ned Sparks.

MURPHY: Mr. Fairbanks.

FAIRBANKS: The Virginian ... that was from The Virginian,  
the play, The Virginian.

MURPHY: That is right. Do you remember what actor ...

WANGER: Trampus, the part was Trampus ... it was ... ah ...

MURPHY: What actor played the part?

FAIRBANKS: It's been played several times.

BRACKEN: Yeah, it's ... it's ... I got ... I got a strain  
in it.

MURPHY: You were pitching for both sides, I guess, in some  
baseball game, huh? Now we got that one correct,  
I believe, so we'll go on the next. Now this  
brings us to a very tricky one sent in by Mr. Will  
Jacks of St. Louis, Missouri. A number of our  
stars are married to people who are not in pictures  
and we have given each of you a card containing an  
imaginary conversation that we think should give  
you a clue as to who might be talking to whom.  
Now, Eddie Bracken, will you start by reading your  
conversation, please?

ATX01 0311270

LET'S TALK HOLLYWOOD  
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BRACKEN: I'm going to work, honey, and don't worry. We'll take these Redskins into camp. We'll pass 'em dizzy: we'll plow 'em through the lines. We'll mess up their backfield. Yeah ...feel like a mass of muscle. Feel these should - er ... pads.

MURPHY: All right, master minds. Now what gentleman who is married to a movie actress might have said those lines in a conversation with her? Mr. Fairbanks?

FAIRBANKS: Leo Durocher.

MURPHY: No ... no ... Chicago Bears ... the redskins ... oh, Mr. Bracken ...

BRACKEN: Tom Harmon. He's married to Elyse Knox.

MURPHY: That is exactly right. Tom Harmon is right. Now what actor's wife might call him long distance and tell him this? Now, Miss Gwynn, if you'll read your imaginary conversation. This is a wife calling an actor long distance. Miss Gwynn.

MURPHY: Yes, pick out any one.

WANGER: Walter Huston.

MURPHY: Walter Huston played it. And who else?

BRACKEN: Ah, The Virginian - Gary Cooper?

MURPHY: Yes, that is right. That is right. Now ...

ATX01 0311271

LET'S TALK HOLLYWOOD  
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BRACKEN: Sterling Haydon.

MURPHY: No, I don't believe he has played that.

BRACKEN: Yes, he has.

MURPHY: Oh, has he? I beg your pardon. I don't argue with you, Mr. Bracken because you're so smart today I'm sure you know everything. Now, in a very well-known recent picture, one of the actors said this "Tell me about the rabbits, George. Go on George. Please tell it like you did before. Please tell about the rabbits." Miss Gwynn.

GWYNN: That would be "Of Mice and Men."

MURPHY: Who is the actor?

BRACKEN: Brod Crawford.

MURPHY: No.

BRACKEN: Lon Chaney, Jr.

MURPHY: Lon Chaney, Jr., is right. Mr. Bracken -- Mr. Bracken, you so tired today that you can't put your hand up?

ATX01 0311272

BRACKEN: Yeah, it's ... it's ... I got ... I got a strain in it.

MURPHY: You were pitching for both sides, I guess, in some baseball game, huh? Now we got that one correct, I believe, so we'll go on the next. Now this brings us to a very tricky one sent in by Mr. Will Jacks of St. Louis, Missouri. A number of our stars are married to people who are not in pictures and we have given each of you a card containing an imaginary conversation that we think should give you a clue as to who might be talking to whom. Now, Eddie Bracken, will you start by reading your conversation, please?

BRACKEN: I'm going to work, honey, and don't worry. We'll take these Redskins into camp. We'll pass 'em 'em dizzy: we'll plow 'em through the lines. We'll mess up their backfield. Yeah ... feel like a mass of muscle. Feel these shoulder ... pads.

MURPHY: All right, master minds. Now what gentleman who is married to a movie actress might have said those lines in a conversation with her? Mr. Fairbanks.

"LET'S TALK HOLLYWOOD"  
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FAIRBANKS: Leo Durocher.

MURPHY: No ... no ... Chicago Bears ... the redskins ...  
oh, Mr. Bracken ...

BRACKEN: Tom Harmon. He's married to Elyse Knox.

MURPHY: That is exactly right. Tom Harmon is right.  
Now what actor's wife might call him long distance  
and tell him this? Now, Miss Gwynn, if you'll  
read your imaginary conversation. This is a  
wife calling an actor long distance. Miss Gwynn.

GWYNN: Hello, dear. I just called to tell you that I  
may not be back from Washington for some time.  
The Boss has called a special session and nobody  
knows how long it will take. I'll be home as  
soon as it's over. I know who that is.

ATK01 0311274

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MURPHY: Who is that, Miss Gwynn?

GWYNN: Helen Gahagan.

MURPHY: Helen Gahagan. That is right.

GWYNN: Married to Melvin Douglas.

MURPHY: That is right. Who is the husband?

GWYNN: Melvin Douglas.

MURPHY: Melvin Douglas. All right. What actuess's husband might say this? Your imaginary conversation, please, Mr. Wanger.

WANGER: Yes, honey, I've had a tough day at the office. People streaming in all day. When it wasn't inlays it was fillings; when it wasn't fillings, it was extractions; when it wasn't lowers, it was uppers. And tomorrow I have a severe case of odontology.

MURPHY: Who does that suggest, Mr. Fairbanks?

FAIRBANKS: Irene Dunne.

MURPHY: Yes. Do you remember his name? Miss Gwynn?

GWYNN: Dr. Griffin.

MURPHY: Dr. Francis Griffin. That is right. That was quite a word that they had in there. That "odontalgia." But I knew that Mr. Wanger would know how to pronounce that. That's why he read it.

ATX01 0311275



GWYNN: He's got it.

MURPHY: Huh?

GWYNN: He's got it.

MURPHY: It's from the, from the old Greek. Odon meaning tooth, and talgia meaning pain. It means a pain in the tooth. Incidentally, Mr. Wanger, if your charming wife, Miss Bennett had called you she might have had a word or two to say about a picture that you just made that I've just seen "Tap Roots." It's a wonderful show. I want to congratulate you. It's really excellent.

BRACKEN: Almost as good as "The Girl From Jones Beach."

MURPHY: Oh, stop, Eddie Bracken. You're getting redundant. And now, Douglas Fairbanks, your imaginary conversation deals with a husband returning home. The door opens and he says -- if you please, Mr. Fairbanks.

FAIRBANKS: Get your duds together, baby. We're moving. Uptown ... see... yeah, ... uptown. Haven't you heard? I got me a new job managing a set of champs. Dem Flatbush Bums, eh? We'll knock 'em right outta the League. Hey, that's ... that's Leo Durocher.

MURPHY: That is right, Mr. Fairbanks. That is Leo Durocher.  
(APPLAUSE)

LET'S TALK HOLLYWOOD  
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MURPHY: Now Mrs. Morton Heck of Norfolk, Virginia wants us to describe the great scene that nearly shocked us out of our seats just before the end of the wonderful motion picture "Lost Horizon." Do you remember the scene? Miss Gwynn?

GWYNN: Isn't it the scene where Margo having left the land that kept her young, suddenly becomes an old hag before your eyes in about two seconds?

MURPHY: This is right. That is right. And I don't think there was ever a more shocking scene in a picture. That is where Ronald Colman and his brother were coming down the mountain and he saw the woman that he had loved and as she left Shangra La ...

GWYNN: (INT) That's right ...

MURPHY: She returned to the age that was her real age.

AVERBACK: George Murphy will be back in just a minute but first ...

ATX01 0311277

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COMMERCIAL # 3

AVERBACK: George Murphy will be back in just a moment with another question to baffle the master minds. But first ...

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

HUYSDAEL: A recent impartial survey shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined. Yes, Lucky Strike!

MUSIC: THEME

HUYSDAEL: FIRST AGAIN WITH TOBACCO MEN! First again with the men who can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

LAING: That's what the survey shows. Now here's what Mr. Furney Simmons King, independent tobacco buyer, from Lexington, Kentucky, recently said:

VOICE: Season after season I've seen the makers of Lucky Strike buy real fine tobacco - ripe, light tobacco that makes a swell smoke. I've smoked Luckies 19 years.

LAING: So for your own real, deep-down smoking enjoyment, light up a Lucky - America's largest selling cigarette! And puff by puff, you'll see:

ATX01 0311278

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COMMERCIAL #3 (CONT'D)

RUYSDAEL: LS - MFT  
LS - MFT

LAING: Lucky Strike means fine tobacco. So round, so firm, so fully packed, so free and easy on the draw - Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men."  
That's an idea! I must get another carton of Luckies.

MURPHY: Now while Hy Averbach is getting the final score I want to thank Miss Gwynn, Eddie Bracken, Mr. Walter Wanger and Douglas Fairbanks, Jr., for being here with us tonight. All right, Hy, how did we do?

AVERBACK: Well, the score will be right up, George. But first, a word to our listeners. Here's how you can join in on the fun. Send your questions with answers about Hollywood and motion pictures to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. Be sure to include the name of your favorite home town movie theater. If your question is used and our master minds fail to answer it correctly, you will receive the following awards: an RCA Victor eye-witness television set worth \$1000 installed or if you prefer, and RCA Crestwood radio-phonograph combination with \$100 worth of records. And a years' admission for you and a guest to your favorite home town theater.

RUYSDAEL: And in addition, thousands of those Lucky Strike cigarettes will be sent with your compliments to a Veterans Administration Hospital.

AVERBACK: Each person whose question is used on this program will receive a five-year subscription to Photoplay Magazine. All questions become the property of LET'S TALK HOLLYWOOD and we reserve the right to edit your questions to fit the program. And we'll select those questions which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the question used.

MURPHY: I've just been handed the score and tonight Lucky Strike has sent all our prizes to four winners. And to the patients in four Veterans Administration Hospitals, 154,000 Lucky Strike cigarettes have been sent with the winners' names and home-towns banded on each package. That makes a grand total of 631,000 Lucky Strike Cigarettes sent to Veterans Administration Hospitals so far this season.

(APPLAUSE)

MURPHY: I hope you'll all be on hand again next week for another session of LET'S TALK HOLLYWOOD we'll have as our guests Erskine Johnson, Eddie Bracken, Dorothy Lamour and Jerry Wald. This is George Murphy saying goodnight. Thank you for listening.

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RUYSDAEL: George Murphy appears by arrangement with MGM producers of Technicolor Production of Alexander Dumas' "The Three Musketeers" starring Lana Turner, Gene Kelly and June Allyson. This is Basil Ruysdael speaking for Lucky Strike - America's largest selling cigarette.

(APPLAUSE)

LUCKY DAY

ANNOUNCER: Here is an important message from the National Safety Council. Today traffic is exceptionally heavy. So be careful when you drive your car. Watch for traffic lights. Observe safety and traffic regulations. The life you save may be your own.

(LUCKY DAY)

ATX01 0311282

**Radio Program** *prepared and produced by...*  
**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**AS BROADCAST**

Client: THE AMERICAN TOBACCO CO.

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00-7:30 PM EDT

Date: AUGUST 8, 1948 - #6

Repeat: 8:30-9:00 PM PST  
9:30-10:00 PM PDST  
(By Transcription)

"L E T ' S T A L K H O L L Y W O O D"



THE AMERICAN TOBACCO COMPANY

8/30/43

"LET'S TALK HOLLYWOOD"

7:00-7:30 PM EDST AUGUST 8, 1943 - PROGRAM #6

SUNDAY

Commercial #1

ORGAN: LUCKY DAY (16 BARS UP, FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... with MGM star George  
Murphy as Master of Ceremonies ... Erskine Johnson  
... Eddie Bracken ... Jerry Wald ... and  
Dorothy Lamour.  
(MUSIC OUT)

RUYSDAEL: LET'S TALK HOLLYWOOD ... presented by America's  
largest selling cigarette ... LUCKY STRIKE!

BOONE: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: More independent tobacco experts smoke Lucky  
Strike regularly than the next two leading brands  
combined!

SHARBUTT: So for your own real deep-down smoking enjoyment --  
smoke the smoke tobacco experts smoke -- light up  
a Lucky and puff by puff, you'll see:

(MORE)

ATX01 0311284

LET'S TALK HOLLYWOOD  
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Commercial #1 (Cont'd)

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Lucky Strike means fine tobacco! Yes, Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

LET'S TALK HOLLYWOOD  
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AVERBACK: At the close of tonight's program we'll tell how you can try to baffle our master minds, win a television set and other prizes. And now here's your master of ceremonies -- George Murphy.

MURPHY: Thank you, thank you, Hy Averbach, and good evening, ladies and gentlemen. Tonight we have four famous Hollywood personalities who are going to try to answer the questions about Hollywood sent in by you listeners. At my extreme left is Erskine Johnson who is not only handsome to gaze upon but a widely syndicated Hollywood columnist as well. Seated next to him is Jerry Wald, that prolific and proficient producer of fine motion pictures. Right in front of me, for which I am very grateful, Dorothy Lamour and our own "The Dreamboat of the Campfire Girls" -- Eddie Bracken. So let's start things off today by getting right into the middle of an argument. A while back, the song writers told us "Annie Doesn't Live Here Anymore". But Mrs. Valerie Kraft of Chicago, Illinois says Annie has been very much around in pictures and wants you to prove her point by identifying some Annies for us. So, master minds, start off. What actress played "Tugboat Annie"? Mr. Wald?

WALD: Marie Dressler.

LET'S TALK HOLLYWOOD  
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MURPHY: I expected an answer as bright as that from you, Mr. Wald. Your reputation has not been oversold. Now, here...here's another Annie in a recent picture. Who told off the King of an Oriental country?

BRACKEN: The Queen.

MURPHY: No ... no ... now, I think you're guessing, Mr. Bracken. Mr. Wald.

WALD: Irene Dunn.

MURPHY: Irene Dunn. That is exactly right. Do you remember the name of the picture or are you ...

WALD: (INT) Anna and the King of Siam.

MURPHY: Anna and the King of Siam. That is exactly right. Now which two actresses played the title role in the original and the re-make of "Anna Karinena"? Mr. Johnson.

JOHNSON: Garbo played in it twice and Vivian Leigh played in it once.

MURPHY: That is right. That is exactly right.

WALD: Eddie Bracken never played it though.

MURPHY: No, no, Eddie Bracken couldn't make the weight that day. Do you master minds have any other Annies you'd like to throw in just for fun now that we've finished the question?

LET'S TALK HOLLYWOOD  
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JOHNSON: Anna Christie.

MURPHY: Anna Christie.

WALD: Anne Rutherford.

MURPHY: That's right.

LAMOUR: Anne Sheridan.

MURPHY: And Bugle Annie. Is that right, Mr. Bracken?

BRACKEN: Bugle Annie. I remember that. (Bugles)

MURPHY: Yes, and, of course, then there's of the radio "Amos 'n Annie". I'm very sorry. I wanted Mr. Bracken to feel at home. Usually when you see a couple walking slowly down the aisle and you hear an organ playing "Oh Promise Me" that means a wedding. But Miss Shirley Monroe of Cambridge, Massachusetts says that doesn't always go in motion pictures. For example in the picture "The Bride Goes Wild", June Allyson's marriage ceremony to Richard Deer was permanently halted by an unusual incident. What was the incident and who promoted it?

BRACKEN: The jeweler who didn't get paid for the ring.

MURPHY: No ... no.

WALD: They ran out of film.

MURPHY: No, they had plenty of film.

LET'S TALK HOLLYWOOD  
August 8, 1946

WALD: She was married before.

MURPHY: No, that had nothing to do with it.

BRACKEN: What picture was this?

MURPHY: This was in "The Bride Goes Wild".

WALD: Oh, I didn't see it.

BRACKEN: That was the little boy ...

MURPHY: (INT) Oh, you didn't see it, Mr. Wald. I know that at Warner Bros. you're not allowed to see Metro pictures but this is a very good one. You should see it.

LAMOUR: Why don't you have it run for us sometime?

MURPHY: All right, I will.

LAMOUR: Thank you.

MURPHY: Mr. Bracken.

BRACKEN: Ants in the pants was the thing that stopped it.

MURPHY: No, the animals are right, the location is wrong. As a matter of fact, it was a jar of ants and who promoted the jar of ants?

BRACKEN: The little boy with the freckles. They look like Van Johnson ...

WALD: Jenkins ... Jenkins ...

LET'S TALK HOLLYWOOD  
August 8, 1946

MURPHY: Which Jenkins.

WALD: Butch ... Butch Jenkins.

MURPHY: That is exactly right. In the picture "My Favorite Wife" Cary Grant was about to start a honeymoon with Gail Patrick at Yosemite when there was a slight but permanent interruption. What was the interruption?

WALD: His wife.

MURPHY: Would you enlarge on that a little?

WALD: I think it was Irene Dunn, as the wife.

MURPHY: That is right. I'll accept that as the right answer. Irene Dunn if you remember showed up. She was supposed to have been lost with ... for seven years with Randolph Scott.

MURPHY: Now, by the way, Dorothy, in the Road pictures you've made with Bob Hope and Bing Crosby, how many times have you married each of those boys? Do you remember?

LAMOUR: Oh ...

MURPHY: Hah ...

WALD: They had white shot guns you know in every picture.

MURPHY: It gets confusing, doesn't it?

LAMOUR: Well, I've married ...

LET'S TALK HOLLYWOOD  
August 8, 1943

MURPHY: You've married both of them, haven't you?

LAMOUR: Well, I married Bob in "Road to Utopia" ...

MURPHY: I see. You haven't married Bing yet?

WALD: Bing had the horses.

LAMOUR: Yeah, that's right.

MURPHY: Well, then, I was going to ask if you had any preference. But I ... I imagine that since you have married Bob and not Bing you'd go more for jokes than you would for romantic music.

LAMOUR: Naturally with those two.

MURPHY: However, however ... master minds, how good, how good ... are you at setting a scene? Of course, Dorothy, we know that any scene set with you is already beautifully set. But Miss Dolores Daniel of International Falls, Minn. wants us to do our scene setting verbally and right here, so here we go. Now, Ruth Martin will sing a song from a recent motion picture and you are to name the picture and describe the scene in the picture -- the time the song is heard. Miss Martin, if you please.

MARTIN: (SINGS)

MURPHY: (INT) I ... I believe, Miss Lamour, had her hand up. Dorothy ...



LET'S TALK HOLLYWOOD  
August 8, 1945

LAMOUR: That is the song "Mam'selle". It was sung in the "The Razor's Edge". It was in a little den -- a place in France, I think.

MURPHY: I think I'll accept that. It was a little den where they sold drinks, and coffee and small sandwiches and things like that.

(APPLAUSE)

LAMOUR: I got one any way.

MURPHY: After ... after its introduction in the picture "The Razor's Edge" ... in "The Razor's Edge" the song "Mam'selle" became a hit in its own right. Can you -- this isn't part of the question but just for fun, can you tell me who wrote the song?

LAMOUR: Edmund Goulding.

MURPHY: That is right.

WALD: Radio director too.

MURPHY: Yes, he directed the picture.

WALD: Nice fellow.

MURPHY: And he wrote the song just for fun and then they decided to use it in the picture and it became so popular it became a hit.

WALD: Nice fun if you can get it.

LET'S TALK HOLLYWOOD  
August 8, 1943

BRACKEN: They're sharper than "The Razor's Edge" -- those two.

MURPHY: Yes, they are, yes, they are. Now, Miss Martin will sing again and you master minds are to name the picture and set the scene in connection with this song. Miss Martin, if you please.

MARTIN: (SINGS)

MURPHY: I don't know whether the master minds are enjoying the music so much or that they just can't ...

BRACKEN: That isn't from any picture, George.

MURPHY: You just don't know. It's from a very good picture.

MURPHY: Thank you, Miss Martin, I see Mr. Johnson is anxious ...

JOHNSON: I don't know the title of the picture ...

MURPHY: Oh, you don't?

JOHNSON: But Frank Sinatra played it.

MURPHY: Yes.

BRACKEN: It's an RKO picture, isn't it?

JOHNSON: No, it was an MGM picture.

BRACKEN: "Anchors Aweigh".

MURPHY: Yes, can you describe the scene?

LET'S TALK HOLLYWOOD  
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WALD: Oh, then, George Murphy must have been in it.

LAMOUR: He must have been.

MURPHY: No, George ... George Murphy wasn't in it.

JOHNSON: He sang it in the Hollywood Bowl in a picture.

MURPHY: That is right. And what was the particular condition of the Bowl at that particular time?

JOHNSON: It was empty.  
WALD:

MURPHY: Yes, the Bowl was empty.

(APPLAUSE)

MURPHY: Well, now, we come to a very interesting experiment. At least, it will be interesting to me. Miss Helen M. Zaluca of Bloomington, Illinois wants me do this. She wants me to read the opening sentence on page one of chapter one of several best-selling books which have been made into pictures. On the basis of that single sentence I will read, you are to name the picture. Is that fair enough?

WALD: Fair and tough.

MURPHY: All right. Fair and tough. Well, I hope they're not easy. You've been too bright today. Here we go. What picture was made from the book that began with this sentence? "It was Wang Lung's marriage day."

ATX01 0311294

LET'S TALK HOLLYWOOD  
August 5, 1948

JOHNSON: "Forever Amber."

MURPHY: I'm afraid we said that without thinking. Mr. Wald.

WALD: Pearl Buck's "The Good Earth".

MURPHY: That is exactly right. A wonderful book and a wonderful picture. By the way, just for fun, could you recall who played Wang Lung?

WALD: Luise Rainer.

MURPHY: No ... no.

BRACKEN: Paul Muni.

WALD: Oh, I'm sorry. I'm sorry.

MURPHY: That is right. Luise Rainer played his wife. That's quite right.

(WALD AND LAMOUR AD LIB IN BG)

MURPHY: Now, would you name the picture from the book that opens with this sentence? "We are at least five miles behind the Front." "We are at least five miles behind the Front". And some of my master minds seem to be about five miles away from the expression on their faces.

WALD: We are at rest ...

MURPHY: "We are at least five miles behind ..."

LET'S TALK HOLLYWOOD  
August 5, 1948

LAMOUR: "All Quiet on the Western Front."

MURPHY: Oh, you are a dream girl, Miss Lamour. You're not only beautiful but you're intelligent and bright, and have a wonderful memory. That is exactly right.

(APPLAUSE)

MURPHY: What -- what picture from the book which began this way? Name the ... name the picture. I will give you the first line. "The barometer of his emotional nature was set for a spell of riot."

WALD: That was not an Eddie Bracken picture.

MURPHY: No, it wasn't. We do our best to avoid Eddie Bracken pictures. We love Eddie though.

BRACKEN: Gee, you're getting like the rest of the audience.

MURPHY: Well, Eddie, you are my favorite ... question? ...

BRACKEN: "Rain."

MURPHY: No.

JOHNSON: A Barometer -- was that the "Lost Weekend"?

MURPHY: Are you asking or is that the name of the program, Mr. Johnson?

JOHNSON: I'm asking.

MURPHY: No, I ... I insist on asking the questions. You have to answer.

LET'S TALK HOLLYWOOD  
August 3, 1948

WALD: "The Rains Came."

MURPHY: No...no... not "The Rains Came."

BRACKEN: Yeah, I think that the "Lost Weekend" is the correct answer.

MURPHY: I'm going to have to put in with you because I know absolutely it's the correct answer.

(APPLAUSE)

WALD: Who gets credit for that, Bracken or Johnson?

MURPHY: Johnson had his hand up so I think credit goes to Johnson. Actually, as long as any of the four of you answer the question that will suffice. Now, Mr. W. C. Arnold of Billings, Montana is interested in movie titles particularly in the way these titles tie in with stories. In the picture, "The Woman In The Window" who was the woman in the window, who saw her and what did he actually see? Mr. Wald.

WALD: Joan Bennett was the woman in the window in the painting; Eddie Robinson saw the painting, and then he went home and imagined that he had met her. I think ...

MURPHY: Oh, yes, there is very little about pictures that Mr. Wald doesn't know.

WALD: Yes, just look at my pictures ...

LET'S TALK HOLLYWOOD  
August 8, 1948

MURPHY: That picture was a real thriller and so is the new one that Eddie Robinson has just made with Humphrey Bogart and Lauren Bacall, a picture called "Key Largo". I had the opportunity of seeing it and enjoyed it very much and can recommend it highly. Have you seen that picture, Mr. Wald?

WALD: Fortunately, yes, many times, Mr. Murphy.

MURPHY: I believe you produced it.

WALD: That's so.

MURPHY: Well, I wish you the very best of luck. In the picture, "They Didn't Believe Me" who was the "me" and who didn't believe him?

BRACKEN: Harry S. Truman and the 80th Congress.

MURPHY: Mr. Bracken, I'm sorry ... Mr. Bracken, but this is not a political quiz -- this is LET'S TALK HOLLYWOOD, if you please. The picture ... the title of the picture, "They Didn't Believe Me" -- who was the "me" and who wouldn't believe him? Mr. Wald?

WALD: I think it was Robert Young.

MURPHY: Yes, Mr. Wald?

WALD: No.

MURPHY: Yes, Robert Young and who didn't believe him?

LET'S TALK HOLLYWOOD  
August 8, 1948

BRACKEN: The audience.

MURPHY: No ... no.

WALD: Jane Greer?

MURPHY: You only have 50% of the question.

WALD: Jane Greer?

MURPHY: No. Who didn't believe him?

WALD: The police.

MURPHY: No, I'm sorry our time is up. We've missed that one. The jury didn't believe him when he was pleading for his life, do you remember?

AVERBACK: Well, George, our master minds failed to answer that question so Lucky Strike is sending to Mrs. W. C. Arnold, Billings, Montana, an RCA Victor television set which retails for approximately \$1000 installed, or an RCA radio-phonograph plus \$100 worth of records. And a certificate of admission good for two at the Fox Theater in Billings, Montana.

RUYSDAEL: And to all the patients in the veterans administration hospital at Coatesville, Penn., we are sending 43,000 Lucky Strike cigarettes, each package banded with Mrs. Arnold's name and home town. Our best wishes go along with those Luckies.



LET'S TALK HOLLYWOOD  
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Commercial #2

AVERBACK: Before George Murphy returns with more questions to baffle our master minds, a word about America's largest selling cigarette ...

BOONE: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

SHARBUTT: More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, more than the next two leading brands combined!

RUYSDAEL: And in addition, Lucky Strike alone holds the distinction, as it has for many years, of being America's largest selling cigarette! America's largest selling cigarette!

SHARBUTT: This leadership of Lucky Strike with smokers like you and me -- and with the experts, too -- is a tribute to the fine quality tobacco in each and every Lucky Strike cigarette. Remember -- in a cigarette it's the tobacco that counts. And ...

RUYSDAEL: LS - MFT  
LS - MFT

(MORE)

LET'S TALK HOLLYWOOD  
August 8, 1948

Commercial #2 (Cont'd)

SHARBUTT: Lucky Strike means fine tobacco! And fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette.

RUYSDAEL: So for your own real, deep-down smoking enjoyment, smoke that smoke of fine tobacco -- Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

LET'S TALK HOLLYWOOD  
AUGUST 8, 1948

AVERBACK: Now back to Erskine Johnson, Jerry Wald, Eddie Bracken and your Master of Ceremonies - George Murphy.

MURPHY: Well, here we go ladies and gentlemen. Hamlet said "Speak the speech, I pray thee", and now Tom Seller of Hollywood has not only borrowed that phrase but has gone Hamlet one better. Here's some dialogue for each of you three master minds to read as I call on you. After you each read, the other three master minds will try to name the actor and the particular association with that dialogue. Now they should be easy for such intelligent people so to make it a little bit tougher, I'm going to ask you to read the dialog in the dialect as it was spoken by the actor in the picture. Now is that perfectly clear? You have the dialog and will you please read it in the dialect that was used in the picture with the dialog, and the other three will name the actor in the picture. I'd like to start with you, Jerry Wald, Jerry, are you ready, please?

WALD: Not another word, my boy, not another word, do you hear? Every lad in the parish is not a criminal. Bejabbers, the very food before us was put here by two of the very lads the police are maliciously slandering. I give the lads my blessing.

MURPHY: Mr. Bracken.

LET'S TALK HOLLYWOOD  
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BRACKEN: Barry Fitzgerald in "Going My Way".

MURPHY: What was the name of the picture, please?

BRACKEN: "Going My Way".

MURPHY: No, as a matter of fact, that is a very good dialect. I'm going to call you O'Wald from now on. Jeremiah O'Wald. And now, master minds, would you listen to Erskine Johnson's dialog in dialect and please name the actor and the picture.

JOHNSON: (TARZAN YELL)

MURPHY: Miss Lamour.

LAMOUR: Is that Tarzan or is it Eddie Bracken in "...Horizon"?

(BRACKEN AND LAMOUR AD LIB IN BG)

MURPHY: If that isn't Tarzan, we've been misled for years in any Tarzan picture. Very well done, Erskine. I think that after hearing that they should allow you to live in any tree in Hollywood rent-free. I might supply you with a fresh lion skin every day.

WALD: That was the high cost of rent. He couldn't get into a tree.

MURPHY: Well, he could get a little tree.

WALD: A bush, a bush.

ATX01 0311303

LET'S TALK HOLLYWOOD  
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MURPHY: All right, a bush, a small bush. Now, Dorothy, your dialog in dialect, please, while the other master minds name the actor and the picture. Miss Lamour, your dialog.

LAMOUR: Oh, here I go. "So you're casting me adrift. You're sending me to my doom on this wild ocean. But you're wrong, I'll take this boat as she floats and I will live to see you hanging from the highest yardarm in front of the House of Commons or maybe the House of Lords."

MURPHY: Mr. Wald.

LAMOUR: That's Charles Laughton in "Mutiny On the Bounty", as Captain Bligh, a very good Captain Bligh.

MURPHY: You know, we ...

WALD: I would like to be on that ship, by the way.

MURPHY: Oh, you would. You know we miscast you purposely as an English sea captain, Dorothy, just to have some fun, but I saw you on the set the other day and I can say that you're perfectly cast in that new mystery comedy that you're making with Brian Donlevy and Claire Trevor "The Lucky Stiff", I believe that is the name, isn't it?

LAMOUR: That is right.

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MURPHY: Yes, and I know that everybody will agree with me when they see it later on in the fall.

BRACKEN: Who is the stiff?

MURPHY: Now we're ready -- now we're ready for Mr. Eddie Bracken's dialog in dialect. Eddie, please.

BRACKEN: Oh, my sweet BUBB ...

(LAUGHTER)

BRACKEN: I'm not through yet.

MURPHY: No, I know it. Go on.

WALD: Eddie, Eddie, you got your laugh. Don't go further.

MURPHY: No, we loved it, but let's hear it ...

LAMOUR: That's what you think -- you're not through.

BRACKEN: Yeah, I want the applause. You can have the laughs. "You know what you are to me. Oui, a spring summer morning in Paris, you are so lovely. So perfect. You are marvelous. Be mine alone. They catch -- they shall never catch me. The police -- phooey; the inspector -- phooey; Tony Martin phooey, phooey!"

MURPHY: Ah, Dorothy Lamour I think had her hand up. Dorothy, do you recognize that?

BRACKEN: Another phooey for Tony Martin.

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MURPHY: No, we've - we've had that.

JOHNSON: The Mad Russian.

MURPHY: No ... no.

LAMOUR: It's somebody else.

BRACKEN: The Mad Russian!

MURPHY: Children! Will you come to order. It's very rude...

LAMOUR: ...what I was going to say is that it is Charles Boyer but it's not Lassie. It's another dog named Bracken.

MURPHY: No, as a matter of fact, Charles Boyer is the correct answer and could you tell me the name of the picture?

WALD: Algiers.

MURPHY: Mr. Wald.

WALD: Algiers.

MURPHY: "Algiers" is right. Played Pepe Lonoco. Now most actors love to get called upon to get odd or unusual parts in pictures and Paul Wineschenecker of Santa Monica, California points out some of these unusual parts and would like you master minds to name the actor who, for instance, played a leading character in a picture but was never seen except in shadow of reflection. Mr. Wald.

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WALD: Claude Rains in "The Invisible Man".

MURPHY: No...no, I don't think that question - that answer is acceptable. I'm sorry. You actually saw him, this man was seen as a shadow or reflection. Mr. Bracken.

BRACKEN: How about Robert Montgomery - "The Lady in the Lake"?

MURPHY: Robert Montgomery- "The Lady in the Lake" is the indicated answer. Can you name the actor who recently played his own part and also that of his mother's sister?

LAMOUR: Eddie Bracken?

MURPHY: No. No, Bracken seems to creep into everything here.

WALD: What ... what was it?

MURPHY: He ... he played his own part and he also played the part of his mother's sister.

WALD: Charlie's Aunt.

MURPHY: Ah, I would like to know the actor's name.

WALD: Jack Benny.

MURPHY: Mr. Wald.

WALD: Jack Benny.

ATX01 0311307



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MURPHY: Jack Benny. Jack Benny in "Charlie's Aunt". I believe that Charles Ruggles also made the picture and I think some time ago Sidney Chaplin made it.

WALD: And Ray Bolger's doing it as a musical.

MURPHY: Oh, is that so? I'll be very anxious to see that, because it is a wonderful property and Ray is a wonderfully talented fellow.

WALD: Bottie says Bob Hope's been playing his mother for years.

MURPHY: Well, Bob may be doing it unconsciously and it doesn't count. Now this would be a tough assignment for any actor. Can you name the Hollywood star who played a mother and her own son in a picture?

BRACKEN: Could that be Bracken too?

MURPHY: No.

BRACKEN: Do .. can you go back as far as Long Chaney?

MURPHY: Oh, yes. There's no limit to the years we go back.

BRACKEN: Well, how about Long Chaney?

MURPHY: No, Lon Chaney's not right. I'm afraid...

LAMOUR: I have no idea ...

JOHNSON: I know, I know ... Mary Pickford in "Little Lord Fauntleroy".

ATX01 0311308

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MURPHY: Oh, Mr. Johnson, you're wonderful. It took you quite a while to turn back the pages of your memory. You really don't look that old.

WALD: George ... George ...

MURPHY: Yes ...

WALD: George, I didn't know Erskine was that old.

MURPHY: He doesn't look that old, does he?

JOHNSON: I saw the re-issue. You don't have to be old to see old pictures.

MURPHY: He gets his face lifted and he dyes his hair and does all those things people are supposed to do -- which they don't.

WALD: He probably did the picture himself.

MURPHY: Now, Mr. E. G. Thompkins of Philadelphia, Pa. wants you master minds to put the finger on a couple of black-hearted villains. In the Song of the South, Brer Fox catches Brer Rabbit by means of the Tar Baby and prepares to make a meal of him. How did Brer Rabbit solve the problem and escape?

BRACKEN: By multiplying.

(LAUGHTER)

ATX01 0311309

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MURPHY: No, Mr. Bracken. Do you recall that ... ahh, they're looking on the ceiling, they're looking under the chairs and tables -- Mr. Bracken.

WALD: My son would know the answer. If my son were here, he would know the answer.

MURPHY: Your son would know.

BRACKEN: He said "Please don't throw me in the briar patch".

MURPHY: Oh, yes, Mr. Bracken.

BRACKEN: "Please don't throw me ... do anything you want ... you can knock my head off but please don't throw in that" - I used to be a kid myself.

MURPHY: But what happened? What happened? You've had your dialog earlier than this. What actually happened?

BRACKEN: Well, they threw him in the briar patch and he was born and bred in the briar patch.

MURPHY: That is the correct answer. He was very happy there and he knew his way around as they say.

WALD: I should have known that.

MURPHY: Mr. Bracken ...

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Commercial #3

AVERBACK: George Murphy will be back in just a moment with another question to baffle the master minds. But first ...

BOONE: (CHANT -- 57 to 59 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE -- FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

SHARBUTT: A recent impartial survey shows the personal smoking preference of men who really know tobacco -- auctioneers, buyers and warehousemen.

RUYSDAEL: More of these independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes -- more than the next two leading brands combined!

SHARBUTT: That's what the survey shows. Now here's what Mr. Garland Fletcher Tilley, 25 years an independent tobacco buyer, from Durham, North Carolina, recently said:

VOICE: At auction after auction, I've seen the makers of Lucky Strike buy fine, ripe tobacco ... tobacco you just can't beat for real smokin' quality. I've smoked Luckies 17 years!

(MORE)

ATX01 0311311

LET'S TALK HOLLYWOOD  
August 3, 1948

Commercial #3 (Cont'd)

SHARBUTT: So for your own real, deep-down smoking enjoyment,  
look to America's largest selling cigarette -- and  
puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. So round, so  
firm, so fully backed, so free and easy on the  
draw -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men."  
That's cute! Reminds me to get a carton of  
Luckies.

MUSIC: CODA

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MURPHY: Every child is familiar with the wonderful characters in the Wizard of Oz stories, but Miss Mary Galloti of Philadelphia, Pa. wants to see what you can do with the names of the picture people who brought the Oz back to life on the screen. Now, would you please name the actor who played the Cowardly Lion? Mr. Wald.

WALD: Bert Lahr.

MURPHY: Correct. The actor who played the Tin Man.

BRACKEN: Honest John.

MURPHY: Tin man. Mr. Johnson.

JOHNSON: Jack Haley.

MURPHY: Jack Haley - the scarecrow? Mr. Wald?

WALD: Ray Bolger.

MURPHY: Ray Bolger. And who was the wonderful Wizard of Oz himself?

WALD: Frank Morgan.

MURPHY: Frank Morgan is correct.

(APPLAUSE)

MURPHY: Now, we all like to eat, that's for sure, and Frank H. Aimee of Tauton, Mass. wants to see what you know about the foods that are being eaten in some recent pictures. (MORE)

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MURPHY: For instance, in "Life With Father" William Powell  
(Con'd) was very fond of what particular food?

BRACKEN: The script.

MURPHY: No, no, if you'll remember he complained several  
times about the way he liked this particular food.

JOHNSON: His ... his coffee ... his morning coffee.

MURPHY: No.

JOHNSON: No?

MURPHY: No...no... I'm afraid we missed it.

WALD: His eggs.

MURPHY: I'll have to give it. It was kippers. He enjoyed  
kippers in the morning. And he complained very  
often about it. Now, my master minds, what is the  
picture in which Vic Mature was always eating a  
big steak and at \$1.50 a pound too. Remember that?  
Mature had the big steak.

WALD: The big steak. The big steak.

MURPHY: Mr. Johnson.

JOHNSON: "The Kiss of Death".

MURPHY: "The Kiss of Death" is right. But we missed the  
first half. So what happens, Hy?

ATX01 0311314

LET'S TALK HOLLYWOOD  
August 6, 1948

AVERBACK: Well, we missed that one so Lucky Strike is sending Mr. Frank H. Amy of Tauton, Mass. his choice of an RCA television set or a radio-phonograph, a year's admission to the Strand Theater and with his compliments 40,000 Lucky Strike cigarettes to the Oteen Hospital.

MURPHY: Ladies and gentlemen, our time is up. Hy, how did we do this afternoon?

AVERBACK: Well, the score will be right up, George, but first a word to our listeners. Send your questions with your answers about Hollywood and the motion pictures to Let's Talk Hollywood, Box 100, Hollywood, California. Be sure to include the name of your favorite home town movie theater. If your question is used and our master minds fail to answer it correctly, you will receive an RCA Victor eye-witness television set worth \$1000 installed, or if you prefer an RCA Crestwood radio-phonograph combination with \$100 worth of records. And a year's admission for you and a guest to your favorite home town theater.

RUYSDAEL: And in addition, thousands of those Lucky Strike Cigarettes will be sent with your compliments to a Veterans Administration Hospital.

AVERBACK: Each person whose question is used on this program will receive a five-year subscription to Photoplay magazine. (MORE)



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AVERBACK: All questions become the property of LET'S TALK HOLLYWOOD and we reserve the right to edit your questions to fit the program and to select those questions which are in our judgment, most suitable and interesting. In the event of similarity, we will be the sole judge of the question used.

MURPHY: By the way, if you haven't heard your question used, don't be discouraged ... send in another. Just keep on trying. I've just been handed the score and tonight Lucky Strike has sent all our prizes to two winners and to the patients in two Veterans Administration hospitals 83,000 Lucky Strike Cigarettes have been sent with the winners' names and home-town banded on each package. That makes a grand total of 714,000 Lucky Strike Cigarettes sent to Veterans Administration Hospitals so far this season. Now, I want to thank Erskine Johnson, Jerry Wald, Dorothy Lamour for being with us tonight, and you listeners be on hand again next week for another session of LET'S TALK HOLLYWOOD when we will have as our guests Edith Gwynn, Eddie Bracken, Edith Head, the Paramount fashion designer and Ronald Reagan, president of the Screen Actors' Guild. This is George Murphy saying Good-night.

(APPLAUSE)

: LUCKY DAY

LET'S TALK HOLLYWOOD  
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RUYSDAEL: George Murphy appeared by arrangement with MGM, producers of the Technicolor Production of Alexander Dumas' "The Three Musketeers" starring Lana Turner, Gene Kelly and June Allyson.

This is Basil Ruysdael speaking for Lucky Strike - America's largest selling cigarette.

ANN: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

**Radio Program** *prepared and produced by...*  
**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**AS BROADCAST**

Client: THE AMERICAN TOBACCO CO.

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00-7:30 PM EDST

Repeat: 8:30-9:00 PM PST

Date: AUGUST 15, 1948 - #7

9:30-10:00 PM PDST  
(By Transcription)

"LET 'S TALK HOLLYWOOD"

THE AMERICAN TOBACCO COMPANY

8/30/48

"LET'S TALK HOLLYWOOD"

7:00- 7:30 PM EDST AUGUST 15, 1948 - PROGRAM #7

SUNDAY

Commercial #1

ORGAN: LUCKY DAY (16 BARS UP, FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... with MGM star George  
Murphy as Master of Ceremonies .. Edith Gwynn ...  
Eddie Bracken ... Edith Head ... and Ronald Reagan.  
  
(MUSIC OUT)

RUYSDAEL: LET'S TALK HOLLYWOOD ... presented by America's  
largest selling cigarette ... LUCKY STRIKE!

BOONE: (GRANT -- 60 to 62 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: More independent tobacco experts smoke Lucky Strike  
regularly than the next two leading brands combined!

SHARBUTT: So for your own real deep-down smoking enjoyment --  
light up a Lucky, light up a really fine cigarette  
and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT (MORE)

LET'S TALK HOLLYWOOD  
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Commercial #1 (Cont'd.)

SHARBUTT: Lucky Strike means fine tobacco! So smoke the  
smoke tobacco experts smoke, Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

ATX01 0311320

LET'S TALK HOLLYWOOD  
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AVERBACK: At the close of tonight's program we'll tell you how you can baffle our masterminds, win a television set and other prizes. And now here's our Master of Ceremonies, George Murphy!

(APPLAUSE)

MURPHY: Thank you, thank you Hy Averback and good evening ladies and gentlemen. Now before I expose our masterminds to the questions sent in by you listeners, I think it is no more than fitting and proper that I introduce them to you. Sitted at my left is Miss Edith Gwynn, syndicated facts and foibles of Hollywood; next to her motion picture star and president of the Screen Actors' Guild, Ronald Reagan; our third member of the board, Paramount's famous fashion designer, Edith Head; and then our own, congratulate me pal this makes a boy and three girls at our house, Eddie Bracken! Yes, Eddie, we we have heard the good news and I'd like to congratulate you. What about that brand new baby girl of yours?

BRACKEN: Oh, well, George, it's really quite a - quite a baby. It's beginning to look like me already.

MURPHY: Well, well, don't worry about it too much, she'll probably stop as soon as she finds out what she's doing. Now let's get on with the business at hand, which is confounding, astounding and otherwise perplexing our masterminds and that brings us right up to question Number One. (MORE)

ATX01 0311321

MURPHY:  
(CONT'D)

Newspaper reviews play an important part in the success of a motion picture. If you don't think so just ask any producer. Mr. C. R. Moss, of Santa Cruz, California, isn't a producer but he does read reviews, and he wants to test you on several which are to be found in the current issue of Photoplay Magazine. So listen to the brief review and try to name the picture. Is that clear? Here's the first one. "It's hearts and flowers in Old Vienna with Joan Fontaine and Louis Jordan."

REAGAN: "The Emperor Waltz." Oh, pardon me.

MURPHY: No. Miss Gwynn?

GWYNN: "Letter to an Unknown Woman."

MURPHY: Yes. "Letter to an Unknown Woman" is the indicated answer. And this Photoplay Magazine review is about what picture? A technicolor tale about sculldollary in the barnyard." Mr. Bracken?

BRACKEN: "Chicken Every Sunday."

MURPHY: No, Mr. Bracken. No, that - that would be barnyard.

REAGEN: "Scudda Hoo Scudda Hay."

MURPHY: I beg your pardon, Mr. Reagan.

REAGAN: "Scudda Hoo Scudda Hay."

MURPHY: "Scudda Hoo Scudda Hay - that is exactly right. I've always wanted to hear Gregory Ratoff say that. I've never had a chance yet, because he's away but when he gets back I'm going to ask him. I can just hear him say "Scudda Hoo Scudda Hay." Now what picture would this be? "Creepy Victoria meller, beautifully acted by cousins Parker and Smith."

REAGAN: "The Woman in White."

MURPHY: Mr. Reagan may I congratulate you. Your astounding in your knowledge --

(APPLAUSE)

MURPHY: Incidentally - incidentally this doesn't count, but we all know the columnist and I think we all are very fond of Sidney Skolsky. Ah - do you happen just for fun to remember how he finishes each column? Miss Gwynn?

GWYNN: "Don't get me wrong, I love Skolsky - I mean Hollywood."

MURPHY: That's very cute and very generous of you to remember another one's column, Miss Gwynn, I believe. Now, Mr. Earl Hunt, of Long Beach, California, apparently believes in the old slogan "Eat, Drink, and Be Merry" -- but let's not run right out and start on that project as Mr. Hunt is only using it to refer to motion picture plots.  
(MORE)



MURPHY:  
(CONT'D)

Now first the subject of eating. He wants you to name the picture in which the half starved heroine eats a radish and then swears she'll never eat one again if she has to steal, cheat or kill. Ah - just a minute. Would you raise - Miss Gwynn, I believe, had her hand up.

BRACKEN: (INT.) I get the same reaction from spinach.

REAGAN: "Gone with --

GWYNN: Scarlett O'Hara.

MURPHY: What was that.

GWYNN: Scarlett O'Hara.

MURPHY: Yes.

GWYNN: Vivian Leigh. "Gone with --

MURPHY: And what was the name of the picture?

GWYNN: "Gone with the Wind."

MURPHY: That's exactly right.

GWYNN: Almost gone with the radish.

MURPHY: Mr. Bracken, you had something to say that I think got lost in the conversation.

BRACKEN: Well, what - what I said was that I get the same reaction from spinach.

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MURPHY: Oh, you do. I see. But don't let me catch you lying.

REAGAN: (INT.) You shouldn't interrupt?

MURPHY: It's a bad example to your nice new family.

REAGAN: George, tell me - I mean what are the rules, you mean we hold up our hands before --

MURPHY: If you please, yes.

REAGAN: Don't want to be impolite with --

MURPHY: Yes, because in case of a dead heat there, I can select one hand or another you see. Now as to "drink." In what picture does the female lead drink a glass of hot milk even though she's sure her husband has poisoned the milk? Ah - Miss Head you started to answer.

HEAD: Joan Fontaine.

MURPHY: Yes.

HEAD: In, I think, it was "Suspicion."

MURPHY: Oh, you're thinking very, very sharply today, Miss Head. That's exactly right. And now "Being Merry," which is the third part of the slogan. A woman discovers that she has an incurable illness and almost ruins herself trying to be merry and gay. What picture? Miss Head again?

ATX01 0311325

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HEAD: Bette Davis in "Dark Victory."

MURPHY: Oh, Miss Head you astonish me and astound me.

(APPLAUSE)

MURPHY: Wonderful.

REAGAN: I should remember that. I was in it.

MURPHY: Yes. Now most of us are interested in some sport or another and Harry L. Beehan of Philadelphia, Pennsylvania has spotted a big scene in a recent picture that has to do with an indoor sport that is rather widely popular. Now since our guest Ronnie Reagan was once a sport's announcer, and still is a swell sport, I know that he'll help out on this question by reading this description of that picture scene. You other masterminds are to give us the title of the picture. And Ronnie why not give us the description just as you would if you were describing, you know, some sporting event? Give us that old Clem McCarthy - that old Ted Husing.

REAGAN: You mean - you mean go way back to my youth when I used --

MURPHY: Go way back and let it fly. Yes. Go ahead, Ronnie, if you please.

ATX01 0311326

REAGAN: "Well the big question of the day is will he make it. Now he's in position, he has the ball under control, taking aim, and he let's it go. There it goes - watch out - did he - yes - he made it -- the highest score possible. Now everything is breaking loose. Bells are ringing, sirens are blowing. Here comes the fife and drum core. Look at those fireworks. Listen to them. Yes, folks, Willie has come through. He has hit the jackpot and without fouling. He didn't even tilt the machine.

(APPLAUSE)

MURPHY: Fine. He never lost his breath. That's wonderful. Ah - Miss Head, you seem to have an idea about this.

HEAD: Well there is a "tilt the machine scene" in the Saroyan "Time of Your Life."

MURPHY: Oh, Miss Head, you are so wonderful. You are my dream girl for this Sunday.

HEAD: (INT.) For this Sunday?

MURPHY: That's exactly the indicated answer and Ronnie, let me congratulate you. You have lost none of your old skill and technique. And if at any time between pictures you get lonesome for the use of the microphone I think I can arrange to have you call some of the gin rummy games in the back room of Schwabs drugstore. (MORE)

MURPHY:  
(CONT'D)

That's a kinda of a fun place of an evening. Now we come to theme songs for murderers. Yes, believe it or not, that's our next topic for discussion. Mrs. Elizabeth Kurtzman of San Francisco wants you to listen to a song and then name the motion picture villian whose theme song it might be. Already as Miss Martin sings? You masterminds visualize a large apartment, a man and woman standing in the middle of the living room and a phonograph playing this song in the background and then tell us who killed whom to the tune of this theme song. Is that clear? Miss Martin if you please.

MARTIN: SINGS "TANGERINE"

MURPHY: Oh, I hate to interrupt that beautiful singing Miss Martin, but I see Miss Gwynn is waving her arm nearly to throw it out of the socket. Miss Gwynn?

GWYNN: I'm almost sure that's in "Double Indemnity" and Fred --

MURPHY: (INT.) Who killed whom?

GWYNN: Fred McMurray bumps Barbara Stanwyck off at that time.

MURPHY: Oh, that is so right. That is so right.

(APPLAUSE)

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MURPHY: Now listen to our pianist Mr. Sutman and give us the name of the motion picture killer whose theme song this was.

SUTMAN: (PLAYS "THE MERRY WIDOW WALTZ")

MURPHY: Oh, those blank expressions. I think we are about to give away a television set. Miss Gwynn, you put your hand up very uncertainly.

GWYNN: Yes, I'm taking a long chance on this.

MURPHY: What?

GWYNN: I wouldn't swear to this but -- should I say it?

MURPHY: Yes. If you have an idea. You're allowed to guess.

GWYNN: Was that in "Night Must Fall."?

MURPHY: No. That is not in "Night Must Fall."

BRACKEN: Was it Colman in "Double Life.?"

MURPHY: No, no. The hands of the clock are passing around. I'm afraid we missed this one. It was "Shadow of a Doubt."

REAGAN: (INT.) Charlie Chan --

MURPHY: Joseph Cotton in "The Shadow of a Doubt." He - he -- if you remember he killed a lot of widows and the background music each time he was getting ready to kill one --

ATK01 0311329

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BRACKEN: (INT.) Without a shadow of a doubt we lost that one, didn't we?

REAGAN: (INT.) That's a little unfair. My folks say I'm--

MURPHY: (INT.) What happens in this case, Hy?

REAGAN: A little to young to see that kind of picture.

MURPHY: Hy, what happens?

AVERBACK: Well, George, our masterminds failed to answer that question so Lucky Strike is sending to Mrs. Elizabeth Kurtzman, of 1870 35th Avenue, San Francisco, California, an RCA Victor television set, which retails for approximately \$1000 installed, or an RCA Victor radio phonograph plus \$100 worth of records and a certificate of admission, good for an entire year, for two at the Orpium theatre in San Francisco.

RUYSDAEL: And to all the patients of the Veterans Administration Hospital in Van Nuys, California, we are sending 29,000 Lucky Stroke Cigarettes, each package banded with Mrs. Kurtzman's name and home town. Our best wishes go along with those Luckies.

ATX01 0311330

MURPHY: Now - ah - ah - there was another part to this question, which I think was so interesting that we ought to do it anyhow just for fun. Now this one isn't easy. You have to hang on to your thinking caps. Miss Martin will sing a song from a recent musical picture. The song would fit properly as the theme song for a murder in a picture of a few years ago. The picture was made from a very successful stage play. Now listen to the words which will give you the clue and then try to name the actor whose theme it might be in a certain picture.

MARTIN: (SINGS "PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON)

MURPHY: Mr. Reagan, I believe you had your hand up first.

REAGAN: I've never worn a hat since Bob Montgomery totted that hat box around in "Night Must Fall." I'm not kidding.

MURPHY: That's right. That's exactly right.

(APPLAUSE)

MURPHY: Now most of us - most of us usually remember a very dramatic or a very funny scene in a picture long after we've seen it. James K. Tinbrook of Arkada, California, specializes in enjoying zany scenes, and he wants to see if you can recall some of these scenes. (MORE)



MURPHY:  
(CONT'D)

In the picture "Her Husband's Affair" what happened after Franchot Tone washed his face in what he was hoping to patent as a hair remover? Oh, look at those lovely blank faces. It is not on the ceiling. Ah - Miss Gwynn?

GWYNN:

He woke up with a beard, didn't he?

MURPHY:

That is right.  
Yes, Miss Gwynn, that is right. / Now ah - in the very successful picture "My Sister Eileen" Rosalind Russell and Janet Blair find their apartment over-flowing with fun-loving South American Naval cadets. In a completely daffy scene the sisters finally get rid of their overly enthusiastic guests. How? Oh, everybody knows that. Miss Head?

HEAD:

Doing a samba or a rumba out of the room.

MURPHY:

Ah - close. Watch out for a cigarette --

REAGAN:

(INT.). Conga.

HEAD:

Conga.

MURPHY:

A conga. Conga's right. That's exactly right.

(APPLAUSE)

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Commercial #2

AVERBACK: Before George Murphy returns with more questions to baffle our masterminds, a word about America's largest selling cigarette ...

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

RUYSDAEL: More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN! And in addition, Lucky Strike alone holds the distinction, as it has for many years, of being America's largest selling cigarette! America's largest selling cigarette!

SHARBUTT: This leadership of Lucky Strike with smokers like you and me -- and with the experts, too -- is a tribute to the fine quality tobacco in each and every Lucky Strike cigarette. Remember -- in a cigarette it's the tobacco that counts. And ...

RUYSDAEL: LS - MFT  
LS - MFT

(MORE)

ATX01 0311333

LET'S TALK HOLLYWOOD  
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Commercial #2 (Cont'd.)

SHARBUTT: Lucky Strike means fine tobacco! And fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette.

RUYSDAEL: So for your own real, deep-down smoking enjoyment, smoke that smoke of fine tobacco -- Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

ATX01 0311334

AVERBACK: And now back to Edith Gwynn, Edith Head, Ronald Reagan, and the man in the middle, George Murphy.

MURPHY: Well, here we go again masterminds. I like this question, and I think you masterminds will too --- but you might have a little trouble with it. Mrs. Elaine Wagner of Seattle, Washington, hopes sincerely that you do. Anyway, I'm going to give you, very generously, the name of an author and the name of a motion picture star who played in the picture made from that author's book. Then on the basis of that plentiful information, you are to name the book. You are to name the book. Now remember, we want the book not the picture unless, of course, they happen to be the same. Are you ready and is that clear? You have the conditions. Here we go. Alright -- the author is Laura Hobson, the star is Dorothy McGuire. The name of the book is what? Miss Gwynn?

GWYNN: "Gentlemen's Agreement."

MURPHY: "Gentlemen's Agreement" starring Dorothy McGuire and Gregory Peck. This is a little tougher. The author is Henry Bellamen. The star is - believe it or not he sits right before me -- Ronald Reagan. What is the name of the book? Mr. Reagan, don't tell me that you don't remember --

REAGAN: Modesty forbids me to reply. Anyway Bracken had his hand up --

MURPHY: Modesty, he says -- and look at that blank expression on his face. Mr. Bracken, would you please help Mr. Reagan out of this embarrassing situation?

BRACKEN: Henry Bellaman.

MURPHY: Henry --

BRACKEN: "Kings Row" was the book.

MURPHY: "Kings Row" was the book and this is, I think, the toughest of the bunch --

REAGAN: (INT.) "Kings Row" was the picture too, and I knew it all the time.

MURPHY: "Kings Row" was the picture. Warner Brothers picture.

BRACKEN: You played in it didn't you?

REAGAN: Ah uh.

MURPHY: Excellent picture incidentally. This is the toughest of all. The author, now listen carefully, is Ruth Moore. Dana Andrews is the star. What is the name of the picture? Mr. Bracken, you've been cheating. You must have seen these questions. I'm sure you didn't though.

BRACKEN: Old "Deep Water" is the thing. I'm a good swimmer that's all.

MURPHY: Yes, what is the name of the picture is the question.

BRACKEN: Oh, the name of the book -- oh, it was some --  
"Swamp --

REAGAN: (INT.) "Spoonhandle."

BRACKEN: "Spoonhandle."

MURPHY: Oh, yes -- "Spoonhandle."

(APPLAUSE)

MURPHY: You see, Mr. Bracken, you were a little too quick there.

REAGAN: He couldn't remember his lines.

MURPHY: You read a lot of those books don't you, Mr. Bracken.

BRACKEN: Yeah - I read an awful lot of books except that most of the books I read, George, begin with "Once upon a time," you see.

MURPHY: I see. I know what you mean. Well in a little while your children will be old enough to read you some of the newer things. Masterminds does any -- does anyone in the group here carry a pitch pipe? No. Well how are you at carrying a tune?

(MORE)

MURPHY:  
(CONT'D)

Ah, yes, I see you're catching on, Mr. Reagan -- and you're right, because this question from Jerome Sidell of University City, Missouri, contains a request that we may all regret. You are about to sing. So if you please --

HEAD: (INT.) Excuse me.

MURPHY: If you will start us off, Miss Head, here are some lyrics. Now if you will try to make them sound like a baritone, because from your singing the other masterminds have to name the man who sang the song and also tell us in what picture the whole thing happened. Miss Head?

HEAD: But I can't sing at all.

MURPHY: Are you ready with your song?

HEAD: I can't sing.

MURPHY: Oh, yes, Miss head, I'm sure you can recite the lyrics --

HEAD: (INT.) I'll recite them.

MURPHY: -- musically. But as musically as possible. I'm sure you can sing. Anyone who designs as well as you do must have so much music in their soul, and I think there is no better time --

HEAD: (INT.) I could give you the answer instead of singing.

MURPHY: No, no. You may not give the answer. Having -- having the lyric -- you see you are the performer. You are disqualified from giving the answer. The other three have to give the answer.

HEAD: Alright. We couldn't answer our own?

MURPHY: No. No. Miss Head will you please sing it up in a loud and lusty voice.

HEAD: I'd love to.

MURPHY: Here we go.

HEAD: With music?

MURPHY: Yes, do you want music. Oh, just sing it off anyhow

HEAD: (SINGS)

MURPHY: Oh, yes. Mr. Reagan.

REAGAN: Oh, I could never forget that. Irving Berlin sang that in the filming of the stage play during the Army "This is the Army," and I couldn't forget it because I remember how hard they had making me up to look young enough, because you played my father.

(APPLAUSE)

MURPHY: That's the nicest thing that's happened to me this year. That's very nice. And Miss Head, may I say that you sang that song beautifully. From now on I'll refer to you as the Dinah Shore of the sewing machines, or possibly the Rise Stevens of the fitting room.



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HEAD: Thank you.

MURPHY: And now - and now we have another treat in store. Ronnie, your song please and the other masterminds will name the singers and the picture. Ronnie Reagan please.

REAGAN: This is not only going to set radio back, this puts me back to sports announcing.

MURPHY: No. Let's try it.

REAGAN: (SINGS)  
They've got their hands up - I don't have to sing it any more.

MURPHY: Say that's kinda nice. That's a hidden talent we didn't know about. Miss Gwynn?

GWYNN: Well, Maurice Chevalier sang that --

MURPHY: Yes. Do you remember the name of the picture?

GWYNN: In - ah - ah - uhm -

MURPHY: Oh, you have to get the picture.

GWYNN: Well - uhm --

MURPHY: Maurice Chevalier. You are half right.

GWYNN: It was a Paramount picture.

MURPHY: Oh, that is not the name of the picture.

ATX01 0311340

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HEAD: I did the clothes for it.

MURPHY: That is only the name of the company that produced the picture. I'm afraid we have missed it. I'll have to give it to you. It was "The Love Parade." Maurice Chevalier.

BRACKEN: Oui.

MURPHY: Incidentally, he was a great artist and is still a great artist. Now attention please. Something that has never happened before in radio is about to take place and I'm sure it will never happen again. We are about to hear Miss Edith Gwynn and our own master of the Delsa tone, Eddie Bracken, blend their voices in a stirring duet. You have your lyrics - are you ready to stir children?

BRACKEN: Can we put the microphones together.

MURPHY: Yes.

BRACKEN: Our heads together.

MURPHY: You may put your heads together. You are all tuned in on the same microphone.

GWYNN: If you hear any crackling it's my voice.

MURPHY: Are you ready? One - two - three - stir!

BRACKEN & GWYNN (SING)

ATX01 0311341

MURPHY: Ah, that's wonderful.

(APPLAUSE)

MURPHY: Miss Gwynn and Mr. Bracken are really carried away.  
I think they would like to continue this.

BRACKEN: We sure stirred that up.

MURPHY: Oh, you stirred that up. You really did.

BRACKEN: It sounded like two mixmasters doing close harmony.

MURPHY: That's right. Two mixmasters. Now could the other  
two masterminds, the only two that are allowed to  
guess, could they answer the names of the singers.

HEAD: I think it's "The Desert Song" with Dennis Morgan.

MURPHY: No, I'm sorry. No. You're not allowed to guess  
because you were singing. Mr. Reagan?

GWYNN: (INT.) Oh, after that I feel that I could do  
anything.

REAGAN: I couldn't even recognize the tune.

MURPHY: Oh, I resent that on the part of Miss Gwynn and  
Mr. Bracken. I'd recognize it.

BRACKEN: Would you like us to do it again?

MURPHY: No. No. I'm afraid - I'm afraid we couldn't stand  
it. And I'm afraid we missed that one and when we  
miss, Hy, what happens.

AVERBACK: Well, we did miss so Lucky Strike is sending Mr. Jerome Sidel, of 7005 A Amherst, University City, Missouri, his choice of an RCA television set or radio phonograph, a year's admission to the Fox theatre and with his compliments, 43,000 Lucky Strike Cigarettes to the Fort Custer, Michigan, Veteran's Hospital.

MURPHY: Congratulations, and incidentally Miss Gwynn I see that you are interested in answering - in knowing the answer to that question. It was Nelson Eddy --

GWYNN: Oh.

MURPHY: And Jeanette McDonald - "Naughty Marietta." Do you remember? Beautiful operatta.

GWYNN: Sure.

MURPHY: Now the saying - the saying goes clothes make -- "clothes make the man", of course, if he happens to be a married man it ought to be written "clothes break the man." Anyway William Tobias of Ocean Park, California hopes to stop you masterminds with this question about articles of clothing that played an important part in some recent pictures. All right. Now what is the name of the picture in which the star deliberately wears a flaming red dress to show her defiance of what people might think or say about her. Miss Head?

HEAD: "Jezabel." Bette Davis.

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MURPHY: Ah, Miss Head, you are most consistent with your wonderful knowledge of pictures.

HEAD: That's - if it's about clothes I am.

MURPHY: Ah - no. You answered many other questions besides the ones about clothes. Now in the first documentary pictures made from the F.B.I. files, in what way did the clothing worn by Mr. Christopher, the heavy, affect the motivation of the picture.

BRACKEN: He lost his suspenders, did he?

MURPHY: No, Mr. Bracken, that didn't have anything to do with it.

BRACKEN: He had a spot on --

MURPHY: Uh?

BRACKEN: Spot --

GWYNN: Wasn't that -

MURPHY: (INT.) Yes?

GWYNN: Was that "The House on 52nd Street?"

REAGAN: (INT.) 92nd Street.

GWYNN: 92nd Street, I mean.

MURPHY: Mr. Reagan? On 92nd Street. That's right. Do you remember that the - the clothing worn by Mr. Christopher had to do with the motivation of the story. Oh, my --

ATK01 0311344

GWYNN: (INT.) I haven't the faintest idea.

MURPHY: I wish you were a tailor, Mr. Bracken. You probably would know about this. Well, actually, actually the heavy in the story, Signo Hasso, was a woman and if you remember she wore men's clothing. Do you remember that. By the way - you don't remember --

BRACKEN: Yep.

MURPHY: Well, that's how they caught her.

REAGAN: Remember it now.

MURPHY: By the way, Miss Head, in the new picture "So Evil My Love" that Ray Milland has just made for Paramount, I understand that you designed all those beautiful gowns that Ann Todd and Geraldine Fitzgerald wear. How many gowns were there, do you remember?

HEAD: Oh, let me see. I should say about thirty.

MURPHY: About thirty. Oh, that's wonderful. Thirty for the girls and I suppose that Milland had just one change, uh - from a flour bag to a sugar bag or something like that.

HEAD: Well, I had a lot of clothes, but unfortunately I don't have the chance to do very many men's clothes outside of a sarong for Eddie Bracken once.

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MURPHY: I see. Would you like to do some men's clothes?  
Would you like to do men's clothes?

BRACKEN: (INT.) It was very pretty.

HEAD: Well, I did a sarong for Bob Hope and one for Bing  
Crosby and one for Eddie and they're the most  
difficult things I ever did.

MURPHY: Oh. We never knew that about you Eddie.

AVERBACK: Well, George, we missed that question so Lucky  
Strike is sending to Mr. William Tobias of 3025  
Washington Boulevard, Ocean Park, California his  
choice of an RCA Victor television set or a radio  
phonograph, a year's admission to the Dome theatre  
and with his compliments 20,000 Lucky Strike  
Cigarettes to the American Lake, Washington Veterans  
Hospital.

ATX01 0311346

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Commercial #3

AVERBACK: George Murphy will be back in just a moment with another question to baffle the masterminds. But first ...

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

SHARBUTT: A recent impartial survey shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined!

RUYSDAEL: LUCKY STRIKE -- FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDALE: FIRST AGAIN WITH TOBACCO MEN -- first again with the men who can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

SHARBUTT: You've heard the survey results. Now here's what Mr. Alexander G. Irvin, veteran independent tobacco warehouseman, from Reidsville, North Carolina recently said:

VOICE: For a good many seasons, I've seen the makers of Lucky Strike buy fine, ripe, mellow tobacco ... tobacco you just can't beat for real smokin' quality. I've smoked Luckies 14 years!

(MORE)

ATX01 0311347



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Commercial #3 (Cont'd.)

SHARBUTT: So for your own real, deep-down smoking enjoyment,  
smoke the smoke tobacco experts smoke! Light up  
a Lucky and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. So round, so  
firm, so fully packed, so free and easy on the  
draw -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men!"  
That's cute! Reminds me to get a carton of  
Luckies.

MUSIC: (CODA)

ATX01 031134B

MURPHY: Now this question calls for some quick thinking and some polite name calling -- and by all means let's keep it on the polite side. Mrs. Dorothy Semle of Howard Beach, Long Island, New York, and she wants you to identify some pet names and some odd names used in pictures. All right. In the picture "To Have and Have Not" who was called "Slim" in the picture. "Slim" in the picture "To Have and Have Not." Mr. Reagan?

REAGAN: Lauren Bacall.

MURPHY: Lauren Bacall. You should know that Mr. Reagan, I believe. You're contract to Warner Brothers where the picture was made. Is that right?

REAGAN: Glad you got that in.

MURPHY: Oh, I see. The character of "Trudy Kockinlooka" appears in what picture? Oh - Mr. Bracken has two hands up.

BRACKEN: She had six children, I remember.

GWYNN: (INT.) By you.

MURPHY: The question is - appears in what picture. What was the name of the picture, Mr. Bracken?

BRACKEN: Was it "The Miracle of Morgan's Creek."?

MURPHY: It could be "The Miracle of Morgans Creek" Miss Gwynn, did you want to say something?

GWYNN: I thought it was the Miracle of Bracken's Creek.

MURPHY: Oh, I see and - ah - now please identify "Small Time and Big Time."

BRACKEN: (INT.) Heels Beels and Acres O'Rielly.

MURPHY: No. Mr. Reagan?

REAGAN: "Small time and Big Time" - ah - Jack Carson was "Big Time" and gosh darn it I don't know the name of the kid that - that played the son.

MURPHY: You really don't?

REAGAN: But it was in a picture with Annie Southern and it was "April Showers."

MURPHY: You'll have to - the name of the picture is right - but you'll have to tell me who the other one is or I'm afraid we've missed this --

REAGAN: Missed it uh - and he's probably a member of the Guild, and I'll never get his vote again, will I?

MURPHY: I'm afraid we missed that one, Hy, what happens.

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AVERBACK: Well, we did miss so Lucky Strike is sending to Mrs. Dorothy L. Semle of 9707 163 Avenue, Howard Beach, Long Island, New York her choice of an RCA television set or radio phonograph a year's admission to her favorite home town movie theatre and with her compliments 29,000 Lucky Strike Cigarettes to the St. Cloud, Minnesota Veterans Administration Hospital.

MURPHY: And how did we do tonight, Hy?

AVERBACK: Well, the score will be right up, George, but first a word to our listeners. Send your questions with your answers about Hollywood and motion pictures to LET'S TALK HOLLYWOOD, BOX 100, Hollywood, California. Be sure to include the name of your favorite home-town movie theatre. If your question is used and our masterminds fail to answer it correctly, you will receive an RCA Victor eye-witness television set worth \$1000 installed or if you prefer, an RCA Crestwood radio phonograph combination with \$100 worth of records and a year's admission for you and a guest to your favorite home-town theatre.

RUYSDAEL: And, in addition, thousands of those Lucky Strike Cigarettes will be sent, with your compliments, to a Veterans Administration Hospital.

ATX01 0311351

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**AVERBACK:** Each person whose question is used on this program will receive a five-year subscription to Photoplay Magazine. All questions become the property of LET'S TALK HOLLYWOOD, and we reserve the right to edit your questions to fit the program and will select those questions, which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the questions used.

**MURPHY:** By the way, if you haven't heard your question used don't be discouraged - send in another - just keep trying. Now I've just been handed the score and tonight Lucky Strike has sent all our prizes to four winners and to the patients in four Veterans Administration Hospitals 121,000 Lucky Strike Cigarettes have been sent, with the winner's names and home-towns banded on each package. That makes a grand total of 835,000 Lucky Strike Cigarettes sent to Veterans Hospitals so far this season. Now, I'd like to thank Edith Gwynn, Eddie Bracken, Miss Edith Head, and Ronald Reagan for being with us tonight. Next week on LET'S TALK HOLLYWOOD, we will have as our guests Erskine Johnson, Eddie Bracken, of course, motion picture director George Sidney, and Eve Arden. And we are also looking forward to future visits from Van Johnson, Rosalind Russell, Bob Montgomery and many other of your Hollywood favorites. (MORE)

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MURPHY:  
(CONT'D)

So thanks for those swell questions. Send in as many as you like, as often as you like. This is George Murphy saying goodnight.

(APPLAUSE)

RUYSDAEL:

George Murphy appeared through arrangement with Metro Goldwyn Mayer producers of "Julia Misbehaves," starring Groer Garson and Walter Pidgeon.

ANNOUNCER:

This is N.B.C. - THE NATIONAL BROADCASTING COMPANY.

ATX01 0311353

**Radio Program** *prepared and produced by...*  
**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**AS BROADCAST**

Client: THE AMERICAN TOBACCO COMPANY

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00 - 7:30 PM PDST

Date: AUGUST 22, 1948 - #8

Repeat: 8:30 - 9:00 PM PST  
9:30 - 10:00 PM PDST  
(By Transcription)

"L E T ' S T A L K H O L L Y W O O D"

LET'S TALK HOLLYWOOD  
AUGUST 22, 1948

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COMMERCIAL #1

ORGAN: LUCKY DAY (16 BARS UP, FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... with MGM star George Murphy  
as Master of Ceremonies ... Erskine Johnson ... Eddie  
Bracken ... George Sidney ... and Eve Arden.

(MUSIC OUT)

RUYSDAEL: LET'S TALK HOLLYWOOD ... presented by America's  
largest selling cigarette... LUCKY STRIKE!

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

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: More independent tobacco experts smoke Lucky Strike  
regularly than the next two leading brands combined!

SHARBUTT: So for your own real deep-down smoking enjoyment --  
take a tip from the experts. Light up a Lucky  
and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

(MORE)

ATK01 0311355



LET'S TALK HOLLYWOOD  
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COMMERCIAL #1 (CONT'D)

SHARBUTT: Lucky Strike means fine tobacco! So smoke the  
smoke tobacco experts smoke, Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

LET'S TALK HOLLYWOOD  
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AVERBACK: At the close of tonight's program, we'll tell you how you can try to baffle our masterminds, win a television set and other prizes. And now here's your Master of Ceremonies - George Murphy!

(APPLAUSE)

MURPHY: Thank you, thank you Hy Averback and good evening ladies and gentlemen. Well I am now ready to query the masterminds, but whether they are ready for me remains to be seen. Incidentally, you listeners are sending in some awfully good Hollywood questions and I know that the members of our board tonight, sitting there at the table, would feel a lot more at ease right now if they had an idea what tonight's questions are going to be. But they don't. Before they find out the hard way, I'd like to introduce you to our board for tonight. First on my left is Mr. Erskine Johnson, widely syndicated columnist; next to him, Mr. George Sidney, well-known Metro Goldwyn Mayer director; next, Eve Arden, one of the screens finest comedionnes; and our own, answer to the old question which came first the chicken or the egg, Eddie Bracken. Well Eddie are you ready for tonight's festivities?

BRACKEN: (CACKLES)

ATK01 0311357

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MURPHY: Well, I'm not sure what that proves, but I'm sure of one thing - we're ready for the first question and here it is. They're at the post and they're off and so are we. Right into the strait-a-way with this very horsey question from Mr. Norman Gross of Denver, Colorado. In a recent picture the action revolves around Butch Jenkins information about horse racing. How did Butch get information?

BRACKEN: He dialed the number.

MURPHY: No, Mr. Bracken and I will -- I'm afraid -- Miss Arden?

ARDEN: He talked to horses. In "The Boy Who Talked to Horses" - "The Man Who Talked to Horses" - "Butch Jenkins Talks to Horses."

MURPHY: That is exactly --

BRACKEN: (INT) "My Brother Talks to Horses."

SIDNEY: "My Brother Talks to Horses."

MURPHY: "My Brother Talks to Horses." Thank you for the assistance, Mr. Sidney. In the "Green Grass of Wyoming" a champion trotter loses a very important race. Name the horse and tell us why the horse lost the race.

BRACKEN: Well, it was one of Bing Crosby's horses and the reason it lost was because I had two bucks on it.

ATX01 031135B

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MURPHY: No, no. That could happen that way. That happened very often but not in this particular --

BRACKEN: "Green Grass of Wyoming"?

MURPHY: "Green Grass of Wyoming."

BRACKEN: It lost and ah- ah - the reason that it lost was because it was going to have a colt.

MURPHY: That's right. Now can you name the horse? Have half of the question correct.

BRACKEN: Name the horse. Was it Thunderhead?

MURPHY: No.

BRACKEN: No?

MURPHY: No. Mr. Johnson?

JOHNSON: Crown Jewel.

MURPHY: Crown Jewel. Mr. Johnson you amaze me with your knowledge.

(APPLAUSE)

MURPHY: Now there was a wonderful four-footed critter in Walt Disney's picture "Melody Time." We want the name of the nag and the two cartoon characters who rode him. In Walt Disney's picture "Melody Time." Miss Arden?

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ARDEN: I don't think I know enough of the answer. Was it Pecos Bill's horse?

MURPHY: Ah - ah.

JOHNSON: Was it a real horse or an animated horse?

MURPHY: No. It was a cartoon horse. This was in "Melody Time", which was a cartoon as I have stated. Miss Arden I think that I should accept that - that answer. The question, as you remember, "two characters who rode him," and Pecos Bill is right.

ARDEN: Pecos Bill and the girl.

MURPHY: Do you remember who the girl was. Oh, I've never seen such sun-dried faces.

BRACKEN: I didn't ride the horse. I had nothing to do with the horse.

ARDEN: (INT) Well, you should --

JOHNSON: Roy Rogers.

MURPHY: I beg your pardon, Mr. Johnson.

JOHNSON: Roy Rogers.

MURPHY: No. No.

JOHNSON: He was in the picture.

MURPHY: Yes. Roy Rogers was in the picture.

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JOHNSON: Wasn't he riding the horse?

MURPHY: And I'm afraid I am going to have to do a thing that I enjoy more than anything else. Give away -- what do we give away Hy when they miss?

AVERBACK: Well the - ah - our masterminds failed to answer our first question so Lucky Strike is sending to Mr. Norman Gross of 525 Jackson Street, Denver, Colorado, an RCA Victor television set, which retails for approximately \$1000 installed or an RCA Victor radio-phonograph plus \$100 worth of records and a certificate of admission, good for an entire year for two, at the Fox theatre in Denver.

RUYSDEL: And to all the patients of the Veterans Administration Hospital in Topeka, Kansas, we're sending 27,000 Lucky Strike cigarettes, each package banded with Mr. Gross' name and home town. Our best wishes go along with those Luckies.

MURPHY: Now the correct full answer would be the horse's name was "Widowmaker" and Pecos Bill rode him and also Aslewfootslew and Roy Rogers, if you remember, told the story. I see now that Mr. Johnson remembers very well now that I told him.

ARDEN: (INT) I couldn't --

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MURPHY: As everyone knows the easiest way to get started on a motion picture career is to simply walk into a studio and announce that you're ready to start being an actor, it says here. But Edith Lard of Vincenttown, New Joisey - New Jersey - points out there is also -

BRACKEN: (INT) That's a good way to start George.

MURPHY: A hard way and she should know. Yes - and wants to see if you can name three well-known actors and actresses who began their theatrical career as dancers and later became noted for their acting? Ah - Mr. Sidney?

SIDNEY: George Murphy.

MURPHY: Well - ah - I guess I should accept that. The jury is still out though - they're not quite certain whether I'm an actor or not. That's one. Miss Arden?

ARDEN: Ah - June Allyson and Van Johnson.

MURPHY: That is right. Van Johnson - that's two more. June Allyson is one lady - ah - Mr. Bracken do you have any ideas or is that your natural posture?

BRACKEN: Gene Kelly. He's still a dancer though, isn't he?

SIDNEY: He's still a fine actor.

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MURPHY: Yes. I'm speaking now of people who primarily just do straight acting parts in pictures and do not dance. Gone still dances. Miss Arden?

ARDEN: Joan Crawford.

MURPHY: Joan Crawford. That's exactly right. That's two ladies.

BRACKEN: (INT) Ginger Rogers.

MURPHY: Ginger Rogers is three for the ladies.

SIDNEY: Walter Houston.

BRACKEN: That's true.

JOHNSON: He was a song and dance -

MURPHY: Walter Houston was a song and dance man and you amaze me - a man so young should know about that situation. That happened a long time ago, and I think you have it right. Exactly.

BRACKEN: Well, George, you know he was right so --

MURPHY: Yes, I did and then there's also Clifton Webb, and George Raft, James Cagney. I remember when I first met Jim Cagney. He was a dancing instructor in Michaels Hall in New York. Now - ah --

ARDEN: (INT) George?

MURPHY: Yes, Miss Arden.



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ARDEN: I know you started as a dancer but in your last picture I saw you playing a cop with flat feet on a beat. What happened -- did your arches break down?

MURPHY: As a matter of fact -- no -- no -- but I broke down, and I always break down and play any part they ask me to. As a matter of fact, I did start as a dancer. I appeared the first time publicly with Fred Waring's band in believe it or not - Jackson Prison, Michigan. It was a benefit performance. As soon as the benefit was over I decided to go straight, and I play cops as many times as I get a chance from now on.

BRACKEN: (INT) That was the longest run you ever had - you were there for two years weren't you, George?

MURPHY: No, no not quite. Will you now - would you name the picture in which Greta Garbo did a solo dance.

BRACKEN: "I Walk Alone."

MURPHY: No. This is a dance not a walk. Miss Arden?

ARDEN: "Matri Hari."

MURPHY: "Matri Hari" is right. And now can you name -

(APPLAUSE)

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MURPHY: Can you name the picture in which Miss Shirley Temple first danced and whom did she dance with, Erskine Johnson?

JOHNSON: "Stand Up and Cheer", with Jimmy Dunn.

MURPHY: Oh you are so smart. You haven't seen these questions before have you Mr. Johnson. I don't see how you could have possibly gotten into the safe in which I keep them locked up in.

JOHNSON: Another one was "Baby Take a Bow."

MURPHY: That's right. That's right.

SIDNEY: (INT) He could even tell you what page she --

MURPHY: You answered that correctly. Now masterminds you are each about to read an entry in a diary - strictly an imaginary diary - sent in to us by J. F. Schmidt of New York City. Now here's how it works. You will each read an entry then the other masterminds will try to name the Hollywood star who might have written that entry while working on a certain picture. Now - ah - if you don't mind Mr. Sidney, I wish you'd start us off. You read your entry while the other masterminds will try to name the actor and the picture. Mr. Sidney are you ready sir?

SIDNEY: As ready as I'll ever be.

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MURPHY: As you might say on stage 27 'roll the cameras - start the action.'

SIDNEY: "Dearest Diary: I'm on the verge of doing it and when I have done it I shall say 'It is a far far better thing than I am doing than I have ever done. Farewell Anita. It is did.'"

MURPHY: Now the other three try to -- Mr. Bracken, do you have an idea?

BRACKEN: Is that Ronald Colman?

MURPHY: Yes, But you have to also name the picture. Miss Arden?

ARDEN: "A Tale of Two Cities."

MURPHY: "A Tale of Two Cities" is exactly right. It's not part of the question, but do you remember the character - the name of the character.

ARDEN: Sidney Carton.

MURPHY: Sidney Carton is exactly right. Oh, you're wonderful besides being so beautiful. Mr. Johnson?

JOHNSON: I thought it was Errol Flynn.

MURPHY: No the indicated answer was Ronald Colman. But I'm sure that Mr. Flynn would be very flattered by Mr. Sidney's rendition. George, you are to be congratulated.

(MORE)

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MURPHY: Any time that Colman is busy or tired and doesn't  
(Cont'd) want to appear on the set, I'm sure that you can  
take his place

SIDNEY: It doesn't do me any good with Jack Benny, though.

MURPHY: Oh, Jack would be very upset. Incidentally, Jack  
hasn't given back that Oscar yet. Now - ah -  
Erskine we're ready for your reading of the  
imaginary diary and if you don't mind with passion,  
feeling, fever - Erskine are you all set?

JOHNSON: I'm all set George.

MURPHY: Let her go.

JOHNSON: One - two - three - four - five - six words. "Oh,  
diary it's good, it's good."

MURPHY: Would you mind doing that again. I don't know  
whether you have helped the other masterminds or  
confused them by that reading. Let's just try it  
again.

JOHNSON: I confuse myself on this show. Last week - the  
week before - I had to do a Tarzan's yell.

MURPHY: Oh, this is a versatile show.

JOHNSON: Your going to have to get me an actor's part.

MURPHY: Yes. Now could -

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JOHNSON: "Oh, diary it's good, it's good."

MURPHY: Miss Arden?

BRACKEN: (INT) Campbells Soup.

SIDNEY: Campbells Soup.

MURPHY: Miss Arden?

ARDEN: It's Uncle Chris - "I Remember Mama".

MURPHY: The picture is right.

JOHNSON: My voice was too deep.

MURPHY: The picture is right. I think maybe the voice --

BRACKEN: Well, Irene Dunne. Mama, isn't it?

MURPHY: Ah that's the helping hand that Mr. Bracken always comes through with. Between you you go it. It was Irene Dunne in "I Remember Mama" when she talked to the diary. Yes, I believe Irene Dunne in that picture mothered three girls and a boy and then in Warner Brothers picture "Life With Father" she mothered four red-headed boys and of course the father too and it seems to me that - that ought to make her the top contender for the screen mother of the year, which very joyfully brings us to you, Eve. Your diary please.

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ARDEN: Well this really could take me two or three hours to get in the mood, but I'll try.

MURPHY: Well, you'll have to boil it down as we're going to be limited.

ARDEN: "Dearest Diary: Today the master fell for me right in the middle of the pond. So I wrapped him in a blanket, massaged him and gave the mug a slug of glug."

MURPHY: Very well. Mr. Bracken?

BRACKEN: That's Loretta Young in "The Farmer's Daughter."

MURPHY: That is right. That is right. And now--

ARDEN: I think I should have a small Academy Award.

MURPHY: I think you should. I think you should. I think that was a wonderful rendition. And now the inevitable approaches and that means we've arrived at your turn, Mr. Bracken. Would you please, Eddie would you read your page in the imaginary diary.

BRACKEN: "Ah, sweet innocent diary. Night's awesome shades have fallen and I stand on the threshold of my greatest triumph."

MURPHY: (INT) He even looks the part.

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BRACKEN: "Yea, the hour has struck. The flask is in my hand. I raise it to my ruby lips and imbibe and ergo then - then I shall be smoking on the inside and gruesome on the outside."

MURPHY: Oh, he really rattled that out.

(APPLAUSE)

MURPHY: Really tore that one off. Have you any idea about that. Miss Arden?

ARDEN: Well, I would say John Barrymore and it could be "Hamlet", but I'm a little worried about that.

MURPHY: You have half of the question correct. The other half -- Mr. Sidney?

SIDNEY: "Jekyll and Hyde."

MURPHY: That is right. Between the two -- you people are working very well in pairs tonight. That's exactly right. Well - Eddie - thank you very much-

JOHNSON: (INT) Fredrick March played in that picture.

MURPHY: I beg your pardon.

SIDNEY: What about Spencer Tracy?

JOHNSON: Frederick March.

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MURPHY: Spencer Tracy and Frederick March. That's right. That kinda of -- they could have grouped up but they did it one at a time. And Eddio, thank you very much for giving us that fine piece of ham to go with the egg that you laid early in the program.

(INSERT COMMERCIAL NO. 2)



LET'S TALK HOLLYWOOD  
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COMMERCIAL #2

AVERBACK: Before George Murphy returns with more questions to  
baffle our master minds, a word about America's  
largest selling cigarette ...

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

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: More independent tobacco experts smoke Lucky Strike  
regularly than the next two leading brands combined!  
Yes, more than the next two leading brands combined!

RUYSDAEL: And in addition, Lucky Strike alone holds the  
distinction, as it has for many years, of being  
America's largest selling cigarette! America's  
largest selling cigarette!

SHARBUTT: This leadership of Lucky Strike with smokers like  
you and me -- and with the experts, too -- is a  
tribute to the fine quality tobacco in each and  
every Lucky Strike cigarette. So for your own real  
deep-down smoking enjoyment, look to the leader --  
light up a Lucky and puff by puff, you'll see!

RUYSDAEL: LS - MFT  
LS - MFT

(MORE)

LET'S TALK HOLLYWOOD  
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COMMERCIAL #2 (CONT'D)

SHARBUTT: Lucky Strike means fine tobacco! And fine tobacco  
is an important reason why Lucky Strike is  
America's largest selling cigarette.

RUYSDAEL: So smoke that smoke of fine tobacco -- Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

LET'S TALK HOLLYWOOD  
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VERBLICK: And now back to Erskine Johnson, Eddie Bracken, George Sidney, Eve Arden, and the man in the middle, George Murphy.

MURPHY: Alexander Dumas' famous classic "The Three Musketeers" has been a great favorite both as a book and as a basis for a successful motion picture, so Adam Solohub of Brackton, Mass. would like to know about the men who swore "All for one, and one for all". In other words, he would like you to name the musketeers.

BRACKEN: Dewey, Truman and Wallace.

MURPHY: I ... I ... I see indecisive hands up. Oh, Miss Arden.

ARDEN: Athos, Portos, Aramis and d'Artagnan.

MURPHY: That is right, that is exactly right.

(BRACKEN AD LIBS IN BG)

JOHNSON: I thought it was Manny, Moe and Jack.

MURPHY: No, that's a used car lot, I believe, along with "Honest John" or maybe John is the formal for Jack. I don't know. "The Three Musketeers" has been filmed under that title three or four different times now - I think in 1921, 1935, 1939 and again in 1948. Can you name two of the stars who played the role of d'artagnan? Mr. Sidney.

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SIDNEY: Well, in the one we just finished, it was Gene Kelly.

MURPHY: I see.

SIDNEY: In 1921 it was Douglas Fairbanks.

MURPHY: That is right.

SIDNEY: Douglas Fairbanks, Sr.

MURPHY: Douglas Fairbanks, Sr. Now, could you name one other?

ARDEN: Didn't John Gilbert do it?

MURPHY: No, he did not.

SIDNEY: Walter Abel.

MURPHY: Walter Abel. That is very good. You've gotten three out of four that did it.

SIDNEY: It was done in France also once, but it was never shown in this country.

MURPHY: Well, you see that proves that I wasn't a very good student of French. I never realized that picture was done in French. And reading the newspapers I should have known that. I just saw MGM's new technicolor version of "The Three Musketeers." This doesn't count but could you tell me who is the latest d'Artagnan.

SIDNEY: Gene Kelly.

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MURPHY: You should know something about that. Lana Turner and June Allyson, I believe, were also added in case that Gene Kelly is not enough to draw you into the theater. You had something to do with that picture, didn't you, Mr. Sidney?

SIDNEY: I directed the picture.

MURPHY: I understand that you're to be congratulated, that it's a very, very fine job. Mr. Sidney, Lorre ... Mr. Sidney Lorre of Minneapolis, has sent a very interesting question dealing with sounds in pictures. All right, now, the two sound effects that you will be hearing should give you the clue to the action of a certain young lady and what her action did to an entire community. You listen and please name the picture. Sound man, are you ready? Let 'er go!

(SOUND)

BRACKEN: "Getting Gertie's Garter"?

MURPHY: No...no...Mr. Bracken, but by a wild stretch of my imagination, I can see what you mean. Oh, look at--

BRACKEN: (INT) Could we hear it again? It's very pretty.

MURPHY: Would you like to hear it again?

JOHNSON: We'd love to.  
ARDEN:

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MURPHY: Once more, please

(SOUND)

MURPHY: Oh, look at those faces.

BRACKEN: Mr. Underwood meets Mr. Remington?

MURPHY: No ... no, -- Mr. Johnson?

JOHNSON: I don't know the name of the picture but I think Betty Grable had something to do with it. And I don't know why.

BRACKEN: "Mother Wore Tights"?

MURPHY: You don't know why. How do you get those strange answers, Mr. Johnson? You think Betty Grable -- you're not thinking --

BRACKEN: (INT) "Mother Wore Tights"?

MURPHY: No ... no.

SIDNEY: "The Shocking Miss Pilgrim".

MURPHY: "The Shocking Miss Pilgrim" -- There they go again and between them they've it right. The Shocking Miss Pilgrim -- Betty Grable. Do you remember what happened -- what that sound should signify?

SIDNEY: She took up a course in typewriting. And she became the first typist in Boston.

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MURPHY: Oh, you're the smartest fellow in town. You're not only a fine director, but you know more --

BRACKEN: (INT) You didn't direct that one, did you, George?

SIDNEY: No, I missed out on that one.

MURPHY: That was a Fox picture or he probably would have. Now, listen very carefully to two sounds. They represent the climax action in a very fine picture which won an Academy award for its star. Name the picture from these sounds. This is a very difficult one.

(SOUND)

BRACKEN: It has something to do with a jackpot. I know that.

MURPHY: No. That is not the Pot of Gold, either.

SIDNEY: It was Jack Ford's "The Informer". The actor was Victor McLoughlin.

ARDEN: Yes.

MURPHY: Yes. That is wonderful. Wonderful. Could you... could you ... tell us how you arrived -- by what reasoning you arrived -- at that answer from the sounds that you heard.

SIDNEY: Well, he was ... as the title says ... he was an informer and they were chasing him down and they --

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MURPHY: (INT) They found that he had the money that he had been paid for ... for giving that information, is that right? Mr. Johnson?

JOHNSON: That sound effect. I thought it was "I Walk Alone" on bank night.

MURPHY: That is a picture that we haven't made yet, but thank you very much for the idea. I shall pass it on to some of my producer friends. Now, this last one is quite difficult. We're going to give you a sound that wasn't heard ... A British big game hunter loads his rifle, lifts it, spots his quarry square in his sights. Then in the moment we most expect it, we do not hear a sound and here is the sound and tell us why we did not.

(SOUND)

BRACKEN: I heard it.

MURPHY: Don't be afraid, Miss Arden. That's all done with blanks. It's perfectly all right. You're safe for the moment.

ARDEN: I'm afraid to death but if I can hear myself at the moment.

MURPHY: You have the answer, I believe?



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ARDEN: Yes. It was Walter Pidgeon in a picture called "Manhunt", where he sights Hitler in his rifle -- he's out hunting -- and he has a chance to knock off Hitler and he doesn't do it.

MURPHY: Oh, I'm glad to see that you not only see but you remember a picture.

(APPLAUSE)

MURPHY: By the way, Miss Arden, in your last picture "One Touch of Venus", there is a very lovely sound that really starts all the excitement. Since we're on sound questions, would you mind making that sound for us?

ARDEN: Yes, I think I could do that for you, George. Coming right at you.

(SOUND OF KISS)

MURPHY: Oh, that's wonderful ... thank you very much. I shall put that among my souvenirs and save it.

ARDEN: Yes, I'll do that ...

MURPHY: Incidentally, I haven't seen that picture but I do know Bill Sider who directed it very well and he assures me that it is a picture he is quite proud of and he's had a long successful career so I'm sure it is a fine picture.

ATX01 0311380

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ARDEN: Yes, I'm sure it is getting a very nice write-up.

MURPHY: Now right about this time, Americans of every age and description get the yen for hot dogs, pink lemonade, candy apples, clowns and lovely bare-back riders and they hit the sawdust trail to the big tent. Yessir, the circus has come to town -- every town -- in America. Now, Mrs. L. A. Walstenholm of Peoria, Illinois, wants you to name the picture which features a bushy wild-eyed character who was willing to eat raw meat. What was the name of the picture, Mr. Bracken?

BRACKEN: "The Man Who Came To Dinner"?

MURPHY: No. As I remember that the meal was well cooked in that, Mr. Bracken. This fellow is willing to eat raw meat.

BRACKEN: He's willing to eat raw meat?

MURPHY: Yes, he is.

BRACKEN: And he has bushy eyebrows.

MURPHY: Yes, very bushy.

BRACKEN: John L. Lewis.

MURPHY: No. No. I'm afraid that you've missed ...

BRACKEN: (INT) Tarzan.

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MURPHY: What?

BRACKEN: Tarzan.

MURPHY: No, no, not Tarzan. No it was "Nightmare Alley". Remember the Geek in "Nightmare Alley", played by Tyrone Power? The Geek in "Nightmare Alley". So we've missed that but let's go on and finish the question just for fun. Many of the town's picture stars cut their eye-teeth in show business as circus performers. Can you name a star who once worked as an animal tender? In fact, he had charge of an elephant. Mr. Sidney?

SIDNEY: Wallie Beery.

MURPHY: Wallie is right. And then there is another star - a new star who not so long ago performed on a high trapeze. Do you know who that would be? Eve?

ERDEN: Burt Lancaster.

MURPHY: Burt Lancaster. That is right. Well, Hy, we missed that one and what happens when we miss?

EVERBACK: Well, in that case, Lucky Strike is sending to Mrs. L. A. Wolstenholm, 906 State Street, Peoria, Illinois her choice of an RCA television set or a radio-phonograph, a year's admission to the Madison Theatre, and with her compliments, 35,000 Lucky Strike cigarettes to the Canandaigua, New York hospital.

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MURPHY: Incidentally, Mr. Bracken, I understand that you're going to appear in a circus here locally pretty soon. Is that right?

BRACKEN: Yeah. I'm going down to the circus - Barnum and Bailey, that is - Charity Show for St. John's Hospital.

MURPHY: That's right. That is on Sept. 4 at the Pan-Pacific Grounds. I understand that is going to be a great show and all the stars are going to be there. Is that right?

BRACKEN: That's right. Well, the reason I'm doing it is that three of my babies were born there. So I feel that I have to do something for them.

MURPHY: I couldn't think of a better reason. As a matter of fact, it is going to be one of the big Charity Shows of the year. Now, Mr. Richard Christiansen of Oklahoma City wants you to pretend that you're reading a casting board of a studio and tell us what star is being called on to play the following parts all in one picture; a self-sacrificing sister; an operatic star; an outcast of society singing in a dive; and a pioneer woman. Miss Arden?

ARDEN: Betty Hutton in "Dream Girl".

(COMMERCIAL NO. 3)

ATX01 0311383

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COMMERCIAL #3

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

RUYSDAEL: LUCKY STRIKE -- FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

SHARBUTT: A recent impartial survey shows the personal smoking preference of men who really know tobacco -- auctioneers, buyers and warehousemen.

RUYSDAEL: More of these independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes -- more than the next two leading brands combined!

SHARBUTT: You've heard the survey results. Now here's what Mr. Joseph Harrison Burnett, veteran tobacco auctioneer, from Buffalo Springs, Virginia recently said:

VOICE: At auction after auction, I've seen the makers of Lucky Strike buy fine quality tobacco ... tobacco that makes a grand smoke. I've smoked Luckies 16 years!

SHARBUTT: So for your own real, deep-down smoking enjoyment, smoke the smoke tobacco experts smoke. Light up a Lucky -- and puff by puff, you'll see:

(MORE)

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COMMERCIAL #3 (CONT'D)

RUYSDAEL: LS - MFT

LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. So round, so firm,  
so fully packed, so free and easy on the draw --  
Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men."  
That's cute! Reminds me to get a carton of Luckies.

MUSIC: CODA

ATX01 0311385

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MURPHY: Now here's a good subject for discussion at any time. The ladies. Oh, bless the ladies. Sally Unicklo of San Bernardino, California wants you master minds to take recognition of the fair sex by trying to fit the names of the familiar stars to the titles of some recent pictures. All right, here we go. What actress played the "Dishonored Lady"? Miss Arden.

ARDEN: Hedy Lamarr.

MURPHY: Hedy Lamarr. Who was "The Woman On the Beach"? Mr. Sidney?

SIDNEY: Joan Bennett.

MURPHY: Joan Bennett was right. Who --

BRACKEN: (INT) I thought she was in the window.

MURPHY: She was in the window and was on the beach. In two different pictures. In pictures it's possible, anything can happen.

BRACKEN: Oh, that woman is all over.

MURPHY: Who was "That Girl from Manhattan"? Mr. Johnson?

JOHNSON: Ginger Rogers.

MURPHY: No, I'm afraid we've missed that...

BRACKEN: My wife's from Manhattan.

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MURPHY: "The Girl from Manhattan" was Dorothy Lamour.  
Now who were the "Three Little Girls in Blue"?  
Miss Arden, do you remember this?

ARDEN: June Haver, Vera Ellen. Celeste Holm wasn't one  
of them.

MURPHY: Well, we've missed the question so I'll tell  
you -- it was ...

BRACKEN: Betty Grable.

ARDEN: Yes.

MURPHY: Vivian Blane. And since we've missed, Hy, will  
you tell us the happy news?

ARDEN: Well, Lucky Strike is sending to Miss Sally Unickle,  
1836 Arrowhead Avenue, San Bernardino, California  
her choice of an RCA television set or a radio  
phonograph, a year's admission to the Fox Court  
Theater, and with her compliments, 39,000 Lucky  
Strike Cigarettes to the Perry Point Veterans  
Hospital.



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MURPHY: Now, Director Alfred Hitchcock is famous for his outstanding pictures of intrigue and mystery. He is also well-known for his weiqhy figure and for the way in which he works that figure into each picture he directs, so Mr. Edward Low of New Rochelle, New York wants you to try to remember where Mr. Hitchcock was seen in his picture "Spellbound"?

BRACKEN: On the screen.

MURPHY: On the screen. Yes, Mr. Bracken, but where in the story on the screen? Mr. Sidney?

SIDNEY: He was sitting on a train with a full house, I believe -- he was playing cards -- and the camera came up to the deck of cards in his hands.

MURPHY: On the train, was it? Are you sure? Mr. Johnson.

JOHNSON: It was close to the train. It was a a railroad station.

MURPHY: That is right. It was on the station platform. That is exactly right. Thank you very much. All right, Hy, how did we do?

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AVERBACK: Well, the score will be right up, George. But first a word to our listeners. Send your questions, with your answers, about Hollywood and motion pictures to LET'S TALK HOLLYWOOD, BOX 100, HOLLYWOOD, CALIFORNIA. Be sure to include the name of your favorite home-town movie theater. If your question is used and our master minds fail to answer it correctly, you will receive an RCA Victor eye-witness television set worth \$1000 installed, or, if you prefer, an RCA Victor Crestwood radio-phonograph combination with \$100 worth of records and a year's admission for you and a guest to your favorite home-town theatre.

RUYSDAEL: In addition, thousands of those Lucky Strike Cigarettes will be sent with your compliments to a Veterans Administration Hospital.

AVERBACK: Each person whose question is used on this program will receive a five-year subscription to Photoplay Magazine. All questions become the property of LET'S TALK HOLLYWOOD, and we reserve the right to edit your questions to fit the program and will select those questions which in our judgment are most suitable and interesting. In the event of similarity, we will be the solo judge of the question used.

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MURPHY: By the way, if you haven't heard your question, don't be discouraged. Send in another. Just keep on trying. Now, I have just been handed the score and tonight Lucky Strike has sent all our prizes to three winners and to the patients in three Veterans Administration Hospitals 101,000 Lucky Strike Cigarettes have been sent with the winners' names and hometowns banded on each package. That makes a grand total of 936,000 Lucky Strike Cigarettes sent to Veterans Hospitals, so far this season. Now I want to thank Erskine Johnson, Eddie Bracken, George Sidney and Eve Arden for being with us tonight. Next week on LET'S TALK HOLLYWOOD we will have as our guests Edith Gwynn, Eddie Bracken, Pine & Thomas and Walter Pidgeon. Thanks for all those swell questions. Send in as many as you like as often as you like. This is George Murphy saying goodnight.

(APPLAUSE)

RUYSDAEL: George Murphy appears by arrangement with Metro Goldwyn Meyer, producers of "Julia Misbehaves" starring Greer Garson and Walter Pidgeon.

(MORE)

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RUYSDAEL: This is Basil Ruysdael speaking for Lucky .  
(Cont'd) Strike, America's largest selling cigarette.

ANNOUNCER: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

**Radio Program** *prepared and produced by...*  
**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

**AS BROADCAST**

Client: THE AMERICAN TOBACCO COMPANY

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00 - 7:30 PM EDT

Date: AUGUST 29, 1948 -- #2

Repeat: 8:30 - 9:00 PM PST  
9:30 - 10:00 PM PDST  
(By Transcription)

"LET 'S TALK HOLLYWOOD"

9/22/48

COMMERCIAL #1

ORGAN: LUCKY DAY (16 BARS UP, FADE TO BG)

SHARBUTT: LET'S TALK HOLLYWOOD ... with MGM star George  
Murphy as Master of Ceremonies ... Edith Gwynn ...  
Pine and Thomas ... Eddie Bracken ... and  
Walter Pidgeon.

(MUSIC OUT)

RUYSDAEL: LET'S TALK HOLLYWOOD ... presented by America's  
largest selling cigarette ... LUCKY STRIKE!

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

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: More independent tobacco experts smoke Lucky Strike  
regularly than the next two leading brands combined!

SHARBUTT: So for your own real deep-down smoking enjoyment --  
take a tip from the experts -- light up a Lucky,  
and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

(MORE)

ATX01 0311393

COMMERCIAL #1 (CONT'D)

SHARBUTT: Lucky Strike means fine tobacco! So smoke the  
smoke tobacco experts smoke, Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME AND CODA

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AVERBACK: At the close of tonight's program, we'll tell you how you can try to baffle our masterminds, win a television set and other prizes. And now here's your master of ceremonies, George Murphy!

(APPLAUSE)

MURPHY: Thank you, thank you Hy Averback. Good evening ladies and gentlemen. Well the scene is set, the cast is ready, the lights are up - so let's get started - roll them - LET'S TALK HOLLYWOOD. Now I'm at my table with a stack of swell Hollywood questions sent in by you listeners. At that other table across the stage desperately wishing that they had some idea what the questions will be is tonight's board of masterminds. So before we confound and confuse them let's introduce them. First on the left Miss Edith Gwynn, widely syndicated Hollywood columnist; and then, pushing shoulders at their single microphone, motion picture producers Bill Pine and Bill Thomas; next to them MGM star, Walter Pidgeon; and there at the far end of the table the world's only quiz kid who shaves with a straight razor, Eddie Bracken. Eddie, I must admit that you were very sharp with your answers last week. Maybe we'll put you on the honor list and send you a star.

BRACKEN: Betty Grable or Ester Williams?

ATX01 0311395



MURPHY: Oh, oh I see. Well in that case I'll go along with you. But getting back to the business of the day, since you two Bills' Pine and Thomas occupy one place on our board you are entitled to only one answer between you. You may, however, put your heads together if you wish.

PINE: Like this?

MURPHY: Yes, yes.

BRACKEN: That's wonderful. A producer with two heads.

MURPHY: Oh, yes that's quite a novelty. They probably could make double features, don't you think, Mr. Bracken?

THOMAS: But two heads are better than one.

MURPHY: But remember we can expect just one answer from both of you. Is that clearly understood?

PINE: Yes sir.

MURPHY: Ah - well - ah - here we go. Now let's get that settled. We get down to the work with I - I find here before me. The first question. It's generally the sum total of small things in a picture that go to make a successful screen play. Now, Melvin B. McCaskey of Columbus, Ohio, points to some of those small items and defies you masterminds, and that's exactly the language he uses, to give us the picture title. (MORE)

MURPHY:  
(Cont'd)

Now here is the small item. A tray of marinated herring under a lady's bed. What picture? Oh, look at those blank faces. Ah - Mr. Bracken?

BRACKEN: "Arise My Love."

MURPHY: No, but I think I can understand your logic. "A plate of marinated herring under a lady's bed." Mr. Bracken, you're a busy boy. You had your hand up again.

BRACKEN: That was "Romance on the High Seas."

MURPHY: Do you remember who played in it?

BRACKEN: Yeah. Doris Day and Jack Carson. Doris Day was in the bed, and they put the marinated herring underneath it. She was --

MURPHY: That's right and the Doctor was sorry that the whole thing happened. Now - ah -

BRACKEN: (LH) It's kind of a fishy story no matter how you look --

MURPHY: Yes, but it's a nice picture. This - this item -- this small item was a running gag in a very successful picture. A framed motto that kept falling on the floor. Name the picture and tell us the motto.

BRACKEN: I remember Ray Milland.

THOMAS: "You Can't Take It With You."

MURPHY: Ah -- Mr. Thomas?

THOMAS & PINE: "You Can't Take It With You."

MURPHY: Yeah. I believe -- can you tell us what the motto was?

THOMAS: Something like "God Bless Our Happy Home." -- Or something like that.

MURPHY: Close but no cigarette. Try harder, Mr. Thomas.

THOMAS: "There's no place like Home."

MURPHY: No that's the -- oh, the two Thomas' and Pine's are talking over their -- Pine is rubbing his brow -- it's amazing. I'm afraid we'll have to pass that. It was "Home Sweet Home." The simple version, you see. They cut that down. Now -- now --

PINE: I was trying to help --

BRACKEN: (INT) I remember Ray Milland did an awful lot of falling on the floor in "The Lost Weekend."

MURPHY: Yes, that's right. That is exactly right. Now we missed that one, but let's go on to the third part just for fun. Can you -- you tell us -- can you tell us the picture in which a misplaced decimal point changed a man's life and was also the reason for the whole picture? Miss Gwynn?



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GWYNN: Wasn't that the Donald O'Connor picture "Are You With it."

MURPHY: "Are You With It" - that's right. Now, Hy, we missed part - the second part of the question - and when we miss, what do we do here, Hy?

AVERRACK: Well the masterminds failed to answer our first question, so Lucky Strike is sending to Mr. Melvin V. Mc Caskey of 1088 Meadowdale Avenue, Columbus, Ohio, an RCA Victor Television set, which retails approximately for \$1000 installed or an RCA Victor radio-phonograph plus \$100 worth of records. And a certificate of admission, good for an entire year for two, to the RKO Palace Theatre in Columbus.

RUYSDAEL: And to all the patients of the Veterans Administration Hospital in Downey, Illinois, we are sending 46,000 Lucky Strike Cigarettes, each package banded with Mr. Mc Caskey's name and home town. Our best wishes go with those Luckies.

MURPHY: We got off to a good start there, but we stumbled in the stretch. So let's see how we go here. Miss Mary L. McLain, of Indianapolis, would like you masterminds to try to explain some recent picture titles for her. For instance, can you tell her what the "it" refers to in the title "It Happened on 5th Avenue." Mr. Pine?

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PINE: I think Victor Moore started a - a - a building project or a home project on 5th Avenue.

MURPHY: Well- that was the result. Actually how did he go about it? Do you remember that?

PINE: Yeah, I know.

MURPHY: That's the most important part.

(HUB-HUB OF VOICES)

PINE: Go ahead, I'll give you the floor.

MURPHY: Now just a minute. I don't want this to break up a great, long business association - to see who can answer the question. Mr. Thomas, it's your turn, I think.

THOMAS: Oh - you mean you want to know the plot?

MURPHY: Well, I think that's the answer --

THOMAS: Yeah. Well he was - he was a fellow - a tramp in the park, and he went into some abandoned mansion and invited all of his friends.

MURPHY: Oh, I'm sure from the gleam in your eye that you know the whole story and I think that is exactly right.

(APPLAUSE)

ATX01 0311401

MURPHY: Now, now would you - now would you tell us why was "The Lady in the Dark"? Ah - Mr. Pine?

PINE: She was in the dark as to who to marry.

MURPHY: That's a very good answer. A very good answer. Almost as good as some of those pictures. I understand that last one "Albuquerque" is even better than that answer you just gave.

BRACKEN: I thought there was a bulb snatcher around.

MURPHY: No. And what - Miss McLain further wants to know what was the good news in the picture "Good News."

THOMAS: Because Eddie Bracken wasn't in it.

MURPHY: Oh, that's unkind. No - keep your seat Mr. Bracken, please. Please - not here. Miss Gwynn?

GWYNN: I know. Because the - the football player finally passed his exams and could play in the game.

MURPHY: Ah - yes. That's a very good answer and your answer is as good as the answer he had in the exams, because he could play in the game.

BRACKEN: (INT) That was - was the plot of "Brother Rat."

MURPHY: Yes, it was. Yes, it was. "Brother Rat" however --

BRACKEN: (INT) Pine and Thomas used it about 40 times, too.

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MURPHY: The original play "Great News", I think, had the plot first, don't you agree with that?

BRACKEN: I think so. I think so.

MURPHY: I was in the original play "Good News" some time back.

BRACKEN: I was in original play of "Brother Rat."

THOMAS: Some time back is right.

MURPHY: Well, I'm glad we were both in a play at one time, Mr. Bracken. Now, Hollywood pictures have had their share of marriage proposals of every type, style, and degree, and William D. Surgeon, of McKeesport, Pennsylvania, has thought up some imaginary proposals that fit in very well with some recent pictures. Now this calls for you masterminds to brush up on your love making - that's at least mentally, because you are going to enact the part. All right, Miss Gwynn and Walter Pidgeon, you have each been given a card containing the dialogue of an imaginary proposal. As you read your lines, the other masterminds will listen to the clues which will help them name the picture and tell us who might be proposing to whom. Now, is that clear? All right Edith, if you please, and then Walter you pick up your clue when your turn comes.

ATX01 0311403



GWYNN: "Come to me, Shorty. Oh, you chubby two legged rascal, you. According to the laws of this here township, you and me have to get hitched. Propose fasto. Ain't you goin' propose, ain't you?"

PIGEON: "Ah -- you're darned right I ain't. Let me out of here. I don't want to get married - only husbands get married. I'm just a good little boy minding my own business. I'm going to scam out of here - far away from here - help--bah ---- bah."

THOMAS: There you are Eddy.

MURPHY: Ah - that's wonderful.

(APPLAUSE)

MURPHY: I see Mr. Pine has his hand up.

PINE: That's Marjorie Main in "The Wistful Widow of Willow Gap" or something.

MURPHY: I see. You couldn't recognize the part that Mr. Pidgeon played?

PINE: Yes, that was Costello.

PIGEON: Thank you very much.

MURPHY: That's exactly right. I'm sure Costello would be very flattered with that rendition.

PINE: I would have sworn it was Abbott.

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MURPHY: That was wonderful. I am only sorry he couldn't see the expression on Walter's face.

PIDGEON: I just hope he didn't hear me, that's all.

MURPHY: Now here's another imaginary proposal that you masterminds are to name the picture and the actor who might have been involved. Now it's your turn Bills' Pine and Thomas, so how about -- you start with the dialogue if you please Mr. Thomas.

THOMAS: "Oh, marry me my sweet nector of one hundred proof arsenic. We'll go through life together having nothing but fun scaring people twenty-four hours a day. Quick before rigor mortis sets in - be my bride. How about it?"

PINE: "I didn't think you cared. Marry you? Well I am sure you'll stop running around nights with that low-life wolfman. But there is one thing that bothers me -- you're ugly -- you're so awfully ugly."

MURPHY: Ah - Miss Gwynn?

GWYNN: Well are we supposed to guess the characters or the people who played them?

MURPHY: Ah - you're supposed to guess the people who played them and the name of the picture.

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GWYNN: I'd say that was Boris Korloff and Bela Lugosi.  
Oh - oh Boris Korloff "The Bride of Frankenstein."

MURPHY: You have two-thirds of the question answered,  
Miss Gwynn.

GWYNN: Boris Korloff, and I can't remember who the girl  
was.

MURPHY: Does anybody care to help Miss Gwynn.

BRACKEN: It sounded more like Lou Costello and Marjorie Main  
all over again.

MURPHY: No. It was not. It's Korloff -

BRACKEN: (INT) Gale Sonderberg.

MURPHY: And you have the picture "The Bride of Frankenstein"  
but there was another character concerned.

BRACKEN: Was it Gale Sonderberg?

MURPHY: No. I don't want you to neglect Mr. Pine. He did  
a wonderful rendition there. I don't see how you  
could possibly miss it. Well, I'm afraid you have.  
I'm afraid you have. The other character done by  
Mr. Pine was Elsa Lancaster in "The Bride of  
Frankenstein." But just for fun - just for fun  
let's - let's go on with the last part of the  
question since we missed that. Eddie would you  
read us your imaginary proposal please.

ATX01 0311406

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BRACKEN: "Sure, sure baby. I'm different from other guys. Sure I'm crazy about you angel but -ah - none of this soft mussy talk, see. By me it's all the juice right straight from the shoulder like this here grapefruit. Right smack in your kisser."

MURPHY: (INT) Ham has gone up.

BRACKEN: "You marry me, and you'll have grapefruit every morning -- every morning before breakfast."

MURPHY: Mr. Thomas?

(APPLAUSE)

MURPHY: That's very good indeed.

THOMAS: Jimmy Cagney.

MURPHY: (INT) Mr. Thomas?

THOMAS: Jimmy Cagney in -- Jimmy Cagney in "Doorway to Heaven."

MURPHY: No.

GWYNN: No.

THOMAS: Jimmy Cagney.

GWYNN: "Public Enemy Number One."

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MURPHY: That's right. "Public Enemy." That's exactly right. And what happened there Hy? I believe we missed that one.

HY: Yes, we did George. We missed that one. So Lucky Strike is sending to Mr. William D. Surgeon, 619 Woodward Street, McKeesport, Pennsylvania, his choice of an RCA television set or radio-phonograph, a year's admission to the Memorial theatre, and, with his compliments, 31,000 Lucky Strike Cigarettes to the Bronx, New York, Veterans Hospital.

ATX01 0311408

9/22/46

COMMERCIAL #2

SHARBUTT: Before George Murphy returns with more questions to baffle our master minds, a word about America's largest selling cigarette ...

BOONE: (CHANT -- 50 to 62 -- AMERICAN)

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

SHARBUTT: More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, more than the next two leading brands combined!

RUYSDAEL: And in addition, Lucky Strike alone holds the distinction, as it has for many years, of being America's largest selling cigarette! America's largest selling cigarette!

SHARBUTT: This leadership of Lucky Strike with smokers like you and me -- and with the experts, too -- is a tribute to the fine quality tobacco in each and every Lucky Strike cigarette. So for your own real deep-down smoking enjoyment, look to the leader -- light up a Lucky and puff by puff, you'll see:

(MORE)

ATX01 0311409

COMMERCIAL #2 (CONT'D)

SHARBUTT: Lucky Strike means fine tobacco! And fine tobacco  
is an important reason why Lucky Strike is  
America's largest selling cigarette.

RUYSDAEL: So smoke that smoke of fine tobacco -- Lucky Strike.

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME & CODA

HY: And now back to Pine and Thomas, Walter Pidgeon, Edith Gwynn, Eddie Bracken and the man in the middle, George Murphy.

MURPHY: Thank you, Hy. Occasionally in motion pictures one of the characters decides that it's time to dispose of one of the other characters in the picture and sets about doing the job one way or the other. So Miss Claire Bach of Brooklyn, New York wants to see what you know about murder in pictures. In "Snow White and the Seven Dwarfs" how did the wicked witch try to dispose of beautiful Snow White. Miss Gwynn:

GWYNN: She gave her a poisoned apple.

MURPHY: That is right. That's exactly right. Miss Gwynn, may I say that is a very attractive hat you have on today. It's wonderful.

GWYNN: Thanks.

MURPHY: Can barely stick to my script here looking at it. In the picture "Guest in the House" by what method was the very unwelcomed visitor disposed of. "Guest in the House." Mr. Bracken are you picking your teeth or did you put your hand up?

BRACKEN: They took her to see one of my pictures.



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MURPHY: No, no. In the "Guest in the House" there was an unwelcomed guest -- an unwelcomed visitor.

BRACKEN: They let her cross an intersection by Hollywood and Vine.

MURPHY: No. You're guessing now. That's a guest - not a guess in the house.

BRACKEN: Guess so.

MURPHY: Mr. Bracken looks though he was just watching the time go by.

BRACKEN: I saw the picture.

MURPHY: Pine and Thomas look as though they're writing a new script over there.

PINE: I didn't see the picture.

BRACKEN: Uhm --

MURPHY: Mr. Pine has just admitted to Mr. Thomas that he didn't see the picture where upon Mr. Thomas has kicked him in the shine. I'm afraid we missed it. There was a bird that was unloosed from its cage and she was afraid - Anne Baxter -----

BRACKEN: (INT) And she was afraid of it.

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MURPHY: That's right. She frightened Anne Baxter,  
and she ran and jumped over the cliff.  
That's right. That bird just frightened  
her so that she just jumped clear over.

BRACKEN: We should get the bird for that one.

MURPHY: Yes. A Bronx bobbalink or a Brooklyn  
buzzer.

PIDGEON: It wasn't a pidgeon, George?

MURPHY: I beg your pardon? No it wasn't a pidgeon.  
It was a canary.

BRACKEN: (INT) He gets into every picture.

MURPHY: Hy, what happens in this case. Our boys  
have missed another question and missed it  
good.

HY: Yeah - they're really missing tonight,  
George. So Lucky Strike is sending now to  
Miss Claire Bach, 8735 -20th Avenue,  
Brooklyn, New York her choice of an RCA  
television set or radio phonograph, a  
year's admission to the Fox theatre and  
with her compliments 27,000 Lucky Strike  
Cigarettes to the Augusta, Georgia Veterans  
Hospital.

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MURPHY: And that brings us to a very favorite subject of mine -- music in the movies. Now Mrs. Leona Lundy of Japlan, Missouri, wants to test you on some good songs, that have come to us from the screen. So if you'll please listen and Ruth Martin will sing to us and you'll listen and then you'll tell us at the time the song was sung in a recent picture who were doing what and where were they doing it? If you're ready Miss Martin?

BRACKEN: (INT) Would you repeat that. What's the question?

MURPHY: Who were doing what and where were they doing it. Wait for the song please Mr. Bracken.

MARTIN: (SINGS)

MURPHY: Oh, that's a sweet song and it's very well sung, but I'm afraid I'm going to have to stop --

PINE: Oh, let her go. Let her go.

MURPHY: Miss Gwynn I think you had your hand up first.

GWYNN: Well that was --

ATX01 0311414

MURPHY: (INT) Well, don't shrug your shoulders. You did have your hand up, Miss Gwynn - I saw you.

GWYNN: Everybody's hand went up on that one.

MURPHY: Whose did?

GWYNN: Everybody's.

MURPHY: Everybody's. Well, well you answer - you being the lady I'll give you the preferenc

BRACKEN: (INT) Just like the umbrella.

GWYNN: Well it was "A Fella With An Umbrella" and it was from "Easter Parade" and Judy Garland and Peter Lawford sang it.

MURPHY: That's right.

PINE: He took an umbrella off a - a push cart.

MURPHY: That's right. Why did he have the umbrella.

PINE: It was raining.

THOMAS: It started to rain.

MURPHY: That's exactly right. That's exactly right. I did the same thing once in a picture with Eleanor Powell. Do you remember Bill?

PINE: Yeah, that's right.

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MURPHY: It rained awfully hard that day. Now if you'll listen while our pianist Harry Sudman will play for you and then you'll name the picture and tell us who sang the song and where. Harry, if you please.

GWYNN: (INT) You did it just that way.

SUDMAN: (PLAYS)

MURPHY: Mr. Thomas?

THOMAS: That's the "Anniversary Song" and Al Jolson was in a sound stage at Warner Brothers --

MURPHY: (INT) Now you're disclosing secrets of the industry that we shouldn't talk about too much, Mr. Thomas. I - I refer in the question to where it did happen in the picture - actually in the finished film.

THOMAS: In the "Jolson Story."

MURPHY: Mr. Bracken?

BRACKEN: The Jolson's mother and father were having their anniversary and he sang it at a table to them. They were eating at Jolson's house.

MURPHY: Do you remember where the table was?

THOMAS: On a rooftop.

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PINE: It was Larry Parks making believe he was singing. It was really Jolson.

MURPHY: That's right. It was - it was Larry Parks that's right. It was not on a roof garden.

BRACKEN: It was outside on the - the porch. Sort of a patio.

PINE: A patio.

MURPHY: A patio, which is Spanish for porch. I guess in New York it would be a porch or in New Haven or St. Louis but here it's a patio. Well, Miss Martin we're ready for more sweet notes from you if you please. Now you masterminds listen and tell us where this song was sung in what picture Miss Martin.

(MARTIN: (SINGS)

MURPHY: Thank you very much, Miss Martin. Miss Gwynn?

GWYNN: That was Bing Crosby.

MURPHY: It sure was.

GWYNN: And the picture was "Going My Way."

MURPHY: Yes, but where did he sing it?

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GWYNN: He sang it in an empty theatre - in the Metropolitan Opera House but it was empty.

MURPHY: That is exactly right. On the stage of the empty Metropolitan Opera House.

(APPLAUSE)

MURPHY: Very good. Very good. Now in times past producers have discovered that one way of getting a sure fire scene in a picture is to include a bathtub sequence. Mrs. C.H. Swartz of North Weymouth, Massachusetts, has spotted some of those scenes. But strangely enough when we think of a bathtub scene we usually think of a female star. In this case, the stars taking the baths are all males. Alright. In the picture "Laura" Clifton Webb takes a bath to cool off. What was unusual about his bathtub?

BRACKEN: It wasn't Saturday night.

MURPHY: No. I think Mr. Thomas had his hand up.

THOMAS: Well, he had a lot of book shelves and he was typing. He had--

MURPHY: Oh, this is wonderful - the way Mr. Pine helps Mr. Thomas with signals. That's right He had a typewriter. He used to write his column in there.

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BRACKEN: Or the ring around the tub has a diamond in it.

MURPHY: No. The ring didn't get there until Saturday night. In "Key Largo" an actor known for his great dramatic ability drew a lot of laughs from the audience in a bathtub scene. Who was the star and what was so unusual about his taking a bath. Miss Gwynn?

GWYNN: Well, Humphry Bogart was the star of the picture but Eddie Robinson took the bath and it was a bubble bath, wasn't it - complete with cigar.

MURPHY: Well, that's pretty close. Mr. Thomas?

THOMAS: I know it was Eddie Robinson and he was smoking a cigar.

MURPHY: And there was one other thing that was particular about that bathtub.

GWYNN: Eddie Robinson.

MURPHY: No. It was Eddie Robinson smoking a cigar, and I'm afraid the third part you missed. There was an electric fan blowing on it. Do you remember that.

PINE: Yeah - yeah.

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MURPHY: I'm afraid that's necessary. So, Hy, tell us the good news. Bring it out.

AVERBACK: We missed that one. Well Lucky Strike is sending now to Mrs. C.H. Swartz, 5 Sunrise Drive, North Weymouth, Massachusetts, her choice of an RCA television set or radio phonograph, a year's admission to the Strand theatre in Quincy, and with her compliments, 19,000 Lucky Strike Cigarettes to the Fort Lyon, Colorado Veterans Hospital.

MURPHY: Now here's a chance --

THOMAS (INT) I always use a fan in my house.

MURPHY: I beg your pardon, Mr. Thomas.

PIDGON: What's unusual about the fan. We're curious.

THOMAS: We always use a fan.

GWYNN: That's not fair.

MURPHY: Well that was part of the answer - the indicated answer to the question. He was smoking a cigar. And the fan was blowing. I don't think it was usual to have a fan.

THOMAS: It is at our house.

ATX01 0311420

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MURPHY: It is really ---  
(HUB - BUB OF VOICES)

PIDGEON: -- Well last week all over the East and  
middle West.

MURPHY: Oh, yes in the East and middle West. But  
think of how many people who didn't have  
the good fortune to have a fan though, but  
they still had the bathtub.

THOMAS: I didn't even think of that.

MURPHY: I didn't think - I don't think we can  
argue with the specified answer to the  
question.

PIDGEON: I beg your pardon.

MURPHY: Because the fan is not usual.

GWYNN: You stick to the movie fans.

MURPHY: Movie fans. Yes. Well they tell me that  
one time Sinatra had trouble getting fans  
out of his bathtub.

BRACKEN: (INT) -- competition for Sally Rand.

ATK01 0311421

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MURPHY: I beg your pardon, Mr. Bracken. Yes. Now here's a chance for you masterminds to show your versatility. You can thank Dr. Joseph T. Nardall, of Santa Barbara, California, for this golden opportunity. As I read off the name of a well-known picture animal, you are to identify it in one way. By making the sound that the animal would make. Now just to get things rolling, if you'll be so kind - if you two Bills will start us off and make the sound - to identify Tom and Jerry.

PINE: Meow, meow.

MURPHY: Which one was that?

PINE: Tom.

MURPHY: And Bill.

THOMAS: Jeep - jeep.

MURPHY: That's the little horse - that was the little horse -

THOMAS: (INT) That's a mouse with a whole in his throat.

MURPHY: That's right. That's the mouse who ate the frog. Now let's hear the sound to identify King Kong. Who would like to do that. Oh, look at Bracken. (MORE)

ATX01 0311422

MURPHY: (CONT) Oh, look at that chest. And a sound.  
Wasn't there more sound that went with  
that Mr. Bracken. I think I'll have to  
accept that.  
(BRACKEN POUNDS CHEST)

MURPHY: Now Figarro. Figarro.

BRACKEN: Who was the next one?

MURPHY: Figarro.

THOMAS: He was a barber.

BRACKEN: (SINGS) Figarro - Figarro - Figarro -

MURPHY: No. No. That was from the opera. This  
is from the picture. Figarro is a  
character that appears in pictures. In  
cartoons.

BRACKEN: It's a cat - meow.

MURPHY: That's right. Now- Blueboy's girlfriend  
"Esmaralda."

MURPHY: Miss Gwynn?

GWYNN: That's a pig.

MURPHY: Oh, oh, do it Miss Gwynn.

GWYNN: Oink - oink.

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MURPHY: Oh, you can do better than that. Give us  
a real loud one.

GWYNN: Oh, I haven't oinked in years.

MURPHY: Well this is the girl friend. She was a  
very noisy girlfriend.

GWYNN: Oink - oink. That's the last oink I'll do.

MURPHY: Well, that's very good indeed. That's  
very good. Thank you and I think we've  
got that one right.

ATX01 0311424

COMMERCIAL # 3

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

SHARBUTT: A recent impartial survey shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined!

RUYSDAEL: LUCKY STRIKE! FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: First again with tobacco men. Yes, first again with the men who can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

SHARBUTT: You've heard the survey results. Now here's what Colonel Hart Showmaker, veteran tobacco auctioneer from Lebanon, Kentucky recently said:

VOICE: At thousands of auctions, I've seen the makers of Lucky Strike buy fine quality tobacco ... ripe, mild tobacco that makes one grand smoke. I've smoked Luckies 10 years!

ATX01 0311425

SHARBUTT: So for your own real, deep-down smoking enjoyment, smoke the smoke tobacco experts smoke! Light up a Lucky and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. So round, so firm, so fully packed, so free and easy on the draw -- Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

GIRL: (SINGS THEME) "First again with tobacco men." (COYLY) Hmmm that puts me in a class with the experts. I get my smoking enjoyment from Lucky Strike, too!

MUSIC: CODA

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MURPHY:

Since our producer guests, Messrs. Pine and Thomas have been referred to as the "dollar bills" because of their ability to produce pictures on a modest budget, this question from Arthur Lee of Burbank, California is very appropriate. Mr. Lee is interested in the faces of the statesmen found on United States greenbacks and the actor who portrayed those statesmen on the screen. Mr. Pidgeon please - no - if you please don't reach for your wallet. You - you have to do this from memory. All right. Masterminds what actor did a screen portrayal of the famous American whose picture is on our five dollar bill. Mr. Pine?

PINE:

Ah - uhm - the picture was "The Ruggles of Red Gap."

THOMAS:

No.

MURPHY:

I beg your pardon. The picture on the five dollar bill.

PIDGEON:

Lincoln is on the five dollar bill.

MURPHY:

That is right. Lincoln is on -- and what actor portrayed Lincoln? Do you remember?

PIDGEON:

There were several portrayed.

ATX01 0311427



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MURPHY: Can you name them?

PIDGEON: Walter Houston.

MURPHY: Yes. Ah - Mr. Thomas.

THOMAS: Raymond Massey. Henry Fonda.

MURPHY: That's right. Miss Gwynn?

GWYNN: I was going to say Raymond Massey, too.

MURPHY: Well, I think we have enough.

PIDGEON: I did him on the air.

MURPHY: Oh, you did?

PIDGEON: Yes.

MURPHY: Well, I didn't know that you ever did --

(HUBBUB OF VOICES)

MURPHY: Well how did it happen Walter that so many people have done Lincoln - how does it happen that you didn't do a picture --

BRACKEN: (INT) He couldn't grow the beard.

PIDGEON: I can grow the beard but Greer Garson doesn't like men with beards.

MURPHY: I see. As I remember - as I remember in - in "Madame Curie," you had a beard.

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PIDGEON: Yeah, and that's when Garson found out she didn't like the beard.

MURPHY: Well just stay as smooth as you are Walter, because I saw that new picture of yours "Julia Misbehaves" with Miss Garson --

PIDGEON (INT) I didn't have a beard.

MURPHY: And what the audience thought of that picture - just keep it going.

AVERBACK: Well, George, the score will be right up but first a word to our listeners. Send your questions with your answer about Hollywood and motion pictures to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. Be sure to include the name of your favorite home-town movie theatre. If your question is used and our masterminds fail to answer it correctly, you will receive an RCA Victor eye-witness television set worth \$1000 installed, or if you prefer an RCA Crestwood radio phonograph complete with \$100 worth of records and a year's admission to your favorite home-town movie theatre.

RUYSDAEL: And, in addition, thousands of those Lucky Strike Cigarettes will be sent with your compliments to a Veterans Administration Hospital.

ATK01 0311429

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AVERBACK: Each person whose question is used on this program will receive a five year subscription to Photoplay Magazine. All questions become the property of LET'S TALK HOLLYWOOD, and we reserve the right to edit your question to suit the program and will select those questions which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the questions used.

MURPHY: By the way, if you haven't heard your questions don't be discouraged. Send in another - just keep on trying. Now I've just been handed the score and tonight Lucky Strike has sent all of our prizes to four winners and to the patients in four Veterans Administration Hospitals 123,000 Lucky Strike Cigarettes have been sent with the winners names and home towns banded on each package. That makes a grand total of one million fifty-nine thousand Lucky Strike Cigarettes sent to Veterans Hospitals so far this season. Now I'd like to thank Miss Edith Gwynn, Eddie Bracken, Pine and Thomas, and Walter Pidgeon for being with us tonight. Next week on LET'S TALK HOLLYWOOD we will have as our guests Erskine Johnson, Eddie Bracken, of course, and for the gentlemen Ida Lupino, and for the ladies - none other than the great Van Johnson himself. (MORE)

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MURPHY (CONT'D) Thanks for all those swell questions. Send in as many as you like as often as you like. And incidentally for everyone in the Los Angeles area, don't forget the big St. John's benefit the Ringling Brothers circus at the Pan Pacific on September 4. I'll see all then. This is George Murphy saying goodnight.

RUYSDAEL: George Murphy, appeared by arrangement with Metro Goldwyn Mayer producers of the technicolor version of "The Three Musketeers." This is Basil Ruysdael speaking for Lucky Strike - America's largest selling cigarette.

AVERBACK: Be sure to be with us again next week at this same time when George Murphy puts questions about Hollywood and the movies to Erskine Johnson, Eddie Bracken, Ida Lupino, and Van Johnson. You'll enjoy LET'S TALK HOLLYWOOD. And remember send your questions to LET'S TALK HOLLYWOOD, Box 100, Hollywood, California. If your question stumps our panel of masterminds you can win a television set. Next Sunday - same time - same station.

(APPLAUSE)

ANNOUNCER: THIS IS N.B.C. - THE NATIONAL BROADCASTING  
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ATX01 0311431

**Radio Program** *prepared and produced by...*  
**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

AS BROADCAST

Client: THE AMERICAN TOBACCO COMPANY

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00 - 7:30 PM EDT

Date: SEPTEMBER 5TH, 1948 - #10

Repeat: 8:30 - 9:00 PM PST

9:30 - 10:00 PM PDST

(By Transcription)

"L E T ' S T A L K H O L L Y W O O D"

COMMERCIAL # 1

BOONE: (CHANT - 60 to 62 - AMERICAN)

ORGAN: LUCKY DAY (16 BARS UP, FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD...with Metro-Goldwyn-Mayer  
star George Murphy as Master of Ceremonies...  
Erskine Johnson...Ida Lupino...Eddie Bracken...  
and Van Johnson...(MUSIC OUT)...presented by  
LUCKY STRIKE!

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

GIRL: Excuse me -- but what does that mean to me?

SHARBUTT: Well, to you as a smoker ... it means that men who  
really know tobacco ... have made Lucky Strike  
their own personal cigarette.

RUYSDAEL: And remember - you and the experts choose a cig-  
arette for the very same reason: enjoyment! Real,  
deep-down smoking enjoyment!

SHARBUTT: So light up a Lucky and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. And it's this  
fine Lucky Strike tobacco that gives you the

COMMERCIAL #1 (cont'd.)

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SHARBUTT: Lucky Strike means fine tobacco. And it's this  
fine Lucky Strike tobacco that gives you the  
utmost in smoking enjoyment. Yes...

RUYSDAEL: YOU'LL LIKE LUCKY STRIKE!

ATX01 0311434

AVERBACK: At the close of tonight's program we'll tell you how you can try to baffle our masterminds, win a television set and other prizes. And now here's your master of ceremonies - George Murphy.

MURPHY: Thank you, thank you, My Averback and good evening ladies and gentlemen. Comes time again to say lights, camera, action LET'S TALK HOLLYWOOD. My table here is stacked high with some swell Hollywood questions sent in by you listoners. At the table opposite me is filled with our eager board of master minds who are supposed to supply some correct answers. Oh don't they wish they knew what questions are on the agenda for tonight. But before we grill them, lets introduce them. First widely syndicated Hollywood columnist, Erskine Johnson, Next to him, and as far as I know, no relation, a lad who has been doing some amazing things at the box offices for MGM, Van Johnson. And seated next to Van, the lucky fellow, Hollywood's outstanding contribution to the art of fine acting, the lovely Miss Ida Lupino. And that brings us to our own masterpiece sagacious sage of the Websterian witticism and the prolific profundity, Eddie Bracken.

BRACKEN: The minute I get home I'm going to look those words up, George.

MURPHY: Oh you are. Where would you go for words like that Eddie?

BRACKEN: A Sears-Roebuck catalogue.



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MURPHY: Well if you find out what they mean, let me know, I'll throw in with you. But one thing that we all know for sure that time for the first question is here and here is the question. In the picture "Mr. Blandings Builds His Dream House" the Blandings ran into difficulty getting their home put together but Arthur Olsen of Omaha, Nebraska believes that certain Hollywood stars could have helped them by donating items suggested in the titles of pictures that these stars made lately. For example, Anne Baxter and Cornel Wilde might have offered the Blandings what building item

V. JOHNSON: I know... I know

MURPHY: Oh Mr. Johnson?

V. JOHNSON: The walls.

MURPHY: Oh, Mr. Johnson, you are not only handsome and talented, but you are very smart too.

V. JOHNSON: I wish you'd tell Mr. Mayer that.

MURPHY: I will tell Mr. Mayer not sooner than Tuesday morning. I don't think he'll be at work tomorrow. The walls from "The Walls of Jericho". And from the title of a picture they made a while back, Dorothy McGuire and James Dunn might bring them something for the front yard. What would that be? Mr. Bracken, are you looking at Miss Lupino, or are you thinking of the answer.

BRACKEN: I'm looking at Miss Lupino.

MURPHY: I don't blame you for being fascinated, I gazed at her myself. Mr. Johnson I believe you had your hand up.

E. JOHNSON: The tree.  
MURPHY: The tree, yes.  
BRACKEN: And Peter Lawford could bring Lassie.  
LUPINO: Yes.  
MURPHY: Yes, that's to guard the house. And then - and then when the house, when the house is completed and all finished what might Gary Cooper and Jean Arthur bring to close the entire transaction?  
V. JOHNSON: Ahh, ahh...  
MURPHY: Mr. Johnson you amaze me.  
V. JOHNSON: The plain... "The Plainsman".  
MURPHY: No... what would you do with the Plainsman in a house?  
V. JOHNSON: No. Run it, its a picture.  
MURPHY: This is a local house. It doesn't have to be a movie - or ---  
V. JOHNSON: Oh, I thought they had a projector.  
BRACKEN: Gary Cooper and who?  
MURPHY: And Jean Arthur.  
V. JOHNSON: Jean Arthur.  
BRACKEN: And Jean Arthur.  
MURPHY: Yes, oh this is a very well known picture.  
JOHNSON: "The Virginian".  
MURPHY: What did Gary Cooper and Jean Arthur bring to close the entire trasaction. Ah, Mr. Johnson?  
JOHNSON: The deed.  
MURPHY: The deed. Where did they get the deed.  
JOHNSON: "Mr. Deeds Goes to Town".  
MURPHY: Oh yes.

JOHNSON: Oh, that's good.

(APPLAUSE)

MURPHY: Oh, I see we have a sparkling board today. Now this doesn't count, Miss Lupino, but if you and Elsa Lancaster wanted to help the Blandings furnish their new kitchen what item could you bring from the great picture you made a few years ago "Ladies in Retirement".

LUPINO: Well, let me see. A beautiful Dutch oven, George.

MURPHY: Oh, yes. Yes that's right. The Dutch oven.

LUPINO: I don't think the Blandings would appreciate it very much though. We left one little item in it. A body.

MURPHY: Oh.

LUPINO: Of course, if you like bodies in ovens ---

MURPHY: Anybody we know.

LUPINO: No.

MURPHY: A stranger. I see.

BRACKEN: Donald could bring the cook.

MURPHY: Well, I've done very well -

LUPINO: What?

MURPHY: I beg your pardon?

BRACKEN: Donald Cook that is.

MURPHY: No. They did not leave the cook in the oven in those days. Now Miss Lydia Chestalina of Westfield Massachusetts, wants to give us the low down on first kisses. Alright. In what picture did Shirley Temple receive her first real romantic kiss. The name of the picture. Ah - Mr. Van Johnson?

V. JOHNSON: "Kiss and Tell".

MURPHY: "Kiss and Tell." Oh, you are ringin' the bell today. "Kiss and Tell!" Yes you are a shining boy. Diana Durbin received her first kiss in the picture "First Love". Name the gentleman who kissed her.

JOHNSON: Ah -

MURPHY: Miss Lupino?

LUPINO: I'm going to take a stab. Was it Franchot Tone?

MURPHY: No. No. Ah - Mr. Erskine Johnson?

E. JOHNSON: Robert Stack.

MURPHY: That's exactly right.

BRACKEN: It wasn't Monty Woolly, at all?

LUPINO: No. It wasn't Monty Woolly.

BRACKEN: That would be like kissing some shredded wheat.

V. JOHNSON: I like shredded wheat,

MURPHY: With or without cream, Mr. Johnson? Speaking of screen kisses you certainly had your share, Van. Anyone of those early kisses you still remember particularly?

V. JOHNSON: Oh, yes. In "Thirty Seconds Over Tokyo" I took a trip and when I came to the end of the trip, there she was - standing there all beautiful like, and I just couldn't resist her so I go up to her and I kissed her - right on the fuselage. She was some airplane.

MURPHY: Yes, indeed, she was some airplane and she deserved a kiss.

BRACKEN: The motor was running.

MURPHY: You're getting off -- you're getting off a little easy from the point I had in mind. I'm talking about all the beautiful girls that you kissed in pictures. Which one of those operations osculations shall we say, did you sort of like the best.

V. JOHNSON: Oh, I liked Loretta Young, Irene Dunne, Lana Turner, Esther Williams, June Allyson.

MURPHY: Oh, wait a minute -- wait a minute. Now you've practically kissed everybody in town except Miss Lupino there.

V. JOHNSON: Well I've never had the pleasure of working with Miss Lupino.

LUPINO: Well now, Van ---

MURPHY: (IMP) Well my dear boy she's sitting right next to you.

V. JOHNSON: Forgive me, Collette.

MURPHY: Brother --

LUPINO: Thank you dear. Tell them that was the best.

V. JOHNSON: And Ida Lupino.

MURPHY: And Ida Lupino. Especially Ida Lupino.

BRACKETT: How do you like that -- all I ever get is Bill Emerast.

MURPHY: Well half a loaf is better than none, they say. Now masterminds we have now reached that spot in the show. Yes you must get ready now to go on stage, because Harry Berco of Davis Dam, Nevada, calls for a request performance. Each of you has been given a card with dialogue and other material written on it. And you'll each have a chance to perform while the other masterminds try to figure

MURPHY: out the answer. Now let's start with you, Eddie Bracken. Your card contains some lyrics of a song which you will sing. The other masterminds will name the picture and tell us who was seen singing that song on the screen.

BRACKEN: Do you mind if I get in the mood first.

MURPHY: Alright. If it doesn't take too long, Mr. Bracken. We're limited as to time.

BRACKEN: "Well, now, I'd like to sing this little number for you. It's from a picture I was in. And the name of the song is --(SINGS -I'D RATHER BE YOU THAN ANYONE ELSE)"

MURPHY: Who sang the song.

LUPINO: Crosby.

MURPHY: Miss Lupino?

LUPINO: I beg your pardon. Bing Crosby.

MURPHY: No, Mr. Van Johnson.

V. JOHNSON: I was going to say Crosby.

MURPHY: No, Mr. Erskine Johnson.

E. JOHNSON: Bing Crosby did sing the song but it was dubbed in.

MURPHY: If you remember the question said who was seen singing that song on the screen.

E. JOHNSON: Eddie Bracken.

MURPHY: Eddie Bracken. You are so right.

V. JOHNSON: Oh, yeah.

MURPHY: Do you remember what he was doing. Do you remember the condition he was in when he sang that. If I remember correctly he was sitting on a keg of ice.

BRACKEN: I sure was.

MURPHY: Oh, you looked might pretty there too.

BRACKEN: Mighty chilly.

MURPHY: Uh?

BRACKEN: Mighty chilly. As the reaction of the audience.

MURPHY: And now we come to your performance, Mr. Erskine Johnson. Your card contains some dramatic dialogue. Now please read it and the others will try to identify the picture and the star. Now give us the full dramatic treatment. Don't hold back. Really let's have it.

E. JOHNSON: In seven words.

MURPHY: Yes seven words.

E. JOHNSON: "If you want to know, ask Joe."

V. JOHNSON: Oh, I know.

MURPHY: Mr. Van Johnson.

V. JOHNSON: Edward G. Robinson.

MURPHY: Edward G. Robinson is right. Oh, you're really scoring today.

E. JOHNSON: I'm not that good.

MURPHY: And now - and now for some more vocalizing. It's the spotlight now for you, Van Johnson. And on your toes, masterminds, as Van sings you are to name the picture and the singing star who poured out these golden notes and lyrics. Are you ready Mr. Johnson?

V. JOHNSON: (SINGS)

MURPHY: This is pretty good.

BRACKEN: (SCREAMS)

(APPLAUSE)

MURPHY: Oh, that was too much for Mr. Bracken. Mr. Bracken went right --

BRACKEN: (INT) I had the urge and I had to do it.

MURPHY: That was good. I'm glad you did. Now --now that Mr. Bracken has fully recovered or at least partially recovered, who sang those beautiful notes. You're not allowed to answer Van Johnson, because you did the singing. And it was mighty good.

E. JOHNSON: I think he did. But I'm not sure.

MURPHY: Ho. Think real hard.

BRACKEN: Was --

E. JOHNSON: He was in the picture. Wasn't he?

MURPHY: That is not part of the question.

BRACKEN: Laurentz Melchoir singing for Van in the -- in the picture.

MURPHY: That's exactly right. That is exactly right. You revived alright, Mr. Bracken.

(APPLAUSE)

MURPHY: And now -- and now we're ready for your request performance Miss Ida Lupino. As you read your dialogue the other masterminds will listen carefully so as to be able to name the picture and tell us what actress said those words on the screen.

LUPINO: "Its true, its true darling -- I'm yours. I've never been anyone elses. I belong to you. All my life I've been. Take me to the window -- let me look at the moors with you once more. Oh my darling once more."



V. JOHNSON: Oh, I know.

MURPHY: Van Johnson has his hand up, but I couldn't stop this. This is too beautiful. Oh this --

LUPINO: Go on Van.

V. JOHNSON: I didn't mean to stop her.

MURPHY: Van, do you have the answer?

V. JOHNSON: Yes. Oh - ah - ah- "Wuthering Heights".

MURPHY: Yes. But who?

LUPINO: Yes.

V. JOHNSON: Merle Oberon and Lawrence Olivier.  
(APPLAUSE)

BRACKEN: That was very good Ida.

MURPHY: Oh, Ida, that was - that was magnificent. I'm sorry that we had to stop. That was really beautiful reading.

BRACKEN: They should redo it and make the picture all over again with Ida Lupino.

V. JOHNSON: And Van Johnson.

MURPHY: Yes, they should.  
(APPLAUSE)

They should make the picture. But they just made a new picture with Ida Lupino over at Fox called "Roadhouse" I believe that's it. It hasn't been released yet, has it Ida?

LUPINO: Not yet, George. Thanks for the plug.

MURPHY: Well I expect to go and rush in and see that many times and enjoy the picture.

BRACKEN: What's the name of the picture?

LUPINO: Please do dear. "Roadhouse", dear, "Roadhouse",  
"Roadhouse".

MURPHY: "Roadhouse".

LUPINO: Daryll F. Zanuck - Daryll F. Zanuck.

MURPHY: Not the " House of Seven Gables".

LUPINO: Not Clark.

MURPHY: "Roadhouse", and now we come to the long and short  
of it. That's what Bill Graham of Santa Cruz wants  
you to give us. He's referring to motion picture  
titles as hung up on a theatre marquee. So name the  
shortest and the longest titles in screen history  
and tell us the name of the male star in the  
picture. Now you can take either one first. Please  
declare whether you're going for the longest title  
or the shortest because there might be confusion.  
Let's do the shortest first. Do you have any idea  
of the shortest title, Mr. Erskine Johnson?

E. JOHNSON: I'm --- I'm not sure George. But I think it was  
a picture MGM made with - just called "M". Not a  
woman's name.

MURPHY: Well, the answer to the question is right. "M" is  
right.

LUPINO: Peter Lorre.

BRACKEN: Well "M" was made overseas, wasn't it? With Peter  
Lorre.

MURPHY: That's right. It was made overseas. I believe it's  
a French picture. Now do you remember the star's  
name in the picture.

BRACKEN: Peter Lorre.

LUPINO: Peter Lorre.  
MURPHY: Peter Lorre, is right. Now the longest title.  
BRACKEN: "The Miracle of Morgan's Creek".  
MURPHY: Nice try, Mr. Bracken. A very nice try, but no cigarette. Well, I'm afraid our time has run short. I'll have to help you with that. It was "The Man Who Broke the Bank at Monte Carlo." And it had 33 letters and what happens when they miss a question, Hy? Will you tell us the good news.  
AVERBACK: Well, George, our masterkinds failed to answer that question so Lucky Strike is sending to Mr. Bill Graham of Rt. 4, Box 296, Santa Cruz, California, an RCA Victor television set which retails for approximately \$1000 installed or an RCA Victor radio-phonograph plus \$100 worth of records and a certificate of admission good for an entire year for two at the Delmare theatre in Santa Cruz.  
RUYSRAEL: And to all the patients in the Veterans Administrat Hospital in Wood, Wisconsin, we are sending 30,000 Lucky Strike Cigarettes, each package banded with Mr. Graham's name and home town. Our best wishes go along with those Luckies.

COMMERCIAL #2

AVERBACK: Before George Murphy returns with more questions to baffle our master minds..

BOONE: (CHANT - 60 to 62 - AMERICAN)

SHARBUTT: More independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined! Yes, Lucky Strike!

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

SHARBUTT: First with the men who spend their lives buying, selling and handling tobacco -- the independent auctioneers, buyers and warehousemen.

RUYSDAEL: Year after year, these experts can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. And...

SHARBUTT: When an impartial survey was made throughout the southern tobacco country, the cigarette that proved to be the overwhelming choice of the experts was -- Lucky Strike!

RUYSDAEL: You've heard the survey results. Now here's what Mr. Charles L. Saunders, independent tobacco buyer from Reidsville, North Carolina, recently said:

VOICE: My father and my grandfather were tobacco men. I was born on a tobacco farm, and I've had a lifetime of tobacco experience. I've seen thousands and thousands of baskets of fine, mild tobacco sold to the makers of Lucky Strike. For a grand smoke I pick Luckies. Smoked 'em for 21 years.

SHARBUTT: 21 years a Lucky smoker! And remember, Mr. Saunders, - like you - looks to a cigarette for real, deep-down smoking enjoyment. So light up a Lucky yourself and puff by puff, you'll see.

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. That's why you'll find real, deep-down smoking enjoyment in every Lucky you light. That's why...

RUYSDAEL: YOU'LL LIKE - LUCKY STRIKE!

AVERBACK: And now back to Erskine Johnson, Eddio Bracken, Ida Lupino, Van Johnson, and the man in the middle, George Murphy.

MURPHY: Grandville D. Davis of Little Rock, Arkansas, has sent in this question about memorable scenes in pictures. The closing scene of a recent picture "A Foreign Affair" featured some rather unusual speech making. Tell us who was making the speech and tell us why he was doing it. "Foreign Affair" who made the speech and why did he do it? (SINGS) "Who made the speech and why did he do it?"

BRACKEN: He found a soap box and ---

MURPHY: (INT) Just a moment. Miss Lupino, I believe, had her hand up first.

BRACKEN: Oh, I'm sorry.

LUPINO: Was it John Lund with Jean Arthur.

MURPHY: Yes. That takes care of who.

LUPINO: He ---

MURPHY: And why was he making the speech.

LUPINO: He was rattling along like mad.

MURPHY: Why?

LUPINO: I couldn't quite understand why. To get out of making love to Jean Arthur.

MURPHY: Yes, Yes.

LUPINO: Filabuster.

MURPHY: That's right. He filabustered a love scene --

V. JOHNSON: (INT) Imagine trying to get out of making love to Jean Arthur.

MURPHY: Which was the first time it ever happened --  
Mr. Van Johnson.

V. JOHNSON: No -I just said imagine trying to get out of  
making love to Jean Arthur.

MURPHY: I know it's silly, isn't it. Silly isn't it?

BRACKEN: Imagine trying to get out of making love to  
Bill Demarst all the time.

V. JOHNSON: Yes, I can.

MURPHY: Oh, golly - poor Eddie. Your lot is a very  
hard one in life. An English servant in a  
small Midwestern town demonstrates his faith  
in democracy by impersonably quoting a  
traditional American document. Now we want the  
actor, the picture, and the first sentence of  
the document. Miss Lupino?

LUPINO: Was it "Ruggles of Red Gap?"

MURPHY: That's the picture.

LUPINO: "The Gettysburg Address".

MURPHY: Yes. And who was the actor. Mr. Van Johnson?

V. JOHNSON: Charles Laughton.

MURPHY: Oh, did you say Charles Laughton, Miss Lupino?

LUPINO: I dont know whether or not - I'm so confused.

MURPHY: You thought of it, I'm sure.

LUPINO: Well anyway--

V. JOHNSON: If you knew the picture you'd know the actor.

MURPHY: I'm sure. Yes that's the correct answer. That's  
very good. Now what about the first line. Van  
did you have your hand up for that?

V. JOHNSON: Yes.

MURPHY: You know that, Would you do us the kindness,

V. JOHNSON: "Four score and seven years ago our forefathers brought forth on this continent a new Nation, conceived in liberty and dedicated to the proposition that all men are created equal."

MURPHY: That is excellent. Excellent. Wonderful.  
(APPLAUSE)

MURPHY: Now we come to a question I like. It's headed up here -- it says 'Give them the sounds and let them try to name the picture.' That's a daring question. Those are the instructions from Toby Garry of the Bronx, New York. So masterminds your job is to listen to our sound effects man as he goes to work and then tell us the title of the picture suggested. But, by what you hear. Now our sound man, Mr. Floyd Katon, is ready. When you're ready -- let her go.  
(SOUND)

BRACKEN: What a way to die.

MURPHY: Mr. Van Johnson?

V. JOHNSON: "Conquest".

MURPHY: No. No. But I can understand how you arrived at that -- Mr. Bracken?

BRACKEN: "Kiss of Death".

MURPHY: "Kiss of Death" Mr. Bracken. That is wonderful.

V. JOHNSON: What else.

LUPINO: It could be a "Kiss in the Dark", too.



BRACKEN: Which reminds me. May I have - may I kiss  
Ida Lupino. I never kissed --

LUPINO: Oh, please now --

MURPHY: Now just a moment, Miss Lupino if you don't  
object. Now I think that's very sweet.  
(APPLAUSE)

MURPHY: That's very sweet. There's only one thing I  
regret. That I am sitting clear across the  
stage.

BRACKEN: Come on over George.

MURPHY: And after the show, if I may, I'll be around  
Miss Lupino. That lipstick becomes you Mr.  
Bracken. It looks beautiful. Clear up to his  
nose practically. And now - now listen to  
these sounds and name, if you can, the picture.  
(SOUNDS)

MURPHY: Mr. Erskine Johnson?

E. JOHNSON: When Roy Rogers married Trigger.

MURPHY: No, no, no.

BRACKEN: Did he really?

MURPHY: I have never seen such blank faces. Miss Lupino?

LUPINO: It couldn't have been "The Bride Came C.O.D.",  
could it?

MURPHY: No. No. I never heard a c.o.d. whinnying.

LUPINO: No.

MURPHY: Mr. Erskine Johnson.

JOHNSON: "The Bride Wore Boots".

MURPHY: "The Bride Wore Boots". That is right. That is  
right. Now what picture title does this bring

MURPHY: to mind?  
(SOUNDS)

V. JOHNSON: Oh, I know - oh!

MURPHY: That was the most enthusiastic retreat that  
I have ever seen.

JOHNSON: Oh, yes.

MURPHY: Do you?

V. JOHNSON: Yes.

MURPHY: Well, say it Van.

V. JOHNSON: "It happened one night."

MURPHY: No. No. There was a picture by that title though.  
I remember it but that was not it.

BRACKETT: May we hear the sound again?

MURPHY: Yes, the sound again, please.  
(SOUND)

BRACKETT: Sounds like Dupper.

MURPHY: No. Mr. Van Johnson.

V. JOHNSON: "Whistle Stop", is right. "Whistle Stop" is  
right. Ava Gardner, and George Raft and Victor  
McLaughlin.  
(APPLAUSE)

MURPHY: Now this doesn't actually count but let's test  
our two regulars, Eddie and Erskine. . . .  
Miss Lupino and Van Johnson you have a card  
with sound instructions on them. Would you  
make those sounds and see if Eddie and Erskine  
can name the picture. Van you're sound comes  
first and then Ida you can come right after.  
O.K. Van.

V. JOHNSON: (SOUNDS)  
LUPINO: "Yippee. Hooray -- three cheers for the home team. Hip hip". Carry on Van. I've lost my voice.  
MURPHY: That's the full clue.  
V. JOHNSON: That's right.  
MURPHY: Mr. Bracken?  
BRACKEN: (LAUGHS)  
E. JOHNSON: Can I ask Van if the first sound was a tap or a knock?  
V. JOHNSON: Yes, it's a tap.  
BRACKEN: Ah - "Taproot."  
MURPHY: "Taproot" - that's right, that's right. I just wanted to see if you fellows were still with us. Now Mrs. Mary R. Costa of Fort Wayne Indiana, is impressed by the neat methods used for some recent pictures., to let the audience know that one of the leading characters has departed this mortal coil, as they say. In other words died. For example, in "The Portrait of Dorian Gray" Mr. Gray, a very mean old villain played by Hurd Hatfield, deservedly passes on. How does the audience know that Mr. Gray's time has arrived?  
BRACKEN: They looked at their Gruen watches.  
MURPHY: No!  
V. JOHNSON: Watch for Gruen.

MURPHY: No, Miss Lupino? He expects to get a watch.  
He'll get a note. Yes, Miss Lupino?

LUPINO: Wasn't it the - the painting that eventually  
withered completely and fell to the floor.

MURPHY: That is exactly right. That is exactly right.  
You are not only beautiful but you are very  
smart.

LUPINO: I'm so glad I'm so bright.

MURPHY: In the picture "Dawn Patrol" Errol Flynn is  
missing after a daylight bombing raid over the  
German lines. How what happened to show the  
audience that Errol Flynn has been killed,  
Mr. Van Johnson?

V. JOHNSON: The German flier drops his glasses and helmet  
over the American field.

MURPHY: That's exactly right. Mr. Johnson, you amaze  
me with your knowledge.

(APPLAUSE)

AVERBACK: George Murphy will be back in just a moment  
with another question to baffle the masterminds  
but first --

COMMERCIAL #3

RUYSDAEL: America's largest selling cigarette is Lucky Strike. The cigarette more smokers turn to for real, deep-down smoking enjoyment than any other brand.

SHARBUTT: Yes -- America's most enjoyed smoke is Lucky Strike!

RUYSDAEL: And remember fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette.

SHARBUTT: You see, in each and every Lucky Strike - in every pack, in every carton - there's fine tobacco. Mild, ripe, light tobacco that gives you real, deep-down smoking enjoyment you want and deserve. So light up a Lucky and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. That's why there's a world of enjoyment waiting for you in Lucky Strike.

GIRL: If you're like me...

EXPERT: Or me...

SHARBUTT: Or no...  
RUYSDAEL: YOU'LL LIKE LUCKY STRIKE!

MURPHY: Mrs. Willie Ward of Kansas City, Missouri asks "shall we dance" but before striking up the music let's make it clear that you masterminds are to identify some of the dances seen in recent motion pictures. Mr. Sudman, our pianist, will play some music from a recent out door picture dealing with the Pontiac conspiracy. Now listen then name the picture and tell us who were dancing and what was the cause for their celebration.

SUDMAN: (PLAYS)

MURPHY: I think I have thrown the masterminds a curve. I'm afraid I have -- Mr. Bracken?

BRACKEN: Well, the Indians were dancing.

MURPHY: What picture, Mr. Bracken? Don't try to sneak in the side door with me.

BRACKEN: The Mohawks.

MURPHY: I'm wise to your tricks. Ah -

LUPINO: Can I make a stab.

MURPHY: Miss Lupino? Yes.

LUPINO: No, I don't think I will.

MURPHY: I'm afraid our time is up. It was in "Unconquered". And the Indians were dancing. That's right. And the reason for their dancing - it was a torture dance. They had Paulotte Goddard tied to a stake, and they danced around her. And what happens when we miss the question, Hy?

AVERBACK: Well George, Lucky Strike is sending to Mrs.

AVERLACK: Willie Ward, 1209 West 61st Terrace, Kansas City, Missouri, her choice of an RCA television set or radio phonograph, a year's admission to the Plaza theatre and with her compliments, 25,000 Lucky Strike Cigarettes to the Lexington Kentucky, Veterans Hospital.

MURPHY: Ah, that's a lucky day for her. Now here's a very quick and fast question from Mrs. Michael Smart of Bangor, Maine. As I give you the real name of the screen star you are to give us their screen or professional name. All right. Her real name is Frances Gumm. What's the screen name? The Johnson's are in a sort of nose to nose stretch there. Erskine?

E. JOHNSON: Judy Garland.

MURPHY: Judy Garland. That's right. The real name is Leonard Slye. What is his screen name? Leonard Slye - spelled S-L-Y-E. Mr. Brackdn.

BRACKEN: Roy Rogers.

MURPHY: Roy Rogers and what is ---his horses name Mr. Bracken.

BRACKEN: Trigger .

MURPHY: Trigger, that's right. You may go to the head of the class. You won't have to stay and wash the blackboard.

BRACKEN: I don't know the horse's real name, though.

MURPHY: The real name is Charles Edward Pratt.

V. JOHNSON: Oh -

MURPHY: Van Johnson?

V. JOHNSON: Boris Karloff.

MURPHY: Boris Karloff is right. Lucille Lonhank?

V. JOHNSON: You know I like Boris Karloff better.

LUPILO: Yeah.

MURPHY: Lucille Lonhank. This is a real toughy -this is a toughy. Well I'm afraid we missed it.

BRACKEN:(INT) Sounds like a dog food.

MURPHY: It's Mary Astor. And what happens when we miss it, Hy.

AVERBACK: Well, George, we missed that one so Lucky Strike is sending to Mrs. Michael Smart, 161 York Street, Bangor, Maine, her choice of an RCA television set or radio phonograph, a year's admission to the Bijou theatre, and with her compliments, 23,000 Lucky Strike Cigarettes to the Northampton, Massachusetts Veterans Hospital.

MURPHY: How did we do, Hy?

AVERBACK: Well the score will be right up George, but first a word to our listeners. Send your questions with your answers about Hollywood and motion pictures to LET'S TALK HOLLYWOOD Box 100, Hollywood, California. Be sure to include the name of your favorite home-town theatre. If your question is used and our masterminds fail to answer it correctly, you will receive an RCA Victor eye-witness television



AVERBACK: set worth \$1000 installed, or if you prefer an RCA Crestwood radio phonograph complete with \$100 worth of records and a year's admission to your favorite hometown movie theatre.

And in addition, thousands of those Lucky Strike Cigarettes will be sent with your compliments to a Veterans Administration Hospital.

AVERBACK: Each person whose question is used on this program will receive a five year subscription to Photoplay Magazine. All questions become the property of LETS TALK HOLLYWOOD, and we reserve the right to edit your question to the program and will select those questions which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the questions used.

MURPHY: By the way, if you haven't heard your questions don't be discouraged. Send in another - just keep on trying. Now I've just been handed the score and tonight Lucky Strike has sent all of our prizes to three winners and to the patients of three Veterans Administration Hospitals. 178,000 Lucky Strike Cigarettes have been sent with the winners names and hometowns banded on each package. That makes a grand

MURPHY: total of one million fifty-nine thousand Lucky Strike Cigarettes sent to Veterans Hospitals so far this season. Now I'd like to thank Erskine Johnson, Eddie Bracken, Miss Ida Lupino and Van Johnson for being with us tonight. Next week on LETS TALK HOLLYWOOD we will have as our guests Miss Edith Gwynn, Eddie Bracken, of course, and Miss Esther Williams and Robert Young. Thanks for all those swell questions. Send in as many as you like as often as you like. This is George Murphy saying goodnight.

(APPLAUSE)

RUYSDALE: George Murphy appeared by arrangement with Metro-Goldwyn-Mayer producers of "Julia Misbehaves", starring Greer Garson and Walter Pidgeon. This is Basil Ruysdale speaking for Lucky Strike - America's largest selling cigarette.

(ORGAN: UP AND FADE)

(APPLAUSE)

ANNOUNCER: THIS IS N.B.C. - THE NATIONAL BROADCASTING COMPANY.

**Radio Program** *prepared and produced by...*

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

*AS A SERVICE*

Client: THE AMERICAN TOBACCO COMPANY

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00-7:30 PM PDST

Date: SEPTEMBER 12, 1948 - #11

Repeat: 8:30-9:00 PM PST  
9:30-10:00 PM PDST  
(By transcription)

" LET'S TALK HOLLYWOOD "

LET'S TALK HOLLYWOOD  
SEPTEMBER 12, 1948

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COMMERCIAL #1

RIGGS: (CHANT - 60 to 62 - AMERICAN)

ORGAN: LUCKY DAY (16 BARS UP, FADE TO EG)

AVERVACK: LETS TALK HOLLYWOOD ... with MGM star George  
Murphy as Master of Ceremonies ... Edith Gagan...  
Eddie Bracken ... Esther Williams and Robert  
Young. (MUSIC OUT)

SHARBUTT: LET'S TALK HOLLYWOOD .. presented by America's  
largest selling cigarette ... LUCKY STRIKE!

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

SHARBUTT: And what does that mean to you as a smoker?  
Simply this. The men who really know tobacco -  
the experts in their field - have made Lucky  
Strike their own personal cigarette.

RUYSDAEL: Remember -- you and the experts choose a cigarette  
for the very same reason: enjoyment! Real,  
deep-down smoking enjoyment!

SHARBUTT: So light up a Lucky and puff by puff, you'll see!  
LS - MFT  
LS - MFT

(MORE)

ATX01 0311463

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SHARBUTT: Lucky Strike means fine tobacco. And this fine  
Lucky Strike tobacco gives you the utmost in smokin  
enjoyment. Yes ...

RUYSDAEL: YOU'LL LIKE LUCKY STRIKE!

ATX01 0311464

AVERBACK: At the close to tonight's program we'll tell you how you can try to baffle our masterminds, win a television set and other prizes. And now here's our Master of Ceremonies, George Murphy!

MURPHY: Thank you, thank you, Hy Averback and good evening ladies and gentlemen, I'm ready to start talking Hollywood with the fine questions sent in by you, listeners and if tonight's board of masterminds feel that they are ready to make a try at the answers we're in business. Now, they're sitting over there at the table opposite me in various positions of fearful expressions, so what shall we do with them - I think we'd better be polite and introduce them. First at my left, Miss Edith Gwynn, syndicated columnist on facts and foibles of Hollywood; next, that young man that is everywhere recognized as one of Hollywood's finest actors, Robert Young; next to him, just yesterday' swimming champion and today one of MGM's brightest box office champions, lovely Esther Williams; and where you find beauty not far away you usually find a beast, which of course brings us to our own 'He sings like Crosby, he talks like Colman, he looks like Gable and he takes tickets at all ball games on Saturday and Sunday! Eddie Bracken.

BRACKEN: Oh, no. I gave that - that job up.

MURPHY: Oh, you did. Oh, I see.

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BRACKEN: But if you are in the market for hot dogs, peanut  
I'm the guy to get them from.

MURPHY: Well, of course, as long as we know where to find  
"Lassie" where - when we want her, let's get on  
with the business at hand, which is asking  
questions and here's our first one. It's about  
romantic meeting places. Miss Louise Drois of  
San Francisco, wants you to play Cupid and try to  
remember some romantic meetings in motion picture  
All right. Charles Boyer and Irene Dunne were  
madly in love with each other - they were just  
crazy about each other - so what did they do  
about it - they decided to stay apart for some  
time and then come together again. Where were  
they planning to meet?

YOUNG: Probably a psychiatrist's office.

MURPHY: No. Miss Williams?

WILLIAMS: The picture was "Love Affair". Is that right?

MURPHY: Yes. You're doing very well.

WILLIAMS: And they were going to meet on the top of the  
Empire State Building.

MURPHY: Oh, that's wonderful, Esther. That's exactly right.  
(APPLAUSE)

BRACKEN: George, they were looking for some warblers. You

MURPHY: Some warblers?

BRACKEN: Warblers. Those are the song birds.

YOUNG: Canadian birds.

ATKO1 0311466

MURPHY: Well, I see. Well they got there too soon, because the Bird's Eye got here yesterday.

BRACKEN: Nobody reads.

MURPHY: Canadian birds, yuh?

WILLIAMS: I think it is pronounced warblers, Mr. Bracken.

BRACKEN: Well, I come from New York you see.

WILLIAMS: I understand.

MURPHY: When you come from New York 'warblers' become 'warblers'. What were Claudette Colbert ~~and~~ Colbert and Gary Cooper doing when they first met in "Bluebeard's Eighth Wife"? Mr. Bracken?

BRACKEN: She was a lady barber and he came in for a shave.

MURPHY: No, no Mr. Bracken.

WILLIAMS: Is that possible?

MURPHY: No, that's not what happened. Don't be amazed at anything Mr. Bracken says, Miss Williams. He's a head-strong boy.

WILLIAMS: It's a wonderful idea for a picture.

MURPHY: Yes. The question is what -- what were they doing in "Bluebeard's Eighth Wife" and under what circumstances did they meet.

YOUNG: I'm a dead duck. I didn't see it.

MURPHY: You didn't see the picture? Well, you should.

WILLIAM: I think it was before my time.

MURPHY: No, no it wasn't.

GWYNN: Claudette will love you for that.

WILLIAM: Oh, Claudette. You should understand.

MURPHY: No. I have news for you, Miss Gwynn. Claudette loves her anyhow and so do I. I see that you haven't the answer --



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MURPHY: (CONTD) I see that you haven't the answer--

BRACKEN: (INT) Was she the sixth or seventh wife, George? It doesn't matter which wife she was?

MURPHY: That's -- that's beside the point, and I think we have taken up enough time for that. They were buying pajamas in a clothing store. If you remember one was buying the tops and the other was buying the bottoms. They had quite an argument. Now what happens when we miss a question, Mr. Averbach?

GWYNN: (INT) Did Dr. Markus know about that?

AVERBACK: Well our masterminds failed to answer our first question so Lucky Strike is sending to Mrs. Louis Dreis, 328 Chestnut Street, San Francisco, Califor an RCA Victor television set which retails for approximately \$1000 installed or an RCA Victor radio-phonograph plus \$100 worth of records and a certificate of admission good for an entire year for two at the Fox theatre in San Francisco.

RUYSDAEL: And to all the patients in the Veterans Administration Hospital in Gulfport, Mississippi, we are sending 22,000 Lucky Strike Cigarettes each package banded with Mrs. Dreis's name and home to. Our best wishes go along with those Luckies.

MURPHY: Just out of curiosity, Esther, do you remember how you met your first boyfriend in pictures?

WILLIAMS: Oh yes George I do. Naturally it was in the water. I dived under about six feet I think and there he w

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MURPHY: Oh, is that so?

WILLIAMS: Do you remember the picture? Let's ask George if he knows the picture.

MURPHY: Yes I do. It was Mickey Rooney wasn't it?

YOUNG: Sounds like he was asked.

WILLIAMS: That's right. Six feet under. Yes, it was Mickey

MURPHY: That's right.

BRACKEN: Mickey Rooney. What ever kept him from going down the drain.

WILLIAMS: Mickey's going to love you for that.

MURPHY: As a matter of fact Mr. Bracken, he was wearing a Panama hat with a very broad brim and it wouldn't fit through.

BRACKEN: That wouldn't stop him.

MURPHY: Good dialogue and plenty of it is usually a top requirement for a star's part in a picture. However, Donald Dibdee of Fergus Falls, Minnesota points to some stars rolls which call for very few spoken words, if any. For example, can you name the picture in which a star said this only over a telephone. Now this is the only thing the star said, "Dr. Perry, it's me, Ellen".

BRACKEN: "Sorry Wrong Number".

MURPHY: No, Miss Williams?

WILLIAMS: Ah -ah- ah- "Spiral Staircase" -Dorothy McGuire. Is that right?

MURPHY: Oh, Miss Williams, you are so smart and so bright and so pretty to gaze upon.  
(APPLAUSE) (MORE)

ATX01 0311469

MURPHY: Now Ann Blyth was the female lead in "Mr. Peabody and the Mermaid". Being a mermaid, naturally, she had no lines of dialogue, but she did express herself vocally. Which one of you masterminds can let us here that vocal expression. Is your hand up, Miss Gwynn? Or are you snapping your fingers.

GWYNN: No.

MURPHY: Miss Williams?

WILLIAMS: Is it terrible to answer two in a row?

MURPHY: No, that's very good.

GWYNN: It's a nice trick if you can do it.

YOUNG: It's hard to look at this microphone while I'm sitting here, you know.

MURPHY: Do you know the answer Miss Williams?

WILLIAMS: Yes, because it was a mermaid I'd have to know that wouldn't it? It was a sort of strange weird sound. She sort of went --

MURPHY: (INT) Let us hear it.

WILLIAMS: Really?

MURPHY: Yes.

WILLIAMS: May I have some water or something to get in the mood?

MURPHY: No, I'll spray a little on you.

WILLIAMS: It was "oh - ooh - ooh - oh".  
(APPLAUSE)

MURPHY: Oh that's wonderful. By the way --

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BRACKEN: It sounded more like a wolf call.

MURPHY: By the way, Bob Young, you've been in the acting business for a couple of years now. Is there any one performance that you particularly enjoy?

YOUNG: Yes, George, but curiously enough it didn't occur in a motion picture. It happened when I was a kid in high school.

MURPHY: Oh, a Senior play or a Junior play or something.

YOUNG: Yes I - I

MURPHY: (INT) You did graduate, didn't you?

YOUNG: This takes a lot of courage to say. We did the "Taming of the Shrew" and I got a particular kick out of cracking the bull whip over a certain frightened young lady. She was a pretty good actress.

MURPHY: Uh-huh. Is she in pictures now?

YOUNG: No, she got married and settled down and had a big family. Four girls.

MURPHY: Oh, I see. Do you ever keep in touch with her.

GWYNN: That's his wife, I bet you.

YOUNG: Certainly. I married her.

(APPLAUSE)

MURPHY: Oh, that's wonderful. I imagine Betty and the four girls get a chance to crack the whip over you every now and then. Incidentally that new picture of yours - that new picture of yours - that RKO picture "Baltimore Escapades" you did with Shirley Temple, that's going to crack the whip at the box office. (MORE)

ATX01 0311471

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MURPHY (CONTD): I saw it the other day. It's wonderful.

Excellent picture.

YOUNG: I hope you get your hope George.

MURPHY: Miss - Miss Sandy Lindley of Fort Wayne, Indiana wonders how it would sound if some Hollywood - some of Hollywood's movie couples were to take over one of those morning radio programs where Mr. and Mrs. chat at the breakfast table. You know, like Dick Köllmar and Dorothy Kilgallen in New York. Now you masterminds are to be coupled and read an imaginary conversation containing clues as to the identity of the star and the picture - picture each appeared in. All right. Now Miss Williams, if you will, you and Eddie Bracken will start it and you other masterminds are to name the Hollywood couple and the pictures of each. Esther, if you please.

WILLIAMS: I'm to pretend that Eddie's my husband. Is that right?

MURPHY: Yes, Yes.

YOUNG: It's a little tough but go ahead anyway.

GWYNN: Try to do it without laughing.

WILLIAMS: "Well, Daddy, there are your eggs doubled hard boiled. But when you want your coffee, don't whistle cause when that hurricane last night blow the shutters off, the house it took the cook right along with it."

ATX01 0311472

MURPHY: Now, Mr. Bracken is the other half of this family scene.

BRACKEN: "I gotta be shovin' off anyway, Baby. A couple of smart cookies and me got a new kind of a deal. Yeah, nothing easy like pushing over a bank, or snatching a payroll. I'll be back with a sack of the real stuff. Enough for you to toss around like dirt. Yeah." Hey, who's this guy Robinson?  
(APPLAUSE)

MURPHY: That's very good indeed. That's very good. You even look like him a little bit. Miss Gwynne, you have your hand up.

GWYNN: I'd say that was Lauren Bacall and Humphrey Bogart and "Key Largo".

MURPHY: That's half the proper answer.

GWYNN: And "Key Largo".

MURPHY: And the picture?

GWYNN: "Key Largo".

MURPHY: "Key Largo" for Miss Bacall and the picture for Mr. Bogart.

GWYNN: Oh, would you mind reading that again please.

MURPHY: Oh, now you should have heard it the first time.

BRACKEN: "Ah, yes. Gotta be shovin' off anyway, Baby. There's a couple of smart cookies and me gain' on a new kind of deal, see. Yeah - nothing like pushin' over a bank or snatching a payroll, you see. Whose this guy Bogart?"

MURPHY: I think you should have it from - have you got it?

GWYNN: I haven't the vaguest idea.

MURPHY: You haven't. Well, I'm afraid we missed that one. The picture for Mr. Bogart is "The Treasure of Sierra Madre". Do you remember that. Came back with a bag of stuff. And -ah - ah - now what happens Hy, if we miss a question.

AVERBACK: Well, we missed again George so Lucky Strike is sending Miss Sandy Lindley, Box 275, Fort Wayne, Indiana, her choice of an RCA television set or radio phonograph, a year's admission to her favorite home town movie theatre and with her compliments 18,000 Lucky Strike Cigarettes to the Sheridan, Wyoming Veterans Hospital.

MURPHY: Just for fun - we've missed that question - but Miss Gwynne and Mr. Young will you please read your imaginary breakfast chat and you other masterminds see if you can name the - the Hollywood couple in the picture. Miss Gwynne, please.

GWYNN: "As soon as you finish your breakfast, honey, I'll go and nurse on that train. And you play nurse to our cows. Don't forget - milk them like the catalogue says - sit down and face south and be sure the four cows face west."

MURPHY: Mr. Young your half of the dialogue please.

YOUNG: "No milk these moon face cud chewing critters. Me the most rootin' tootin' fastin' shootin' guyose stratling Dixie army to over 45 a rustler below the Mason Dixon line. I love you my cactus flower, but when you tell me to milk a cow partner smile."

MURPHY: Have you any idea of the people, Miss Gwynn?  
GWYNN: When - ah - he sounds like Wallace Beery.  
MURPHY: I think you better - you better take your  
indication from the dialogue rather than the  
sound. Esther?  
WILLIAMS: The performance was so confusing. Would you read  
them George?  
MURPHY: Oh, now I don't think that's fair. No, no.  
WILLIAMS: So confusing.  
YOUNG: I probably confuse everybody.  
BRACKEN: Could it be Gary Cooper?  
MURPHY: No, No.  
BRACKEN: It wouldn't be "when you smile".  
MURPHY: Well, we missed the question anyhow. The first  
part, read by Miss Gwynn was Francis Dee in  
"Four Faces West" and the second part read very  
well indeed, by Mr. Robert Young was Joel McCrea.  
WILLIAMS: Joel McCrea.  
MURPHY: In the "Virginian". Remember that famous line  
"When you say that partner, smile".  
YOUNG: Joel will never speak to me again.



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COMMERCIAL #2

AVERBACK: Before George Murphy returns with more questions  
to baffle our master minds...

BOONE: (CHANT - 60 to 62 - AMERICAN)

SHARBUTT: More independent tobacco experts smoke Lucky  
Strike regularly than the next two leading  
brands combined! Yes, Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

GIRL: Excuse me .. but who are these tobacco experts?

SHARBUTT: They're the independent tobacco experts; men who  
spend their lives buying, selling and handling  
tobacco - the auctioneers, buyers and warehousemen

RUYSDAEL: Year after year, these experts can see the makers  
of Lucky Strike consistently select and buy that  
fine, that light , that naturally mild tobacco.

SHARBUTT: Recently when an impartial survey was made  
throughout the southern tobacco country, the  
cigarette that proved to be the overwhelming  
choice of the experts was -- Lucky Strike!

(MORE)

ATX01 0311476

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RUYSDAEL: You've heard the survey results. Now here's what Mr. Thomas Ray Oglesby, veteran tobacco expert who sold three hundred million pounds of tobacco at auction, recently said:

VOICE: I can speak as an expert on quality tobacco because I've spent a good many years as an auctioneer. In 17 years I've seen thousands of tobacco crops sold at auction, and here's something I can report as an eye-witness. At all the markets I've ever attended, I've seen the makers of Lucky Strike buy fine tobacco ... ripe, milt leaf you just can't beat for smoking enjoyment. For my own smoke I pick Luckies...smoked 'em 17 years.!

SHARBUTT: 17 years a Lucky Strike smoker! And remember, Mr. Oglesby, -- like you -- looks to a cigarette for real, deep-down smoking enjoyment. So let the knowledge of the experts lead you right to Lucky Strike. Light up a Lucky yourself and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco ... And fine tobacco means real, deep-down smoking enjoyment for you. Yes -that's why...

RUYSDAEL: YOU'LL LIKE-LUCKY STRIKE!

ATX01 0311477

AVERBACK: And now back to Edith Gwynn, Eddie Bracken, Ester Williams, Robert Young, and the man in the middle, George Murphy.

MURPHY: Well here's a bit of broth of a question that might possibly give you masterminds a heap big amount of trouble. That's sort of a double character I do. That's an Irish-Indian character. Mrs. Marie Williams of Philadelphia, wants you to name and spell the island referred to in the picture "On an Island with You."

BRACKEN: Somebody's awfully embarrassed right now.

MURPHY: Well, somebody shouldn't be embarrassed if somebody had paid attention to someone's script.

WILLIAMS: I should have gone to see the picture, I guess.

MURPHY: Yes, you should have. It's a delightful picture. The name of the island. Could we get that far, do you suppose. Oh, this is horrible.

YOUNG: Oh, no. Oh, no. This couldn't be.

MURPHY: That's the most embarrassed pretty girl I've ever seen in my life.

WILLIAMS: I - I remember - I remember the real island, but I can't remember the name of it in the picture.

MURPHY: No. We've got to have the name in the picture.

WILLIAMS: Wishoon Key won't do, huh?

MURPHY: No. No.

WILLIAMS: "Anna Karyya."

MURPHY: No. The name in the picture.

YOUNG: (LAUGHS)

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WILLIAMS: I started --

MURPHY: (INT) I don't think that's gentlemanly like,  
Mr. Young.

GWYNN: Ask her what studio she works in.

MURPHY: What is it, Miss Gwynn.

GWYNN: Ask her what studio she works in.

YOUNG: Ask her who made the picture.

MURPHY: Yes. Well, she knows the studio. Well, we missed  
that one. I'll help you. The island was called  
"Koolawana."

WILLIAMS: Oh, George.

MURPHY: Do you remember Miss Williams? If you went swimming  
in any island in the Pacific --

WILLIAMS: (INT) You must have been the one person -- you  
must have been the one person who saw the picture.

MURPHY: That's right and ah - ah - by the way, Ester,  
Peter Lawford managed to come up with some timely  
food every now and then - a sort of like a  
handful of bananas or some coconuts and every now  
and then a can of spam. I can understand the  
bananas and the coconuts but where did the spam  
come from - unless I'm too fresh.

WILLIAMS: Can I answer that one?

MURPHY: Yes, please do.

WILLIAMS: Let me answer something to get out of the doghouse.  
He found the spam - it was buried.

MURPHY: Oh.

WILLIAMS: And they had buried it because --

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MURPHY: Does that make it taste better - if it's buried?  
WILLIAMS: Will the makers of Spam hate us if I say - say  
'cause the boys hated it so that they buried it.  
GWYNN: The G.I.'s had been there first.  
MURPHY: Oh, I see. The G.I.'s had buried it there.  
WILLIAMS: They had buried it.  
MURPHY: Is that it? And then, of course, I remember you  
rubbed two boyscouts together - got a fire going  
and really fixed up everything. According to the  
articles and the pictures in the current issue of  
Photoplay Magazine, which I happened to read last  
night, you know plenty about how to make with the  
barbarque recipes, is that right? Are you pretty  
handy around the griddle?  
WILLIAMS: Yes, I think so. I do. As a matter of fact, I  
think Ben married me for my cooking.  
MURPHY: Oh.  
YOUNG: I wouldn't say that. I don't agree with you.  
BRACKEN: Nothing like home cooking.  
MURPHY: I'm afraid we missed that question.  
BRACKEN: No wonder Ben never invites us out, George.  
MURPHY: No, no. Ben eats it all himself. He won't let  
anybody come out.  
BRACKEN: Hy, we have missed that question very definitely.  
Would you ring out the happy news.

ATK01 0311480

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AVERBACK: Well, thanks to Miss Esther Williams, who appears through the arrangement of Metro Goldwyn Mayer, producers of "The Three Musketeers", so Lucky Strike is sending Mrs. Marie Williams of 6426 Argyle Street, Philadelphia, Pennsylvania, her choice of an RCA Victor television set or radio phonograph, a year's admission to the Circle theatre and with her compliment 40,000 Lucky Strike Cigarettes to the Danville, Illinois Veterans Hospital.

MURPHY: The good old songs keep coming back in new pictures and we love having them and love hearing them. Miss Bobby Barber of Ripley, Mississippi, would like to hear a couple of songs, and see if you masterminds can remember and tell all about them. So listen as Ruth Martin sings a really good old timer and then name the new picture in which it is heard again.

MARTIN: (SINGS)

MURPHY: I see Miss Gwynn has her hand up. There comes Mr. Young's hand. Miss Gwynn's hand was up first I believe.

GWYNN: That's "Singing in the Rain."

MURPHY: Yes.

GWYNN: And originally it was in the old musical "Broadway Melody" and I believe they used it again in "The Babe Ruth Story."

ATX01 0311481

MURPHY: That's exactly right, Miss Gwynn. Good for you.  
(APPLAUSE)

MURPHY: Exactly right. Can you - can you just for fun  
remember who sang it in the old "Broadway Melody."

GWYNN: Yes, and I'm a fool to tell you.

MURPHY: No. Who was it?

GWYNN: Cliff Edwards - "Ukulele Ike."

MURPHY: Cliff Edwards - "Ukulele Ike." Yes sir. Yes sir.  
In another recent picture a girl is alone in her  
room waiting for her boyfriend and she happily  
breaks out into song. Another good old song. So  
listen as Ruth Martin again will sing it for you  
and name the picture and the actress who sang this  
song please.

MARTIN: (SINGS)

MURPHY: Do I see any hands? Miss Williams? Thank you  
Miss Martin.

WILLIAMS: Well, I know the new picture "Good News" with  
June Allyson singing in the room, wasn't it?

MURPHY: That's right.

WILLIAMS: But I don't know what the old one was.

MURPHY: You don't remember the old one?

YOUNG: The old one was another "Good News."

WILLIAMS: Was it "Good News"?

MURPHY: That's right.

YOUNG: There were others before that, weren't there George?

MURPHY: That's right. The new one was made at MGM and the old one was made at Warner Brothers. I remember the old one with Penny Singleton, Inez Courtney, Gus Shay, Jack Sheenan.

BRACKEN: How come you know so much about it, George?

MURPHY: Well as a matter of fact, I was in the stage play of "Good News" in London. That's my first stock in show business, and I'm very thankful for the --

YOUNG: It really dates you, doesn't it.

BRACKEN: Oh, does it.

MURPHY: Yes, it does.

WILLIAMS: He goes back.

MURPHY: I think I carry my years nearly as well as you do, Mr. Young.

BRACKEN: You two older fellas are very nice guys.

MURPHY: There's nothing like doing business with an old established firm, Mr. Bracken. Harry S. Kathy of Amsterdam, New York wants to try you masterminds on some courtroom scenes. In the picture "The Awful Truth", Cary Grant and Irene Dunne met in court for a divorce and then they began a terrific argument about a property settlement. Now what was the property involved and how did the judge dispose of it? Mr. Young?

YOUNG: The property was a dog I believe.

MURPHY: Yes.

YOUNG: And - ah -

MURPHY: How - what was the judge's decision, do you remember?



YOUNG: He left it up to the dog and ah - I believe the dog jumped in Cary's lap, didn't he?

MURPHY: Miss Gwynn?

GWYNN: I think Gary got him by rather foul means or something. Didn't he use a little trickery to get the dog to him.

MURPHY: I think that is exactly right. That's right. Now - a dramatic.

YOUNG: Anyway, he went to Cary that's what I said.

GWYNN: My dog.

MURPHY: Don't tell anybody but the other party was allowed to see the dog once a month. In a dramatic and suspenseful picture "The Trail of Mary Dugan" a clever courtroom manuevere was pulled by a smart young defense attorney to expose the real murderer. Who was the attorney and what did he do? How did he expose him? Miss Gwynn, you'll find nothing on the ceiling, believe me. You'll get more help from the -- Mr. Young?

YOUNG: The defense attorney reveled the criminal by - it was a knife - having established that it was done by a left hand person and the party on the witness stand caught the knife in his left hand thus revealing he was the murderer.

MURPHY: And he exposed himself and then he confessed I assume?

YOUNG: Well, from that time on the evidence went against him.

MURPHY: I see. And who was the - who was the young attorney?

YOUNG: In which picture?

MURPHY: Well, in the one which comes to mind first.

YOUNG: You mean the -- well, I played him once.

MURPHY: Well, that's the one we want.

(APPLAUSE)

MURPHY: Yes, that's the one to ask for. That's the main thing - that's a versatile actor. He not only cracks whips but he also throws knives. He makes a beautiful circus.

BRACKEN: George it was the first picture wasn't it? When it was made the first time.

MURPHY: Let's don't go into that.

(HUBHUB OF VOICES)

MURPHY: I have no intention of allowing anybody to embarrass anybody on this program. Here's a chance, Mr. Bracken, to show some real versatility and the rest of you masterminds can get in with him if you want to and you'll have some fun doing it. Richard Simonson of Portland, Oregon sent us this question and here's how it works. I give you the name of the picture and the first name of the star in the picture. You are then to give us the sound which suggests the star's last name. All right. The picture is "Madame Curie" and the star's first name is Walter. The sound for his last name, please. Miss Williams?

WILLIAMS: I got to get ready for this one.

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MURPHY: All right. Bear right down. Now, are you ready?  
WILLIAMS: No, I'm - I just --  
MURPHY: Now make - make certain that you're ready before  
you do it.  
WILLIAMS: It's such a nice sound. "Coo - coo - coo."  
YOUNG: That is nice.  
MURPHY: Oh.  
BRACKEN: Sound like the mermaid.  
GWYNN: Is she making like the pidgeon.  
MURPHY: She is definitely making like a pidgeon. And that's  
enough to bring all the pidgeons from all around  
the neighborhood. In the picture "Calcutta" the  
star's first name is William. What was the sound  
of the last name? Mr. Young.  
YOUNG: It may be a little difficult to do but I'll try  
it.  
(NOISE)  
MURPHY: Have you got it Miss Williams?  
WILLIAMS: Oh - Bendix.  
MURPHY: That's right.  
BRACKEN: I thought it was a malted milk.  
AVERBACK: George Murphy will be back in just a minute with  
another question to baffle the masterminds but  
first --

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COMMERCIAL #3

RUYSDAEL: America's largest selling cigarette is Lucky Strike. Yes - more smokers turn to Lucky Strike for their real, deep-down smoking enjoyment than to any other cigarette!

SHARBUTT: No doubt about it - America's most enjoyed smoke is Lucky Strike! And remember - fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette.

RUYSDAEL: You see, in each and every Lucky Strike - in every pack, in every carton - there's fine tobacco. Mild, ripe, light tobacco that gives you the real, deep-down smoking enjoyment you expect and deserve in a cigarette.

SHARBUTT: So light up a Lucky and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

(MORE)

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COMMERCIAL #3 (CONT'D)

SHARBUTT: Lucky Strike means fine tobacco. That's why  
there's a world of enjoyment waiting for you in  
Lucky Strike.

EXPERT: If you're like me ...

GIRL: Or like me ...

SHARBUTT: Or me ...

RJYSDAEL: YOU'LL LIKE LUCKY STRIKE!

ATX01 0311488

MURPHY: Hollywood pictures are shown throughout the world and Hollywood returns the favor by using every part of the world as local for it's stories. Now Mrs. Sylvia Rarome of the Bronx, calls for a quick geography lesson and hopes that you flunk out, because if you flunk, she'll get the television set. So as I name the picture you are to name the country or countries in which the picture's action takes place. Are you ready? First picture. "Elephant Boy." Mr. Young?

YOUNG: India.

MURPHY: India is right. "The Swordsman"? Miss Williams?

WILLIAMS: Scotland.

MURPHY: Scotland is right. "Fiesta." Miss Gwynn?

GWYNN: Mexico.

MURPHY: Mexico. "To the Ends of the Earth." Now that took place in several countries - name three of them please. "The Ends of the Earth." Mr. Young?

YOUNG: China, Cuba, and Egypt.

MURPHY: That is right.

GWYNN: And Brooklyn.

MURPHY: "Desire Me."

GWYNN: "A s You Desire Me" you mean?

MURPHY: Well, the indicated question is --

GWYNN: Is that the title "Desire Me"?

MURPHY: "Desire Me" from the mail I got.

GWYNN: The conversation has gotten very romantic.

MURPHY: Yes, I should have brought my guitar. Mr. Bracken?

BRACKEN: England.

MURPHY: No.

BRACKEN: It wasn't England?

MURPHY: No.

WILLIAMS: They shot in on location at Matera. Would that help?

MURPHY: Yes. Well you should know what Matera is used for in way of location.

GWYNN: Oh - oh - ah - that was the Greer Garson picture wasn't it? "Desire Me." And that took place partly in England, partly in France and --

MURPHY: (INT) France is the indicated answer.

WILLIAMS: Normandy.

GWYNN: Normandy - yes that's right.  
(APPLAUSE)

MURPHY: Now what's your I.Q. on cartoons? Well let's find out for Wade Seddon of Las Mesa, California. Wade said that his lucky number is three so he asks you to name the three materials that the three little pigs used to build their house? Mr. Young?

YOUNG: Of course, this really sort of puts me in a spot. This is the one question I can answer. Bricks, straw and - ah - ah - oh --

MURPHY: Oh, that's wonderful. Oh, that is wonderful - do you want to try it again?

BRACKEN: Your daughters are growing up, old boy.

MURPHY: That's a portrait of a man who over estimated himself. I'll have to help you.

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YOUNG: I haven't read it in so long --

MURPHY: Because our time is running short. Sticks, straw,  
and bricks.

YOUNG: Well, almost --

MURPHY: And when we lose, what happens Hy?

AVERBACK: Well, it's been a lucky day so Lucky Strike is  
sending Mr. Wade Seddon, 4139 Violet Street,  
La Mesa, California, his choice of an RCA Television  
set or radio phonograph, a year's admission to the  
Helex theatre, and with his compliments 23,000  
Lucky Strike Cigarettes to the Staten Island,  
New York, Veterans Hospital.

MURPHY: All right Hy, how did we do tonight?

AVERBACK: Well, the score will be right up, George, but first  
a word to our listeners. Send your questions with  
your answers about Hollywood and motion pictures  
to LET'S TALK HOLLYWOOD, Box 100, Hollywood,  
California. Be sure to include the name of your  
favorite home town movie theatre. If your question  
is used and our masterminds fail to answer it  
correctly, you will receive an RCA Victor  
eye-witness television set worth \$1000 installed  
or if you prefer, an RCA Crestwood radio phonograph  
combination with \$100 worth of records and a year's  
admission for you and a guest to your favorite  
home-town theatre.

RUYSDAEL: And in addition, thousands of those Lucky Strike  
Cigarettes will be sent, with your compliments, to  
a Veterans Administration Hospital.

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AVERBACK: Each person whose question is used on this program will receive a five year subscription to Photoplay Magazine. All questions become the property of LET'S TALK HOLLYWOOD, and we reserve the right to edit your questions to fit the program and will select those questions, which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the questions used.

MURPHY: By the way, if you haven't heard your question, don't be discouraged - send in another - just keep on trying. Now I've just been handed the score and tonight Lucky Strike has sent all our prizes to four winners and to the patients in four Veterans Administration Hospitals 103,000 Lucky Strike Cigarettes have been sent, with the winner's names and home towns banded on each package. That makes a grand total of one million two hundred and forty thousand Lucky Strike Cigarettes sent to Veterans Hospitals so far this season. Now, I'd like to thank Miss Edith Gwynn, Eddie Bracken, Miss Esther Williams, and Robert Young for being with us tonight. Next week on LET'S TALK HOLLYWOOD, we will have as our guests Erskine Johnson, Eddie Bracken, of course, Miss Rosalind Russell and Jack Carson. Thanks for all those swell questions. Send in as many as you like, as often as you like. This is George Murphy saying goodnight.  
(APPLAUSE)

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RUYSDAEL: George Murphy appeared through arrangement with Metro Goldwyn Mayer producers of "Julia Misbehaves" starring Greer Garson and Walter Pidgeon. This is Basil Ruysdael speaking for Lucky Strike - America's largest selling cigarette.

(APPLAUSE)

AVERBACK: Next week Rosalind Russell and Jack Carson and the following week Frank Sinatra and Jack Benny.

ANNOUNCER: THIS IS N.B.C. - THE NATIONAL BROADCASTING COMPANY.

ATX01 0311495

**Radio Program** *prepared and produced by...*  
**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**AS BROADCAST**

Client: THE AMERICAN TOBACCO COMPANY

Network: NBC

Product: LUCKY STRIKE

B'cast: 7:00 - 7:30 PM EDST

Date: SEPTEMBER 19, 1948 - #12

Repeat: 8:30 - 9:00 PM PST

9:30 - 10:00 PM PDST

(By Transcription)

"LET'S TALK HOLLYWOOD"

LET'S TALK HOLLYWOOD  
SEPTEMBER 19, 1948

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COMMERCIAL #1

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

ORCHESTRA: LUCKY DAY (UP AND FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... with MGM star George  
Murphy as Master of Ceremonies ... Erskine Johnson  
... Eddie Bracken ... Rosalind Russell... Jack  
Carson.

(MUSIC OUT)

SHARBUTT: LET'S TALK HOLLYWOOD ... presented by America's  
largest selling cigarette ... LUCKY STRIKE!

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

SHARBUTT: First again with the men who really know tobacco --  
the independent tobacco experts who for their own  
personal smoking enjoyment choose Lucky Strike.

RUYSDAEL: And remember - you and the experts select a  
cigarette for the very same reason: enjoyment!  
Real, deep-down smoking enjoyment!

SHARBUTT: So let the knowledge of the experts lead you to  
Lucky Strike. Just light up a Lucky and puff by  
puff, you'll see:

RUYSDAEL: LS - MFT

LS - MFT

(MORE)

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COMMERCIAL #1 (Cont'd)

SHARBUTT: Lucky Strike means fine tobacco. And fine tobacco  
means a world of smoking enjoyment for you. Yes -

RUYSDAEL: YOU'LL LIKE LUCKY STRIKE!

ATX01 0311498

LET'S TALK HOLLYWOOD  
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AVERBACK: At the close of tonight's program we'll tell you how you can try to baffle our masterminds, win a television set and other prizes. And now here's your master of ceremonies - George Murphy.

MURPHY: Thank you, thank you very much. Thank you Hy Averback and good evening ladies and gentlemen. Well, we've got a lot of activity brain cudgling on tap for the board of masterminds tonight so let's introduce them and then start tossing Hollywood questions at them. First there is Erskine Johnson famous Hollywood columnist of the air and press; next that young lad who certainly knows what to do at the box office and usually knows what to do with a good joke, Jack Carson; next to Jack, looking very beautiful indeed, is that wonderful actress we all love, Rosa. nd Russell; and on the end is Eddie Bracken.

BRACKEN: Hey, hey what is that - that Eddie Bracken business?

MURPHY: Uh? What's the matter?

BRACKEN: Last week - why the brush off.

MURPHY: What do you mean brush off?

ATX01 0311499



BRACKEN: Last week you know you said that I sounded like - I sang like Crosby, I sounded like Ronald Colman and I looked like Clark Gable.

MURPHY: Well, I'll tell you Eddie. I heard from Crosby, Colman, and Gable and the three gentlemen persuaded me that loose talk might impare my health. Well, at any rate let's get at it. You've seen them and heard them a thousand times but Mrs. C. S. Anderson of Kansas City, wonders whether you remember them. Now, we're referring to the trade marks and the devices the studios use to identify the pictures. For example, Columbia pictures show a woman holding a torch and each Warner Brothers picture starts with ah - well I'll ask Jack Carson to tell us. What is the Warner Brothers trade mark, Jack?

CARSON: They have a shield with WB on it - that stands for Warner Brothers.

MURPHY: I see. That's very enlightening.

CARSON: I -

MURPHY: That's right isn't it?

CARSON: That's how I got my start out there - carrying the shield, see?

MURPHY: Well, that's one way to get in. I came in with a spear myself. All right. Now you masterminds are to tell us what is sure to appear on the screen at the start of a Paramount picture.

RUSSELL: Oh, Bob Hope and Bing Crosby.

MURPHY: No, not at the very start. That generally comes on later. Mr. Johnson, did you have your hand up or are you just scratching?

CARSON: Oh, I know.

RUSSELL: Oh, I know -- I know -- I know.

JOHNSON: I was going to say Bob Hope and Bing Crosby but --

MURPHY: Miss Russell:

JOHNSON: It's really a mountain with some stars around it.

RUSSELL: Yes, yes.

MURPHY: That's right. A mountain with some stars circling it. And who can give us the sound that is heard at the beginning of every RKO production.

BRACKEN: (SOUND)

MURPHY: I don't recognize it. What is that, Mr. Bracken?

BRACKEN: That's Howard Hughes trying to get RKO off the ground.

MURPHY: The rumor is that he's not even going to try.

CARSON: I think that was planted.

MURPHY: No anything may happen with Mr. Bracken. Has anybody an idea what is heard at the beginning of -- Mr. Carson?

CARSON: I know. Do you want to answer Miss Russell?  
RUSSELL: No, no. Go right ahead, Jack.  
CARSON: (SOUND)  
CARSON: Something like that.  
MURPHY: What does that represent?  
CARSON: A radio tower.  
MURPHY: I see. And do you know --  
CARSON: A wireless, you know.  
MURPHY: That's exactly it. A wireless tower on the revolving world. Mr. Johnson?  
JOHNSON: They're firing so many people over there I understand that the new - new trade mark will be a little hatchet.  
MURPHY: I think that's something Mr. Johnson made up. As a matter of fact, I understand they're going to hire all those people back and more besides.  
RUSSELL: I understand that the radio part of it is just going to be a little weaker.  
MURPHY: Not so many to make the noise. Universal pictures also use a large revolving globe. Now which one of you masterminds will identify the trade mark, the music of Fox Movie Tone News by humming it. Fox Movie Tone News.  
RUSSELL: We'll do it together.  
RUSSELL & CARSON: (SING)  
MURPHY: No I don't believe that's right.  
(APPLAUSE)  
MURPHY: I'm sorry but our musical expert tells me that's not right.  
BRACKEN: It's not. That's the Paramount.

MURPHY: That's right. Do you know the Fox Movie Tone News, Mr. Bracken? If you do now is the time.

BRACKEN: Is now the time? Help me out here.

RUSSELL: Well, that's the other one then.

CARSON: Yeah, the other one. I was thinking of the other one.

BRACKEN: (SINGS)

MURPHY: That I believe is correct, Mr. Bracken I think that it --

(APPLAUSE)

MURPHY: Just - just for my old alma mater the stage in the good old Chase and Clover City --

CARSON: I think that was planted too.

MURPHY: Miss Russell will you let us hear the sound which is the first piece of business on every MGM picture.

RUSSELL: (ROARS)

CARSON: That's enough Roz. That's plenty.

MURPHY: I assume that is Leo the Lion and not Soudda Hoo Soudda Hay.

CARSON: She looks like she posed for the original.

BRACKEN: Incidentally, Miss Russell, you have your own producing company, now. Do you have any sounds,

RUSSELL: Oh, "Independent Artists."

MURPHY: Yes.

RUSSELL: Oh, yes. We have - well it goes sort of - (SOUND)

MURPHY: I see. What does that mean?

RUSSELL: It's a flaming torch.

MURPHY: Oh, I see. I thought for a minute it was a radiator leaking downstairs. A flaming torch, well that's a wonderful idea. Now -

CARSON: Well I'm making a darn fool of myself.

MURPHY: Now -

JOHNSON: Carrying the torch.

MURPHY: Now -

RUSSELL: No. But we are.

MURPHY: You go right on, children. The various adjectives are frequently used by the men of the Hollywood publicity departments - words like terrific, stupendous, colossus, monumental, and of course, if it's a Ratoff picture they say sensational. And - ah - but Jack Burke of Lennox, California, has come up with some picture titles which have their own adjectives right in the titles so he wants you to tell us who played "The Great Gabble" Mr. Carson?

CARSON: Eric Von Strum.

MURPHY: That is right. "The Great Garrett".

BRACKEN: Ah - I thought it was Gabby Hayes.

CARSON: It was Clem Bevens.

MURPHY: That was "The Great Gabby" this is "The Great Gabble." Who played "The Great Garrett."

CARSON: "The Great Garrett?."

MURPHY: "The Great Garrett" and stop biting your fingernails, Miss Russell. Mr. Johnson?

JOHNSON: Brian Aherne.

MURPHY: Brian Aherne. "The Great Mr. Nobody?"

CARSON: Eddie Bracken.

MURPHY: Who?

CARSON: No. No.

MURPHY: No. It's all right, Mr. Bracken. I'm sure that Mr. Carson --

CARSON: It's pretty close - Eddie Albert.

MURPHY: Eddie Albert is right.

BRACKEN: Was it really Eddie Albert?

MURPHY: Say you're really wonderful today. My goodness.

CARSON: I do nothing but go to pictures.

MURPHY: Is Jack Warner helping you out on all these things? And the last one "The Great Man Votes"? Mr. Bracken?

BRACKEN: Well, John Barrymore.

CARSON: That's right.

MURPHY: No.

BRACKEN: John Barrymore did it in the picture.

MURPHY: That isn't the indicated answer that I have, Mr. Johnson?

JOHNSON: Lionel Barrymore.

MURPHY: Lionel Barrymore is the indicated answer. That's right.

CARSON: He got there first.

MURPHY: That is right.

JOHNSON: I think that is wrong. I think it was John Barrymore.

BRACKEN: I think so too.

MURPHY: You do. Well, I'll accept - since we have both of them I'll accept both of them. We have answered the question correctly.

CARSON: One of the Barrymores.

MURPHY: Yes, will that satisfy you all? If you'll just nod and let me know that you're happy. Thank you. Now we have a question about movie music. Now you masterminds are not only to provide the answers but you are also going to provide the music. Miss Mary Hinkle of Mt. Airy, Pennsylvania has asked you to, and on this show of course the listeners! request is our command. So you have been given cards containing song lyrics and our first offering will be, I hope, a solo by Eddie Bracken. If the audience can stand it. As Eddie Bracken sings you other masterminds are to first name the singer and second name the picture. Eddie the microphone is ready for your solo and my ears are ready for some cotton. Let her go when ready.

BRACKEN: (SINGS)  
I had this a little bit wrong.

CARSON: You don't have to do the whole song.

MURPHY: I think - I think that might be considered enough for a clue, don't you? I think out of regard --

BRACKEN: I've been taking lessons --

MURPHY: Has anyone the idea of the -- of the singer and the picture the song appeared in?

CARSON: Ya - yeah.

MURPHY: Do you know? You do.

CARSON: Shirley Temple.

MURPHY: Shirley Temple. Could you tell us the picture. That's half of the question.

CARSON: Well, I can't do it alone.

RUSSELL: "Little Miss Marker."

MURPHY: I'm very proud of you as a matter of fact -- what is it Miss ---

RUSSELL: "Little Miss Marker."

MURPHY: No, I'm sorry. I can tell from those blank faces -- Mr. Bracken please do not try to get help from the audience or are you flirting with that girl in the first row. If you are ---

CARSON: "Bright Eyes."

MURPHY: "Bright Eyes." "Bright Eyes" is the second half. (APPLAUSE)

MURPHY: You are a real mastermind.

CARSON: Why don't you send the rest of these people home, George.

MURPHY: No, no. They look very pretty up there with you.



RUSSELL: You're much older than we are.

CARSON: Chivalry keeps me quiet.

MURPHY: All you listeners may congratulate yourselves for having survived that, but now we look forward to an immediately improved future because Jack Carson and Rosalind Russell are to favor us with a duet. Now you other masterminds are to try to name the picture. They will sing the duet and you are to name the picture. When you're ready.

RUSSELL & CARSON: (SING)

(APPLAUSE)

MURPHY: Oh, that's delightful - that's wonderful. Mr. Bracken you have an idea about that.

BRACKEN: Drew Pearson.

MURPHY: No, no. This was a musical picture. Ah - Mr. Johnson have you any idea about that?

JOHNSON: Yes, it was "DuBarry was a Lady" I think.

MURPHY: Yes but do you remember who sang it?

JOHNSON: Ethel Merman did it on Broadway.

MURPHY: You're not allowed to answer.

CARSON: Oh, I can't?

MURPHY: No, because you sang. You can't do everything.

CARSON: Do you call that singing?

MURPHY: Well in a manner of singing.

RUSSELL: George?

MURPHY: Who - who do you think sang it?

JOHNSON: Ethel Merman sang it in the original show on Broadway.

MURPHY: Yes. We're talking about the picture.

RUSSELL: Judy Garland.

MURPHY: No. Well, I'm afraid we missed that one. It was sung by Lucille Ball and Rod Skelton. And what happens when we miss a question, Hy?

AVERBACK: Well, George, our masterminds failed to answer that question so Lucky Strike is sending to Miss Mary Hinkle, 102 West Hortter St., Mt. Airy, Pennsylvania an RCA Victor television set which retails for approximately \$1000 installed or an RCA Victor radio phonograph plus \$100 worth of records and a certificate of admission good for an entire year for two at her favorite home town movie theatre.

RUYSDAEL: And to all the patients of the Veterans Administration Hospital in Murfreesburg, Tennessee we're sending 11,000 Lucky Strike Cigarettes and each package is banded with Miss Hinkle's name and home town.

MURPHY: I'm sorry Erskine -

JOHNSON: I just want to say one thing.

MURPHY: What was that Mr. Johnson?

JOHNSON: GEE WHIZ.

MURPHY: Erskine that was all the singing called for in the question from Miss Hinkle and you look so disappointed. I'll tell you what I think we ought to do. Why don't you just sing us a few bars of the "Cement Mixer" song. Do you remember that, Erskine?

JOHNSON: I did not look disappointed.

MURPHY: I don't want you to leave here inhibited. You don't remember the song?

JOHNSON: My daughter - my ten-year old daughter, Kathleen, drives me a little crazy with that song.

MURPHY: Well, would you let us hear a little of it?

JOHNSON: (SINGS)

MURPHY: Oh, yes. That's very good. That's good. I just didn't want you to think we had slighted you in any way. Now --

BRACKEN: Boy, no wonder things at his house --

CARSON: I wish we had.

JOHNSON: I told you I didn't look disappointed.

MURPHY: Mr. Bracken is very unkind. He's smart but unkind. Now Irene Mayer of New York City says you can't always tell a mean old villain by just looking at him. So let's see. In the picture -- the picture "Dragonwyck" there was a very suave, handsome, and irresistible villain who made up his mind that his wife stood in his way so he neatly disposed of her. How did he get rid of his wife? In the picture "Dragonwyck."

CARSON: The show is --

RUSSELL: Who saw it?

MURPHY: Mr. Johnson:

JOHNSON: I saw the picture and I'm still trying to figure how he did it but he planted an oleander bush.

-15-

CARSON: That's right.

MURPHY: That's exactly right. That's exactly right. He put the oleander bush and that's the answer to the question.

BRACKEN: An oleander bush?  
(APPLAUSE)

AVERBACK: Before George Murphy returns with more questions baffle our masterminds --

(INSERT COMMERCIAL NO. 2)

ATK01 0311511

LET'S TALK HOLLYWOOD  
SEPTEMBER 19, 1948

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COMMERCIAL #2

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

SHARBUTT: An impartial survey made in the southern tobacco country shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined!

RUYSDAEL: Yes, Lucky Strike!

MUSIC: THEME

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

GIRL: Excuse me, but who are these tobacco experts?

SHARBUTT: They're the independent auctioneers, buyers and warehousemen -- men with years of experience buying, selling, and handling tobacco. And more of these independent experts smoke Lucky Strike regularly than the next two leading brands combined.

RUYSDAEL: You've heard the survey results. Now here's what Mr. William Lee Currin, veteran tobacco auctioneer who's sold close to 500 million pounds of tobacco, recently said:

(MORE)

ATX01 0311512

COMMERCIAL #2 (Continued)

VOICE: I was born and raised in the tobacco business. I've sold tobacco for the last 24 years, and for years and years, at more than a thousand auctions, I've seen the makers of Lucky Strike buy tobacco that's really good ... sweet, mild tobacco that's just chock-full of smoking enjoyment. I've smoked Luckies for 23 years!

SHARBUTT: 23 years a Lucky smoker! And remember, Mr. Currin - like you --- looks to a cigarette for real, deep-down smoking enjoyment. So light up a Lucky yourself, and puff by puff, you'll see:

RUYSDAEL: LS - MET  
LS - MET

SHARBUTT: Lucky Strike means fine tobacco ... And it's this fine tobacco that gives you real, deep-down smoking enjoyment from every Lucky you light. That's why ...

RUYSDAEL: YOU'LL LIKE -- LUCKY STRIKE!

AVERBACK: And now back to Erskine Johnson, Eddie Bracken, Rosalind Russell, Jack Carson and the man in the middle, George Murphy.

MURPHY: Before we go on with the next question I have a very important announcement which I am very happy to make. Vacation time being over the young master himself, Jack Benny, with his whole gang returns to the air on their original spot two weeks from today. That isn't all. Mary and the gang through the dare and Jack accepted the challenge so next week here on LET'S TALK HOLLYWOOD Jack Benny takes his place as one of our guest masterminds. And the rumor has it Jack might be bringing his fiddle along so just to be on the safe side we also invited another musician one Frank Sinatra. I think we should have a lot of fun here. Be a great day. So let's get on with today's activities with this question from Jimmy Richards of Santa Rosa who wants you masterminds to chew up a bit of scenery. It's front stage and center for each of you so Erskine would you start us off by reading the dialogue on your card and the other masterminds are to name the picture. Erskine?

JOHNSON: As soon as I get my card.

MURPHY: Oh, you haven't gotten your card. Oh, I'm sorry. I apologize to you. I thought the cards had been passed out.

RUSSELL: Thank you.

MURPHY: Are you ready Erskine now? You got your card.

JOHNSON: I think I'm ready.

MURPHY: Well, let her rip.

JOHNSON: "OK listen Burns the next time I see you no matter where I am or what I'm doing I'm going to walk right up to you and hammer on that monkey skull of yours until it rings like a Chinese gong"!

MURPHY: Miss Russell has her hand up. Miss Russell?

RUSSELL: Those are my words. I said that in a picture - "His Girl Friday" or "The Front Page."

MURPHY: I see. That's right. But who said it in "The Front Page."

RUSSELL: Hildy Johnson.

MURPHY: Do you remember who ---

RUSSELL: Pat O'Brien.

MURPHY: Pat O'Brien - that's right. If you look around he's standing right behind you.

RUSSELL: Pat come out here. Hello!

MURPHY: No, he can't. He's he's very busy over there. Now masterminds listen as Eddie reads his dialogue. Eddie Bracken and then ~~NAME~~ of the picture and the actor who spoke the following lines. Eddie if you please. In character.

BRACKEN: "Ah, put out the light and then put out the light. Should I repense put out thy light. I know where is thy -" what is that word George?

MURPHY: The next word is Promethean.

BRACKEN: Oh, Promethean.

MURPHY: Yes, "P". Yes. Mr. Carson knows the answer to this but this is so good I don't think we should stop him.



BRACKEN: "Put out they light" --

RUSSELL: I wish we could.

CARSON: Put out the lights.

BRACKEN: It's dark in here isn't it?

MURPHY: Yes it is. It was mighty dark there that day.  
Mr. Carson?

CARSON: Ronald Colman from "A Double Life" - "Orthello".

MURPHY: The lines were from "Orthello". Oh, you're magnificent.

CARSON: That's right. Real Shakespeare.

MURPHY: Would you say - would you say that after that scene that Mr. Colman was well-lit up? You might say that.

CARSON: But Mr. Bracken sounded like he was.

MURPHY: Yes and that was a sigh of relief and much joy brings us to your dialogue Miss Rosalind Russell if you please.

RUSSELL: "I'm devoted to you father, but she does get me down. I don't blame her husband for being bored with her. Oh, my dear, he's one of those flirty types. He just loves to kiss all the girls. Well, when that brings me on to my husband I wouldn't trust him on Alcatraz - the mourse. Oh, don't be shocked. - we know how men talk about us when we're not around."  
(APPLAUSE)

MURPHY: Oh, that's wonderful Roz. Wonderful. Mr. Johnson you had you're hand up?

JOHNSON: Yes this is Rosalind Russell in a beauty parlor in a picture called "The Women."

MURPHY: That's exactly right. That's that's ---

BRACKEN: I thought it was Lauren Bacall.

MURPHY: I beg your pardon Mr. Bracken.

BRACKEN: I thought it was Lauren Bacall.

RUSSELL: I thought it was terrible.

MURPHY: No. I thought it was very good.

RUSSELL: (Mumbles)

MURPHY: Now it's your turn Jack Carson. You other masterminds are to name the picture and the actor who quotes these lines. Incidentally Jack your dialogue is also from Shakespeare so let's hear a real rendition - uh? You know - really give out in the words of the "immortal bard."

CARSON: Ye, ya. I could do it like Jimmy Stewart - I imitate him well. But I'll do it like Shakespeare. "Slave I have set my life upon a cast and I will stand the hazard of the die. I think there be six Richmonds in the field - five have I slain today instead of him. A horse, a horse my kingdom ---"

RUSSELL: "for a horse!"

MURPHY: Oh, boy. Miss Russell?

RUSSELL: "Henry V"

MURPHY: "Henry V" is right.

RUSSELL: Lawrence Oliver.

BRACKEN: Oh that sounded more like Crosby.

MURPHY: No. It was used - used once before. It was quoted in a picture some years ago.

CARSON: Oh.

MURPHY: Your answer is right but I'd like to get the other if you can think of it.

RUSSELL: Oh -

CARSON: Would it be John Barrymore?

RUSSELL: John Barrymore.

MURPHY: Yes, John Barrymore used it - that's right - at 20th Century. That's exactly right. Now we are very happy to take a deep bow Westward to all our good friends in Hawaii by means of this question from Miss Yosuko Ideguchi of Waiialua, Oahu, Territory of Hawaii. I think I should --

CARSON: (MUMBLES)

MURPHY: I think I should be congratulated for pronouncing that correctly.

MURPHY: Miss Ideguchi asks "What were they afraid of" - all right. What was Gregory Peck afraid of in the picture "Spellbound"? Miss Russell?

RUSSELL: He was afraid of --

MURPHY: Well, Miss Russell that was a -- lovely --

RUSSELL: Black lines on white objects.

MURPHY: Yes and could you explain that a little further.

RUSSELL: Well -

MURPHY: Why?

RUSSELL: Because he feared he was responsible for the death -

CARSON: Of his brother.

RUSSELL: Of his brother.

MURPHY: That's right.

RUSSELL: And every time he saw -- like a ski track --

MURPHY: That's exactly right.

RUSSELL: Going down on the white snow.

MURPHY: His brother was on a sled in the snow and it made these lines. That's exactly right. In the picture "Wake Up and Live."

CARSON: (LAUGHS)

MURPHY: In the picture "Wake Up and Live" ---  
(HUBBUB OF VOICES)

MURPHY: What was Jack Haley so afraid of. In the picture  
"Wake Up and Live."

RUSSELL: Himself wasn't it?

MURPHY: No. No.

RUSSELL: Come on - he's a comedian. Come on --

CARSON: Oh, I don't want to talk about another comedian.

MURPHY: Oh, I think it's only fair that you should for just  
a moment.

MURPHY: What was he afraid of? Mr. Johnson?

JOHNSON: Didn't Jack Haley have a voice double in the picture.

MURPHY: This I couldn't say not having been there at the  
time but he was afraid of something in the picture  
which is the question and may we stick to it.

JOHNSON: Well I mean - he was afraid that it was going to be  
revealed that he really wasn't singing.

MURPHY: Well, no. There was an object in the picture that  
he was afraid of. I didn't think it was disclosed  
that he had a voice double until after the picture  
was out for some time and then some columnist,  
I've forgotten who it was, disclosed that it was  
Buddy Clark.

JOHNSON: That must have been me.

CARSON: That's what I was afraid of.

MURPHY: No, it couldn't have been you. Well, I'm afraid we've missed that one. He was afraid of the microphone. Do you remember the wonderful scene where the microphone got larger and larger and seemed to gobble him up and scared the daylights out of him. What happens, Hy, we missed that one?

AVERBACK: Well, missing we send to Miss Yosuko Ideguchi, Waialua Camp, Waialua, Oahu, Territory of Hawaii, --

MURPHY: Well done.

AVERBACK: Her choice of an RCA television set or radio-phonograph, a year's admission to the Hatahi theatre and with her compliments 21,000 Lucky Strike Cigarettes to the Dayton, Ohio Veterans Hospital.

MURPHY: And while we're on the subject of pictures in which someone is afraid of something, Rosalind an important part in your newest picture "The Velvet Touch" is your fear of a certain item. What was the item and why were you afraid of it. Will you tell us?

RUSSELL: Oh, well, George, I'm afraid of a pair of gloves - a black pair of gloves on which - by the way, there are some white lines. You see, these gloves I used the night I --

BRACKEN: Went skiing.

RUSSELL: You keep out of this - I made this picture, or were you in it?

BRACKEN: I wish I were.

CARSON: I could have been.

MURPHY: Well, I see. The object was a pair of gloves but do you think you should tell us any more - you might disclose the plot of the picture.

RUSSELL: Well, this is -- no -- no. I'm not -- I'm not going to tell you - thank you George.

MURPHY: Make the people go to the theatre to see it. That's good. And I recommend it. I've seen it and I'm sure they'll enjoy it.

BRACKEN: I know what Jack Carson was afraid of in "Two Guys From Texas".

CARSON: I was just going to bring that up.

RUSSELL: The Critics.

MURPHY: What were you going to say Mr. Carson before you were --

CARSON: Recently a picture was released called "Two Guys From Texas."

MURPHY: Yes.

CARSON: In which I am hindered more or less by another fellow called Dennis Morgan and in that picture I'm afraid of something. Now could you tell me what it is, Mr. Bracken?

RUSSELL: Morgan.

BRACKEN: Yeah, I think I could. You're afraid Morgan is going to steal the picture.  
(APPLAUSE)

MURPHY: No, Eddie. The real answer is that Jack was afraid of all animals and birds and I must say that it was a wonderful idea and led to a lot of very very funny situations.

BRACKEN: Same answer.

MURPHY: And now - now we come to more music from the movies. A good song is always good listening so we're glad that Mrs. G. L. Morrison of Chappell Hill, North Carolina sent us this question and we hope that her hope of stopping you masterminds comes true. So listen as our pianist, Harry Sudman, plays an Academy Award winning song and then identify the picture and tell us who sang the song in the picture. Mr. Sudman if you please.

SUDMAN: (PLAYS)

MURPHY: Thank you, Mr. Sudman. Miss Russell.

RUSSELL: Isn't that "Atchoson, Topeka and the Santa Fe."

MURPHY: That's the name of the song. Could you tell me -

RUSSELL: "The Hardy Girls" - Judy Garland.

MURPHY: Judy Garland sang it - that's exactly right.

(APPLAUSE)

MURPHY: Now, Mr. Sudman plays another good tune from a recent picture you are to name the picture, name the singer, and tell us what happened as the song was being sung. Mr. Sudman if you please.

SUDMAN: (PLAYS)

MURPHY: Mr. Bracken has his hand up.

BRACKEN: That was the Pamona fair.

MURPHY: No, no.

BRACKEN: "State Fair" it's called and -

MURPHY: Who sang the song?

BRACKEN: Dick Haymes was singing it and he was riding on a ferris wheel.

MURPHY: Oh, your memory is -- your memory is wonderful  
Mr. Bracken. Well, that takes care of our question of  
movie music and --

CARSON: George I -- I

MURPHY: Yes, Mr. Carson?

CARSON: You haven't forgotten what we were talking about in  
the hall have you?

MURPHY: Well what were you clearing your throat about?

CARSON: I do a little singing.

MURPHY: Oh, oh I see.

CARSON: Don't you remember --

MURPHY: Well, well in that case maybe we can add another part  
to the question and let you sing if you'd really  
like to. The other masterminds will listen and name  
the picture and the singer. Have you got something  
ready to sing.

RUSSELL: Since when do --

CARSON: No. I'm not really prepared but if you insisted.  
(APPLAUSE)

CARSON: Thank you, thank you. May I have a key? That's a  
little too low.

BRACKEN: That's a good key.

CARSON: A little lower, I think.

MURPHY: A medium key. That's it.

CARSON: (SINGS)

MURPHY: Oh, isn't that wonderful. Oh, you should see that  
boy. Oh -- thank you very much Mr. Carson. That  
was delightful.

(APPLAUSE)



MURPHY: Thank you, thank you, thank you. Jolson goes and  
Carson stays.

AVERBACK: George Murphy will be back in just a moment with  
another question to baffle the masterminds but  
first --

(INSERT COMMERCIAL NO. 3)

COMMERCIAL #3

RUYSDAEL: America's largest selling cigarette is Lucky Strike. Yes - more smokers turn to Lucky Strike for real, deep-down smoking enjoyment than to any other cigarette!

SHARBUTT: No doubt about it - America's most enjoyed smoke is Lucky Strike! And remember - fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette.

RUYSDAEL: You see, in each and every Lucky Strike - in every pack, in every carton - there's fine tobacco. Mild, ripe, light tobacco that gives you the real, deep-down smoking enjoyment you expect and deserve in a cigarette.

SHARBUTT: So light up a Lucky and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. That's why there's a world of enjoyment waiting for you in Lucky Strike.

(MORE)

COMMERCIAL #3 (Continued)

EXPERT: If you're like me ...

GIRL: Or like me ...

SHARBUTT: Or me ...

RUYSDAEL: YOU'LL LIKE LUCKY STRIKE!

MURPHY: Now we come to a question about names, pet names and otherwise, that's the subject of the question from Pauline Cronin of Brooklyn. All right. Name the picture and tell us who played "Hotlips Barton".  
Hotlips Barton.

RUSSELL: Was anything ever made like that.

MURPHY: I can't help you. Mr. Johnson?

JOHNSON: Bob Hope played the character.

MURPHY: What picture?

JOHNSON: In the last "road" picture. The road to somewhere I don't know.

MURPHY: Well, would you care to make a guess on that.

JOHNSON: The Road to ---

RUSSELL: Rio.

MURPHY: "The Road to Rio" is exactly right.  
(APPLAUSE)

MURPHY: Who played "Uncle Bumps": is what picture. "Uncle Bumps". "Uncle Bumps" Mr. Johnson again.

JOHNSON: He was a guest on the show two weeks ago - Van Johnson.

MURPHY: Van Johnson and what was the name of the picture.

JOHNSON: With the ants.

BRACKEN: "June Bride."

MURPHY: Not quite.

JOHNSON & BRACKEN: "The Bride Goes Wild."

MURPHY: "The Bride Goes Wild" that is exactly right.  
(APPLAUSE)

MURPHY: And, Hy, how did we do.

AVERBACK: Well the score will be right up George, but first a word to our listeners. Send your questions with your answers about Hollywood and motion pictures to LET'S TALK HOLLYWOOD Box 100, Hollywood, California. Be sure to include the name of your favorite hometown movie theatre. If your question is used and our masterminds fail to answer it correctly, you will receive an RCA Victor eye-witness television set worth \$1000 installed, or if you prefer an RCA Crestwood radio phonograph combination with \$100 worth of records and a year's admission to your favorite hometown movie theatre.

And in addition, thousands of those Lucky Strike Cigarettes will be sent with your compliments to a Veterans Administration Hospital.

AVERBACK: Each person whose question is used on this program will receive a five year subscription to Photoplay Magazine. All questions become the property of LETS TALK HOLLYWOOD, and we reserve the right to edit your question to fit the program and will select those questions which in our judgment are most suitable and interesting. In the event of similarity, we will be the sole judge of the questions used.

MURPHY: By the way, if you haven't heard your questions don't be discouraged. Send in another - just keep on trying. Now I've just been handed the score and tonight Lucky Strike has sent all of our prizes to two winners and to the patients of two Veterans Administration Hospitals 42,000 Lucky Strike Cigarettes have been sent with the winners names and hometowns banded on each package. That makes a grand total of one million 282 thousand Lucky Strike Cigarettes sent to Veterans Hospitals so far this season. Now I'd like to thank Erskine Johnson, Eddie Bracken, Rosalind Russell and Jack Carson for being with us tonight. Next week on LETS TALK HOLLYWOOD we will have as our guests Edith Gwynn, Eddie Bracken, of course, and Frank Sinatra and none other but the one and only Jack Benny! Thanks for all those swell questions. Send in as many as you like as often as you like. This is George Murphy saying goodnight.

(APPLAUSE)

RUYSDAEL: George Murphy appeared by arrangement with Metro-Goldwyn-Mayer producers of "Julia Misbehaves", starring Greer Garson and Walter Pidgeon. This is Basil Ruysdael speaking for Lucky Strike - America's largest selling cigarette.

(ORGAN: UP AND FADE)

AVERBACK: Be sure to be with us again next week at this same time when George Murphy puts questions about Hollywood and the movies to Edith Gwynn, Eddie Bracken, Frank Sinatra and Jack Benny. You'll enjoy LET'S TALK HOLLYWOOD.  
(APPLAUSE)

ANNOUNCER: THIS IS N.B.C. - THE NATIONAL BROADCASTING COMPANY.

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(By Transcription)

"L E T ' S T A L K H O L L Y W O O D"



COMMERCIAL #1

RIGGS: (CHANT - 60 to 62 - AMERICAN)

ORCHESTRA: LUCKY DAY (UP AND FADE TO BG)

AVERBACK: LET'S TALK HOLLYWOOD ... with MGM star George  
Murphy as Master of Ceremonies ... Erskine ...  
Johnson ... Eddie Bracken ... Frank Sinatra ...  
Jack Benny. (MUSIC OUT)

SHARBUTT: LET'S TALK HOLLYWOOD ... presented by America's  
largest selling cigarette ... LUCKY STRIKE !

RUYSDAEL: FIRST AGAIN WITH TOBACCO MEN!

MUSIC: THEME

SHARBUTT: First again with the men who really know  
tobacco -- the independent auctioneers, buyers,  
and warehousemen ... who for their own  
personal smoking enjoyment choose Lucky Strike.

RUYSDAEL: And remember -- you and the experts select a  
cigarette for the very same reason: Enjoyment!  
Real, deep-down smoking enjoyment!

(MORE)

COMMERCIAL #1 (Cont'd)

SHARBUTT: So let the knowledge of the experts lead you  
to Lucky Strike. Light up a Lucky and puff  
by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. And that's  
why Lucky Strike means a world of smoking  
enjoyment for you. Yes -

RUYSDAEL: YOU'LL LIKE LUCKY STRIKE!

AVERBACK: And here is your master of ceremonies -- George Murphy!

MURPHY: Thank you, thank you, Hy Averback. And good-evening, ladies and gentlemen. LET'S TALK HOLLYWOOD is indeed honored tonight with a very distinguished board of master minds who, although completely unrehearsed, are completely determined to give their all in answering your questions about Hollywood. So before we perplex them, let's present them. Seated from right to left is our own "He started Out As a Quiz Kid and Is Ending up As A Question Mark" -- Eddie Bracken. Next to him, Miss Edith Gwyn, widely syndicated Hollywood columnist. And next to her -- you've been charmed by his personality, you've been thrilled by his singing, you've been delighted by his acting -- Frank Sinatra! And last -- I don't dare say least -- we have with us a man who is known the world over -- an international favorite, one of the greatest performers of stage, screen and radio --

BENNY: You said it.

MURPHY: I beg your pardon.

BENNY: I'm Jack Benny. I was born in Waukeegan, Illinois, and I'm 39 years old.

BRACKEN: That's true, George. He just has turned 39.

MURPHY: Oh, is that so?

BENNY: It's 93 - I know.

MURPHY: 93. Well, Jack, I know -

BENNY: I got blue eyes, too.

MURPHY: Blue eyes, too. Yes.

BENNY: And I play the violin.

MURPHY: And they're very bright blue and very pretty, Jack. And don't let anyone tell you differently.

BENNY: And I understand that they thrill as the blue waters of the Mediterranean.

MURPHY: How about the Nile? The Nile, too? I understand that you thrill the folks, Jack, and you're going to get a chance right now to show how really brilliant you are, because here's our 1st question. Miss Adele Vincent of the Bronx wants to see if you master minds can remember some unusual items which played a part in pictures. In which recent picture did we see a baby carriage with two American flags on it?

BRACKEN: The Birth of a Nation?

MURPHY: No, Mr. Bracken. Miss Gwynn.

GWYNN: That was in a very funny scene in a "Foreign Affair".

MURPHY: "Foreign Affair" is the right answer and do you remember who played in the picture?

GWYNN: Ah - do you want the whole cast?

MURPHY: No, just a couple names will do.

GWYNN: Marlene Dietrich, Jean Arthur, John Lund.

MURPHY: That's right. I think that's enough.  
GWYNN: And the baby carriage.  
MURPHY: In what picture - in what picture did an electric sign make a gentleman vory angry. Mr. Benny.  
BENNY: Ronald Colman.  
MURPHY: He was the gentleman, yes. Do you remember the picture?  
BENNY: Yes. The - "John - George Appley".  
MURPHY: That's right. Do you remember what it was about the sign that made him mad?  
BENNY: There was some ad going up and down -  
BRACKEN: It spelled out "Jack Benny".  
MURPHY: No. No. Miss Gwynn.  
GWYNN: Wasn't it a breakfast food ad going up on Boston common?  
MURPHY: That's right. That's right. Right off Boston common. And he objected to it.  
BENNY: I got half of it.  
MURPHY: Yes, you did. You did the big half. The first half, Mr. Benny. "Name the picture in which -  
BENNY: You can't guess everything, you know.  
MURPHY: No, you're doing very nicely.  
BENNY: Just be glad I'm here.  
MURPHY: I'm very glad you're here. I don't want you to be upset and I don't see why you take that attitude. We're very happy to have you and we think you're doing wonderfully well.

SINATRA: Oh, I don't know.

MURPHY: Be comfortable. Please, Frank, now don't disturb him. Would you now name -

BENNY: I'm not getting paid for this you know.

MURPHY: Well - well, it's a labor of love. It's fun.

GWYNN: And you're sitting next to Frankie.

BENNY: Is it?

MURPHY: Name the picture in which a coin bank with a broken leg played an important part.

SINATRA: Would you mind repeating that question, George?

MURPHY: Name the picture in which a coin bank with a broken leg played an important part. Miss Gwynn.

GWYNN: "I Remember Mama".

MURPHY: No. Sorry -

GWYNN: Didn't Irene Dunne-

MURPHY: No. Close. But not a Lucky Strike on that one. Oh, I have never seen such blank expressions in all my life. And I resent this a little bit too, Mr. Benny.

BENNY: "Bertha The Sewing Machine Girl."

- MURPHY: No. No. I am going to have to help you. As a matter of fact, it was "Tenth Avenue Angel". Margaret O'Brien. Do you remember? She had the bank and it fell off the mantle and the cow broke her leg. And she went to the stockyard to have her faith restored. And we missed the question and what happens when we miss the question, George? Ring out the news.
- AVERBACK: Well, George, our master minds failed to answer that question so Lucky Strike is sending Miss Adele Vincent of 1133 Findley Avenue, Bronx, N. Y., an RCA Victor television set which retails for approximately \$1,000 installed or an RCA radio-phonograph plus \$100 worth of records. And a certificate of admission good for an entire year for two at the Radio City Music Hall Theater in New York City.
- RUYSDAHL: And to all the patients at the Veterans Administration hospital in Roseburg, Oregon, we are sending 10,000 Lucky Strike cigarettes each package banded with Miss Vincent's name and home town. Our best wishes go along with those Luckies.

MURPHY: Our next question is designed to make you master minds listen and also to think at the same time. I know that that will be difficult for some of you. And then try to come up with the answer. Mrs. Howard Berne of Berkeley, California challenges you to listen to some sound effects and tell us the titles of the pictures suggested by the sounds. I see our sound effects man is ready, so see what pictures these sound effects bring to mind.

(SOUND)

MURPHY: Mr. Benny?

BENNY: "The Horn Blows At Midnight."

MURPHY: Miss Gwynn.

GWYNN: It sounds like those fellows who imitate Sinatra. But - it could be "Boomerang", couldn't it?

MURPHY: Oh, you keep looking at Sinatra and you can't think of anything else, today. Miss Gwynn, I can see that you're not going to be up to your usual -

GWYNN: I know. I know.

BENNY: I think Sinatra looks lousey, if you ask me.

MURPHY: Frank, that's unkind.

GWYNN: Is that right - Boomerang?

SINATRA: Would that be "Whistle Stop"?

MURPHY: No. No. Miss Gwynn.

GWYNN: "Boomerang."



BENNY: Must be something with Esther Williams in it.  
GWYNN: Sounds like a watch ticking. Oh, - "Watch on the Rhine".  
MURPHY: "Watch On the Rhine". Oh, that's wonderful.  
SINATRA: Very good. Very good.  
GWYNN: I'm surprised.  
MURPHY: That brings us to a very interesting question from Mr. Rochester Van Jones from Rochester, New York. Mr. Jones' question has to do with a famous stage star - a star of stage, screen and and radio who returns to the air in this same time next week. He wants to know if any of you master minds can identify this star whose initials are JB. Mr. Bracken?  
BRACKEN: Would you mind repeating it?  
BENNY: Well, I know.  
MURPHY: You mean the question, Mr. Bracken?  
BRACKEN: No. No. The initials.  
MURPHY: The initials are J.B.  
BENNY: George. Ask me.  
MURPHY: Mr. Sinatra.  
SINATRA: Joan Bennett.  
MURPHY: No. I'm sorry.  
GWYNN: I know. I know. I know.  
BENNY: Wait a minute.

MURPHY: No. I'm sorry. But I'll give you a clue. This famous comedian who resumes broadcasting next week in this same time for Lucky Strike has just returned from a triumphant engagement in England where he was proclaimed the most popular comedian ever to appear at the Palladium Theater in London.

GWYNN: I know.

MURPHY: Miss Gwynn.

GWYNN: Danny Kaye.

MURPHY: Miss Gwynn.

GWYNN: Danny Kaye.

MURPHY: No. It wasn't Danny Kaye.

BENNY: I was there after Danny Kaye.

MURPHY: Perhaps - perhaps I could clarify the answer.

BENNY: I know the answer, George.

MURPHY: This star just broke all existing records at the Palladium.

BRACKEN: Ziggy Ellman.

MURPHY: Well, I'll give you a final hint. This star has been on the radio for 16 years and has just begun to celebrate his 39th birthday again. Mr. Sinatra.

SINATRA: Basil Ruysdael.

MURPHY: No. You're not even close - you're not even close. Well, I'm afraid I have given you all the clues that I can. And it looks like this question has really stopped you. Such blank expressions-I can see that no one knows the answer --

BENNY: George - wait a minute -

MURPHY: - so there is only one thing to do. We haven't the answer to our question, Hy, so what do we do in this case?

AVERBACK: Well, George, since the master minds do not seem to be able to identify the famous star, Lucky Strike ---

(DURING THE FOLLOWING SPEECH BENNY REPEATS "WAIT A MINUTE" OVER AND OVER AGAIN)

AVERBACK: - is ready to award to Rochester Van Jones of Rochester, New York all our prizes which we will-

BENNY: (SHOUTS) WAIT A MINUTE!

MURPHY: Mr. Benny, please. You don't have to raise your voice.

SINATRA: You're shouting, George.

BENNY: I know the answer. And you've asked everybody but me.

MURPHY: And I didn't - Why didn't you put your hand up?

SINATRA: You're shouting.

MURPHY: You're supposed to put your hand up.

BENNY: I did put my hand up. And I didn't have to go out. I just put my hand up.

MURPHY: Don't shake your hand, Mr. Benny. Mr. Benny. I apologize. I'm very sorry. I didn't see your hand. I was looking at Sinatra. What is the answer?

BENNY: I know the answer.

MURPHY: Well, what is the answer?

BENNY: - before you start giving out one of our prizes.

MURPHY: All right. I'm sorry. What is the answer?

BENNY: When you start giving out prizes. I own part of this show, you know.

MURPHY: I know you do. What is the answer then if you know it?

BENNY: The answer?

MURPHY: Yes - the answer.

BENNY: Oh, I had it just a minute ago. Would you mind repeating the question?

MURPHY: The man is a star of stage, screen and radio, just returned from the Palladium. His initials are JB.

BENNY: Me. Jack Benny.

MURPHY: Oh, that is wonderful. That is wonderful. How did you ever get it? How did you get it? Well, I guess you answered that question just in time to save you from buying another television set. Now here's the next question - a very interesting one.

BENNY: Wait a minute - don't I get the television set?

MURPHY: No. I'm sorry.

BENNY: Why?

MURPHY: No. The rule is, you see, if you fail to answer the question then whoever sent the question in gets the television set.

BENNY: But I didn't fail to answer the question. I answered the question. It's me.

MURPHY: Jack, you don't understand. In this, if you don't answer the question you win. You see - when you lose, you win.

BENNY: When I don't answer the question.

MURPHY: That's right. But you don't get the set.

BENNY: Who gets the television set?

MURPHY: F. Rochester Van Jones - you're getting me confused, Mr. Benny.

BENNY: Rochester gets it.

BENNY: 13 weeks I've been getting -

BENNY: I gave him a crystal set for Christmas.

MURPHY: Well, he'll have to get along with a crystal set. Now here's a very interesting question dealing with a popular subject for Hollywood discussion - the Academy awards.

BENNY: Sorry I came on this show,

MURPHY: Mrs. Eskin of Baltimore Maryland points out that only once has a single picture won top acting Oscars for both its male and female leads, and we would like you to name the picture and the year that it won those awards. Only once has both the actor and actress won the - and we would like the picture and the year. Miss Gwynn.

GWYNN: "It Happened One Night." Claudette Colbert and Clark Gable.

MURPHY: The question also calls for the year.

GWYNN: About 1933. I'll take a guess.

MURPHY: What was that, Miss Gwynn?

GWYNN: I guess 1933.

MURPHY: 1933. That is exactly right. And I'm surprised that you didn't know the answer to that, Mr. Benny.

BENNY: Why?

MURPHY: Well, I thought that - you know, you were prevalent about that time.

BENNY: 1933.

MURPHY: Yeah. When you were 39.

BRACKEN: He was 38.

BENNY: I'm only 39.

MURPHY: 39. That is right. And in 20 years of Academy awards only two actresses and two actors have successfully won Oscars a second time. Can you tell me who these actors - Mr. Benny.

BENNY: Spencer Tracey won it twice.

MURPHY: Do you remember the picture?

BENNY: Two or three times - twice anyway.

MURPHY: Yes, that's right. Do you remember the picture? It is not part of the question but I'll help you. It was "Boystown".

BENNY: "Boystown" was one.

MURPHY: And do you remember the other actor?

BENNY: Yeah. Wait a minute - the other actor?

MURPHY: Yes, there were two actors and two actresses that won it twice.

BENNY: Louise --- Louise Rainer won it.

MURPHY: That's right. I have one of each.

BRACKEN: Bette Davis.

MURPHY: Bette Davis is right. Now I have two ladies and one gentleman. Now another actor.

BENNY: Who won it twice.

MURPHY: Yes.

SINATRA: Norman Cary.

MURPHY: No.

BENNY: Elmo Lincoln.

GWYN: Paul Muni.

MURPHY: I'm going to have to help you.

GWYNN:  
BRACKEN:

Paul Muni.

MURPHY:

No. It was Frederick March in "Best Years of Our Lives" and "Dr. Jeckyl and Mr. Hyde."

We've missed that one, Hy, so what happens?

AVERBACK:

So Lucky Strike is sending Mrs. B. Eskin of 4121 Catland Ave., Baltimore, Maryland her choice of an RCA television set or radio-phonograph a year's admission to her favorite home-town movie theater and with her compliments, 21,000 Lucky Strike cigarettes to the Minneapolis, Minnesota Veterans hospital. Now before George Murphy returns with more questions to baffle the masterminds -

(Commercial No. 2)



COMMERCIAL #2

BOONE: (CHANT - 50 to 62 - AMERICAN)

SHARBUTT: An impartial survey was made throughout the Southern tobacco country shows that more independent tobacco experts smoke Lucky Strike regularly than the next two leading brands combined.

RUYSDALE: Yes, Lucky Strike!

MUSIC: THEME

RUYSDALE: FIRST AGAIN WITH TOBACCO MEN!

GYAL: Excuse me, but who are these tobacco experts?

SHARBUTT: They're the independent auctioneers, buyers and warehousemen -- men with years of experience buying, selling and handling tobacco. And more of these independent experts smoke Lucky Strike regularly than the next two leading brands combined.

RUYSDALE: You've heard the survey results. Now here's what Mr. S. M. Cutts, veteran tobacco auctioneer, who's sold a total of 300 Million pounds of tobacco, recently said:

COMMERCIAL #2 (Cont'd)

VOICE: As a tobacco man at the auctions, I can actually see for myself just who buys what tobacco. And season after season, year after year, I've seen the makers of Lucky Strike buy fine tobacco ... good, ripe, prime leaf you can't beat for top smoking enjoyment. I've smoked Luckies 17 years!

SHARBUTT: A Lucky smoker for 17 years! And remember, Mr. Cutts - like you -- looks to a cigarette for real, deep-down smoking enjoyment. So light up a Lucky yourself, and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco ... And it's this fine Lucky Strike tobacco that gives you real, deep-down smoking enjoyment from every Lucky you light. That's why ...

RUYSDAEL: YOU'LL LIKE -- LUCKY STRIKE!

RUYSDAEL: Now back to Edith Gwynn, Eddie Bracken, Frank Sinatra, Jack Benny, and the man in the middle - George Murphy;

MURPHY: Usually two heads are better than one so -

BENNY: George, may I ask one question?

MURPHY: Yes, go ahead.

BENNY: What do they mean by deep-down smoking? What does that mean? Deep-down. I understand deep smoking - what is deep down-smoking?

MURPHY: That means -

BENNY: Where do you have to go to smoke?

MURPHY: You go down-

BENNY: I've heard it now for four years. Deep-down smoking.

MURPHY: I think that its down near your vault, Jack, where you keep the money. Which is as far down, I understand, as they have been able to go. Three stories deeper than the basement of Rockefeller Center is what I'm told. I got it from -

BRACKEN: They are both sorry they brought that up.

MURPHY: - a busy boy in "21" told me that he knew. Usually two heads are better than one, especially when the heads are on two different bodies. Which brings us to the subject of team work in pictures and the question sent in by Mrs. John Hoover of Johnstown, Pa. Now you master minds will slip out of your natural dignity and let your hair down - apologies to Mr. Benny, - and do a bit of extracurricular performance. We start off with a vocal duet. Miss Gwynn will provide half the duet so you've been handed a card with the lyrics of a well-known song on it and you are indeed fortunate, Edith, to have this opportunity to blend your lovely voice with that of a man who has contributed so much to the world of music. Millions of girls everywhere must envy you this great moment, Edith. You are going to sing your duet aided and abetted by the soft-pitched tones of the Voice Himself - none other than Eddie Bracken!

BRACKEN: George, You'd better be careful there. You know with Sinatra here it is a little tough. He'll have to go back to prizefighting.

MURPHY: No. No. I understand Frank is taking up baseball now. He is in a baseball picture now and he is so good -

GWYNN: Do we get a pitch?

MURPHY: -- I understand that the Boston Red Sox are sending for him.

BENNY: You know, I can see Edith Gwynn right through Sinatra.

(SINATRA AND BENNY AD LIB IN BG)

MURPHY: Anyway, Edith and Eddie, it's time for your duet.

GWYNN: Do we get a key - a pitch?

MURPHY: As you blend the lyrics in sweet harmony, the other master minds are to name the picture and also to name the melodic team who sang the song in the picture. Edith and Eddie, whenever you're ready.

BRACKEN: We're ready now.

MURPHY: Well, let her go!

(EDDIE BRACKEN AND EDITH GWYNN SING)

MURPHY: Frank, you and Jack are not supposed to listen passively - you're supposed to guess.

SINATRA: I am doing some thinking.

GWYNN: Well, at least the last line is "Nine - all nine".

BENNY: I know -- I know who it is.

MURPHY: Do you know who it is, Jack?

BENNY: Zazu Pitts.

MURPHY: No. No. No. Miss Gwynn, get back in your chair, please. It is not Zazu Pitts.

BENNY: William Getts.

MURPHY: No. Do you know, Frank? Do you remember who did that?

SINATRA: No. No. Would you repeat the question please?

MURPHY: You haven't the slightest idea who they're doing?

BENNY: Maurice Chevalier. He's doing Maurice Chevalier isn't he?

MURPHY: Yes, but we want the name of the picture.

BENNY: "The Merry Widow" - "The Merry Widow".

MURPHY: Yes, and who was the lady in the duet?

BENNY: Jeannette MacDonald.

MURPHY: Jeannette MacDonald is exactly right. Exactly right. A little slow but very good. Now - now - for the identity of another -

BENNY: I'm terrific.

MURPHY: - famous movie team we go to a different branch of the industry. Mr. Benny and Mr. Sinatra have been given cards containing some dialogue. Since Frank is possibly the younger of the two--I'm not sure of that, I said possibly - he will carry the burden of a double part. Now this motion picture team is composed of three important units so as Frank and Jack read, you other master minds are to name all three members of this picture team. Mr. Benny and Mr. Sinatra, if you please.

BENNY: Well, three of us better corral us a passel of cattle rustlin' varmints before there ain't a doggone, dadratted, daugee left in them thar hills. What are you laughing at? I'm hankerin' to get them varmints. How about you junior partner?

SINATRA: (SNIFFS) I ain't a-hankerin', chief. Gee whiz, could be them mangy rustlers got guns.

BENNY: Really stink.

SINATRA: Well, we got laughs.

MURPHY: That was very good.

BENNY: What do you say, senior partner?

SINATRA: (WHINNYS)

MURPHY: Miss Gwynn.

BENNY: You lose, junior partner. That makes two against one. Even though us two don't weight as much as you now so hit the leather.

SINATRA: Do you have - can you answer this?

MURPHY: Have you - have you - do you have your hand up, Miss Gwynn?

GWYNN: Sounded to me like he was singing just like Trigger -

MURPHY: That is one of the team. Yes. And the third part of the team?

GWYNN: Roy Roger's "Trigger" and Sinatra.

MURPHY: No. Not Sinatra.

BENNY: Dale Evans.

MURPHY: No. No. Well, we'll continue. Third part of the team. Do you want to continue?

GWYNN: Go on. This is wonderful.

SINATRA: Gosh, boss, there ain't enough room for both of us in this here saddle.

BENNY: Then you face the other way.  
(BACKGROUND - AD LIBS OF WONDERFUL, WONDERFUL)

BENNY: If we don't ride beyond the hills today, I'm going to fall daid. Tell her I won't be home for chow.

SINATRA: Yipped!

MURPHY: Now you've got Roy Rogers and Trigger. And who's the third one - the one that Frank did so well - very well indeed?

BRACKEN: Dennis Day.

MURPHY: I'm afraid we've missed it. The third part was Andy Devine. And what happens when we miss, Hy?

AVERBACK: Well, we missed that one, George, so Lucky Strike is sending Mrs. John C. Hoover of R. 312 Fairfield Avenue, Johnstown, Pennsylvania her choice of an RCA television set or radio phonograph, a year's admission to the Embassy Theater and with her compliments, 20,000 Lucky Strike cigarettes to the Richmond, Va. veterans hospital.



MURPHY: Frank, I would like to congratulate you on that  
whinny - it was wonderful. Did you see the  
picture that they made out at MGM - "Julia  
Misbehaves"?

SINATRA: Oh, surely, - with Greer Garson.

MURPHY: Yes. Greer Garson, Walter Pidgeon, Ceasar  
Romero.

MURPHY: Did you see the trained seal?

SINATRA: Yeah. He fascinated me.

MURPHY: Would you try - would you imitate the seal for  
us?

SINATRA: Imitate the seal?

MURPHY: Yes. Would that be - I know it is asking a lot.  
But would you try?

BENNY: This I would like to hear.

MURPHY: And if you do it very well, I'm sure Mr. Benny  
will throw you a fish later on.

SINATRA: This place may be a parking lot tomorrow morning  
you know. Ready?

MURPHY: Yes.

SINATRA: (IMITATES SEAL)

MURPHY: Oh, that is wonderful. That is wonderful. He is also balancing a bottle of water on his nose. Now, Miss Florence Ottenberg of New York asks about the rather strange and unusual circumstances under which some motion picture characters met their end. So see if you can name the picture in which a wicked villainess was finished off as a result of being doused with a bucket of H<sub>2</sub>O tossed by the heroine. A wicked - Mr. Sinatra.

SINATRA: Was that the witch in - in Snow White and the Seven Dwarfs?

MURPHY: No. No.

SINATRA: I'll go quietly.

MURPHY: No. No. Stay here, Frank.

GWYNN: But it was a witch.

MURPHY: It was a wicked -

GWYNN: Some of my best friends are -

MURPHY: Mr. Bracken, stop biting your fingernails. You'll have indigestion. Has anyone the - I'm afraid we missed that one. It was the wicked witch of the West in the "Wizard of Oz" - who was melted by the water. What happens when we kiss, Hy?

AVERBACK: Lucky Strike is sending Miss Florence Ottenberg, 2226 Loring Place, New York her choice of an RCA Victor television set or radio-phonograph, a year's admission to the Radio City Music Hall Theater and with her compliments, 21,000 Lucky Strike cigarettes to the Wadsworth, Kansas veterans hospital.

MURPHY: And our congratulations. Now since we have with us tonight two universally recognized musicians in the form of Mr. Sinatra and Mr. Benny, this question about music in the movies should be very well handled by our board of master minds. Mrs. Eunice Jolley of Tulsa, Oklahoma wants you to listen as Mr. Kerchi plays the beautiful violin theme music of a picture and you are to name the picture and the actor who was seen playing the theme. Mr. Kerchi.  
(VIOLIN MUSIC)

MURPHY: Mr. Benny.

BENNY: Intermezzo.

MURPHY: Intermezzo. And the actor's name?

BENNY: Les - Leslie Howard.

MURPHY: That's exactly right. Mr. Benny. Congratulations Mr. Benny. Now, Mr. Kerchi - that is one of the later pictures you saw, isn't it, Mr. Benny?

BENNY: I didn't even see it.

MURPHY: Oh, you didn't? Mary tells him about them. Now, Mr. Kerchi will play a composition featured in a very recent picture and let's see if you can name the picture and the artist who was seen and heard playing the selection.

(PLAYS)

MURPHY: Miss Gwynn.

GWYNN: Ah.

MURPHY: Thank you very much, Mr. Kerchi. Miss Gwynn -

GWYNN: That was - that was in Carnegie Hall, wasn't it?

MURPHY: And the title?

GWYNN: It was Tschalkowski's "Concerto in D Minor".

MURPHY: Yes. That was exactly right. And do you remember who did the -

GWYNN: Well, Heifitz did the real fiddling, didn't he?

SINATRA: And he was also photographed.

GWYNN: And he was also -

MURPHY: And he was also photographed. That is exactly right.

AVERBACK: George Murphy will be back in just a moment with another question to baffle the masterminds but first --

(COMMERCIAL NO. 3)

COMMERCIAL #3

RUYSDAEL: America's largest selling cigarette is Lucky Strike. Yes -- more smokers turn to Lucky Strike for real, deep-down smoking enjoyment than to any other cigarette!

SHARBUTT: No doubt about it -- America's most enjoyed smoke is Lucky Strike! And remember -- fine tobacco is an important reason why Lucky Strike is America's largest selling cigarette.

RUYSDAEL: You see, in each and every Lucky Strike -- in every pack, in every carton -- there's fine tobacco. Mild, ripe, light tobacco that gives you the real, deep-down smoking enjoyment you expect and deserve in a cigarette.

SHARBUTT: So light up a Lucky and puff by puff, you'll see:

RUYSDAEL: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. That's why there's a world of enjoyment waiting for you in Lucky Strike.

EXPERT: If you're like me ...

GIRL: Or like me ...

SHARBUTT: Or me ...

RUYSDAEL: YOU'LL LIKE LUCKY STRIKE!

MURPHY: And now back to the questions. In the picture "Sitting Pretty" with Clifton Webb --

BENNY: If I played a violin number could they guess what it was?

MURPHY: Oh, I don't know. Do you feel inspired today, Jack?

BENNY: Let me play a violin.

MURPHY: Why don't you? Would you get the violin for Mr. Benny and let him try it? Oh, this is an added pleasure that we didn't expect here today. Not too much now, Jack. Just a nice -- Give them a chance. Are you ready?

BENNY: (PLAYS "LOVE IN BLOOM")

MURPHY: Now you other master minds are supposed to guess what it is.

SINATRA: Guess what it is.

BRACKEN: Who gets the television set?

MURPHY: You have to answer the question. Would you please lend Miss Gwynn your handkerchief, Mr. Sinatra? I see he's brought tears to her eyes, Mr. Gwynn.

GWYNN: Well, it sounded a little familiar, but --

MURPHY: Mr. Bracken.

BRACKEN: "Mary Had a Little Lamb."

MURPHY: No.

GWYNN: It's very hard to tell.

BENNY: I have been playing it now for 16 years!

MURPHY: Mr. Bracken.

BRACKEN: "The Horn Blows At Midnight."

MURPHY: No, no, I'm sorry.

BRACKEN: "The Fiddle Plays at Midnight."

MURPHY: It was "Love in Bloom". Now I answered it.  
And I loved the way you played it.

GWYNN: "Hearts and Flowers."

MURPHY: Now in the picture "Sitting Pretty" Clifton  
Webb considered himself as a Jack-of-many-trades  
and a genius in all of them. So Mrs. George  
Cphelia of Detroit, Michigan would like to have  
you master minds name at least six occupations  
Mr. Webb boasted of. Clifton Webb boasted of  
six occupation that we would like to have you  
name. Mr. Bracken.

BRACKEN: A bird lover.

MURPHY: Yes.

(DURING THE FOLLOWING, JACK BENNY, FRANK  
SINATRA, EDITH GWYNN AD LIB IN EG: "I DIDN'T SEE  
THE PICTURE." "DID YOU SEE THE PICTURE?" "NO,  
I DIDN'T SEE THE PICTURE." "I DIDN'T HAVE A  
CHANCE TO SEE THE PICTURE." "IT WAS ONE OF THE  
FUNNIEST PICTURES I EVER SAW IN MY LIFE." "IT  
WAS A VERY FUNNY PICTURE." ETC.)

BRACKEN: A gardener.

MURPHY: Yes, of flowers, that is. Mr. Benny - Mr. Benny, if you please. He's trying to answer -

BRACKEN: He wrote a book.

MURPHY: Yes, he was a writer.

BRACKEN: A lecturer.

MURPHY: Yes. A lecturer. You're shy two.

BRACKEN: A newspaperman.

MURPHY: Yes, he was a newspaperman. That is five. You need one more.

BRACKEN: A fighter.

MURPHY: No, he wasn't a fighter. One guess-

GWYNN: A doctor -

MURPHY: Yes. A doctor. That is exactly right.

GWYNN: I couldn't remember the other five.

MURPHY: That puts an end to the questions for tonight. So tell us, Hy, how did we do on this show of present series of LET'S TALK HOLLYWOOD!

AVERBACK: Well, George, tonight Lucky Strike has sent all of our prizes to four winners and to the patients in four veteran administration hospitals, 75,000 Lucky Strike cigarettes have been sent with the winners' names and home towns banded on each package. That makes a grand total of 1,358,000 cigarettes sent to veteran hospitals



MURPHY: And I'm sure the boys will enjoy smoking them. Now I would like to say a very sincere "thank you" to the people who have made this Sunday get-together a very enjoyable experience. Thanks to our regular members of the board of master minds, Miss Edith Gwynn, Erskine Johnson and Eddie Brackon. And a word of real appreciation to the guests who so cheerfully permitted us to put them on the spot each Sunday, with the fine questions sent in by you listeners. And thanks to our producer, Hilliard Marks, the editors Sol Stein and Martin Work, our engineer George Foster, and our most capable announcer, Hy Averbach.

AVERBACH: Thank you, George. And I would like to extend our appreciation to the motion picture exhibitors and studios who have cooperated so well.

MURPHY: And you listeners who welcomed us into your homes for the past 13 weeks. Next Sunday Jack Benny and all the gang will be on hand to begin their regular series. So until we meet again this is George Murphy saying, "So long."

RUYSDAEL: George Murphy appeared by arrangement with MGM, producers of the technicolor picture "The Three Musketeers", starring Lana Turner, Gene Kelly and June Allyson.

Basil Ruysdael speaking for Lucky Strike - America's largest-selling cigarette.

ANNOUNCER: Be sure to be with us next week at this time for the Jack Benny Program with Mary Livingston, Phil Harris, Rochester, Dennis Day and Don Wilson.

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