

TITLE OF PROGRAM Lincoln Highway  
 POINT OF ORIGIN NEW YORK DAY Saturday DATE 4-26-1941  
 SCHEDULED TIME 10:00 OFF 10:30 ACTUAL TIME ON 10:00 OFF 10:30  
 SUSTAINING 1 COMMERCIAL ✓  
 NAME OF SPONSOR Hester Prod. TYPE OF PROGRAM Drama  
 STATION OR NETWORK WBAF & Pool  
 STATION CALL LETTERS ANNOUNCED AT by SA.  
 TIME ANNOUNCED AS RECORDED PROGRAM \_\_\_\_\_  
 TIME ANNOUNCED AS ELECTRICAL TRANSCRIPTION \_\_\_\_\_  
 TIME ANNOUNCED AS SPONSORED 10:00:22  
 REMARKS: \_\_\_\_\_

Betty Jane Tyler	CAST	Diane Hubbard
Janice Gilbert		Eunice Howard
James Van Vleet		Armand K. Ralph
John Brown		Sabulok Bankhead
<del>John MacIntyre</del>		Richard Kellman
		Nancy Sherman - Commercial

AS BROADCAST  
 MAR 26 AM 10 37  
 116

FEE ANNOUNCERS  
 NETWORK John Mac Intyre  
 CUT-IN \_\_\_\_\_  
 CUT-IN \_\_\_\_\_

MASTER ATTACHED AS BROADCAST: THIS COPY REPRESENTS AS ACCURATELY AS POSSIBLE THE PROGRAM. ALL ALTERATIONS MADE IN DRAMATIC AND/OR MUSICAL CONTENT ARE CONTAINED HEREIN.

W. Kerley  
 ANNOUNCER

W. Kerley  
 PRODUCTION  
Josef Stopyk  
 CONDUCTOR

LINCOLN HIGHWAY

WEAF

SAT, APR 26, 1941

10:00-10:30

- ✓ SIG: MARCHING ALONG ON A HIGHWAY ARTHUR & KINGSLEY (BMI)
- ✓ PAVANNE PAVEL (BMI)
- ✓ 1 MOON MAGIC HUMPHRIES (S. ROCK)
- ✓ 2 EXTASE PHANTASTIQUE HUPPERZ (SCHOTT)
- ✓ 3 LIEBEBRAUSCH DYCK (SCHOTT)
- ✓ 4 SYLPHE HUPPERTZ (SCHOTT)
- ✓ 5 - (A) LOVE AND I (BMI)
- (B) ~~BY BISTER AND I~~
- (C) YOU SHOULD BE SET TO MUSIC S "
- ✓ 6 PASSIONE SCHRODER (SCHOTT)
- ~~7 MELODIE PLAINTIVE KETELBY (SCHOTT)~~
- ✓ 8 LIEBE HOPPERTZ (SCHOTT)

WEAF  
 CONTACT: BIXLER  
 SALES BENSON  
 4, 25, 41

57

Thorne

APPROVED N. B. C. MUSIC  
 RIGHTS, NEW YORK



WEAF

LINCOLN HIGHWAY

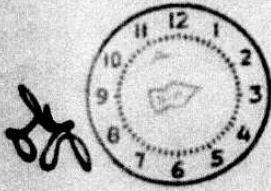
SATURDAY

10:00-10:30 A.M.  
12:00-12:30 P.M.

APRIL 26, 1941  
BROADCAST

THEME: EIGHT BARS...THEN

NARRATOR: *To* Lincoln Highway! From the Main Street of America,  
APR 24 1941 the makers of Shinola Shoe Polish bring you another  
in their series of living stories, starring today  
one of the foremost actresses of Hollywood, and the  
New York and London stages ... Miss Tallulah  
*supported by Richard Rollman*  
Bankhead! ... in a radio drama written especially  
for her by Brian J. Byrne. ~~Would you like~~



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~~things under way, Miss Bankhead~~

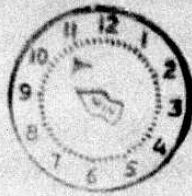
THEME: CONCLUDES ... SEGUE TO BACKGROUND MUSIC

~~MISS BANKHEAD: Yes, indeed! I know the Lincoln Highway well ...  
travelled it from one ocean to another a good many  
times. You can't think of it all at once, any more  
than you can think of all America at once. You  
think of winding curves around mountains, or long  
stretches across the plains. And you think of  
people, mostly sunburned and honest people, whom  
you've met along the way. You'll hear about some  
of them in today's story ...~~

MUSIC: OUT

APR 24 1941

APR - 3 1941



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SCRIPT DIVISION

RECEIVED  
CONTINUITY ACCEPTANCE DATE  
MAYNET - WASHINGTON

WOMAN:

(DOUBLE WITH FIRST COMMERCIAL. SHE IS MRS. AMERICAN  
HOMEMAKER)

*now*

Friends ... if you make a point of noticing other  
people's shoes ... you can be very sure that they  
notice your shoes, too! And really ... it's a  
shame to take chances -- it's a shame to let  
shabby, run-down shoes ruin your entire appearance!  
Because it costs only ten cents to shine-up dozens  
of times with SHINOLA! You get a beautiful,  
gleaming-bright shine in just two minutes by the  
clock! Ask for genuine S-H-I-N-O-L-A -- SHINOLA --  
today! <sup>30</sup>

NARRATOR:

Now we come to our story of Lincoln Highway,  
starring the international favorite of stage and  
screen ... Miss Tallulah Bankhead. <sup>45</sup>

MUSIC:

HOLD TO BACK ...

NARRATOR:

Westward along the Lincoln Highway speeds a high-  
powered, highly polished automobile. At its wheel  
sits a beautiful, if somewhat grim-faced young lady.  
Her expensively shod foot depresses the accelerator  
to the floor boards. <sup>2:00</sup>

MUSIC:

OUT

SOUND:

FAST MOVING AUTOMOBILE, MOVING ON MIKE ...

MOTORCYCLE SIREN MOVING UP ON CAR

COP:

(OFF) Pull over!

SOUND:

CAR AND MOTORCYCLE COMING TO A HALT

COP:

(MOVING ON) Swell chase while it lasted, lady, but -  
Well, here we are -- and I guess you're it.



LUCILLE: That's a rather refreshing approach, officer. I think you're the first motorcycle cop that hasn't asked me if I were on my way to a fire.

COP: Where's your license?

LUCILLE: Right here. If it's a little soiled, blame that on your fellow law enforcement officers. They all left me their fingerprints.

COP: (READING) Lucille Benefiel.

LUCILLE: That's the name. <sup>230</sup> There's the address -- Fortunately the motor vehicle department doesn't require the phone number.

COP: Do you know how fast you were goin'?

LUCILLE: Exactly seventy-two miles an hour ... against the wind.

COP: What! You admit it?

LUCILLE: I emphasize it.

COP: I don't get this. What's the big idea? Where's the --

LUCILLE: (CHIDINGLY) Ah, ah! You almost said it. Where's the fire.

COP: You don't seem to care whether you get slapped in the clink or not.

LUCILLE: I don't. You can take me in: Give me a ticket -- <sup>taken in</sup> it's immaterial. Life'll stagger on just the same.

COP: (PATERNALLY) What's the matter, Miss -- something up?

LUCILLE: Yes, the world. ~~In fact, it's~~ upside down.

COP: Now look here, girlie, things ain't as bad as all that. You're too young <sup>300</sup> and too pretty to talk this way. Here. Take your license. Be on your way, now, and -- go easy on that accelerator.

Lucille: Thanks officer

MUSIC: UP AND OUT WITH ...

SOUND: CAR COMING TO SHORT STOP

LUCILLE: Hey, there!

SOUND: HORN INSISTENTLY

LUCILLE: Pull over and let me pass!

TRACY: (MOVING ON) Pull over! What do you think I'm doing -- pushing this jallopie of mine just to save gas? I'm stuck, lady. Stuck dead.

LUCILLE: What happened? Run out of gas?

TRACY: No, I got plenty of gas. There! Now it's off the road. I think the distributor shaft froze.

LUCILLE: What're you going to do now?

TRACY: Wait here until I get somebody to drive me to the nearest service station.

LUCILLE: I don't suppose that hint's aimed at me?

TRACY: Well, of course, it would be nice of you, but --

LUCILLE: You hate to put me out -- I know. I can't very well leave you to droop here on the side of the road, so -- Jump in!

TRACY: You're going to drive me to the nearest service station?

LUCILLE: The very nearest.

TRACY: But -- well, aren't you afraid?

LUCILLE: Of you? Let me assure you, you look quite harmless. Besides, I'm not the type to cringe before a man.

TRACY: But I'm a perfect stranger.



LUCILLE: You're a stranger, all right. But if you're perfect, then you're the first male I'd hang the label on.

MUSIC: TAKE OUT WITH ...

SOUND: AUTO MOVING ON MIKE

TRACY: <sup>400</sup> Swell of you to do this, Miss Benefiel. Would you do me one more favor?

LUCILLE: Depends. What is it?

TRACY: I'd like to get to the service station in one piece. Would you mind rationing out the gas a little more conservatively?

LUCILLE: Going too fast for you?

TRACY: No, I like speed, but I'm supposed to show on a new job in the morning.

LUCILLE: What kind of a job?

TRACY: Defense project. Architectural draughtsman for the Silsex Company.

LUCILLE: My father's one of the principal stockholders in that company. <sup>500</sup> But then, he holds stock in just about everything that has stock.

TRACY: Is that where you're going now -- to the Silsex plant?

LUCILLE: I'm not going anyplace ... in particular. Just going, that's all. I don't much care where.

TRACY: ~~For dull audiences, yes. Shall I show them to you?~~

LUCILLE: ~~Never mind.~~

TRACY: Why are you running away?

LUCILLE: Have you ever been bored to the point of distraction?

TRACY: Boredom's a luxury I've never been able to afford.

LUCILLE: Boredom -- a luxury?

TRACY: Reserved for the rich and the idle.

LUCILLE: I've been a very busy girl.

TRACY: Doing what?

LUCILLE: Well, there's the Westbrook Hunt Club -- I'm on the board of governors. <sup>32</sup>Very exacting job. Calls for a lot of attention.

TRACY: I can imagine.

LUCILLE: You can't. I know you're being sarcastic and I should resent it. But it doesn't matter.

TRACY: What else do you do to crowd the calendar?

LUCILLE: Ever hear of the Women's Progress League?

TRACY: No.

LUCILLE: Nevertheless, I'm secretary treasurer.

TRACY: And still you're bored.

LUCILLE: Bored with all the fat dowagers; the simpering debutantes and ... men.

TRACY: This is where I came in.

LUCILLE: Men, who look in your eyes and see nothing but the numbers in a bank balance.



LUCILLE:

Would you marry a girl for money? <sup>6<sup>02</sup></sup>

TRACY:

This can't be a proposal. If it is I ---

LUCILLE:

Don't be silly. I just asked a question.

TRACY:

No, I wouldn't. Neither would I hold it against her -- if the girl was bigger than her money.

LUCILLE:

I've never paraded my wealth.

TRACY:

No. Your wealth's paraded you.

LUCILLE:

I hope we find a service station open soon.

TRACY:

I want to get rid of you.

LUCILLE:

Why?

TRACY:

You annoy me.

LUCILLE:

I'm glad you didn't say I bore you. That would put me in the class with the fat dowagers; the simpering debutantes and the men who look in your eyes and see -- By the way, what color are your eyes?

LUCILLE:

They match my state of mind -- blue.

TRACY: They're big -- and beautiful. (LIGHTLY) Have you a big and beautiful mind?

LUCILLE: We're coming up on another service station.

TRACY: So we are.

LUCILLE: But I'm afraid it's closed.

TRACY: I'm glad it is.

LUCILLE: Shall I dump you and go on about my business?

TRACY: Like to?

LUCILLE: I don't know.

TRACY: Don't get discouraged. Tell you what -- There's a trailer camp just around the bend. You can let me off there. I'll get a cabin for the night.

LUCILLE: What about your car?

TRACY: Pick it up in the morning.

LUCILLE: (AFTER PAUSE) You know, I have a feeling you're laughing up your sleeve at me.

TRACY: It strikes me funny that a girl who knows so little of life should be cynical about it. <sup>715</sup>

LUCILLE: (LAUGHS) A girl who knows "so little about life"! Do you think I've been raised in some sort of gold-plated vacuum?



TRACY: In a way. You've been shut in where life doesn't dare show its face. You -- and people like you, speed through it; fly above it or build an inner shell <sup>30</sup> peopled with fat dowagers, debutantes and hunt clubs.

LUCILLE: Are you berating me?

TRACY: No -- <sup>the</sup> rating you.

LUCILLE: Unfairly ... because I know there's more to life than the world I've lived in. But where do you find it? <sup>where do you find it</sup>

TRACY: Out here -- On roads like the Lincoln Highway. It's all around you. You find it in the plowed field; the little frame houses, built by calloused hands. It's in the woods; along the river; in all the places where men have to work to live. To work, so that you can live. <sup>Go</sup> Do you see what I mean?

LUCILLE: I hope so. I'm not sure. I suppose there's something to the fact that I'm driving aimlessly away from the things I've known all my life. Certainly it indicates I'm looking for something I've never known before.

TRACY: I hope you find it. <sup>It's</sup> Have a feeling you will. Here's the trailer camp. I'll be leaving you now.

LUCILLE: <sup>O.K.</sup> Do they serve coffee in there?

TRACY: Most likely.

LUCILLE: I'd like a cup.

TRACY: Swell. Pull in!

SOUND: CAR COMING TO A STOP.

LUCILLE: Quaint little place. Where will you sleep?  
 TRACY: See those cabins <sup>920</sup> back there?  
 LUCILLE: You're not going to spend the night in one of those ... those match boxes, are you?  
 TRACY: Why not? They're clean -- they're comfortable.  
 LUCILLE: They are cute little cabins though, aren't they?  
 (TO HERSELF) Pine Grove Rest. I wonder -- Do you suppose I could rent one of them?  
 TRACY: What! You want to -- (LAUGHS) Oh, say -- that's too much. A Benefiel in a cabin.  
 LUCILLE: Why not? I think it'd be fun. (WITH DECISION)  
 Yes, I'd like to do <sup>900</sup> it.  
 TRACY: On the level?  
 LUCILLE: On the level.  
 SOUND: CAR DOOR OPEN  
 TRACY: Come on!  
 LUCILLE: Oh, just a minute. What's your name?  
 TRACY: Draper ... Tracy Draper.  
 LUCILLE: Tracy. I like it ... In fact, I might even get to like you. <sup>915</sup>  
 MUSIC: TO FINISH OF ACT



925  
NARRATOR:

Well, we'll come back to the little cabin camp

in a minute .. ~~But first, a word for "Young Woman"~~

(BLEND WITH "AFTER ACT I" COMMERCIAL)

# BENTON & BOWLES

Client: HECKER PRODUCTS CORP.

Product: SHINOLA

Program: "LINCOLN HIGHWAY"

APR 25 1941

Date: APRIL 26, 1941

Station: WEAR

Draft: FINAL



P

APPROVED FOR BROADCAST  
285 words  
1 min: 53 sec.

AFTER ACT I - EASTERN AND WESTERN BROADCAST



ANNOUNCER

Now ... a word for "young women" -- of all ages -- who enjoy being well-dressed!

RECEIVED SCRIPT DIVISION

WOMAN

*Ladies*

(HER ROLE IS A FASHION-DESIGNER ... NOT TOO NIFTY-NIFTY. SHE IS NICE ... PLEASANT ... INTELLIGENT) Our new Spring fashions are coming up from the South this year! Pre-tested styles ... from the beaches and boardwalks of Florida ... the smart colonies of California. The favored colors are patriotic ... brilliant, dashing, reds, whites and blues!

APR 25 1941



ANNOUNCER

Yes, ladies ... white is right this Spring and Summer! White for your hat or handbag ... and, best of all, white for your shoes! There are lovely new styles in store windows everywhere. Handsome designs that look well on every foot! And -- the way to keep your best new white shoes looking always like new ... is to use that wonderful cleaner, made especially for white shoes ... called SHINOLA WHITE!

RECEIVED SCRIPT DIVISION - ROUTING

SHINOLA WHITE is a remarkable new and different kind of white shoe cleaner! Created by the chemists of the great SHINOLA laboratories... SHINOLA WHITE is as kind to white shoes as a gentle hand lotion is to your skin! SHINOLA WHITE removes surface spots and stains instantly. It dries quickly. <sup>10/2</sup> gives even badly discolored white shoes a snow-white finish that's smart as new!

(MORE)



HECKER PRODUCTS CORP.  
SHINOLA

SAT. APRIL 26, 1941  
"LINCOLN HIGHWAY"

AFTER ACT I - EASTERN AND WESTERN BROADCAST (CONTINUED)

ANNOUNCER

SHINOLA WHITE also helps to keep those soft and pliable. It will not rub off any more than the white finish on a new shoe! If you don't agree that ~~SHINOLA~~ WHITE is <sup>1046</sup> unquestionably the best product of its kind you have ever used ... we'll refund DOUBLE YOUR MONEY BACK!

Yes -- that's right! I said DOUBLE YOUR MONEY BACK ... if SHINOLA WHITE shoe cleaner isn't by far the best! <sup>1112</sup> Get a bottle today sure! Start the season right by asking for the new SHINOLA WHITE -- for only ten cents -- when you do today's shopping! You'll be mighty glad you took this advice! <sup>1112</sup>

*MUSIC*

ACT TWO

NARRATOR: <sup>11 22</sup> Now back to the second chapter in our story of Lincoln Highway, starring Tallulah Bankhead.

MUSIC: HOLD TO BACK ---

NARRATOR: <sup>11 30</sup> It's almost an hour since we left Lucille and Tracy outside the Pine Grove trailer camp. We find them now, strolling about the grounds outside, waiting for the cabins to be made ready for the many guests of Pine Grove.

MUSIC: OUT

SOUND: NIGHT NOISES .... CHILDREN PLAYING

TRACY: <sup>11 45</sup> Guess we'll have to wait a little while, Lucille. Seems to be a rush on cabins tonight.

LUCILLE: I'm glad to get out of that stuffy old lunch room.

TRACY: Not much class to it, but Maw Garren certainly can whip up a sweet meal .

LUCILLE: Does that old pump work, Tracy?

TRACY: Work? I'll say it does. Look. <sup>2 50</sup>

SOUND: PUMP HANDLE ... WATER FLOWING.

TRACY: How about a drink.

LUCILLE: No thanks.

TRACY: Oh! Let's sit down here a while. It's a lovely night.

LUCILLE: Beautiful. (SIGHS) That moon -- Looks like it had climbed to the top of that big pine over there



TRACY: The sky's close out here in the West. In the daytime everything's big and broad and high. But at night it all seems to snuggle in around you.

MAW: (OFF) (CALLING OUT) <sup>2</sup> Cabins'll be ready for you in just a few minutes, folks. Don't usually get such a rush so early in the season. (SHOUTING) Abbie! Abbie, where are you?

ABBIE: (OFF) (COLORED) Yere ah is, Mrs. Garren.

MAW: Get a move on you, child. (MOVING AWAY) Take that linen down to cabin six and nine. Hurry now.

ABBIE: (OFF) Yassum. Ah'm movin' fas's ah can.

SOUND: CHILDREN YELLING GLEEFULLY OFF

LUCILLE: Tracy, could we take a walk until the cabins're ready.

TRACY: Children making too much noise for you?

LEONA: (SLIGHTLY OFF) That ain't noise, Mister. Not to them. Where they come from there is noise.

LUCILLE: Where do they come from?

LEONA: (ON) Where they drop bombs on little things like them.

LUCILLE: Oh! (SOUND OF PUMP)

LEONA: They're all that's left of a family of twelve. Father, mother, brothers, sisters -- all gone.

LUCILLE: Then they're not your children.

LEONA: They are now. Takin' <sup>3</sup> 'em to my farm out Parcibpany way. They'll have peace there. If they bother you, I'll tell 'em to quiet down.

LUCILLE: The little one's scarcely more than a baby.

LEONA: Be five in June. She's a sharp one, bless her little soul. (CALLING OUT) Ellen! Ellen, darlin', <sup>30</sup> come here and say hello to the lady and gentleman.

LUCILLE: She is lovely.

LEONA: Say hello, Ellen.

ELLEN: Are you the Queen?

LUCILLE: I? (LAUGHING) Oh, dear no. Do I look like the Queen?

ELLEN: They said the Queen was going to come see us.

LUCILLE: Maybe she will -- someday. Anyway, you're somewhat of a little queen yourself.

ELLEN: This is my sister Mary.

LUCILLE: How do you do, Mary?

MARY: How do you do?

LEONA: Mary's nine. She was in the fifth grade when they had to close the school. <sup>400</sup>

LUCILLE: Mary do you think you'll like American schools?

MARY: I'm sure I will. Father promised he'd send me here someday. He would've too if -- if --

LUCILLE: (QUICKLY) I understand. I'm sure you're going to be very happy here with your new ... mother.

ELLEN: Is that your daddy?

TRACY: Who? Me? Holy mackerel!

LUCILLE: (LAUGHING) No.

LEONA: Better run off and play now children. Be time for bed soon. (MOVING AWAY) Come on.

ADLIBS: ELLEN AND MARY MOVING OFF

TRACY: Well, I've been taken for all sorts of things. But having a millionaire daughter's a new role for me. <sup>430</sup>



PETERS: Excuse me folks. Reckon I'll have to bother you.

TRACY: That's okay, Pop.

SOUND: WATER AND PUMP.

PETERS: That lady with the two young uns comes from up Parceppany way. I used to know that country well. Hunted in the hills many a time.

LUCILLE: That so?

PETERS: Biggest ~~mistake~~ I ever made was leavin' 'em.

LUCILLE: Why did you.

PETERS: Got notions about the city. That was fifteen years ago. Took me five years to get a hundred and fifty dollars together so I could come back.

LUCILLE: Five years to get a hundred and fifty dollars! / J

SOUND: PUMP OUT

PETERS: Fraid you wouldn't understand that, Miss.  
'Pears to me you got just about everything you want.

LUCILLE: Everything? That's a large order. I'd hardly go so far as to say I've got everything.

PETERS: Well. That's all the water I need. Don't reckon I'll bother you folks any more. (MOVING AWAY)  
Goodnight.

TRACY: Goodnight, Pop.

LUCILLE: Night. Seems to me we've picked the center of community activity, sitting around this pump.  
Suppose we go to the car and turn on the radio.

TRACY: Suits me. Let's go.

SOUND: FOOTSTEPS ... HOLD THRU ---

LUCILLE: <sup>15<sup>32</sup></sup> Do you suppose we're going to spend the night waiting for the cabins?

TRACY: I know the service is slow. But, you see, Maw Garren runs this place all by herself. Abbie's the only help she has.

LUCILLE: You mean that speed demon that tore out with her arms full of linen?

TRACY: (LAUGHING) That's Abbie.

LUCILLE: Running a place like this must be some job for a woman as old as Mrs. Garren.

TRACY: It is. She's been on her own since the old man got killed here last year.

LUCILLE: Killed?



TRACY:

Hold-up. They didn't give the old fellow a chance. Just shot him and drove away. 16<sup>00</sup>

LUCILLE:

Oh, dear. It is a pretty lonesome spot. I don't suppose there's a policeman in miles.

TRACY:

Are you afraid?

LUCILLE:

No. But this isn't going to be as much fun as I thought.

TRACY:

Fun? If that's what you came here for, I'm afraid you're going to be disappointed.

LUCILLE:

I don't know why I stopped. I do get crazy notions some times.

TRACY:

Well, if you want to leave there's a hotel in the next town. You'll find the service there a little more to your liking. 16<sup>30</sup>

SOUND:

FOOTSTEPS OUT - CAR DOOR OPEN.

LUCILLE:

You're annoyed with me, aren't you?

TRACY:

Frankly, yes.

LUCILLE:

Why?

TRACY:

Because I have a feeling this is just another slumming trip to you.

SOUND: CLICK OF RADIO SWITCH.

LUCILLE: Like dance music?

TRACY: Love it.

VOICE: (ON RADIO) ... and an unknown number of people in the vicinity have been made homeless. The entire area West of Barkersville is enveloped in flames. Forest fires are also raging around the Mantachunk range.

TRACY: Forest fire!

VOICE: (ON RADIO) We return you now to Ret Taylor and his Moonlight Serenaders. 17<sup>th</sup>

MUSIC: (ON RADIO ... VERY FAINTLY ... HOLD TO BACK ...)

LUCILLE: Forest fires. Are they anywhere near here?

TRACY: The Matachunk's that range of mountains right in front of you.

LUCILLE: Then it's dangerous here. We'd better get out.

TRACY: It's alright. The wind's to the West.

LUCILLE: Suppose it shifts?

TRACY: That's not likely. No use leaving here anyway.

LUCILLE: Why not? I don't want to be burned up.

TRACY: You might only be running into the fire. Best thing in a case like this is to stay put.

MAW: (OFF. CALLING OUT) Alright, folks. The cabins are ready for you now. Mr. Peters, you're in number two. Here's your key.

PETERS: (OFF) Thank y'ma'am. Bed'll feel mighty snug.

MAY: The children're in number five with you, Mrs. Mongel. 17<sup>30</sup>  
That's the biggest cabin.



LEONA: (OFF, CALLING OUT) Come on, Children. Bed's ready.

MAW: (MOVING ON) I put you in number eight, Mr. Draper. The lady's got eleven -- near the lake. You'll like it down there, ma'am.

LUCILLE: Thank you. *very much*

MAW: (CALLING OUT, MOVING AWAY) Abbie, show Mr. Peters where his cabin is.

ABBIE: (OFF) Yassam, Mrs. Garren. (MOVING OFF) Come on, Mr. Peters.

AD LIB: AS THEY MOVE OFF

TRACY: Well, madam, your boudoir is prepared. Shall I see you to the door? Maybe I'd better call a taxi.

LUCILLE: I'd prefer roller skates Mr. Draper.

TRACY: I'm afraid you won't <sup>1800</sup> thank me for getting you into this.

LUCILLE: I got into it myself. Besides, it can't last more than a night.

TRACY: I guess you can stand it that long. Well ... we'd better say good-bye. I'll be gone before you're up in the morning.

LUCILLE: I suppose so. Thanks for introducing me to a bit of life as you see it. (MOVING AWAY) You've been very kind.

TRACY: (MOVING AWAY) Oh, don't mention it. I'll look you up again the next time I conduct a slumming trip.

~~LUCILLE: (OFF - LAUGHING) Please do. It's frightfully amusing.~~

MUSIC: HOLD MUSIC OF RADIO FOR FEW SECONDS. CUT FOR

VOICE: (ON RADIO) We interrupt this dance program to bring  
you a special bulletin. <sup>1830</sup> The forest fire is changing  
direction with a shift in the wind and all those in  
or near the territory East of the Matachunk Mountain  
range are advised to leave at once. This warning  
applies especially to people in Benson, Parkridge  
and Pine Grove. <sup>1845</sup>

MUSIC: (ON RADIO ... UP TO FORMER LEVEL ... HOLD FOR FEW  
SECONDS)

ABBIE: (OFF) Where dat music comin' fum? (MOVING ON)  
'Clare to goodness! Dem people go off an' leave  
their radio on.

SOUND: SNAP OF SWITCH ... CAR DOOR CLOSE

MUSIC: TO ~~FINISH~~ <sup>1845</sup> OF ACT

(GO DIRECTLY INTO CUE LINE OF "AFTER ACT II"  
COMMERCIAL)



BEN CON & BOWEN

**NOTE-LOCAL STATIONS WILL CUT IN ON THIS COMMERCIAL  
PLEASE OBSERVE INDICATED TIMING  
AND DO NOT CHANGE CUES**

Client: HECKER PRODUCTS CORP.

Date: SAT. APRIL 26, 1941

Product: SHINOLA

Station: WEAF

Program: "LINCOLN HIGHWAY"

Draft: FINAL

AFTER ACT II -- EASTERN BROADCAST ONLY

(CUE LINE) <sup>9:10</sup> "WE'LL BE BACK ON LINCOLN HIGHWAY IN EXACTLY SIXTY SECONDS.  
MEANWHILE ... HERE'S IMPORTANT INFORMATION FOR THE LADIES."

(TO BE READ IN ONE MINUTE EXACTLY)

160 words

ANNOUNCER

<sup>19:20</sup> Friends...the first youngster who ever discovered the idea of bringing  
an "apple to the teacher"...spent plenty of time polishing that apple!  
Because a handsome bright polish does wonders for making a good thing <sup>9:30</sup>  
look better! (SMILES) Well...that's just exactly what Famous TWO-IN-ONE  
shoe paste does for good shoes! It makes them look brilliantly new!

You see...TWO-IN-ONE paste is made of fine waxes blended with other  
selected ingredients. It helps to preserve--protect--and polish shoes  
in one quick, easy operation! In just two minutes by the clock...shoes  
take-on a lasting luster that gives them a real "show-window" look!  
Your family will appear more successful <sup>20:40</sup> and I'll bet they'll be more  
successful...with a brilliant TWO-IN-ONE polish on their shoes every  
day!

Write the name on your week-end shopping-list now! The famous  
TWO-IN-ONE shoe paste costs only ten cents a tin! Get it today, sure!

20:12

Client: HECKER PRODUCTS CORP.

Date: SAT. APRIL 26, 1941

Product: SHINOLA

Station: WEAF

Program: "LINCOLN HIGHWAY"

Draft: FINAL

AFTER ACT II -- WESTERN BROADCAST ONLY

(CUE LINE) "WE'LL BE BACK ON LINCOLN HIGHWAY IN EXACTLY SIXTY SECONDS.  
MEANWHILE ... HERE'S IMPORTANT INFORMATION FOR THE LADIES."

(TO BE READ IN ONE MINUTE EXACTLY)

157 words

ANNOUNCER

Mothers...your family is "on parade" when they dress up in their Sunday best clothes! But --remember this --all of us are "on inspection" every day of the week! Yes --whether we know it or not...other people are judging us by the good appearance we put up!

So...don't take chances with your family's shoes! Urge dad and the children to shine-up daily with SHINOLA PASTE or LIQUID shoe polish! For both SHINOLA PASTE and SHINOLA LIQUID give a brilliant lasting TRIPLE-ACTION shine...preserving -- protecting -- and polishing...all in one single operation! SHINOLA guards against scars and scuffs... helps you to have shoes that look well -- and wear well -- up to four months longer! Yes -- four months longer wear! That's real money saved!

Get SHINOLA paste or SHINOLA liquid -- today! Discover the famous TRIPLE-ACTION shine! Genuine SHINOLA costs only ten cents for the handy tin -- or the easy-to-use bottle!



ACT THREE

NARRATOR: *W* We come again to our story of Lincoln Highway, *arranged by Richard Kallman as*  
starring Tallulah Bankhead as Lucille Benefield *Tracy, Draper*

MUSIC: HOLD TO BACK

NARRATOR: Tracy and Lucille parted at the door to her cabin, for what looked like the last time. But a short time later the little community of travelers heard an ominous cry in the quiet countryside.

MUSIC: OUT

MAW: Fire! Grass fire! Get out -- Get out, everybody!

LUCILLE: (SLIGHTLY OFF) What is it, Mrs. Garren? What's the matter?

MAW: Fire! The grass's burning all around the place.

LUCILLE: Rouse the others. It may spread to the cabins.

MAW: (CALLING OUT) Abbie! Knock on the doors. Get everybody out! *Hurry!* (MOVING AWAY) Fire!

TRACY: (OFF) Lucille! Lucille, where are you?

LUCILLE: I'm all right, Tracy. Here I am.

TRACY: (MOVING ON) Better get to the lunch room. These cabins'll go up like matches. *Hurry!*

LUCILLE: Tracy -- Look! That cabin over there! It's starting to burn.

TRACY: That's where old man Peters is.

LUCILLE: The old fellow'll never be able to help himself. (MOVING AWAY) We've got to get him out, Tracy!

TRACY: Lucille! Wait! .. Don't go in there! Get the children out. (MOVING OFF) I'll take care of the old man.

MAW: (OFF) They're all catchin' fire! I'll lose them all.

SOUND: CRACKLE OF FIRE

MAW: Miss Benefiel -- be careful! Abbie! Abbie!

ABBIE: (OFF) I'se right here, Mrs. Garren.

MAW: Get out of the hose.. Play it around the lunch room.  
Hurry up <sup>21/30</sup>

SOUND: LOUD EXPLOSION ... EXCITED VOICES ... CHILDREN SCREAM  
ETC.

TRACY: (OFF) Get back everybody! It's catching the gas  
tanks in the cars!

SOUND: ANOTHER LOUD EXPLOSION

MUSIC: AGITATO TO BRIDGE ... OUT WITH ...

AD LIB: EXCITED VOICES

MAW: <sup>21/30</sup> Everything I'm owner of -- except this lunch room --  
gone.

LUCILLE: Don't worry, Mrs. Garren. Maybe something can be  
done.

MAW: Nothing, nothing. I haven't a cent of insurance.

LUCILLE: We'll talk about that later. Get me some more  
cotton. Mr. Peters's in a bad way <sup>21/30</sup> (TURNING AWAY)

ELLEN: Here, Ellen, let me see that hand. (BACK ON)

LUCILLE: (WHIMPERS)

ELLEN: Hurt, does it? It'll be all right. Keep that  
poultice on it.

LUCILLE: Are the <sup>air</sup> planes coming again?

ELLEN: <sup>air</sup> planes?

LUCILLE: Poor child -- She thinks they're going to drop bombs  
on us.



LUCILLE: Oh, dear, no. You're far away from bombs here.  
Don't be afraid, dear.

PETERS: GROANS, SLIGHTLY OFF

TRACY: (MOVING ON) Lucille, you look all in. Don't you  
think you better take it easy for a while?

LUCILLE: I'm all right. How's Mr. Peters?

TRACY: The tea seemed to <sup>22</sup>help<sup>30</sup>, but it looks bad.

LUCILLE: Brew some more tea. We've got to keep putting it  
on his burns.

TRACY: (MOVING AWAY) Okay. Be right back.

PETERS: (GROANS AGAIN)

LUCILLE: Just a little while longer, Mr. Peters. The doctor  
ought to be here any minute.

PETERS: (WEAKLY) No use, Miss. He won't be here ... in  
time to help ... me.

LUCILLE: Oh, please, don't say that. You're going to be  
all right.

PETERS: Nice've you to ... try and make me feel good. But  
I know ... I'm going.

LUCILLE: You've been badly burned, that's true. But that  
doesn't mean it's as bad as you think.

PETERS: It's all right, Miss ... I didn't quite make it to  
the ... <sup>22</sup>hills<sup>30</sup>. But I'll be buried ... in clean  
ground anyway.

LUCILLE: I won't listen to any more of this talk. I know  
you're going to be all right. (CALLING OUT)  
Abbie!

ABBIE: (SLIGHTLY OFF) Yessum, Miss Benefiel.

LUCILLE: Soak some more of those cloths. Put one on Mr. Peters shoulder. (MOVING AWAY) Now, Mary. Let me take a look at that foot of yours.

MARY: It hurts, Miss Benefiel.

LUCILLE: I know. It will for a while. But you've seen people suffer worse than that, haven't you?

MARY: Yes.

LUCILLE: And you're going to be just as brave as they were.

MARY: Yes, Miss Benefiel. *20<sup>30</sup>*

LUCILLE: That's the girl. You all right, Mrs. Mongel?

LEONA: Little shaken up, that's all. But I don't know how I'm goin' to get the children home, now that the car's gone.

LUCILLE: Don't worry about that. My car's all right. I'll see that you get home.

LEONA: That's mighty nice of you, ma'am.

ABBIE: (SCREAMS OFF) Miss Benefiel! Miss Benefiel!

LUCILLE: What is it, Abbie? What's the matter?

ABBIE: Mr. Peters! Look!

LUCILLE: (GASPS)

ABBIE: He's dead! (MOVING AWAY) Mr. Peters is dead!

LUCILLE: Abbie! Be quiet! (DULLY) Dead!

TRACY: (MOVING ON RAPIDLY) What is it, Lucille?

LUCILLE: (SOBS AND MOVES AWAY)

TRACY: (CALLING) *Lucille!*

SOUND: DOOR OPEN AND CLOSE, OFF

MUSIC: OUT WITH ...



SOUND: GENTLE LAPPING OF WATER

LUCILLE: (SOBBING GENTLY ON MIKE)

TRACY: (MOVING ON) It's been an ordeal for you, Lucille.

LUCILLE: Sit down, Tracy ... here beside me. I'm afraid.

TRACY: You've had a night of it.

LUCILLE: I -- I've never seen anyone die before. The poor old man! Five years to save a hundred and fifty dollars <sup>2430</sup> that he could get back to his hills. (BREAKING) And he never will.

TRACY: (CONCERNED) Lucille!

LUCILLE: <sup>alright</sup> I'm not going to cry.

TRACY: I want to tell you, you've been marvelous through this whole thing.

LUCILLE: ~~Oh, don't be silly~~

TRACY: In a way I'm sorry I brought you here.

LUCILLE: Sorry? Oh, please, don't. I'm not. I've read about trouble ... but I guess this is the first time I've held it in my hands. There are real people in the world. Not just dowagers and debutantes <sup>2510</sup> and ---. You were right when you told me I'd find life on roads like the Lincoln Highway. I think I have found it.

TRACY: I think you have, too.

LUCILLE: Tracy, I'm going back. In a world like this no one has a right to be idle or bored. There must be things I can do <sup>2515</sup>

TRACY: I'm sure of that. But why go back? There're things to do wherever you are.

LUCILLE: That's right. Even here. This trailer camp!  
*look*  
You're an architect. What could be done to fix it  
up for Mrs. Garren? She has ~~nothing~~ <sup>530</sup> nothing now.

TRACY: I could make this one of the most beautiful spots  
on the Lincoln Highway.

LUCILLE: Then let's start with that.

TRACY: I'd like to suggest another little project, Lucille.

LUCILLE: Yes? What?

TRACY: If you think you could look into my eyes; see my  
bank balance and not become alarmed; there's  
something I would like to ask you. No~~s~~ now, perhaps,  
but sometime.

LUCILLE: If you have anything to ask me, Tracy, better do it  
now. My resistance is very low.

TRACY: Do you think the ~~time~~ <sup>76</sup> will come when it'll be safe to  
ask you to ... marry me?

LUCILLE: The request would be safe enough. The big danger  
is -- I might accept!

TRACY: I've never run away from danger yet.

LUCILLE: Then don't blame me if the green light suddenly  
turns red.

TRACY: Are you giving me the green light now?

LUCILLE: Tracy darling, I ~~hope~~ <sup>don't tell me you're</sup> you're ~~not~~ color blind!

MUSIC: UP FULL, FADE UNDER ...



<sup>20</sup>  
ANNOUNCER: Yes, sir. The last headlight of the freight trucks goes out, and the rose-red of the dawn glows over the long prairie stretches of the Lincoln Highway.

~~MUSIC OUT~~

Certainly has been a pleasure to have you with us, Miss Bankhead. Thanks for a fine job ... Next week, folks, you're going to hear one of your favorite radio stars.

Tell you more about that in a minute ...

CLOSING COMMERCIAL

Client: HECKER PRODUCTS CORP.

Date: SAT. APRIL 26, 1941

Product: SHINOLA

Station: WEAF

Program: "LINCOLN HIGHWAY"

Draft: FINAL

AFTER ACT III (EASTERN BROADCAST ONLY)

179 words

1 minute: 3 seconds

ANNOUNCER

2650

When you do your shopping today, mothers...remember this. SHINOLA wax liquid...that comes in the handy, easy-to-use bottle...gives a marvelous TRIPLE-ACTION shine that helps your family's shoes look better in three special ways! One --SHINOLA preserves! Two -- SHINOLA protects! Three -- SHINOLA polishes!

By "preserving" we mean that the fine waxes and other special ingredients in SHINOLA wax liquid help to make leather...more pliable ...helps you to have shoes that wear up to four months longer! Yes -- that's right! In many cases up to four months longer wear!

2715

By "polishing" ...well, discover for yourself the marvelous way SHINOLA wax liquid makes shoes gleam and glisten like new--without buffing! Yes Shinola actually dries to a shine! In the opinion of folks, everywhere SHINOLA wax liquid gives the fastest, brightest shine obtainable!

2730

Make a note to get SHINOLA wax liquid today sure! It costs only ten cents. And remember...tomorrow's Sunday! And if you folks want to appear at your Sunday best ... LOOK AT YOUR SHOES! Other people do!

See if you need a SHINOLA shine!

2800

Music



NARRATOR:

28

Next Saturday, Shinola would like you to join us again, when we pick out another real life story along the Lincoln Highway, starring Broderick Crawford, of Hollywood and the New York Stage together with one of your daily radio favorites -- Bess Johnson for years star of "Hilltop House", now starring in the "The story of Bess Johnson". To be sure you'll make it <sup>28<sup>30</sup></sup> listen carefully to this announcement. If your city stays on Standard time there will be no change in the time of Lincoln Highway ... if your community has daylight saving time, Lincoln Highway will be one hour later. This is different from most program changes. Remember: standard time, no change ... daylight time, one hour later.

Next Saturday, meet us by U.S. Thirty for Lincoln Highway, starring Bess Johnson and Broderick Crawford ... brought to you by Shinola Shoe Polish. <sup>29<sup>00</sup></sup>

MUSIC:

UP TO FINISH

29<sup>20</sup>

30